



aspire

April 2019

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Director's Message



A Brand New Year with New Hopes & Aspirations...

First of all wishing every Atha family member my heartiest New Year and seasonal greetings. Well, steering through the cold hard winter winds we have now embraced the cool breezes of spring and Atha Group likewise has made its way through all hardships and now, standing strong to taste success. All thanks to your numerous contributions in making this family bigger and stronger day by day or rather, hour by hour. This agility and stamina of working has not only been phenomenal but inspiring to the new talents who have joined our family recently.

Strategic Leadership & Strong Business Principles has driven us in fostering sustainability. 2018 was a challenging year but also a period of progress. The continued trust, support and dedication of our stakeholders during this period has helped us to mitigate the impact of our business and financial results. Additionally, we have also acquired two subsidiaries of Adhunik Group- OMML and AAPL

through a JV with Misra Group and this is the beginning of a new dawn of prosperity to the Atha Family.

This New Year has come with a new zeal and inspiration and we must continue to consistently deliver on our business objectives. Keeping our ethical values firm, we should strive to set more landmark examples in terms of compliance and professional standards, thereby emphasizing the culture of integrity & personal accountability.

This year all employees must strive to maximize the bottom line of the company through cost cutting initiatives. To achieve this goal, all employees should identify the high cost areas and plan and implement the measures for minimising the organisational expenses.

**With best wishes,
Gaurav Atha,**

New Joinees



GAURAV BHATTACHARJEE
Manager -Commercial



SANDIP SHARMA
Manager - Administration



SUBHENDU CHAKRABORTY
Manager- Commercial



ANIRBAN DAS
Senior Manager - Legal



KAUSTAV MUKHERJEE
General Manager - Power Plant



DEEPIKA
Manager- Human Resources



SHIBABRATA MISHRA
General Manager - Operations



Birthdays



April

Arghya Ghosh
10 April

Rabindra Banerjee
10 April

Titas Banerjee
12 April

Nilanjana Banerjee
23 April

May

Hari Narayan Mondal
21 May

Moonmoon Sen
31 May

Uttam Haldar
15 May



Pelletisation

Market Scenario--- Need of Pelletisation Plant in Dhenkanal, Odisha

There has been a paradigm shift in domestic Indian market because of widespread perception and acceptance in Indian Steel plants that iron ore fines can be gainfully utilized by offering a ready-to-use feed material in the form of pellets. This has led to substantial economic gains over time given the shortage of quality iron ore lump, which can be alleviated by setting up of pellet plant. Today Iron ore Pellet is a key component in the charge mix to Sponge Iron & Blast Furnace in Iron making and hence drives Indian steel production.

India is steadily growing in its production capacity of crude steel and now stands at overall third place in the top crude steel producers in the world. It is expected that within a matter of one year, India is poised to overtake Japan and reach the second place after China in steel production.

Even though the capacity utilization of steel plants in India has reduced, the overall growth indicators for the industry is still positive. The reduction in capacity utilization is more attributable to decrease in availability of Iron ore and stiff

competition due to imports from China. Through various measures like MIP, anti-dumping – measures, the Government of India is striving to ease the supply and availability. This optimism in the sector stems from the fact that as compared to other economies, the fundamentals of the Indian economy remains strong which is crucial for an industry that is dependent more on the domestic rather than external demand trends.

All high capacity blast furnaces, Corex units and DR units are operating with agglomerates as major feed materials. The agglomeration technologies developed for iron making are mainly sintering and pelletising.

Blast furnace operators worldwide are using either sinter or pellets or combination of sinter, pellets and lump ore in varying proportions depending on the availability and cost consideration. Sinter is extensively used for iron making in blast furnaces and pellets are used not only for blast furnaces and corex units of iron making but also for production of DRI/HBI in direct reduction processes.

Pellets are considered as an effective blast furnace feed stock under Indian scenario. Under the present operating

The state Level Single Window Clearance Authority (SLSSWCA), of Government of Odisha vide their 80th meeting held on 18.09.2018, have accorded "IN PRINCIPLE" approval of the Project.

The process stages for production of pellets from iron ore slurry /concentrate are as follows:

- The raw materials required for pellet production are given below:

- Iron ore fines
- Flux such as limestone, dolomite etc.
- Binders such as Bentonite, hydrated lime, organic chemicals, etc
- Solid fuel such as coke fines, anthracite coal etc

It is proposed to have wet iron ore grinding & beneficiation to transport slurry by long distance pipeline from beneficiation plant located at minehead to Pellet plant. The proposed Beneficiation plant is designed to process low grade iron ore fines (-10mm), of 58 to 59% Fe grade to produce 4.0 MTPA concentrate of 62% Fe grade. Pellets are heat hardened balls produced from concentrates and natural iron ores of different mineralogical & chemical composition to produce charge materials with improved properties for iron making. Pelletisation process involved in various steps viz, feed preparation, green ball formation, pellet induration and product dispatch. Steps involved in Pelletisation process are given below:-





Product Pellet handling:

The product pellet handling system involves receipt of product pellets from HLSB and either stacking in the stockpile or to Truck loading system. The fines generated at HLSB shall be conveyed to fines bunker building for further transportation by trucks. The product pellets from the Hearth Layer Separation Building will be conveyed through a conveyor up to yard conveyor located in the Product pellet storage yard /proposed new Railway siding. The pellets will

be stored in stockpiles through a Stack ercum reclaimer provided on the yard conveyor. Parallely, provision of conveying Product Pellets from Hearth layer Separation Building to a Truck Loading Silo building is also envisaged.

Estimated Capital Cost

The total investment required for proposed project (4 MTPA Pelletisation) has been estimated as Rs 980 Crores.



Importance of Work Culture

Culture is the character and personality of an organization. It's what makes a business unique and is the sum of its values, traditions, beliefs, interactions, behaviours, and virtues.

Positive workplace culture attracts talent, drives employee engagement, enhances satisfaction and leverages performance. Leadership, management, workplace practices, policies, people, and more impact culture significantly. The biggest mistake organizations make is letting their workplace culture form naturally without first defining what they want it to be.

Corporate culture is an ongoing system of checks and balances that needs to be reinforced at all levels of the organizational and employee life cycle. New talent can be attracted by showcasing strong corporate culture of the organization, but motivation and job fit must match a desire to integrate into the culture. Unmotivated employees breed a negative culture with those around them and all that work can quickly disintegrate, so

realizing what drives all employees from a motivational standpoint and matching that with work and preferences is a better, more holistic approach to hiring, training, and retaining the employees who make up an organization—and who make up the culture of an organization.

Corporate Culture creates impact in three core areas:

- Influencing the type of employees in the organization and whether they stay or leave.
 - Establishing a set of norms that govern the efficiency of the workplace.
 - Creating a perception of the brand in the marketplace
- All stakeholders play a pivotal role in shaping company culture. The company's leaders create a vision and mission statement and use these as a guide for the expectations set for employees. However, workplace politics, the mixture of personalities, and poor leadership can threaten the development of healthy company culture.

Employee Corner Article 1



LEADERSHIP? (A value under question today)

In Hindu mythology there are two great epics. One is called Ramayana and other is called Mahabharata. The centre story of both these books is around victory of good on evil. In one story Ram leads his army to defeat Ravana in his land, While in the second Krishna oversees Pandavas defeat Kauravas in the battle at Kurushetra.

In Ramayana, Ram is the best warrior of his side. He leads his army from the front. Strategizes & directs different people to do things which will meet the objectives. His people are happy to follow orders & want to get all the appreciation for being the best executors. Ram sets direction & also tells people what to do during difficult times.

Ultimately they won the war & the final outcome was achieved. On the other hand Krishna told Arjuna, I won't fight the battle. I won't pick up any weapon; I would only be there on your chariot as a charioteer. And he did what he said. He never picked up the weapon & he never fought. Still, Pandavas won the war & final outcome was achieved.

So, what was different?

It was their managerial style & it was also the type of people who were being lead. Ram was leading an army of 'MONKEYS' who were not skilled fighters & they were looking for direction. While on other hand, Krishna was leading Arjuna who was one of the best archer of his time. While Ram's role was to show it & lead from the front,

Krishna played the role of a coach whose job was to remove cobwebs from his protégée's mind. Krishna couldn't teach Arjun archery but he could definitely help him see things from a very different perspective.

Here are some of the basic differences in two styles:

- Ram- A skilled warrior, led monkeys, was emotional, gave precise roles & instructions, and motivated the army to fight for his cause
- Krishna on the other hand worked with best of the professionals, provided strategic clarity, allowed team members to take lead, fought for the cause of the team
- Look at your team/family & reflect what type of leader /parent u are, One who keeps answering/solving problems for people/kids Or Who asks relevant questions from their people/kids so that they can find their own solution.
- Are you someone who tells/directs all the time Or Someone who clarifies doubts & allows their people /kids to find their own ways?
- Are u someone who has monkeys in the team & the way u deal with it Or u have the brightest experts in their area getting stuck with issues?
- Younger generation doesn't want you to tell or show how things are done, they want to know the meaning of their task and how it makes a difference in this world.
- They are Arjunas who don't necessarily seek more skill/knowledge but they need someone to clarify the cobwebs in their mind, if you still apply Ram's style on them, you are bound to fail as a manager.
- On the other hand if there are people who aren't skilled enough but rely on your expertise to sail you through Ram's style is appropriate.
- Isn't it good for us to reflect & think what managerial the best result for you and your style will bring team/family? Is it Ram or Krishna? The Managing Leader vs the Coaching Leader! Time to re-think.

Bibhudatta Panda,
Manager- HR

Employee Corner Article 2

SOUTH AFRICA A RAINBOW NATION -LIFE AND MINING

Republic of South Africa (RSA), the southernmost country on the African continent, renowned for its varied topography, great natural beauty, and cultural diversity, all of which have made the country a favoured destination for travellers since 1994. RSA is one of the most geographically varied countries of the African continent, comprising territory that ranges from the rolling, fertile plains of the Highveld and the wide open Savannah of the Eastern Transvaal to the Kalahari Desert and the peaks of the Drakensberg Mountains. South Africa is located at the southernmost region of Africa, with a long coastline that stretches more than 2,500 km (1,553 mi) and along two oceans (the South Atlantic and the Indian). The population is about 57 million people, made up of 79% Blacks, 9% Whites, 9% Coloured, and 3% Asians. There are around 6 lakhs Indian expats in South Africa.

South Africa is exotic country with zero pollution & clear blue skies. The infrastructure is at par with Europe sporadically. We use to drive from Johannesburg to Piet Retief, mine site, approx 350 km in 3 hrs and return on the same day whenever required, without much exertion. South Africa has the most amazing weather in the world, Johannesburg in particular, situated at a similar height of Nanital (hill station) in India, in the moderate of 20 degrees throughout 10 months. In winter, it used to dip up to minus 5 Degrees. Weather has surprises too, in form of dunderstorm which is actually hailstorm, where you have issues of car/house windows breaking if you are in midst of it and you definitely need extra vehicle insurance coverage against the same which comes as surprise on most of the occasion. It is a peaceful and cohesive country, coming of age and brewing on world platform. It only achieved freedom, from Apartheid under the aegis of Nelson



Mandela in 1994. Country is known for its nature reserve- chiefly Kruger National Park, equal to size of Uttar Pradesh in area. The life style of people is enjoy the weekends with dine and dance and people generally enjoy the casino. The country is also known for its exotic fruits and available green vegetables.

Johannesburg is gateway to South Africa, which has the largest airport in Africa OR Tambo International Airport. Johannesburg (the financial capital of South Africa) downtown is also known for notorious crime, but things have improved after 2010 football World Cup. Our company office is located at Sandton, financial district of South Africa, considered as Africans richest square mile.

During our stay in Johannesburg, our weekend plan includes to drive to Fordsburg the Indian/ Pakistani area where the Indian groceries are available and many Indian vegetarian restaurants. There are other options of Indian/Pakistani/Bangladesh Restaurants in downtown. Once we had unfortunate incident in the parking at Indian Restaurant, where we tasted the crime flavour, our laptop & bags were stolen by breaking the Fortuner car boot windows.

The other places of interests for Indian foods are Lenasia and Laudium, predominantly South African India population, for South Indian foods, located 40 kms from Sandton.

The project site is located at around 350 km from Johannesburg via Volkrust, Wakkerstroom town. Along the route there are only Wimpy for vegetarian food. During the exploration programme at project we stayed at Piet Retief the main town which is around 58 km from the project. The project is hilly terrain use the four-wheel drive vehicle. We use leave for site early morning around 6.30 AM before prepare the food to carry the same to site for lunch as there is not nearby facility. The nearest community (Africans Black) village mostly engaged in farming. Some times in evening we use to get our dinner from Pakisthani kitchen /



Employee Corner Article 2



shop. The shops at Piet Retief generally close at 7 PM and in weekend at 5 PM in those times. There was an issue of house ransacking for which proper security measures had to be taken. Our neighbours were employees in Jindal Africa who had organized guest houses, fooding and sporting amenities. The Jindal Mine (Kiepersol Colliery) is located at 35 km from our project.

For Project Consultation meetings, sometimes we used to drive to Durban, where the first Indian population landed during British times. On the way , 70 km before Durban is

Pietermaritzburg, where Mahatma Gandhi once faced apartheid, and was thrown out of first class coach of the train in 1893. One instance we had in Durban also is the Laptops along with passport and other documents were stolen by decoding the back door lock, fortunately the passport was retrieved in nearby park from one of the foot path vendor.

Chandrasekhar Ramesh,
Technical Consultant (Geology & Exploration)

Employee Corner Article 3



Is News Anymore Paper?

Are newspapers dead? The relevance of printed newspapers has been slowly declining since as early as the 1950s with the arrival of television. Today, with the overwhelming popularity of digital media, the demise of printed news may seem inevitable. But despite the death knells, newspapers remain an important part of the media landscape.

Tourism organizations, cultural institutions, performing arts and events all seek to attract as wide and diverse a demographic as possible. It therefore makes sense to maintain a wide and diverse media strategy. While the internet offers fantastic possibilities for precise demographic and geographic targeting newspapers still reach important audience segments.

Clearly the digital space is one where barriers to entry are lower and there's a lot of competition, but we do have incredibly strong brands, incredibly close links with our communities and an unparalleled level of local content information and customer contacts. It's a question of grasping the opportunity that these new channels provide to make sure we remain the preeminent local media company.

For some people, newspaper reading is a major habit of their life. Although news can also be procured from the

radio and the internet but the objectivity completely relies on print. For this sect of people, reading newspapers with strong editorial personalities and built-in political bias helps them to assess the newspaper's point of gravity. News on the internet is generally too vanilla for their taste. But with the coming age of millennials, the dependency of newspaper apps, blogs, podcasts and social forums have increased drastically. News dissemination has been on a real time basis and that nostalgic waiting for the next day printed edition has faded away. For instance, when Pakistan retaliated to the surgical strike 2.0 by flying into the Indian space, it got instantly updated on the online media and live real time updates were being given. Today, we don't read the news, we live the news and that's why even print papers have released their online versions. Some of the notable examples are The Hindu, Times of India and Indian Express etc. We have also seen the emergence of small online news forum apps turning into big houses. Some of these names are Daily Hunt and Inshorts who have acquired a unique real time news dissemination process and hence have tapped the audiences at a fast rate.

Debalok Roy,
Manager- Corporate Communications

Flashback



Atha Family Day 2019

On 4th Feb, 2019, Atha Annual Family Day was celebrated with extravagance & festivity. With activities and games as well as various attractions for both adult & kids, it was an affair full of joy, happiness and smiling faces. People turned up with their families and it was a perfect occasion where the invitees exchanged ideas, positive energy to boost up the whole spirit of Atha Group. Here are some of the glimpses from that day:



Shri Kishore Kumar Atha, Smt. Geeta Atha, Shri Dilip Kumar Atha & Smt. Rekha Atha inaugurating the event



The Torchbearers of Atha Group- (L-R) Gaurav Atha, Vishal Atha, Bharat Atha



RJ Praveen interacting with the audiences

Flashback



Invitees taking pictures in front of Photo Booth



Kid's activity zone



Flashback



Kids & Adults engaged in various games



Grooverz belting out melody tracks for the audiences



Tapabroto showing his mentalist skills involving the employees



The sumptuos delicacies garnished the whole celebration





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Contact: 91A/1 Park Street, Avani Signature, 6th Floor, Kolkata 700016,
Phone: +91 33 40118400 | e-mail:communication@athagroup.in | www.athagroup.in

