



Yule Elocution Contest-2011
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A P E R I O D I C A L O F T H E A N D R E W Y U L E G R O U P

From the Chairman's Desk

Dear Colleague,

We have just completed another successful year. This is the 4th consecutive year the Company is in profit. We have passed through a long hurdled path but there is no room for complacency, we still have to trot miles to get a comfortable position.

The annual Accounts have been finalized. Result indicates an upward trend in Company's overall performance. It has accounted around 25% growth in turnover in the 2010-2011 financial year compared to the preceding year. Tea Division has done very well during the year under review. It has not only improved the turnover by 8 % but also it has produced 111 lakh Kgs of tea which is an all time high. It has also started marketing specialty teas and opened up new market in abroad.

Engineering and Electrical Divisions are showing all signs of improvement. The turnovers of these two divisions during the current financial year have gone up by (approx.) 83% and 66% respectively compared to the preceding year 2009-2010.

I take pride in the consistent growth maintained by Tide Water Oil Co. (I) Ltd. They have achieved a turnover of ₹ 861.42 Crores with a profit of ₹ 94.46 Crores. It is expected that Tide Water Oil will achieve their stated vision "Turnover of ₹1000 Crores and profit ₹ 100 crores" in the year 2011-12.

I am also happy to inform you that Hooghly Printing Co. Ltd. has strengthened its business in 2010-2011 financial year and has recorded a Profit of ₹ 0.31 Crore as against ₹ 0.24 Crore of 2009-2010.

I take this opportunity to congratulate my colleague for the good results and once again reiterate the fact that future of our Group is quite encouraging. I am confident that with whole hearted committed involvement and spirited team work by all employees of Andrew Yule group will place the company on a higher pedestal in the near future.

With warm regards.

Kallol Datta



Shri S. Sundareshan, Secretary, Department of Heavy Industry visits Yule House on 8th July, 2011.



Yule Centre for Learning



Chairman interacting with a student on the opening day of Yule Centre for Learning.

A Chinese proverb – “If you are planning for a year, sow rice; If you are planning for a decade, plant tree; If you are planning for lifetime, educate people”.

It was the most cherished dream of the Chairman & Managing Director of the Company to open up the opportunity for educating the down trodden people of the society. The dream comes to reality. ‘Yule Centre for Learning’ has taken shape in reality. Andrew Yule & Co. Ltd. takes one more forward step towards discharging its social responsibilities. An evening school is opened by Andrew Yule & Co. Ltd. in its head office to offer free educational facilities to the down trodden pavement dwellers residing in this locality.

The evening school was inaugurated in Yule House on 2nd March, 2011. Sri Sandipan Chakravorty, President– Bengal Chamber of Commerce & Industry, graced the function as Guest of Honour.

Shri Kallol Datta the Chairman & Managing Director, emphasized on the need of education in the life of every individual. He reiterated the fact that there is no age bar for learning. The company is ready to extend its helping hand to pull up the trailing people of the society. While sharing his thoughts with the audience, the Chairman & Managing Director said that a little bit of educational exposure would give immense confidence in the day to day struggling of these down trodden people. This school would

provide the basic knowledge of hygiene, moral values, dealing with Banks etc. beside formal education required in day to day life of any individual. The basic education given to these people from the ‘Yule Centre for Learning’ might lead them to formal school. It would indeed be a great pleasure for him if ten children could be sent to the formal school with the back up support of preliminary education given to them in this school. Otherwise, there is every possibility of derailment from the normal path, particularly of the younger people, which would cause real loss to the society at large.

Shri Indrajit Sengupta, Director (Personnel) said that the Company has always been conscious about its social responsibilities and has been contributing towards social causes. We recognize that the issue of down trodden children has a serious implication. This school will help and support such children so that they become a good citizen of the country in future. Shri Sengupta further detailed the areas of exposures and the supports to be given to the pupils in the school. He explained that the students will be provided with free study materials and classes which will be thrice a week, will be taken by volunteers, the employees of the Company. The students will be provided with a packet of refreshment everyday. He thanked the employees of the organization who have already volunteered to take classes in the evening school.



Divisional Activities

Andrew Yule Tea Estates continue to fulfill their commitments to the Society at Large.....



Besides making Quality Teas, management of Andrew Yule Tea Estates in Assam, Darjeeling and Dooars squeeze into their busy and tight schedules programmes for the well being of their employees as well as the communities living in and around the estates.

ASSAM

Kudos to the Doctors of Khowang, Bhamun, Desam, Rajgarh and Murphulani tea estates who with the support of the Estate Management arranged Laparoscopic and Sterilization Camps in all the estates where response and participation were much beyond expectation.



A HIV awareness campaign was arranged in association with the Government of Assam. Condoms and Sanitary Napkin Dispensing machines were installed for easy access to all in the estate and in the surrounding areas.

In association with "NISWARTH", a NGO, the estates distributed Disability Cards among the physically challenged people living in the vicinity of the estates. Those having registered earlier were given aids and appliances as per their disability needs.



Continuous efforts made by Yule Tea Estates for the well being of the employees and the surrounding villagers were appreciated not only just by the local population but also by the District Administration. So much is the confidence in the Andrew Yule efforts that a massive Drinking Water Project was set up in Hingrijan Tea Estate by the Government of Assam, catering to the population of the estate as well as a couple of villagers living in the vicinity. Drinking water projects in Primary and Secondary schools in the vicinity of the estates are being done with the participation of our tea estate managements.



DOOARS

In the West Bengal, Manager Banarhat along with his team, spearheaded by the Estate Doctor conducted Dental and Eye checkup Camps for residents of the Estate and residents of the adjoining villages. The attendance for both the camps was very encouraging.





Andrew Yule Teas launched in Georgia.

Mr Sunil Munshi, Chief Executive – Tea and Mr Ashish Paul, Senior Manager, Marketing, were in Georgia to promote the Yule Brand of Packet & Specialty Teas. They were invited by their Georgian counter parts from Geo India Trading Company of Georgia. A tea tasting session was held where Trade Distributors were invited for the session. Interaction was fruitful culminating into orders for packet as well as speciality teas. This is the first time that substantial quantities of value-added packs will be exported.



Fresh Export ventures into Speciality Teas

Mim Darjeeling Specialty teas are gradually coming into good demand as these are offered to a local distributor, M/s Emmen Consultants (of the Manibhai Group) at good margins who in turn presented the Mim Specialty teas in the recently concluded Las Vegas World Tea Convention where many enquiries are generated for these teas. The Tea Division is presently endeavouring to tie-up with them for directly exporting to the USA.

Tea Management Conference -2011

The Baywatch Hotel in Goa, brought together 76 of the Yule Tea executives including their spouses for the Annual Yule Tea Conference held on 30th & 31st January, 2011.

Chairman's vision – 'Quality, Quality & Quality' was the theme of the conference. Review of the last fiscal was done and out of the box ideas and strategies were discussed to the minutest of details to ensure that the goals for 2011 are achieved and that the estates feature in the TOP 20 Estates of Assam and Dooars respectively. The programme was



coordinated by Mr Hashim Khan, G.M. (Marketing) a pro at his lethal best.

Basmatia Tea Estate headed by Mr. Rupankar Goswami received the overall Best Estate piping Karballa to the finish by a whisker.

Best Estate Dooars (Field and Factory) was bagged by Karballa Tea Estate with a beaming Mr. Buddha Basu collecting the trophy on behalf of his team. Incidentally Karballa was the only Dooars estate which recorded profits after a long gap.

Trophies for Best Garden (Assam) and Best Factory (Assam) were collected by Mr. Ranjan Saikia of Khowang T.E. and Mr. Rupankar Goswami of Basmatia T.E. respectively.



Mr Palzeur Lama of Mim collected the Trophy for Best Innovations.

Trophy for the Best Factory Assistant went to Mr. Dipankar Borgohain of Basmatia. Congratulations to all the Winners.

A Big Thank You to Mr Indrajit Sengupta, Director (Personnel), Mr. Subir Das, Mr. R.N Ghosal and Mr. Kalyan Roy for being part of the event and for their valuable inputs.

A Big Thank You to Mr. Sunil Munshi for making this trip to happen.

With the close of the conference, the participants were treated to the sights, sounds and tastes of Goa which included a visit to Basilica of Bom Jesus Church, the ruins and a fun filled cruise on the river Mandovi. The fun didn't stop there with most of the participants enjoying the waves of The Arabian Sea and the sands of Colva beach. While the adventurous lot took to the sea whether it was to see the Dolphins or a ride on the fast water scooters or a joyride on the Banana Boat, others preferred to watch and enjoy. As all good things have to come to an end quickly, reluctant participants headed back to the hotel while the die hard few had to be cajoled out of the water as there was a flight to be taken back.

With determination writ large on their faces participants returned to face another gruelling season ahead and with that pleasantly nagging question of where the next destination would be.





Welfare/Cultural Activities

WEBFIL Annual Sports Meet – 2010

Since 1984, WEBFIL Staff Recreation Club has been organizing annual sports meet. This time the club organized the Annual Sports Meet on 26th December, 2010 at 'Gostopal Krirangan' ground, Kalyani.



Shri Jayanta Ray, Chairman (WEBFIL) presided over the function while Smt. Manjula Ray graced the occasion as Guest of Honour.



At the beginning, the Club Flag was hoisted by Shri Alok Mitra, Dy. General Manager (Works). Employees, their spouses and children took part in the various events of sports. Around 150 participants took part in different events of the day long programme. The programme ended with a colourful March Past.



Last but not the least surprise from the organizers was still on the wait list. As dusk set in with the conclusion of the March Past the organizers displayed a scintillating show

of fireworks which simply mesmerized the members, guests and the residents of the surrounding locality and it finally rekindled the spirits of unity among the employees of WEBFIL.

Annual Cultural Programme

WEBFIL Staff Recreation Club celebrated its 26th foundation anniversary on 30th January, 2011 evening at Vidya Mandir Auditorium, Kolkata. It was being the 150th birth centenary of Kabiguru Rabindranath Tagore, the entire programme was a tribute to 'Gurudev'.

The programme was inaugurated by the club President, Shri Jayanta Ray, Chairman –



WEBFIL. Smt. Manjula Ray graced the occasion as Guest of Honour. Shri Ray, in his inaugural speech, enthralled the uninterrupted efforts rendered by the members of the club over the period of last twenty five years. Vice President, Shri Amiya Narayan Bhattacharyya, General Manager – WEBFIL assured his all time whole hearted support to the club. Dr. Indrajit Roy, Hon'ble Sheriff of Kolkata, was also present in the function as distinguished guest.

A theme song, composed by one of the members of the club, was performed as the



inaugural song of the cultural programme followed by various musical performances by club members and their families. "Rabindra Sangeet" performed by two guest artistes, Smt. Kabari Ghosh and Smt. Kamalini Mukherjee were also enjoyable. It was followed by a drama, "Dak Ghar" and

"Rakta Karabi", compilation staged, by the members of the club under the direction of Shri Hillol Kumar Ghatak, marked a touch of difference in the memory of the audience.

Ready... Steady... Go...

Yule Winter Carnival and Annual Sports 2011.

While the rest of the world snored into the 1st day of the New Year after a heavy bout of merrymaking, a figure attired in a neatly tailored leather waist coat and hat to match briskly walked towards an empty but decorated venue, his aides close behind. A purposeful squint, a seasoned glance around the place, a pause – his eyes said it all. His mouth betraying his feelings as a slight smile followed. He knew - he was in control. The shifting of what seemed like a weapon from hand to hand, not a show of nervousness just plain anticipation the wait - it seemed endless.

No friends this is not a scene from one of those western movies, the man here was much our very own Mr Hashim Khan, of the Tea Division, who MCed the proceedings tirelessly through the day, the man on whose meticulous planning and organization the otherwise drab Rabindra Sarovar Stadium was brought to life with vibrant colours, festivity and music. The event – **Yule Winter Carnival and Annual Sports 2011.**

True to style of a General, Mr Sunil Munshi and Mr. Amiya Narayan Bhattacharyya kept ensuring that the team kept the flow of events going at a pace that would give organizers of The Commonwealth Games a run for their money.

Right from the drawing board till its execution, every event had a team of dedicated colleague complimenting each others skills to churn out what became a Mega Event for the Yule fraternity, ably guided by Mr Sunil Munshi CE(Tea) and Mr Amiya Narayan Bhattacharyya, General Manager WEBFIL.





Mr. Chandan Bose and Mr. Hari Mohan Bhattacharya ensured that every participant enjoyed a sumptuous breakfast and lunch even at the cost of missing out on some of the fun and action.

Mr. Shubash Banerjee, Mr. S.Pandey, Mr. Biren Sadhukan ensured that all props were in place and that the events followed each other without a hitch. Mr Biswajit Mazumdar, Mr. S.J.Bagchi, Mr. Pranab Choudhury, Mrs. Rabeya Sultana and Mr. Asish De put their writing skills to the test ensuring that all present participated and had a participant tag neatly pasted to their outfits. Truly Professional.

While rest of the organizers were busy, Mrs Moon Moon Ghosh - along with her team went about her responsibility of the "Kiddies Corner" with the authority and flair of a school teacher ensuring that every child present had his/her fair share of a bounce on the inflated trampoline and other goodies installed specially for them.

Dressed in their New Year best, most ladies present ensured that they took a chance to test their balancing prowess after doing so well at home with children, husband cooking etc with the Marble and Spoon race. It was indeed encouraging to see some homemakers put to shame the younger lot and made podium finishes.

The **sprints** for the men saw a lot of participation both in the above and below 50

category and from the running stances and styles one could see that the participants had had their fair share of glory on the track in the past. What could be termed as the race of the day was the 50 plus category which saw the who's who of the Andrew Yule family sprint like "Usain Bolt" who can ever say that we have lost that competitive bite?

While the toddlers too scorched the track with their 20 meter dash, we hope it won't be long before the Yule fraternities see some of them don the nation's colours.



The much awaited "event" was the **Musical Chair** for the ladies, besides having all the ladies participating, the intensity of the competition and desire to win was evident on all the ladie's faces, more so with the encouragement from respective husbands and family members. As the crowd cheered the ladies on the long jump event came to a near standstill with participants craning their

necks over the spectators to see if any one known was in the process of winning.

Maximum participations were in **Hit the Wicket** with almost every person in the stadium taking a poi shay at the lone wicket. But aim and luck was restricted to just 10 men. While the top three finishers thanked their aim and luck the balance 7 shadow rehearsed what they did wrong wowing not to repeat the same at the next sports.



Size doesn't matter. Amply proved by yours truly who threw the **Shot Put** a clear 2 meters ahead of the rest of the competition

Participation is important but winning is Better. No denying this, as all the units pulled at each other in the Tug-of-War. After the gruelling preliminary stages the finalists turned out to be the Tea and General Division. The guys pulled, huffed and panted but it was Swarooplal Mitra's General division that got



the better of the Tea Division in a very keenly contested Final.

Nobody paid attention to the little bit of jostling and pushing by over enthusiastic quizzers to answer questions thrown to the audience by MCEE cum quizmaster Mr. Khan that even Chairman himself couldn't resist answering. He too walked away with a gift like everyone else who answered correctly.

It must be mentioned that every lady and

every child went home with a gift. What better way to start the New Year.

The day ended with the ceremonial prize distribution and a vote of thanks by The Chairman.

Once again big congratulations to every body that chipped in to make this event a Mega Success. We are sure that the **2012 Annual Sports** will see a stiffer level of competition as Winning Matters.

Yule Elocution Contest – 2011

Yule Elocution Contest is a matter of pride of Andrew Yule group companies. Andrew Yule group organizes this contest every year. This year the competition began on 18th April, 2011 and was concluded with grand success on 10th May, 2011. This is being the birth sesquicentenary of Rabindranath Tagore, the theme of the competition was chosen- 'Tagore's relevance in the young minds of 21st Century' as a befitting choice.

Yule Elocution Contest was first held in the year 1988 in commemoration of the birth centenary of Pandit Jawaharlal Nehru. As Pandit Nehru was very fond of children the Andrew Yule management decided to hold an elocution contest among school children. This contest continued smoothly for few years. But after stoppage for a brief period the Yule Elocution Contest was resumed in the year 2007-08 to commemorate the centenary of 'Yule House'. Since then it is the fourth consecutive year of the Yule Elocution Contest.

The Yule Elocution Contest has already gained



acclamation of different schools in West Bengal.

The Preliminary rounds of Bengali, Hindi and English categories were held on 18th 19th & 20th April, 2011 respectively in the Kalakuni auditorium. The Chairman and Managing



Director Shri Kallol Datta inaugurated the programme on its opening day i.e. the 18th April, 2011. In his inaugural speech Shri Kallol Datta did welcome the judges and praised the school authorities for sending their students in Yule Elocution Contest. He also mentioned that Andrew Yule group has got the tradition of working for the society at large. This legacy is still in vogue in the culture of Andrew Yule group companies. Andrew Yule group takes it as a service to the society and there is no business motive behind organizing the elocution contest. During his speech Shri Kallol Datta enthused the children to take a vow to win another Noble Prize in literature for mother India. On this occasion, the Director (Personnel) Shri Indrajit Sengupta explained the object of holding the elocution contest



and the various social responsibilities being discharged by Andrew Yule group companies.

This year about 170 participants took part in the competition. Participants of three language groups were judged by three panels of judges consisting of eminent academicians and scholars in their respective fields.

This year participants came from distant districts of West Bengal, like Bardhaman and Birbhum. However most of the participants were from Kolkata and its neighbouring districts, viz. Howrah, Hooghly and 24-Parganas North and South.

Finals of the elocution contest were held on 10th May, 2011 at G D Birla Sabhagar Auditorium followed by a musical programme Conceptualized and Scripted by Mrs. Pritha Deb Moulick and staged by the employees of Andrew Yule group companies. The Chairman and Managing Director Shri Kallol Datta presided over the function. Prof. Somendranath Bandyopadhyay, one of the eminent personalities of the present era, an erudite scholar and an authority on Rabindranath Tagore was the Chief Guest in this function. The panel of judges consisted of - **Dr. Jalaj Bhaduri**, Ph. D. in Musicology from Visva Bharati University, had translated



Rabindrasangeet in Hindi which were approved by Visva Bharati in the year 1986; **Prof. Hosseinur Rahman** a well known cultural historian and author of many books on Rabindranath, Swami Vivekananda etc.; **Shri Supriyo Tagore**, M.A. in Education from the Institute of Education, University of London and the Ex-Principal of Patha Bhavan, Visva Bharati, and **Prof. Amian Das Gupta** is currently the Head of the English Department in Jadavpur University.

In the finals one winner and one runner-up

Bengali Category:

Winner – **Aniruddha Roy** of Hare School
 Runner-up – **Bhumita Bhattacharya** of Children’s Foundation School

Hindi Category:

Winner – **Antara Chandna** of Lakshmiapat Singhania Academy
 Runner-up – **Vedika Agarwal** of La Martiniere for Girls

English Category:

Winner – **Sparsh Agarwal** of Don Bosco School
 Runner-up – **Eesha Moitra** of Akshar

were selected from each language group –

The winners of each language group were given one trophy for school and one trophy for the individual along with Gift Vouchers worth Rs.12000.00.

The Runner-ups of each language group were given one trophy for school and one trophy for the individual along with Gift Vouchers worth Rs.8000.00.

All other finalists were given Gift Vouchers worth Rs.4000.00 each.

All 19 finalists were given certificates and one copy of 'SANCHAITA'.



Shri S. Sundareshan meets the officials of Andrew Yule Group Companies in the Board Room at Yule House on 8th July, 2011.

Shri S. Sundareshan, Secretary, Department of Heavy Industry visited Yule House on July 8, 2011 and met the senior officials of the Andrew Yule Group. Shri Sundareshan was accompanied by Shri Harbhajan Singh, Joint Secretary, Department of Heavy Industry.

Shri Sundareshan appreciated the efforts made by the management and employees of the Company which resulted in successful

turnaround and all round improvement in the performance of the Company. During the meeting with the officials of Andrew Yule & Company Limited and its Group Companies, a spectrum of issues was discussed which also included Company’s future business plan and course of action for sustained growth and profitability.



The 92nd Anniversary of Andrew Yule Mahabharata Patha was celebrated in the premises of Yule House between 17th and 23rd April 2011.

Besides the rituals of Shri Shri Jagannath Pooja, recitation from the Bhagawat Geeta and cultural programmes commensurating to Indian cultural heritage were organised in this week long function.

Plaudits



Yule Group congratulates **OINDRILA**, daughter of Sri Tapas Chakraborty of Karbala Tea Estate. She came first in the District (Jalpaiguri) Level competition on Model presentation, Science Group.

In appreciation of the above, on 20th May, 2011, she has been awarded a sum of ₹ 5000.00 by the Department of Science & Technology, Government of India.

Our heartiest congratulations and good wishes for Oindrila.