PLASTICS INDIA

A journal for the growth and development of plastics trade & industry

President

Alok Tibrewala Vice President **Ashish Agarwal** Hony. Secretary Manish G. Bhaia Hony. Joint Secretary **Rohit Anchalia** Hony. Treasurer **Amit Kumar Agarwal**

EDITORIAL BOARD

Manish Kr. Bhaia – Editor Harsh V. Agarwala – Co-Editor

Owner Indian Plastics Federation, Printer and Publisher Sri Ashok Jajodia, Published from 8B, Royd Street, 1st Floor, Kolkata 700 016 and Printed from CDC Printers (P) Ltd., Plot No. 5,6,16 & 17, Tangra Industrial Estate-II, 45, Radha Nath Chowdhury Road, Kolkata - 700 015.

Phone: 2329 8856-57, Fax: 2329 8858

E-mail: cdc@cdcprinters.com

Editor: Manish Kr. Bhaia

Published by: **INDIAN PLASTICS FEDERATION**

8B, Royd Street, 1st Floor Kolkata - 700 016 (INDIA), Phone: 91-33-2217 5699 / 5700 / 6004 Telefax: 2217 6005. Email: office@ipfindia.org Website: www.ipfindia.org CIN No.: U91110WB1959NPL024140

- The opinions expressed by the authors do not necessarily reflect or are in agreement with the views of the Federation.
- Federation does not responsibility for the correctness of news, commercial intelligence and statistics given, although every care has been taken to verify them from authentic sources. Users of same should, in their own interest, consult legal authorities and financial channels before dealing any transaction.
- All rights reserved. Reproduction without the permission of the Editor is prohibited.

Dear Friends,

Every month these days seems to herald a new challenge or activity that sharply alters the way we go about our daily business. Even as end July and early August were replete with stories of a slowdown in the automobile sector and we were all worried about our friends in the auto sector, came the news of a bold move



about the abrogation of Article 370 that grants special status of the state of Jammu & Kashmir. Understandably, the financial markets were roiling on the back of this news and some other decisions that have sharply increased volatility, when the RBI decided to cut the primary lending rate by 35 basis points to counter the economic slowdown.

A combination of these factors led to an increase in the USD/INR exchange rate and suddenly all polymers started to get costlier. A surprise since the slowdown seemed to indicate a cooling down in polymer prices. The volatility is not over yet but seems likely to get more prevalent and become the new normal. We need to get used to treating polymers as a fungible instrument rather than a commodity with price cycles.

But don't let the increasing challenges deter you from your focus on growing your business because the best businesspeople make money when the challenges seem insurmountable and those that have seen the worst are ideally placed to surf the wind when the going improves, which it most likely will!

Do write to us at IPF and Plastics India expressing your suggestions for improving the experience and positive feedback if you liked what you saw. If we incorporate your essay in our next publication, you will receive a small token of appreciation. Mails must be addressed to me and mailed to office@ipfindia.org

Harsh V. Agarwala

Hal Vach for

Co-Editor

Presidential Address

Dear Friends & Colleagues,

I have had a memorable journey as a President of this wonderful organization. I will lay down by office as President at the 60th Annual General Meeting of the Federation to be held in September 2019. It was an honour for me to be able to serve this wonderful organization. My tenure as President has been an extremely eventful one. The Federation had organized Indplas' 18 in November – December 2018. This was the most successful exhibition organized by IPF in all respects viz. space booked, sponsorship, visitor registration, organizing seminars & Reserve Buyer Seller Meet



during the exhibition period, feedback received from exhibitors who put up their stalls in the exhibition and hospitality. All this was possible due to the co-operation received from members, esp members of the Exhibition Organising Committee of Indplas'18.

IPF had a dream of setting up a Knowledge Centre. Though land was procured many years back it was during the last two years that we have been able to complete the first phase of the project. An Agri Training Centre has been set up there that demonstrates the use of plastics in agriculture. I thank members of IPF Knowledge Centre who have pursued this project with great dedication.

Plastic industry has been under pressure since World Environment Day 2018 was celebrated worldwide with the theme "Beat Plastic Pollution" which had put plastics in a negative light. We had tried to change the theme of the WED, but when we had not succeeded we came out with our own theme "Use Plastics Responsibly". I had addressed many meetings with this theme and the audience were very intrigued i with the role of plastics in our day to day life.

With the active support and help received from IPF members, we have been able to raise the reputation of IPF to new heights. IPF is today recognized by both the State and Central Government as a torch bearer of plastic industry with credentials to discuss issues related to our industry.

With warm regards,

Alok Tibrewala

President

Secretary Message

Dear Plastizens,

Sharing some of the major activities of IPF:

- 1. An Open House Talk Show was held at IPF Conference Hall. The speakers were members of IPF, viz. Ms Shruti Kothari, Shri Rajeev Goenka, Shri Manish G. Bhaia, Shri Ashish Agarwal, Shri Sudardhan Kr. Tawri and Shri Alok Tibrewala. A number of members attended the talk show.
- 2. Shri Jayanta Bandyopadhya, Executive Secretary, attended a meeting of Members of Industry Association at the Conference Hall of MSME-Development Institute, Govt. of India, Kolkata to discuss mainly about Procurement & Marketing Scheme and MSME Exports. The principal speaker was Shri Santanu Mitra, Addl. Development Commissioner, o/o Development Commissioner (MSME), Govt. of India, New Delhi.
- 3. A meeting was held by national Jute Board on 29th July under the chairmanship of Shri Subrata Gupta, IAS, Principal Secretary, Urban development and municipal affairs depptt, GoWB in the presence of Smt Vandana Yadav, IAS. Managing Director, WBIDC. GoWB to promote Jute carry bags in West Bengal. IPF was invited to share their perspective on it. Shri Alok Tibrewala, Shri Ashish Agarwala, Myself, Shri Manoj Mittal & Shri Amit Agarwal attended the same and presented our case. The GoWB was convinced that Plastic has an active role to play and a committee should be formed to study & present a draft paper to GoWB where members should be representatives from Plastic & Jute.
- 4. Shri Alok Tibrewala & Shri Ashok Jajodia, Managing committee members of PIF attended the 151st Meeting of the Managing Committee of Plastindia Foundation in the Board Room of Plastindia Foundation, Mumbai.
- 5. Shri Alok Tibrewala, President IPF and Governing Council member of CENTRAL TOOL ROOM & TRAINING CENTRE, Kolkata, Government of India Society, Ministry of Micro, Small & Medium Enterprise has been invited to attend 87th meeting of the Governing Council and 42ndAnnual General Meeting of the Centre.
- 6. The 2nd All India Plastics Association / Processor's Meet organised by All India Plastic Manufacturers' Association, Mumbai was held at India Habitat Centre, Lodhi Road, New Delhi. The objective of the meet was 'Growth of Plastic Industry Specially MSME Sector amidst Environmental challenges". Shri Alok Tibrewala, President, IPF attended the meet on behalf of IPF.
- 7. Indian Plastics Institute (Kolkata Chapter) in association with IPF and AIPMA, is organising a 'Trouble Shooting Workshop' on 23rd August 2019 at Rotary Sadan, Kolkata. The workshop covers all aspects of plastic processing and machine maintenance.
- 8. IPF, as a leading association, was invited at the meeting held on 13.08.2019 at Udyog Bhawan, New Delhi under the Chairmanship of Shri Som Prakash, Hon'ble Minister of State (Commerce & Industry), Gol to discuss the issues being faced by Plastics and Petrochemical Industries. Shri Alok Tibrewala attended the meeting and presented the details about "USE PLASTIC RESPONSIBLY"

With warm wishes

Manish G. Bhaia Hony. Secretary

ADVERTISEMENT TARIFF FOR **'PLASTICS INDIA' JOURNAL (Per Insertions)**

Front Cover (Colour)	:	₹	15,000/-
Inside Front Cover (Colour)	:	₹	11,500/-
Back Cover (Colour)	:	₹	12,500/-
Inside Back Cover (Colour)	:	₹	11,500/-
Colour Full Page	:	₹	6,000/-

MECHANICAL DATA

Overall Size of the Journal 28 cm x 21 cm Front Cover [Print Area] 21 cm x 21 cm Full Page [Print Area] 23.5 cm x 19 cm

Note: 15% discount will be allowed on 12 insertions

10% discount on 6 insertions to DIRECT ADVERTISERS



Do You Have Any Interesting Info?

Send articles with photograph, Latest Innovations, Research & Technical Articles

Address to:

The Editor, Indian Plastics Federation

8B, Royd Street, 1st Floor,

Kolkata - 700 016

Ph: 033-22175699/5700/6004 E-mail: office@ipfindia.org

IPF IS ON SOCIAL NETWORKING SITES:

Like us on facebook: www.facebook.com / indianplasticsfederation

Follow us on Twitter: @ipf india

See us on, You Tube: www.youtube.com/IPFINDIA

Linked in : IPF INDPLAS | Find us on instagram : INDPLAS_IPF

Like us, Follow us and remain connected with us.



OPEN HOUSE TALK SHOW OF IPF

An Open House Talk Show was held at IPF Conference Hall on 27.07.2019. The speakers were members of IPF, viz. Ms Shruti Kothari, Shri Rajeev Goenka, Shri Manish G. Bhaia, Hony. Secretary, Shri Ashish Agarwal, Vice-President, Shri Alok Tibrewala, President and Shri Sudardhan Kr. Tawri, Chairman-Youth Wing Sub-Committee of IPF. Ms Shruti Kothari spoke on "Emotional Well Being", Shri Rajeev Goenka on "Sustainability of Environment", Shri Manish G. Bhaia on "Learning Business from bollywood movies: Business Mantra", Shri Ashish Agarwal on "Perpetuating Family Business", Shri Alok Tibrewala on "Subh Labh: Fullnways of doing business" and Shri Sudarshan Tawri on "Corporate Mantra". A number of members attended the talk show.















OPEN HOUSE TALK SHOW OF IPF (contd.)

















OPEN HOUSE TALK SHOW OF IPF (contd.)

















PETROCHEMICALS MARKET IS ANTICIPATED TO RISE AT A SIGNIFICANT CAGR OF 6.80% BY 2020

The global petrochemicals market is expected to grow at a significant CAGR of 6.8% from 2014 to 2020. According to a report by Transparency Market Research, the global petrochemical market will be witnessing modest competition in the coming years. To lead and dominate the market, the key players in the market are focusing on mergers and collaboration with various small size and regional companies. Some of the leading companies operating in the global petrochemicals market are Sinopec Limited, Chevron Phillips Chemical Company LLC, E.I. du Pont de Nemours and Company, Shell Chemical Company, Total S.A., Sumitomo Chemical Co. Ltd., SABIC. LyondellBasell Industries, ExxonMobil, The Dow Chemical Company, and BASF SE

The global market is expected to reach valuation worth US\$885.1 bln by the end of the forecast period. The global petrochemical product segment is led by ethylene segment and is expected to lead during the forecast period. Geographically, Asia pacific is leading the market due to substantial contribution of China. This region will be dominating the market as it holds major shares of the global petrochemical market.

The market is expected to rise significantly due to increasing demand for product portfolio and the expanding application areas. Emerging economies are demanding petrochemicals for various applications thus, leading to rise in demand in the global market. Rise in construction industry will boost the market growth. Automotive sector is also showing significant rise in the consumption of petrochemicals. Rising demand from various end users for petrochemicals are supplementing the global market. Favoring government policies are acting as a key player in the global petrochemicals market. Raw materials required in the production of petrochemicals are abundantly available

in several nations in the Middle East thus, accelerating the growth in market. Since petrochemicals are a wide range of chemicals derived from petroleum feedstock, it has various applications in human life. These increased consumption from end user segments are likely to boost the market during the forecast period. Ethylene is majorly used in the manufacturing of polyethylene. This accelerates the demand for global petrochemicals market. Methanol used in mixtures of fuel is also anticipated to increase consumption of petrochemicals in the market. Use of methanol for cleaning fuel combustion to reduce the environmental damage will prove very beneficial in the coming years.

The global petrochemicals market will be facing certain restrains which might hamper the growth of the market during the forecast period. Rise in awareness among consumers and manufacturers regarding environmental issues is one of the leading factor for the down fall of the market. There is a potential shift to bio based chemicals thus, hampering the growth of the global market. Manufacturing of these petrochemicals can seriously affect the nature and human life therefore, there are strict regulations implemented by government that can affect the global petrochemicals market during the forecast

Source: Plastemart.com

DEMAND FROM **CHEMICALS INDUSTRY TO** BENEFIT GLOBAL **DEMAND FOR** NAPHTHA TO 5.1% **CAGR BETWEEN 2013 AND 2019**

Naphtha which can be found in shale oil or refined petroleum and coal tar is a highly versatile commodity. Coal tar naphtha is a volatile commercial product obtained by the distillation of coal tar, whereas shale naphtha is acquired by the destructive distillation of oil produced from bituminous shale. Petroleum naphtha is a name primarily used in the U.S. for the petroleum distillate containing mainly aliphatic hydrocarbons. The global naphtha market in terms of revenue was valued at US\$167,711.8 mln in 2012, as per Transparency Market Research. Global demand for naphtha is expected to grow at 5.1% CAGR between 2013 and 2019.

In 2012, the global naphtha market by applications was dominated by chemicals including petrochemicals and benzene, toluene and xylenes, (BTX) which accounted for more than 60% of the market. This application is also expected to maintain its dominance over the next six years. The main uses of naphtha are in steam cracking to make olefins, in reforming to make aromatics and as a feedstock for high-octane gasoline. It also can be used as a solvent. Energy and fuel applications accounted for the second largest share of the market but may see a decline in market share by 0.1% by 2019. Energy and fuel find application in power plants, steel plants, fertilizer units etc. Others segment which includes all nonrenewable applications is expected to see a decline in market share by 2019.

In 2012, the global naphtha market was dominated by Asia Pacific with the market share of over 60% in terms of volume and revenue. India, China and Taiwan are now growing markets due to the expanding construction, automotive and plastic industries. Currently, North America is the second largest market and accounted for more than 20% of the share but in future it may see a decline in its market share. This is due to higher prices of naphtha and shift in trends towards cheaper alternative. Shale gas is becoming an increasingly attractive substitute for naphtha in the North America market. Europe is also expected to decrease its share by 2019 due to higher crude oil prices and low seasonal demand for naphtha in the region. RoW (Rest of the World) is expected to increase its share by a very small fraction as a result of new ethylene capacity.

Naphtha is primarily used as a feedstock for petrochemical cracking or for gasoline reforming and blending. There is a significant threat of forward integration



from raw material suppliers to enter this industry. Major portion of the naphtha produced by the companies is used as a feedstock by their own petrochemical complex and the remaining naphtha is exported.

The naphtha industry depends highly on conventional sources of raw material and exhibits volatile pricing. To overcome the volatile pricing, manufacturers engage in long-term contracts with raw material suppliers. The global naphtha market is highly fragmented and consists of a large number of small and medium scale manufacturers. In this highly dynamic industry, distribution plays a very important role and is the key to success.

Source: Plastemart.com

APPLICATION IN COATINGS, LUBRICANTS, PRINTING INKS TO PROPEL GLOBAL **DEMAND FOR FLUOROPOLYMERS ADDITIVES**

Global fluoropolymers additives market will surpass a valuation of US\$1.9 bln by 2025, as per Global Market Insights. Owing to an extensive application scope across different types of coatings, lubricants, and printing inks, global fluoropolymers additives market is anticipated to witness remarkable growth prospects in the forthcoming years. The use of fluoropolymers additive have gradually expanded over a wide range of business verticals including consumer goods, automobile, aviation and aerospace which in turn have propelled the demand for products like polytetrafluoroethylene (PTFE) micropowders and perfluoroalkoxy micropowders. Apparently, PTFE is an incredibly versatile material with a broad variety of applications, distinguished by its high melting point, low coefficient of friction, good abrasion resistance, and reduced stress cracking. Listed below are

key trends driving the fluoropolymers additives market with a consistent target base for PTFE:

- Food Applications: PTFE is widely known for providing a slippery surface to products which make it perfect for use in making cookware. Today, many commercial brands are offering various lines of cookware that are coated Teflon, which is based on PTFE, in order to prevent food from sticking to the pans and pots. This has substantially reduced the need for cooking oil because these pans and pots are naturally 'nonstick'. Undoubtedly, PTFE coatings are beneficial for not only homes but also restaurants, where food must be prepared quickly while pots and pans require fast cleaning and can be returned easily to active use in no time. According to prominent studies, even the U.S. Food and Drug Administration (FDA) has found PTFE based Teflon acceptable for conventional kitchen use. Globally, cookware sector has received a major boost in the past few years due to expanding fast-food segment and rising population. Several companies are extensively creating a new set of products for their consumers, invariably generating revenues for fluoropolymers additives market.
- Aerospace Applications: Generally, products used in the aerospace industry have to pass rigorous testing and demanding operating conditions. PTFE coatings and plastics used in the aerospace industry should be of highly quality, extremely specified, and enhance toughness and durability of components. An example where PTFE is crucial is its application on the leading edges of the aircraft wings, which are the flaps used to slow an aircraft while landing. Supposedly, the substance is extensively deployed in applications where friction and fluid compatibility are of the utmost importance under high and low-temperature conditions. In 2017, Freudenberg Group had introduced a new line of PTFE seals designed to meet exacting aerospace sector requirements. Sealing in airplanes play a vital role in weathering extreme altitudes and temperature changes. Continuous demand for aerospace sealing solutions resulting from growing airline fleets worldwide

- will certainly fuel the expansion of fluoropolymers additives market. Growth of the aviation sector can be surmised from the fact that in 2018, Airbus alone had delivered around 800 aircraft to customers and had received nearly 747 new orders in the year.
- Automotive Applications: Due to high reliability and being extremely suitable for processing at high or low temperatures, PTFE are witnessing substantial demand within automobile industry. PTFE thermoplastics are able to maintain exceptional material properties in demanding conditions and are used in making parts such as outside edge of air compressors. Demonstrating the importance of the fluoropolymers additives market for the automotive sector, PTFE coatings are used on lock systems, steering column interlock plungers and seatbelt springs, among others. The material enhances the performance of components as well as reliability of the end-products. With more than 95.6 million vehicles produced in 2018, automobile sector represents a steadily growing global customer base for PTFE-based products and the overall fluoropolymers additives market.

Key manufacturers like Daikin Industries, Maflon SpA, Micro Powders, Shamrock Technologies, and Solvay are some of the leading market players focusing on advanced fluoropolymer products and bringing forth a spate of innovations in the industry.

U.S. fluorinated ethylene propylene (FEP) fluoropolymers additives market demand should record gains of about 6.5% by 2025, as per Global Market Insights. These products find applications in industrial machines & equipment and automotive industries owing to their high electrical property, chemical inertness and reduction in carbon dioxide emission thereby contributing to environment protection. Rising demand for melt processable thermoplastics in several end use industries will boost the fluorinated ethylene propylene regional market growth.

Source: Plastemart.com



RELIANCE TO MANUFACTURE FABRIC MADE FROM RECYCLED PET WITH TURKEY'S KIVANÇ **TEKSTIL**

Reliance Industries Ltd (RIL) has joined hands with Turkey's textile behemoth, Kivanç Tekstil, to manufacture and market R|ElanTM GreenGold, a sustainable and innovative fabric 2.0, to leading apparel brands and consumers across the world. Apart from manufacturing and marketing R|Elan™ GreenGold fabrics, Kivanç will be the exclusive distributor of Recron® GreenGold fibres to spinners, yarn manufactures and knitters across Turkey. The arrangement will enable RIL and Kivanç to offer the best quality eco-friendly textile solutions to brands and retailers, sourcing their requirements from Turkey, to meet the ever-growing demand of environment friendly apparels. The manufacturing excellence of Kivanç will be further enhanced by the high quality GreenGold fibres, as well as by the support of RIL's efficient technical team. Kivanç Tekstil is renowned worldwide for its professional work ethics. It caters to major European and American fashion brands and retailers. Vertically integrated across spinning, weaving, dyeing, printing and finishing, Kivanç produces 18 million meters of blended fabrics per annum. Its yield comprises a wide range of blends straddling polyester, cotton, viscose, linen, tencel, modal and wool, and is lapped up by leading global brands engaged in making formal and casual wear apparels for both men and women. Speaking about the partnership, Mr Ziya Kivanç, CEO, Kivanç Textil opined. "At Kivanç our mission is to be a company that focuses on customer satisfaction, striving to be trustworthy, reliable and sensitive to human health and environmental issues, while producing the best quality fabric brand. We at Kivanç, do business by providing utmost importance to the environment and well-being of the people. Simultaneously, we thrive to implement the innovative and sustainable environmental approaches in all stages of production right from spinning, weaving to finishing. The partnership with Reliance Industries is a significant initiative in accomplishing our mission. The exclusive distributorship of Recron® GreenGold fibres and yarns and being a manufacturer of R|ElanTM GreenGold fabrics will provide us immense growth opportunities.

We are really thankful to Reliance, which has taken a stride forward and opened the doors in actualising our mission. Henceforth, most of the polyester blended fabrics will be made out of sustainable fibres at Kivanç." R|Elan GreenGold, made from recycled PET, substantially reduces emission of greenhouse gases. The fabric being made from pre-dyed fibres, its manufacture doesn't need much water. Whatever little water is used, 90% of it is recycled. It uses bio-fuels and is one of the few recycled brands that provides endto-end traceability throughout the supply chain, right from PET bottles to fibres.

Source: Plastics News

ASIAN PETROCHEMICAL MARKET EXPECTED TO BE MIXED THIS WEEK

The Asian petrochemical market is expected to be mixed this week, as per SPGlobal Platts. While benzene is expected to see continued support from firm buying interest and a strong China market, paraxylene hinges on downstream purified terephthalic acid amid a volatile September PTA futures last week and polyethylene terephthalate/ polyester operation cuts. In olefins, market participants will be monitoring supply conditions closely. Asian paraxylene prices were assessed down US\$0.67/mt from Thursday at US\$837/mt CFR Taiwan/ China and US\$818/mt FOB Korea Friday. Week on week, the CFR Taiwan/China marker was assessed down US\$1/mt. Discussions were mostly rangebound last week, with buyers remaining cautious due to declines in the downstream Chinese PTA futures market, while sellers were hesitant to offload their cargoes as upstream crude oil and naphtha prices stayed firm. In plant news, JXTG Nippon Oil & Energy shut its PX units in Kawasaki and Oita early last week due to technical issues. Duration of the shutdowns is currently unclear. FOB Korea benzene prices jumped US\$30/ mt on the week to US\$660.33/mt FOB Korea Friday, amid firm buying interest for August-loading cargoes, and riding on strong domestic East China prices. Market sources said that with vessel chartering underway for shipments bound for the US in August, traders working the trade route would be keen to procure additional cargoes ahead of declaration. Amid strength in August, the backwardation between August and September widened to plus US\$14/mt FOB Korea last Friday. In the East China market, the downtrend in domestic prices towards the end of last week was said to be a "price correction". The East China market rose Yuan 276/ mt between last Monday and Wednesday, only to fall Yuan 50/mt between Thursday and Friday. Firm prices could still continue, as low import levels will likely persist until H2-July. Bullishness last week also stemmed from the fact that Sinopec, a major Chinese benzene producer, increased its domestic ex-tank price twice during the week, which stood at Yuan 5,050/mt on Friday. Asian styrene monomer prices inched US\$16.50/mt higher week on week to US\$1,074/mt CFR China and US\$1,034/mt FOB Korea Friday amid an unclear short-term market outlook. More supply is expected and the market is monitoring the supply situation closely, especially after South Korea's Hanwha Total Petrochemicals restarted its styrene monomer units early-July after the safety checks earlier, sources said. Styrene monomer production margins remained firm, hovering at around \$170-US\$180/mt last week.

Asian ethylene would likely remain firm this week, but some market sources said the price increase would likely be limited as steam cracker operations would be increasing with the turnaround season coming to an end. The Asian butadiene market rose US\$15/mt last week, with prices delivered to Northeast Asian markets (barring China) at US\$1,120/mt CFR levels. This was amid active trading and tighter supplies across Asia. Several trades were heard done, with prompter cargoes trading at higher prices. The market is expected to remain stable, or weaken, should supply issues ease, sources said. Asian low density polyethylene was assessed up US\$10/mt in China on a slight improvement in demand. Sentiment firmed after the US and China reached a truce during the latest G20 meeting, end converters said. Asian polypropylene prices rose amid a bullish sentiment from futures. Actively-traded September PP futures on the Dalian Commodity Exchange climbed Yuan 436/mt week on week to Yuan 8,835/mt ex-warehouse by last Wednesday's close.

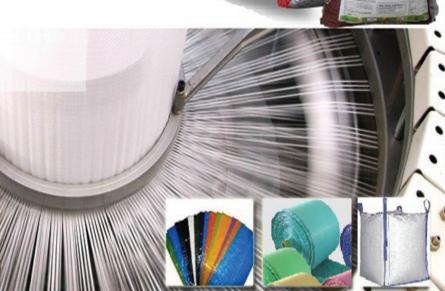
Source: Plastics Today





Complete Packaging Solution..

- * Polypropylene Woven Fabrics
- * Polypropylene Woven Bags (Laminated/Unlaminated Printed/Unprinted, etc.)
- * FIBC Jumbo Bags.
- * BOPP Bags.





Regd. Off.: 5, Dr. Rajendra Prasad Sarani, (Clive Row), 6th Floor, Kol - 01 Ph: +91-9831323845/+91-9331023845 Email: rlcommercial2004@gmail.com/

Works: Poly Park, Plot No. PPO-01, Dhulagarh, Sankrail, Kanduah, Pin: 711302, Howrah

LESSON FOR CORPORATE WORLD FROM CHANAKYA ABOUT TALENTED ENEMIES

Dr. Devdutt Pattanaik

The story of Rakshas (name of man, not to be confused with mythological demons) comes to us from a Sanskrit play called Mudrarakshas, which is roughly 1,500 years old. It is based on events that took place in India, 2300 years ago. Legend has it that when Alexander marched from Persia and attacked India, intending to conquer the subcontinent, a brahmin called Chanakya approached King Nanda of Magadha, to raise an army against the Greek warlord.

Nanda, however, insulted him, and Chanakya swore to create a new king who would not only defend the sub-continent, but also replace Nanda. Thus, he found and raised the perfect king, in the form of Chandragupta Maurya. Chanakya's treatise on politics and economics known as 'Artha Shastra' has reached legendary status since then.

The play Mudrarakshas informs us that Chandragupta succeeded in defeating Nanda with the help of another king

called Malyaketu. Malyaketu, however, is not a trustworthy ally. He recruits a man called Rakshas, the prime minister of Nanda, and together they plot to overthrow Chandragupta Maurya. Malyaketu does this out of ambition, while Rakshas does this, because he wants to punish the killer of his former master.

Chanakya recognizes the qualities of Rakshas and feels that this man should be the prime minister of the new kingdom of Magadha. He does everything in his power to kill Malyaketu and uses various

tricks to get Rakshas to agree to become the prime minister of Magadha. He realises that bribery or force will not work, and therefore, he uses trickery, manipulation and coercion to get Rakshasa to agree.

We do not know if this story is historical, hence the word legend. We do know that historically, there was a king called Chandragupta Maurya, there was a Mauryan empire, and there was Alexander's invasion of India, but the historical existence of Chanakya has been doubted by scholars, as well as the existence of Rakshas. The word 'mudra' in the title of the play

refers to the signet ring of Rakshas, which is used to isolate him until he is forced to become Chandragupta's ally. But it is the historicity that matters. What matters here is the idea that is attributed to the master of ancient Indian politics – Chanakya.

Here, Chanakya is not looking at Rakshas as the enemy. He looks at Rakshas as a potential ally, a collaborator, a possible partner in the rebuilding of the country and the economy. This shows Chanakya's genius

In today's world, we often talk about Chanakya as a shrewd, master statesman, manipulator, and strategist, who is able to overthrow the enemy. What we don't talk about is Chanakya's ability to rise above petty enmity and see talent in the enemy camp, like in the case of Rakshas.

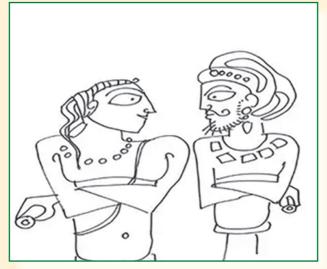
When we look at the modern corporate world, we often see CEOs prefer loyal people working with them. We see rivalry

in camps in the corporate world and when one camp wins, the other camp is forced to resign or is gently sidelined out of the organization. However, if we really valued Chanakya over and above his strategies to defeat the enemy, and also accepted Chanakya's ability not to bear grudges and use talent from every camp, we could create a great organization.

Often, leaders have to accept that everybody loyal to them does not have talent, and everybody who opposes them is not talentless. A 'Rakshas' embodies the person who you do not particularly like,

and who is perhaps your enemy or rival, but is supremely talented. Therefore, through his dissenting voice, through his disapproval, he perhaps helps you ground yourself and not get inflated with positions of power.

I think this part of Chanakya's life needs to be highlighted in current times, where we are too busy wanting to destroy enemies, rather than recruiting talented enemies. There is a need to rise above the concept of enemy, for the larger good of society and industry.



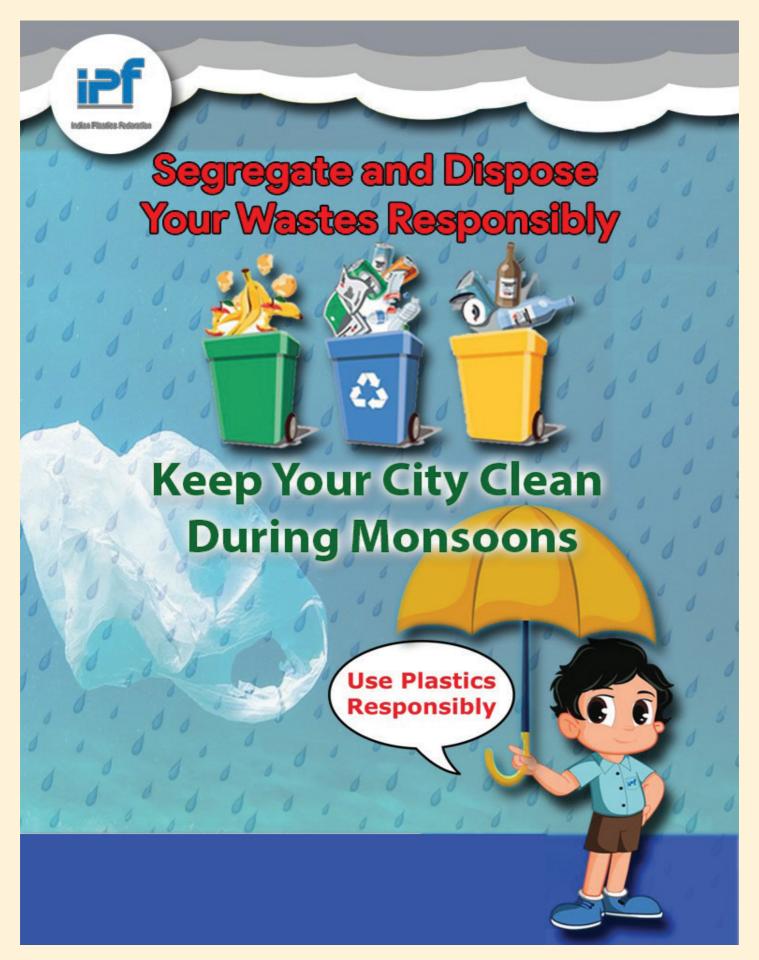
SHIVA POLYMERS

Manufactures of PP Woven Fabrics and Bags, BOPP Pouches & Sole Distributors of GCC Powder coated & uncoated of Ascom Corbonate & Chemicals Manufacturing, Egypt.



Shiva Polymers Pvt Ltd

J.L. No-6, Mouza-Khalia, Near Kona More Howrah-711114 Contact: 9073909600/01 Email. Info.shivapolymers@gmail.com





Leading Manufacturer & Exporter of Thermoplastic Injection & Blow Moulding Machines



Reg. Office: "GOLDCOIN" House, 775, GIDC, Makarpura, Vadodara - 390010, INDIA • Tel.: +91-265-2632210

- · E-mail: goldcoin@polymechplast.com
- Export Division: M.: +91-8511127253,
- · E-mail: export@polymechplast.com

• Mumbai • Kolkata • Delhi • Bangalore • Chennai • Indore • Hyderabad • Pune • Vapi • Rajkot • Siliguria



TO ALL MEMBERS OF THE FEDERATION

MEMBERS ARE REQUESTED TO SEND THEIR GRIEVANCES/PROBLEMS FACED ON GST/SUBSIDY/VARIOUS LICENCES AND ANY OTHER ISSUES TO THEIR RESPECTIVE INDUSTRY IN DETAILS ALONGWITH SUPPORTING DOCUMENTS TO THE IPF SECRETARIAT SO THAT WE CAN PUT THE SAME TO THE CONCERNED AUTHORITIES.

> PLEASE SEND THE SAME TO THE HONY. SECRETARY, INDIAN PLASTICS FEDERATION 8B, ROYD STREET, 1ST FLOOR, KOLKATA – 700 016.

> > E-MAIL: office@ipfindia.org, FAX: 22176005

FREE CONSULTANCY OFFER TO IPF MEMBERS

MEMBERS WANT TO SET UP NEW PLASTIC INDUSTRY AND TO AVAIL SUBSIDY AND OTHER GOVERNMENT BENEFITS AVAILABLE FOR MSMES' MAY CONSULT WITH MR. PINAKI SINHA ROY, EX-PROJECT MANAGER, DIC AT IPF SECRETARIAT, 8B, ROYD STREET, 1ST FLOOR, KOLKATA - 700 016 ON EVERY WEDNESDAY FROM 3.00 P.M. TO 5.00 P.M. WITH PRIOR APPOINTMENT. INTERESTED MEMBERS MAY CONTACT DIRECTLY WITH THE IPF SECRETARIAT AND FIX AN APPOINTMENT AT LEAST 2 DAYS BEFORE THE SCHEDULED MEETING. MR. ROY WILL PROVIDE THE KNOWLEDGE REQUIRED FOR SETTING UP PLASTIC INDUSTRY UNDER MSME POLICY 2013 ISSUED BY DEPT. OF MSSE & TEXTILE, GOVT. OF WEST BENGAL.

PLEASE FIX AN APPOINTMENT AT:

Telephone: 2217 5699 / 5700 / 6004 | Fax: 033-2217 6005 | E-mail: office@ipfindia.org

SPECIAL ADVERTISEMENT TARIFF FOR IPF MEMBERS

The Federation has decided to offer advertisements to IPF members at a Special Rate of Only ₹1000/-(Rupees one thousand only) per insertion in our monthly Journals for the undermentioned advertisements (Maximum 60 words per advertisement)

Advertisement can be only made for:

- 1. Spare Product capacity for sale
- 2. Used Machinery for sale

Members desirous to advertise may send their advertisement materials in high resolution (pdf format or cdr) by 10th of each month along with their requisite payment. Please send to The Editor, INDIAN PLASTICS FEDERATION 8B, Royd Street, 1st Floor, Kolkata – 700 016. E-mail: office@ipfindia.org