

Synthesis

INHOUSE MAGAZINE OF SYNTHITE INDUSTRIES LTD

SOARING IN THE SKY

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In pursuit of opportunities

C V Jacob
Chairman



Synthite has always believed that success lies in identifying the opportunities, and then working hard

to make the most of them.

When we started in 1972 with pepper oleoresin, not many people in India had even heard about them, leave alone using them. But we assessed the US market and its potential quite early, and worked with some of the

We faced difficulties at every stage of our journey but we never let them overcome us; instead, we overcame them

best people in the industry. It was not that we had all the technology and equipment with us. In fact, we made a lot of improvements in the technology CFTRI, Mysore, provided us to make pepper oleoresin. Many a time we designed our own plants to deliver the products. We faced difficulties at every stage of our journey but we never let them overcome us; instead, we overcame them.

We had decided that we will never compromise on quality. This was at a time when people had not started talking about tightening quality norms. We had decided that all our products would more than meet the US FDA norms, even if they are not required. This insistence on quality helped us market our products in several other countries ahead of our competition because our customers knew that safety norms do not frighten us and that we can meet them, whatever they be.

We have always kept our ear on the ground to know the signals the food processing industry emanates and are ready whenever a customer wants a new product. Long before people talked about pesticide residue levels, we set up Farmtech division to work with farmers and limit the use of chemicals to acceptable limits. It also showed our commitment to Mother

Nature, the source of all good things we enjoy.

I would also like to remind all my colleagues about the need to invest in research and development. We spent all the money the government gave us as cash incentive for exports in the seventies for R&D; and much of Synthite's growth is because of that one move.

Led by compassion

George Paul
Director



What differentiates our company from many others is the compassion one feels when one gets to work with it.

The management has recognized the fact that it is the duty of the company to take care of all basic necessities of the people who work for it. And we do all that is in our command to ensure that all our people have a shelter, have a decent salary with which they can take care of their families, a mode of transport and a facility for health-care. We are in fact the first private sector company in Kerala to institute

We are a compassionate company. However, as we grow big and spread across the globe, we will lay more stress on professional and personal discipline

a pension scheme for employees. We have realised that when employees do not have to worry about their immediate necessities, they can focus on their job and optimize their potential. This will help their career growth as well as the progress of the company. I am sure that however much we grow, we will continue to uphold this principle of compassion. At the same time, we have insisted on strict discipline inside the campus. Employees are encouraged to approach their superiors if and when they have a grievance. We promote open discussions. In fact, we do not

go by protocols when it comes to personal problems. Our chairman epitomises this caring attitude of the company. However, we do not allow it to be misused. As we grow big, and spread across the globe, we will lay more stress on professional and personal discipline. Our experience has been that it only helps the individual and the organisation to play by fair rules.

Synthite is an extremely environment-conscious company. We invest heavily in technologies and equipment which can bring down consumption of invaluable resources such as power and water. Our focus on green technologies can be compared with our stress on R&D. Any growth must be sustainable, and Synthite knows it very well. All our growth strategies are premised on that.

The human touch

Dr Viju Jacob
Director



Synthite has always insisted on the human touch in its relationships. We essentially work as a fam-

ily. Starting from the chairman, the management has been accessible to all the employees. It has lent a special colour to the working atmosphere in our company. We are not just another company making many products the market requires. We are a group of people closely knit. I am of the opinion that we will continue to hold on to this one essential character, however much we grow.

While we retain a unique personal touch in relations, we follow the best companies in the world by adopting one of their best practices: promotion

Synthite has a democratic character. All the stakeholders, including employees, get to make their point heard and give inputs

of team efforts. I have often noticed that the dictum that the whole is more than the sum of parts is true

in our organisation also. At the same time, we will continue to encourage people to take decisions and shoulder heavier responsibilities and grow in their career.

Synthite has a democratic character; it takes people into confidence at all levels. True, it is the management that takes key decisions but all the stakeholders get to make their point heard and give inputs. This, I think, is a critical factor in the successes we have scored till now. I am sure we will continue to hold on to this practice. While promoting team efforts and taking collective decisions, the Synthite management has always led from the front. We have always ensured that we provide the right vision for all our colleagues by thoroughly updating ourselves with the developments in the industry. We take pains to ensure that the demands of the industry do not surprise us. We also ensure that we never deviate from our customer focus. This is a tough call, and we will continue to strive our best to meet the challenge.

Driven by trust

Aju Jacob
Director



The growth of our company has a pattern which differs from those of most other companies. While they all make products and sell

them to the customer, for us, it is the customer who comes to us asking for a product customised for him. In fact, several of our products are innovations of existing products as demanded by the customer.

This reflects two critical strengths of our company. One, the trust our customers have in us, and, two, our capability and preparedness to meet their demands. Our customer list is a who's who of the world's food processing industry. Most of them work

We will empower professional managers to take more decisions than they do now

in the western countries with very tight food safety norms. But the more the norms become tighter, the more they rely on us.

This confidence stems from the fact that we have always updated ourselves in every aspect of our operations. We have always ensured that we are second to none when it comes to equipment, infrastructure or technical know-how. We have incorporated the world's best practices, be it in management, accounting, human resources, raw material standards or corporate social responsibility. In fact, we thought and implemented several schemes long before many others in the field did. This thought leadership will continue to guide us.

I would like to point out one change which I think is ready to visit us in the future. We have never followed an iron curtain attitude till now: all of us were everywhere. But as we transform ourselves from being a family-run enterprise to a professionally-run corporate, each one of us will have our jobs cut out. We will empower professional managers to take more decisions than they do now. This will help us retain the nimble-footedness we have. This alone will help us retain the leadership position we enjoy now.

Vertical growth

Basheer K K
Plant In-charge



I have had a vertical growth in the company. I think this is because I often go deep into the tasks assigned to me

and think of innovations. I discuss my ideas with my subordinates and then with superiors.

I have noticed that my superiors are willing to accept suggestions if they carry merit. I had once suggested a solution to a problem which had been nagging one of our processes for quite some time. Accepting it meant taking a relook at the whole process, including the set targets. I was able to convince the people concerned about my

The strong two-way communication system helps us think with clarity and confidence

suggestion and they made the changes and we solved the problem.

Two things worked in my favour: I came up with the suggestion after thinking through the problem and hence it had merit; and two, my superiors were open to new ideas, even if it meant reworking an established pattern.

This two-way communication helps us think with clarity and confidence about a problem on hand, and then come up with solutions. I am happy that at the director level, people not only support us, but also see to it that we work to the optimum. This gives us the professional satisfaction as well. And in case we fail in our mission, we are supposed to report it with the reason; they will find a solution. You just cannot make that problem an excuse for not performing.

An innovator's dream

Anoop G
Executive-Innovation



Not many organisations have a department of innovation but Synthite has one which plays an important part in its scheme of

things.

Our job is to convert a customer query or demand into a product or a business. We work on the inputs received from the customer using our knowledge base and the state-of-the-art facilities and come out with a product of his choice. This means we have to keep our knowledge base sharpened and our equipment updated. And it happens at Synthite: we have all the avenues to update ourselves with the latest in the world of oleoresins and chemicals; and we have the best of equipment and tools to work with. And it makes us all the more responsible. The result: as a team, we seldom fail.

New suggestions and ideas are always welcome at Synthite

I take pride in the fact I am called to innovate. New suggestions and ideas are always welcome at Synthite; in fact, we have to come up with new solutions and answers so that our customers get what they want. Failures lead to more intense research; and it gives us a real kick when we come out with lasting solutions. I was part of a team which was tasked to work on a product about which our client was not happy. We launched a marathon effort, analysed the entire data again and again, and identified the root cause. The entire department was there to encourage our efforts and cheer us in our success.

I find the professional project management system at Synthite very useful. It ensures that each member works to the optimum level, that there is no duplication of effort and that there is continuous monitoring. The daily review meetings ensure that we move on the right path. If there is an issue, we have the seniors to help us out. That our suggestions and ideas are always valued encourages us to come up with more.

It's all about trust

Lissy Kuriakose

Asst Manager - Materials



We at the materials department at Synthite deal with a highly volatile market. Since our company manufactures ingredients

for the world's most reputed brands, we operate within a set of parameters which include quality, quantity, availability and stock position as well as our own order book. Every decision involves a lot of money also. It is like walking on the razor's edge.

We have designed a professional mechanism for purchases. We have created an extensive knowledge base. We have the best sources for data and an state-of-the-art software for analysing it. We also get support from

other departments in the process. With such back-up of data and enabling environment, we generally do not go wrong in our decisions. I am proud that I have been part of a team which has put in place a system which ensures that we pay the most competitive prices and that we have a steady list of suppliers. This is made possible because of the credibility we have established in the market. We always have a purchase plan ready and take a professional approach in all our decisions.

Experience counts a lot in my job. I have been fortunate to get the help of several other departments such as costing in my success.

I have always ensured that I am true to my conscience, and it has worked well for me. I am happy that my com-

If indeed I go wrong, then the management stands by me as long as I play it right and fair

pany appreciates the methods I have evolved. And if indeed I go wrong, then the management stands by me as long as I play it right and fair. I am happiest when I get the best price after a tough negotiation.

This job offers challenges every minute. And I enjoy them all.

Going the extra mile

Rajmohan M S

Asst Manager - Production



On joining the company as a plant operator after my diploma in chemical engineering, I realised only higher qualifications can

make my career growth faster. My request for management's help for pursuing my graduation in Government Engineering College, Thrissur, was immediately considered. They assured me that I would be given a better posting on completion of the course. It was an important assurance which gave me a lot of confidence. The company and my seniors helped in every stage of my studies. They reworked my shift timings so that I

I understand that my growth in the company is a motivating factor for others

can attend classes at 5.30 pm in the college. At times I also got financial assistance.

On completion of B Tech, the company promoted me to the managerial cadre and assigned me to a different department. It was very important because people who had worked with me earlier got the time to recognise me as a manager. I also took an MBA degree in the meantime, for which also my company helped me. Now I am back at the plant as in-charge managing about 240 people. Several of them were my colleagues or even seniors when I joined. I get the full cooperation of my colleagues.

The trouble I took paid off. I understand that my growth in the company is a motivating factor for others; two more people with diplomas have now done their graduation after joining Synthite. I am happy as a professional and as a human being. My father wanted me to become an engineer and I became one, thanks to Synthite. The management also helped my two children get an admission in one of the best schools in Ernakulam district. Synthite is a place where one, willing to work hard, will find no limitations for growth.

A professional world

Sales K Francis

VP: Corporate Finance



The best thing I enjoy about my job at Synthite is that I work in an environment which enables me to do justice to my professional calling. True, we are

called upon to work real hard but I go back home every day with the feeling that I did an honest job for an honest company. I do not have to worry about the answer I would give if the Income Tax men come knocking on our door. I also do not have to worry about practices which I am unfamiliar with as a finance professional. In

short, I may lose sleep over the work not done, but not over the work done. I also enjoy the personal touch and access we enjoy with the management. When our chairman knew that my wife was a doctor, he arranged a job for her in a hospital convenient to us. And when he learnt that she was not all that happy about the place, he himself found a solution. We all share the feeling that we work not just for the salary we get at the end of every month. We all feel that we work for a company that cares. This assurance also helps each one of us to concentrate on the job assigned to us. However, I understand that a growing company would not forever keep the initial personal bonding the same way when it began operations. I am open to the fact that as we grow, our interactions, both with the people above us and below us, will be more of a professional one, than a personal one. This will be required to ensure

I may lose sleep over the work not done, but not over the work done

that there is a proper chain of command and everyone gets to work in a professional atmosphere. I welcome that change.

A no-compromise world

Bindu Paul

Asst Manager - Quality Control



Our customers are global leaders in the food industry and are well-versed in every aspect of the in-

gredients that go into their products. Only the best can satisfy them, and we at the quality control department ensure just that. Food safety norms are becoming stricter the world over. Every year sees a new law being passed in some country, and we have to meet the new quality standards our customers set. It was pungency and colour of the oleoresin that mattered earlier; now the focus is more on the pesticide residue levels.

I am proud that we have one of the best systems for quality control

True, quality norms get stricter by the day; but we take it not as a threat but as an opportunity. Synthite, which sets standards for the industry, has put in place the necessary systems to make the most of it.

As our customers do, we also ensure that only the best raw materials go into the making of our products. There is quality control at every level, starting from raw material selection to packing. In fact, our job begins when we select the spices.

I am proud that we have one of the best systems for quality control, formed on the basis of a vast knowledge base. We have developed extensive procedures for the quality evaluation and their documentation. We also have some of the best infrastructure and equipment to do our job.

Quality control, however, is not just process-driven; for us, it is much more than that. We go deep into the quality of spices and ensure that they meet the customer demands. We ensure that the customers produce better quality products every time they use our ingredients so that we retain our position.

The values that we learn at Synthite are not limited to the workplace. Hard work, strict discipline and a great vision can make a success of not only a company but our lives as well.

A secure place

E V Kuriachen

Plant Operator



I have been working with the company since 1987. My father was also an employee here. What I cher-

ish most about our company is that it takes care of our lives. We have a sense of security as long as we work here. The company comes to our help even when we face some personal problems. I got financial help when I required it most. I am happy that we can approach the directors, or

even the chairman, when we have a problem. At the plant, we work as a team. We get to work on the latest machines. The company appreciates if we show efficiency in work.

Respect for merit

Manikandan V R

Plant Operator



I joined the company in 2005 after my diploma in chemical engineering. I had to resign my job due to some unavoidable reasons.

But when I approached the company later, on hearing that it was looking for people with experience similar to that of mine, I got a favourable reply. I think I got my job back because the company had noticed my performance in my first stint. I am confident of my professional capabilities, and am happy that my company recognises it. Synthite has an atmosphere for professional growth. Our seniors are always helpful, and we enjoy working as a team. I, however, have a suggestion to make: we should make our

I am confident of my professional capabilities, and am happy that my company recognises it

training programmes a platform for knowledge transfer from the seniors. This will be beneficial for both them and the juniors.

Driven by ethics

Saji K Mathews

Head-Operations,

Bio-ingredients division



I represent a generational change in Synthite, for I was the first professional ever to be recruited through a newspaper advertisement. During my 12-year stint, the company has grown in every segment in which it operates, without compromising on its core values.

It is a pleasure listening to people talking good about the organisation for which one works

The most important value it has adhered to is its ethics. It is a good company not only in the eyes of the law. It has behaved exceptionally well with its employees, customers, suppliers and society. There were testing times, but the company never faltered on its commitments. In fact, I have heard customers commenting that a payment due, if any, with Synthite is like money in the Reserve Bank of India.

The company has always maintained a family atmosphere, both outside and inside the campus. Employees look up to it not just for employment; they consider it as a benefactor in their personal needs as well. It is a pleasure listening to people talking good about the organisation for which one works. The company has embarked on transforming itself into a professionally-run organisation from being a family-driven one. The management has delegated a lot of powers to managers at various levels. I feel this process has now gathered momentum. At the same time, it makes measured steps in growth, and we are confident that it would never take unwanted risks. We feel we are recession-proof. Synthite offers its people a rare comfort. It doesn't want to exploit its people; the five-day week gives people an opportunity to spend quality time with family. At the same time it demands optimum performance. It recognises merit, thus incentivising performance.

Maximising potential

K C Baby

Manager-Innovations



I enjoy an exceptional working atmosphere in the company. While it has set its own principles and standards, the company is flexible when it comes to ideas. As a professional, I get opportunities to

present my ideas, and apply them if found useful for the company and the industry.

I am a beneficiary of this policy of encouraging new ideas. I have got as many as six promotions in the last 13 years which is a great professional achievement.

At Synthite, one is encouraged to maximise one's potential. The company recently permitted me to pursue a PhD programme. It has taken care

At Synthite, everyone is encouraged to expand their knowledge base

of all the necessary requirements, including leave and even a part of the required funding.

A good corporate citizen

L K Nagaraj

Quality Control, Harihar



At Synthite, your growth depends on your performance. You are given the freedom to explore and

implement new ideas, which need not necessarily be related to your own department. The company is not a union of water-tight compartments where ideas cannot move around freely. Synthite has created a system which encourages everyone to expand their knowledge base. Your seniors encourage it and the company recognises and rewards it.

When we started in Harihar in Karnataka 10 years back, few people had heard about our company. Today, we are well-known not only because of the regular awards we get from the government and the industry for export excellence, but also for the good work we do for the people around us. Government officials, taxmen, village authorities...they all count us as a good corporate citizen. And I am proud to be part of it.

Growth with change

M R Rajesh Kumar

Head Corporate-HR and Training

One of my colleagues once summed



up the change our company has seen since its inception: "Earlier, most employees lived close to the company, and

they walked to the campus. Then the radius increased, and people came by bus. Then people started coming from cities, and in their own vehicles. Now we have people from several continents working with us."

This is a phenomenal change. And we at the Human Resource department are trying to make this change a seamless process, and integrate it with the growth aspirations of the company and the people who man it.

This is not an easy task. For, we have to ensure that the company holds on to its core values which helped it reach here while imbibing those which will help us grow further. We are working towards making this change happen to everybody's satisfaction.

Reflecting the change which we would like to see in our company, we have implemented some of the best practices corporates employ worldwide. One example is the stress on training. We have made training an essential part of job; most people get a chance to hone their skills and perform better. The Synthite Centre for Learning and Development, and the various programmes we hold there, are part of this strategy.

And once we ensure that everyone gets a chance to optimise their potential, then naturally, growth will come based on their contribution to the company. We have already implemented performance management programmes. With an enabling IT infrastructure including SAP, we are moving to a stage where each employee can assess his own performance. In fact, we are working towards creating an ideal situation where each employee can plan his/her growth in the company.

We are moving towards an ideal situation where the employees themselves will take control of their career progression



Chairman Mr C V Jacob inaugurates the Environmental Week celebrations by planting a rambutan sapling on the company premises on June 6.

A week for Mother Nature

Synthite celebrates Environment Week with a series of awareness programmes

World Environment Day helps spread awareness about the need to preserve and protect Mother Nature. Celebrating a week dedicated to the environment is a great way to bring a community together towards a greener future.

Synthite celebrated this year's Environmental Week in a very enthusiastic manner, holding six events spread across the week.

Mr C V Jacob, inaugurated the celebrations on June 6 by planting a rambutan sapling on the company premises. Mr Aju Jacob, director, launched the distribution of saplings by giving away the first sapling to Mr Thomas Kurian, HoD, Raw Materials.

On the second day, Mr Jayakrishnan Jayaprakash conducted a quiz programme in which several employees participated. The team comprising Mr George Ambat (HoD Procurement), Mr Sathish Menon (HoD Farmtech) and Mr Mukesh Mohan (Manager Farmtech) bagged the first prize of ₹2500.

The third day was celebrated with a real difference: It was Bus Day for

all Synthitians. Most employees chose to keep their personal vehicles at home and come to office using public transport. Well-known speaker and environmentalist Prof. J G Ray from S B College, Changanassery, delivered a speech which threw light on the importance of natural resources.

A very practical session—making value added products from news paper—marked the fourth day events. Volunteers from the local Kudumbashree unit facilitated the session, held exclusively for women employees.

Screening of the movie, An Inconvenient Truth, was the highlight of the fifth day. A 2006 documentary film directed by Davis Guggenheim, it was about former United States Vice-President Al Gore's campaign to educate citizens about global warming via a comprehensive slide show.

The week, which started with the planting of a tree ended the same way when members of the Synthite Balajanasakhyam planted a sapling in front of SCLD. A Malayalam elocution competition was conducted for the members of the Balajana Sakhyam.



Chairman Mr C V Jacob presents the 'Green Man of Synthite' award to Mr Sivadasan



The winners of the quiz programme with the chairman (from left): Mr Mukesh Mohan, Mr George Ambat and Mr Sathish Menon



Mr Aju Jacob, director, launches distribution of saplings



Volunteers from the local Kudumbashree unit facilitated the session for women employees on making value added products from news paper

Welcome aboard



Director Dr Viju Jacob welcomes the new entrants to the Synthite family at the 'New Employee Interaction Meet'

As part of the employee familiarisation program, A 'New Employee Interaction Meet' was organized on Friday, July 1, 2011. Director Dr Viju Jacob addressed the new entrants and welcomed them to the Synthite family. He also shared his thoughts with the participants on the importance of continuous learning as well as creating a brand image as Synthitians.

Synthite Star

May



Mr Arun Kumar T C of R&D receives the Star of the Month award from Dr Viju Jacob, Director. Mr Arun Kumar led a team which improvised an extraction process.

April



Ms Soumia Sivan T of R&D. Ms Sivan designed a cost-effective manufacturing process.

March



Mr Saji P. Kuriakose- QC Department (Individual Award- Business).

Mr Eldho Varghese (Individual Award- Customer).



Movers and shakers

The following persons have assumed charge at the various units of Synthite Industries Ltd:

Mr Bobby Davis, GM-Synthite Calicut as Head-China Operations

Mr Jainendran G, Unit Head-Synthite Harihar as Head-FarmTech.

Mr Ram Kumar Wariyar, Manager Production Planning and Control as Unit Head-Synthite Calicut

Mr Nambirajan J, Manager Production, Synthite Kadayiruppu, as Unit Manager-Synthite Harihar.

The global growth

Synthite has strengthened its operations abroad by adding the following persons to its fold.



Mr Daniel Alton
(Account Manager Mid-West, Synthite USA)



Mr Hemantha Fernando
(Manager-Sales and Procurement, Synthite Srilanka)



Ms Kelly Ling (office assistant, Synthite China)

Trainers Meet

The first Annual Trainers Meet of Synthite Industries Limited was held the Synthite Centre for Learning and Development on May 21, 2011, Saturday. Chairman Mr C V Jacob and director Dr Viju Jacob addressed the trainers.



Being Synthite

The second session of the Managerial excellence programme "Being Synthite" was conducted on May 13 and 14, 2011. Mr Jayavelu, faculty, IIM Ahmedabad, led the session.



Synthite Chairman Mr C V Jacob inaugurates the Synthite unit of the Akhila Kerala Balajana Sakhya

Balajana Sakhya on Synthite campus

"We worry about what a child will become tomorrow, yet we forget that he is someone today," they say.

The Akhila Kerala Balajana Sakhya, the largest congregation of children in Asia, is an organisation devoted to moulding children into worthy citizens of tomorrow. The Sakhya has now started functioning from the Synthite campus, also. An initiative of the Synthite Centre for Learning and Development, the branch was launched by Chairman Mr C V Jacob and Director Dr Viju Jacob. Balajana Sakhya State president Master Arjun and representatives from Malayala Manorama including Mr Rajappan and Mr P K Kurian attended the function.

Synthite-Karunya tie up

In a move that takes the memorandum of understanding it signed with Karunya University, Coimbatore forward, Synthite Industries Limited will open its doors for Mr Serge Baechler to take up his internship project at the company from August 1, 2011. Mr Baechler, a Swiss national nominated by Karunya University, will do his project in the operations department of the company.

Under the MoU signed last year, students and faculty in the food processing engineering department of the university will undertake consultancy, projects and collaborative research in association with Synthite Industries. The MoU was signed at the initiative of Synthite director Dr Viju Jacob, who is also a member of the Board of Management of the university.