

Monthly Magazine
March 2010
Edition



AQUAD 
EXPRESS

MD'S DESK

Month of March ended with a hectic note. The stressful financial year has come to an end. The following months of this year will be a blend of action to rejoice, reinvent and reorient ourselves.

The World **Water Day** was highlighted in an impressive manner in the company. It gave me pleasure to read the message that brought out the ample significance and dimension of the excellent product called "WATER".

Also coinciding with **International Women's day** I am happy that our organisation has given a place of pride to the women employees, bringing them as equals to others and empowering them with all means that are available.

Our company after embarking upon into new verticals has strengthened the marketing division. Our team has been enriched and enlarged with high profile professionals in projects and Marketing who will add arm and strength to our various initiatives.

It was heartening to note that there was spontaneous response from our associates for the blood donation camp organized as a part of our CSR activity. The service rendered by the Jeevan Blood bank is commendable. Also hand in hand, the medical camp conducted for all employees as a measure to check their health and wellness was a beneficial event.

I congratulate the team for putting all their effort in the month of March, even though it had little strain on them.

Well, I could only sum up, when the team performs with clear objective, charting and prioritizing their daily work, it works for sharing and shoring up our hidden talents in our work life.

Best Regards,



S.Suthakar



HR -The Face of the Organisation:

The success of HR is rated everyday and everywhere. Apart from the philosophies, policies, procedures and practices that HR formulates it has to raise its bar with other department needs. HR in modern times is under pressure to change. It is an unending process of recruiting right people at right time and in right number. It has to induct and induce the people to train on skills. It has to introspect the needs of people. It has to combat the exigencies of the organization. People have to be rewarded aptly to bring more commitment.

HR in particular in Water treatment Industry has shown itself as strategic partner in retaining organizational stability. Towards this, it has to build the competency of each associate. Expand their abilities and bring them to the fore. A culture that brings all-round buoyancy is made visible. In essence, an high performance team is created.

HR has, in fact, in recent times, pitched its effort to float an effective Performance Management Systems. (PMS), which defines the target to be achieved and identifying those key Performance Areas (KPAs) that has to be attended. All focused to enhancing the competence and quantifying their contribution. HR has to ensure that a good career path is charted for them, so that, the Associates have a dream as well as long term association with the Company. HR has to strive to reflect a healthy enabling reporting relationship within the Organization.

Thus, HR undoubtedly, has become very sensitive in these days that it has to not only constantly keep an eye on people issues, but also, show case itself, as a face of the organization.

Blood donation camp



Health camp

Aqua Designs engages in socially responsible employee relation and making a commitment to the community around it. Associates are ingrained into this activity and to show their concern to social cause.



Our E&C team

after the Blood donation camp

Our O&M team came together for the Blood donation camp



Womens day

The International Women's Day Centenary should make the women of past proud, the women of current inspired, and the women of the future envisioned.



MOTIVATIONAL AWARD FOR IMPECCABLE ATTENDANCE

was given to Mr.K.Ramesh (Stores), Mr.Chandrasekar(QC-Sr. Manager) Mr. Motilal(QC)



Product presentation at Lab

Product presentation of Spectroscopy was conducted by Mr. Presenjit Khar Product specialist from M/s. Varian India Pvt. Ltd ICP-OES (Inductively Coupled Plasma Emission Spectrophotometer) Atomic Absorption Spectrophotometer



**ANOTHER
MILESTONE
ACHIEVED...**

Aqua Designs India Limited is one of Chennai's leading NABL accredited testing laboratory offering wide range of chemical, physical and environmental testing services. Our Laboratory maintains strict adherence to well established analytical procedures such as APHA, IS, ASTM, USEPA etc and provide.

- Confident and trusted testing reports
- Better control of technical competence
- Enhanced customer confidence and satisfaction
- Reduced need for retesting of products **saving time & cost**



**Congrats!
to the lab team**



MANAGEMENT LESSONS FROM THE MOVIE - 3 Idiots



All Izz Well !!

1. Never Try To Be Successful

Success is the by-product. Excellence always creates success. So, never run after the success, let it happen automatically in the life.

2. Freedom To Life

Don't die before actual death. Live every moment to the fullest as you are going to die today night. Life is gifted to humankind to live, live & live @ happiness.

3. Passion Leads To Excellence

When your hobby becomes your profession and passion becomes your profession. You will be able to lead up to excellence in the life. Satisfaction, pleasure, joy and love will be the outcome of following passion. Following your passion for years, you will surely become something one day.

4. Learning Is Very Simple

Teachers do fail. Learners never fail. Learning is never complicated or difficult. Learning is always possible whatever rule you apply.

5. Pressure At Head

Current education system is developing pressures on students' head. University intelligence is useful and making some impact in the life but it cannot be at the cost of the life.

6. Necessity Is The Mother Of Invention

Necessity creates pressure and forces you to invent something or to make it happen or to use your potentiality. Aamir Khan in this film, 3 Idiots, is able to prove in the film by using aqua guard pump at the last moment.

7. Simplicity Is Life

Life is need base never want base. Desires have no ends. Simplicity is way of life and Indian culture highly stresses on simple living and high thinking, and this is the way of life: 'Legs down to earth and eyes looking beyond the sky'

8. Industrial Leadership

Dean of the institute in 3 Idiots is showing very typical leadership. He has his own principles, values and ideology, and he leads the whole institute accordingly. This is an example of current institutional leadership. In the present scenario, most of the institutes are fixed in a block or Squarish thinking.

9. Importance Of One Word In Communication

If communication dies, everything dies. Each word has impact and value in communication. One word if used wrongly or emphasized wrongly or paused at a wrong place in communication what effect it creates and how is it affected is demonstrated very well in this movie.

10. Mediocrity Is Penalized

Middle class family or average talent or average institute is going to suffer and has to pay maximum price in the life if they do not upgrade their living standards. To be born poor or as an average person is not a crime but to die as an average person with middle class talent is miserable and if you are unable to optimize your potentiality and die with unused potentiality then that is your shameful truth. One should not die as a mediocre. He/she has to bring out genius inside him/her and has to use his/her potentiality to the optimum level.

THE WONDER OF WATER

It's solid as a rock, but light enough to float.
 It's a gas that turns to liquid, when it touches cold air.
 In liquid form, it defies gravity.
 It's one of the strangest chemical compounds ever discovered.
 Yet it's the common substance on Earth.
 It's found on every continent in the world.
 It's in the sky,
 In the oceans,
 In your back yard,
 In your house,
 Even in you.
 It's weird,
 THE WONDER OF WATER.



- Karthikeyan. P - Asst.Manager, Projects



Ms. N. Nagalakshmi

Joined our team as Sr. Engineer-Proposal. She has 2 ½ years experience and holds a M.Tech degree in Environmental Science



Mr. SREEHARI BALAJI

Joined our team as HEAD - BUSINESS DEVELOPMENT (SBU). He is a product of REC Trichy where he did his BE (Production) and holds a MBA from The International University Missouri (USA). He has rich and varied experience of more than 26 yrs in the spectrum of Business Development, Project Management, Plant Marketing etc



Mr. P. Guruswamy

Joined our team as HEAD PROJECT - EPC. He carries behind him a rich and varied experience of more than 20 yrs in execution of Industrial Projects across India



Mr. N. Ravishankar

Joined our team as Engineer - Project. He has over 2+ years of experience in the field of Project. He holds a B.Tech degree (Chemical Engineering).



Mr. A. Alagappa

Joined our team as Engineer - Project. He has over 5 years of experience in the Project related field and Water Management



Mr. K. Permualswamy

Joined as Engineer - Civil in our organization. He has over 2+ years of experience in the field of Construction. He holds a Diploma in Civil Engineering.



Mr. S. Gopinath

Joined our team as Assistant Manager - Project. He has 4 yrs of experience in the field of project and holds a Diploma in Chemical engineering



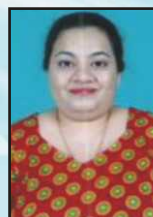
Mr. S. Ramanathan

Joined as Engineer - Civil in our organization. He has over 6 years of experience in the field of Construction. He holds a Diploma in Civil Engineering.



Mr. S. Karthick Nagarajan

Joined our team as Engineer E&C. He has over 3 years of experience in the field of E&C. He holds a Diploma in Mechanical Engineering.



Mrs. Tabitha Jeevanandam

Joined our Organisation as PS to Managing Director holds a post graduate degree in Public Administration after her Bsc in Chemistry.



Mr. A.C. Subash

Joined our team as Assistant Manager E&I (E&C). He has 11 yrs of experience and holds a BE in Instrumentation & Control Engineering and has a Diploma in Industrial Safety.



Mr. S. NEDUMARAN

Joined our Organisation as SENIOR MANAGER - PROJECTS (EPC). Mr. Nedumaran is a experienced and well - rounded civil engineer with extensive experience of more than 27 yrs and had worked with myriad companies.

NEW PROJECTS



Established in 1886 Coca-Cola owns four of the world's top 5 non-alcoholic sparkling beverage brands. It has a beverage variety of more than 2,800 products with 90,500 associates worldwide and operates in more than 200 countries. Aqua Designs has bagged the order to execute the Solar Pond in their Kalahasti



Amazing People Delivering Extraordinary Results

**Aqua Designs 350 + Strong 'O & M' contingent is ably supported by
specialty chemicals division and a full fledge laboratory for smooth operations.**

24-7 in touch

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