




ATHA GROUP



aspire

August 2019



WORK

FAMILY

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Attaining A Perfect Equilibrium

We have been occupied with a lot of social topics in the past few months. From 2019 Lok Sabha elections to ICC World Cup, social cacophony and extravagance has been buzzing through our social media handles and lunch time debates. Now, when everything has passed, this serenity and peace is what we need after a hard day's work and that too with our family.

This month, I insist all the employees that apart from the Atha family with whom we work hard together to strive for success, to spend time with beloveds who are waiting for you at home. So let's say "pass" to binging on the web series & hogging through memes & stories on social media channels. Let's spend some time discussing our day with them, sharing our small stories of success & failures which inspires the kids and make the elders happy and proud of making us into hard working individuals that we are today. Let's not hover into the hustle & bustle of malls & restaurants and spend time on making & having food at home which has a taste of love and warmth of emotions and feelings.



An equilibrium of sharing your love and care towards your family at office and as well as home will surely bring the key to your happiness and success in work and personal life. We all work hard at Atha Group to put smile on their faces and after we go back, it's our presence that cherishes them and vice versa their happiness aspires us to work hard each and every day with the same eagerness and agility.

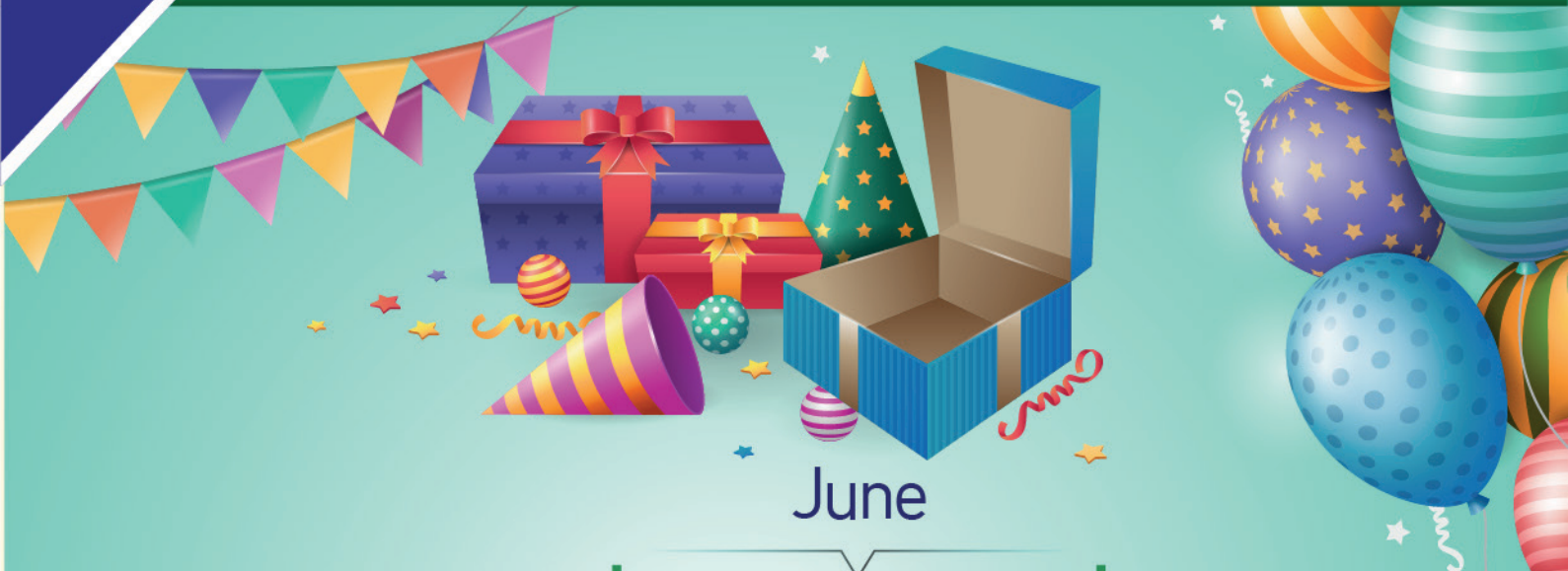
As Philip Green said- **"It's all about quality of life & finding a happy balance between work, friends & family."**

Gaurav Atha





Birthdays



June

RAVINDRA GUPTA
12th June

VIKAS V GHATE
18th June

CH. NARENDRA
14th June

SUMIT KUMAR SULTANIA
22nd June

SMRUTIRANJAN DASH
16th June

PALASH MITRA
29th June

July

AMRIT MANDAL
2nd July

SUBRAT GHOSH
15th July

BIRENDRA SINGH
18th July

KAILASH KUMAR MAHESHWARI
24th July

RAJESH VADERA
27th July

MANAS RANJAN SAMAL
7th July

RAMAKANT PRADHAN
15th July

C SRINIVAS RAO
20th July

SANTANU DATTA
24th July

BARUNANSU PAL
29th July

AMIT GUPTA
12th July

ATANU CHANDRA
16th July

ALOKE KUMAR GHOSH
21st July

DINANATH ADHIKARI
27th July





Siva Raman Shiva Shankar
Admin Executive
Kolkata



Birendra Singh
Manager-Marketing & Commercial
Kolkata



Kunal Kashyap
Manager-Legal
Kolkata



Saurav Chaubey
Company Secretary,
RDA Energy Private Limited,
Kolkata



Sourajit Banerjee
Executive- HR
Haldia



Amit Kumar Maity
Chemist
Haldia



Pabitra Mishra
Shift Officer
Haldia



Rajendra Kumar Prasad
Asst. Manager- Logistics
Haldia



Kshitish Chandra Mohapatra
AGM- HR
Dhenkanal

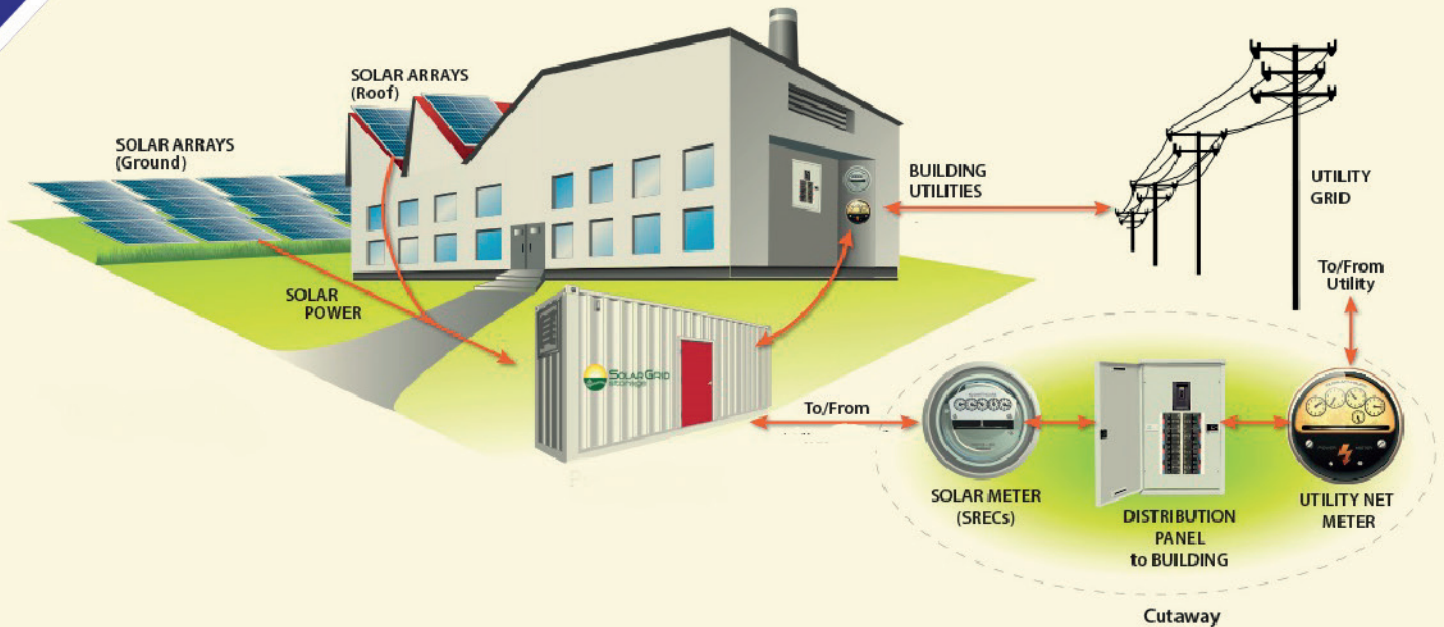


MS Srinivasa Narayanan
GM- Legal
Tirunelveli



Tejaswita Prathamesh Parab
Admin Executive
Mumbai





Energy Storage in Renewable Energy

Energy storage, at both the residential and utility scale, stands to address two of the most challenging problems currently facing utilities and the grid.

Under ideal conditions utilities return sufficient revenue to recover generation, transmission and distribution costs while continuing to invest in grid infrastructure. However, the current topology of the grid and regulation has created conditions in which inflexible demand creates spikes in required capacity which then force utilities to move up their merit order of facilities. These infrequently used facilities are characterized by high marginal operational costs as they tend to be old and inefficient. When combined with accrued standby costs these generators become extremely expensive to keep online ready to deliver power. Ultimately under peak demand conditions the clearing price of electricity in deregulated markets is often lower than the true cost of generating the next kWh of energy. This disparity between clearing price and marginal cost creates what has come to be known as the missing money problem.

A second, however more encouraging challenge facing certain parts of the grid is high levels of residential and commercial solar penetration. Local distribution substations, designed to distribute energy to homes, are being overloaded with energy in the opposite direction during peak sun hours. In the absence of smart-grid granular monitoring capability, utilities cannot accurately throttle back generation as solar generation fluctuates. By failing to match supply and demand, grid frequency may become unstable, potentially compromising the performance characteristics of certain types of loads that rely on AC frequency for speed synchronization and timing. Where these two challenges collide, utilities have begun to wonder how they can achieve adequate rate recovery in the presence of high solar penetration. Like it or not, both of these challenges are likely to not only persist but increase in frequency and magnitude as peak loads become more extreme and solar continues to accumulate generation share. Paramount to addressing these impending grid-based friction points is the proliferation of distributed and centralized energy storage solutions.





Team Work- The Key To Success

A team with similar skill sets, knowledge, specialization and expertise can come together on a common platform to perform same or related tasks. Team work encourages employees to contribute as per their capabilities to reach to a common goal i.e. accomplish tasks within desired time frame.

Individuals, rather than working alone should work in teams to ensure timely delivery of work. Employees, working in teams are found to be efficient, reliable, confident, satisfied and proactive as compared to individuals who prefer working alone. They tend to deliver quicker results as compared to employees who have to do everything on their own. An individual who is handling multiple responsibilities would never be able to deliver results on time.

Team work plays an essential role in increasing efficiency of employees eventually benefitting the organization and

yielding higher profits. Team work leads to proper delegation of responsibilities as per employee's expertise, skill sets and knowledge. Employees are supposed to do what they can best do. When employees contribute as per their experience and specialization, targets are achieved within the desired time frame and tasks are accomplished on time with minimum errors.

Individuals working in teams can interact, discuss, brainstorm ideas to reach to unique solutions and also gain from each other's expertise. Work gets finished on time when individuals with similar knowledge work in unison. A single brain sometimes fails to think out of the box whereas few intelligent brains together can actually make a difference. If you do not have the required skills to work on a particular project, take the help of your team members and vice-a-versa.





That Rainbow Candy Pop at the counter

June month was celebrated as the World Pride Month. We are living in the time, when diversity of people's orientation has been welcomed by the society with open arms. It seems that the efforts Stone Wall riots have now been successful. With this emergence of the new culture, the brands are flaunting pride month. Commercialization of LGBT community has been in the trend and it's definitely not bad. The momentum around Pride month and the LGBTQ+ community is only growing. More brands than ever are donning rainbows and equal signs, donating to LGBTQ+ causes and launching their own Pride-themed events and merchandise to show their support and connect with people who back the cause.

This year, efforts are especially abundant as World Pride is coming to the United States for the first time, marking the 50th anniversary of the tragic Stonewall Uprising. Millions of people will visit New York City for events spanning the month of June, with an expected 4.5 million marching in the Pride Parade on June 30, and everyone wants in on the action.

Adidas, which has a special section of its site called the

"pride pack" selling rainbow merchandise to honour Pride Month. But it's also one of the major sponsors for this year's World Cup, which takes place in Russia, a country with anti-LGBTQ laws that make it unsafe for fans and athletes. That contradiction throws into sharp relief the emptiness that can lie at the centre of corporate gestures of "support" for the LGBTQ community. Kenneth Cole's 2017 'Pride' offering was a fairly simple design, however the associated 'Tied with Pride' campaign stood out as it was shot by gay photographer Levi Jackman Foster, featuring real-life New York LGBTQ+ people.

Debalok Roy





Just another Busy Day At Office

Sumedha could not believe her ears! Was she hearing correct? She leaned forward across the table and begged Arjun, her boss, to repeat what he said just now. Arjun Churiwal, her boss and the proprietor of the firm where Sumedha joined about six months back, said firmly, “we are retaining him”. Shell struck Sumedha, as she was returning to her cabin, mentally and physically worn out. Lost in thoughts, she started to go through the chain of events that happened in the past few weeks. Being the Head of the Marketing Team in this organisation, she was always travelling. After returning from one such tour, she noticed three new faces in the office. She was introduced to all three of them who had joined in three different departments almost at the same time, when she left for her overseas tour to Vietnam. Apart from the little uneasiness after meeting them, she almost forgot about their existence and plunged straight to work. But why such

a thump in the stomach?

She again spotted one of the newcomer, Mandeep Verma having heated arguments with the Security in Charge. She did not intervene, but the body language and the aggressiveness of the otherwise meek Mandeep seemed very familiar to her. It was as if she had seen it somewhere but could not recollect where. Her thoughts were broken by the sharp ring of her intercom. Arjun was calling her for the last tour business report.

The meeting concluded without a hitch. Towards the end of the meeting, Arjun, as if to justify himself, said, “He is otherwise very good at his work & the day I see any deviation in that, I am going to sack him”. Sumedha did not utter a word and came back to her cabin.

While driving back home, she again went back to the past. She was meeting one of her ex -colleague from her previous Company that day when Mandeep knocked and





Employee Corner Article 2



came to her cabin. Her car needed to be moved from her allotted parking space and he was asking her for her car keys. Immediately after he left, her ex – colleague, Dipak exclaimed....I can't believe my eyes! How did Mandeep bag a job in this reputed company? Haven't you revealed anything about him to your Management? Doesn't your Company do a reference check for the incumbents? Startled, Sumedha asked, "What are you talking about? What revelation? Am I supposed to know anything about Mandeep?" "Don't tell me you have forgotten that Mandeep was sacked from our Company for misappropriation of funds?" And suddenly all the events came stumbling back to her like a film. She remembered the aggressive body language that she saw of Mandeep when confronted with proof against him in U&J Company Limited where she had worked about ten years back. No wonder she always felt uneasy whenever she saw him. She now understood why his aggressive body language seemed so familiar when Mandeep was arguing with the security in charge. It was the same body language that they saw of this person ten years back when confronted with charges of misappropriation of funds.

Sumedha immediately rushes to Arjun to alert him of the wrong hire. She narrated the entire incident from her last company where this concerned person was almost in the verge of going to jail, how he fled from the country was literally under covers and how after 10 long years was roaming gallantly and once again paving a way for more corruption in this organization.

Oblivious to her concern, Arjun repeated, "We are retaining him".

By the time she reached her home, she was still furious at her inability to make her boss see the reason for firing this crook but did not exactly blame him. Perhaps it's not so easy after all being an entrepreneur, who has to take certain calculative steps in order to ensure certain aspects

of business. Perhaps he has bigger issues to address. However, today as she walked out of his cabin after an hour long argument she realized one thing - she has sown the seeds of a more transparent tomorrow in that man's mind for he will now always keep that scum under strict scanner and perhaps in due course the culprit will be exposed.

Srabanti Mitra





Yumthang Valley- The Abode of Beauty

Yumthang Valley is a beautiful valley situated in north Sikkim. It sits at an elevation of 3,500 metres above sea-level and is a natural habitat to many beautiful Himalayan flowers. It is rightfully called by the name “**Valley of Flowers**”, although that name is associated with the place of same name in Uttarakhand. Yumthang Valley is extremely picturesque, with green slopes covered with trees, yaks grazing in the flower-spangled grassy plains below, and a river flowing right through the valley. The serene and tranquil air of the valley cannot be described in words.

It also happens to be situated at what is called “the tree-line”, the altitude above which there are no trees. This makes the Yumthang Valley unique in that it has trees and Rhododendrons, and yet abounds in tiny, low-growing Himalayan flowers. The Valley has an astounding, over 24 species of Rhododendrons which paint the valley red in spring. Rhododendrons are shrubs or trees and their different species cover different large stretches of the

valley. In spring, the Valley looks like a collage of little forests of different colours. The valley also nourishes other Himalayan flowers like the Primroses, Cinquefoils, Louseworts and Cobra-lilies. There are big stretches of Rhododendron forests on both sides of the paths. Rhododendrons are gregarious plants, and a single species covers a big stretch of land. In between April & May, most of the Rhododendrons are flowering, and it looks like a forest burning on the eternal beauty of fire.

Partial snow-covered peaks, expanse of greenery is really soothing and eye pleasing with the aroma of mountain masala tea. The morning is beautiful here and the path is enchanting, passing over mountain streams, with lush slopes on the sides. During a visit here, one can spot the Himalayan Yellow Poppy, which is a rare high-altitude Himalayan plant.

Amrit Mandal





▲ *Victoria Memorial*

Tale of the Lost City (Reflections of Kolkata by Atanu Bandhopadhyay)

Kolkata which was once the British capital, the golden state of India has now lost its essence somewhere with the arrival of people, their culture, their political ideologies, commercialization. The true canvas of this vintage wonderland is absent. This album portrays the vintage essence of the city bringing out the true aroma of “Shohorer Raani”





Talent Showcase

ATHA GROUP



▼ Hand Pulled Rickshaw

▲ Babughat





Talent Showcase

ATHA GROUP



▼ Sealdah Station

▲ College Street





Talent Showcase

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▲ Park Street Cemetery

▼ Flooded Streets of Kolkata





Talent Showcase

ATHA GROUP



▼ *Coffee House*

▲ *Jorasanko Thakur Bari*





Talent Showcase



▼ *Grand Banyan Tree, Botanical Garden*

▲ *Vidyasagar Setu*





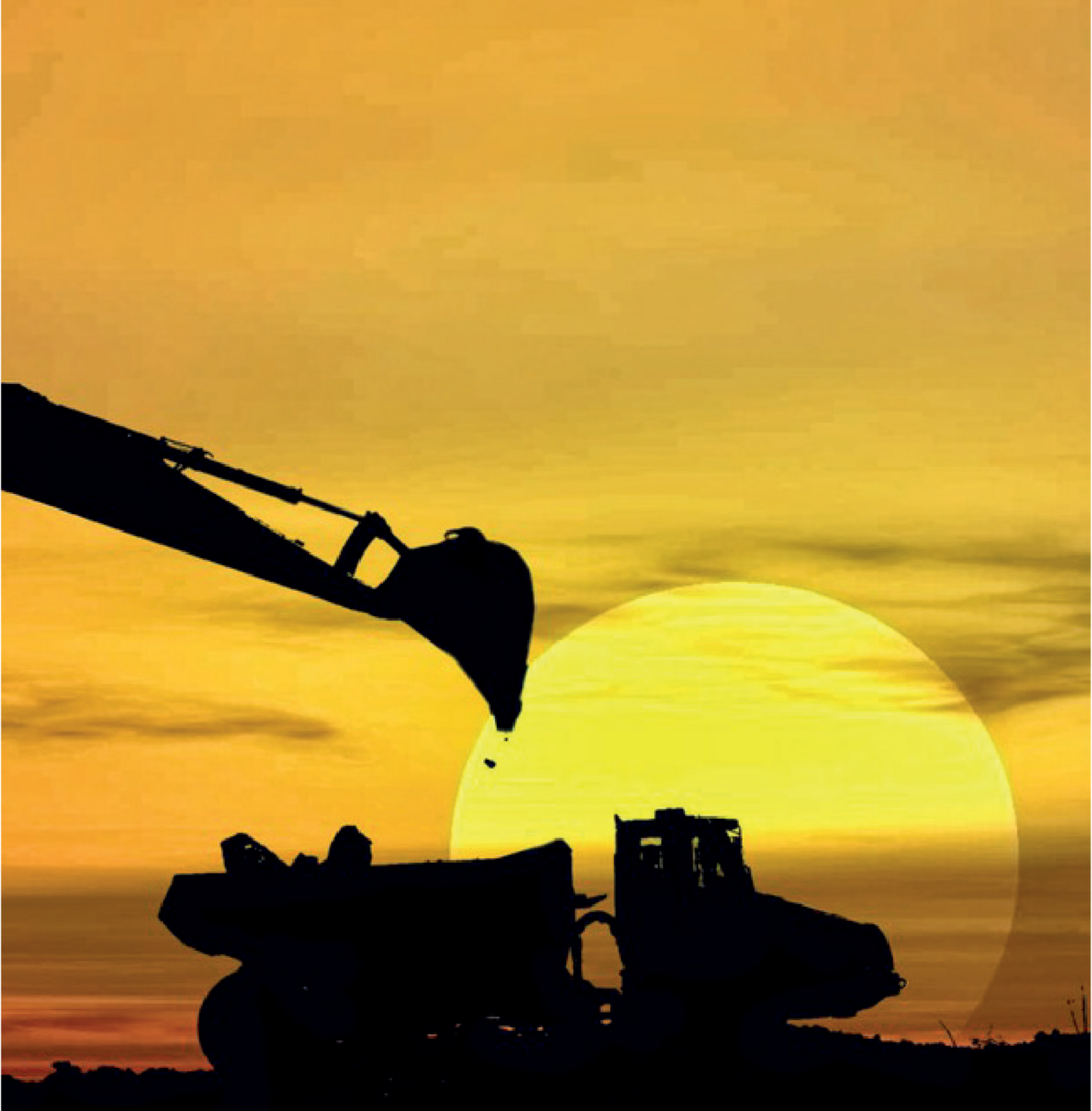
Talent Showcase



▼ Kumortuli"

▲ Dakshineswar Temple





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