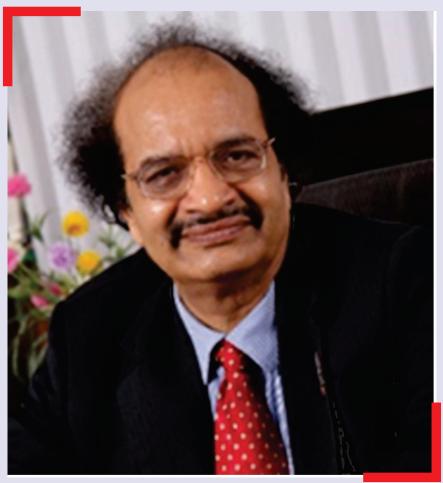
Vol. 11 Issue 36

"We are Proud to associate with Prof. GDY"

Double Honour for Professor G.D. Yadav: Fellowship of US National Academy of Engineering & National Science Chair, SERB, Govt. of India



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Double Honour for Professor G.D. Yadav: Fellowship of US National Academy of Engineering & National Science Chair, SERB, Govt. of India

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EDITORIAL BOARD Shri. J. B. Purohit Shri. Gunjan J. Yajnik



Softener

- Varisoft 222 LM (Amidoamine Ethoxy Quat/ Tallow based) – Hydrophilic Cationic Softener
- Rewosoft TE 19 Premium Cationic Softener, Non-yellowing.
- RewoQuat WE 18 (TEA-Ester-Quat/Tallow based) Cationic Softener, Low -Yellowing.
- Tego Softener VEPO(TEA-Ester-Quat / Vegetable based) –Cationic Softener, Low Yellowing
- Tegotex CS 8081 (Quaternary Organo modified siloxane) Hydrophilic Silicon Fluid, High Shear Stable, Non-Yellowing, Superior Hand Feel.
- RewoQuat W75 HPG (Imidazoline Quat) Antiozanate softener.

Antifoam & Defoamer

- Tego Antifoam 3062 Antifoaming Agent. (Water concentrate less than 30 %)
- Tego Antifoam MR 1015 Antifoaming Agent. (For wetting agent from 30 to 70%)

Speciality Dyeing Agent

• ECOFAST CR 2000:- Cationizing Agent, which gives superior fastness properties and higher colour value

Functional finish

• Tegotex RT 2033/2040 - Water Repellent (Fluorocarbon free)

Rheology modifiers / Viscosity builder

- Amines
- DEA
- DETA
- EDA
- MEA
- TEA 99%
- TETA

Glycol Ethers / Solvents /

- Poly-Propylene Glycols
- PPG 1000
- PPG 2000
- Propylene Glycol
- Di-Propylene Glycol
- Dowanol PM
- Dowanol DPM
- Dowanol DPNB
- Dowanol PNB
- Dowanol PPH
- Dowanol PNP
- Butyl Cellosolve (Butyl Glycol)
- Butyl Carbitol (Butyl Di-Glycol)
- Hexyl Cellosolve

From The President's Desk



Dear Members,

The previous two years has been a tough time for all of us. The Pandemic has really tested us. It is with great pride that I can say that not only have we survived, but we also have thrived, in today's fractured world of work.

Before the impact of Covid-19 on the chemicals sector, it was expected that 2020 would have low-to-flat growth in all geographies outside of Asia, and compared with recent years, muted in China.

Operational excellence has been a hallmark of chemical industry, and with the quick lever of reduced capital expenditure at hand, many companies are financially fit to weather a short term drop from end-markets.

We should be prepared to expect inevitable long-term impacts, regardless of the eventual course of the pandemic. The workplace anticipates a gradual return to pre-Covid-19 practices. Product portfolios and end-market applications have differentiated, and are expected to continue to differentiate, winners from losers. Chemical companies are rethinking their supply chain strategies, either by their own violation or under pressure from end market OEMs. The shift is from pure "globalisation" to "localisation".

During this period of lockdown, we have conducted various webinars for our member's benefit.

ISCMA has ventured into the training for ITI students, Ambernath, Panvel, Nagathane & Mahad in association with Directorate of Vocational & Training Regional office, Mumbai along with the support of GIZ- an Indo German Program for Educational & Training.

We are back again to connect with trusted business contacts, share information to our professional members.

Hope our activity will help us to become self-reliant in spirit, resourceful, ambitious, adaptive and networked with one another.

Lastly an appeal to all members to pay membership subscription on time.

Hoping your aspirations are themselves shaped by your action and experiences.

You remake yourself as you grow and as the world changes.

Vinay D Patil President, ISCMA



INDIAN SPECIALITY CHEMICAL MANUFACTURERS' ASSOCIATION

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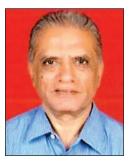
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| (RR) R R C | | | | |
|--|--|---|---|--|
| PRINCIPAL SUPPLIER | | om | | |
| GACL • Aluminium Chloride - Granular Powder • Benzyl Alcohol • Benzyl Chloride • Benzaldehyde • Bleaching Powder-Stable • Calcium Chloride-Powder • Caustic Potash Flakes / Lye • Caustic Soda Flakes / Lye / Prills | Chlorinated Paraffi Chloroform Hydrochloric Acid Hydrogen Peroxidi Methylene Dichlori Phosphoric Acid 88 Poly Aluminium Ch Potassium Carbon | e - 50% ide 5% Min. | Rashtriya Chemical & Fertilizers Limited Ammonium Bicarbonate - Powder Di Methyl Amine 40% Di Methyl Formamide Di Methyl Acetamide (DMAC) Formic Acid 85% (Tanker & Carboyu MMA 40% | Caustic Potash Flakes / Lye |
| Alkyl Amines Chemicals Limited • Acetonitrile • Tri Ethyl Amine • Di Ethyl Amine • Mono Methyl Amine 40% Bulk / Drum • DMA 40% | Gujarat Stat Chemicals L • Cyclohexano • Cyclohexano • HAS • Methyl Metha | ne | GNFC Acetic Acid Ethyl Acetate Formic Acid Toluene Diisocyanate Technical Grade Urea | Caustic Soda Flakes / Lye Potassium Carbonate Granular / Po UREA (Imported) Imported Urea Technical Gr DEEPAK NITRITE LTD Sodium Nitrate • Sodium N |
| PRODUCTS | | | | |
| 2 Ethyl Hexanoic Acid (Octoic Acid) 2 Ethyl Hexyl Acrylate 2 HEMA Acetone Acrylamide Crystal Acrylic Acid Adipic Acid Adipic Acid Ammonium Chloride Tech / Pure Grade Ammonium Thiocyanate Aniline Benzoic Acid Bisphenol A Borax Decahydrate Crystal/Granular Borax Pentahydrate Butyl Acrylate Monomer Butyl Carbitol (Butyl Diglycol) Butyl Carbitol Acetate (Butyl Diglycol Acetate) Butyl Carbitol - Eastman DB Butyl Cellosolve Acetate (Butyl Glycol Acetate) Butyl Cellosolve (Butyl Glycol) Cyclohexylamine DCDA Di Cylohexylamine Di Ethylene Triamine (DETA) Di Iso Propyl Ether (DIPE) Di Methyl Acetaminde (DMAC) | DI Methyl Amino E Di Methyl Formam Di Methyl Formam Di Methyl Sulfoxida Dimethyl Melonate Di-N-Butyl-Amine DMC-Korea / Chin Epichlorohydrin Ethyl Aceto Acetata Ethyl Aceto Acetata Ethyl Acrylate Mon Ethyl Acrylate Mon Ethyl Chloro Forma Ethylene Diamine Formanide Formic Acid 85%/9 Glyoxal 40%, Hexamine Hydroquinone Hydroquinone Hydroquinone Hydroquinone Hydroxylamine Hyr (HAHCL) Imidazole Iso Butanol Iso Propyl Acetate L+ Tartaric Acid Maleic Anhydride Methane Sulfphoni Methane Sulphony | ide (DMF) e (DMSO) a a e nomer ate (EDA) 09% drochloride | Methyl Acrylate Monomer Methyl Cyclohexane Methyl Cyclohexane Methyl Chloro Formate(MCF) Methyl Iso Butyl Ketone(MIBK) Mono-N-Butyl-Amine Methyl Methacrylate Monomer Methyl Tertiary Butyl Ether (MTBE) Mono Iso Propyl Amine (MIPA) - 70%/99% Monoethanolamine Morpholine MP Diol N - Heptane N - Methyl Piperazine N - Propanol N - Propyl Acetate N Butyl Acetate N Butyl Acetate N Butyl Methacrylate N Hexane - 99% N-Methyl - 2 - Pyrrolidone (NMP) Neo Pentyl Glycol Nonyl Phenol Nonyl Phenol ethoxylate Para Tertiary Butylphenol (PTBP) | Pentaerythritol PG Tech - Technical Grade / USP Grade Phenol Phthalic Anhydride Piperazine Anhydrous Propionic Acid Propyl Glycol Mono Methyl Ether Propylene Glycol Mono M.E. Aceta Propylene Glycol Pyrrolidone Refined Glycerine Soda Ash Sodium Borohydride Powder Sodium Gluconate Sodium Methoxide Powder Tertiary Butanol (TBA) Tert-Butyl-Amine Tetra Hydro Furan (THF) Thio Urea Toluene Tri Ethyl Ortho Formate (TEOF) Tri Methylol Propane Tri Chloroethylene |
| R R Innovative Pvt. Ltd. HEAD OFFICE : B-10 Kanmoor House, 2 Narshi Natha Street, Masjid Bunder (W), Mi Tel.: 022-6120 7777, Fax.: 022-6120 776 Email : chem@rrgroupindia.co.in BRANCH OFFICE : 1st Floor, Madhupala H. No. 6.3.865/0/I To 4, Near Green Lands, Hyderabad-500 016.Tel.: 040-494922929, Email : info@rrgroupindia.co.in BRANCH OFFICE : 201, Privilege Avenus Sarabhai Complex, Wadivadi, Vadodara-39 | umbai-400 009. 50 / 61 20 7770 Towers, Ameerpet, Fax.: 040-49492927 e, Opp. Isha Hospital, | HEAD OFFICE : Narshi Natha Stree Tel.: 022-6120 77 Email : chem@rf Vital (Shree Ram Industr | Organics ial Estate, Survey No. 1513 & 1565, lage : Jitali, Taluka :Ankleshwar, | |

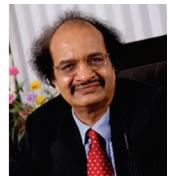
Sarabhai Complex, Wadivadi, Vadodara-390 017 Mobile : +91-76239 37585

Dist. Bharuch-393 002, Gujarat, India. **Tel.: 02646-226339**

moulikg@rrgroupindia.co.in

Double Honour for Professor G.D. Yadav: Fellowship of US National Academy of Engineering & National Science Chair, SERB, Govt. of India

It is a matter of great pride for India that Professor Ganapati D. Yadav, Emeritus Professor of Eminence and former Vice Chancellor, Institute of Chemical Technology, Mumbai and Hon. Member of ISCMA, is elected to the US National Academy of Engineering (NAE), USA for his contributions to research, innovation, and teaching in green chemistry, catalysis, nanotechnology, and chemical engineering. He will be formally inducted into the NAE in Washington in October 2-3, 2022. NAE



recognizes those who make outstanding contributions to engineering research, practice, or education, making significant contributions to engineering literature where appropriate, and "leading new and evolving fields of technology, making great strides in the traditional field of engineering, or developing / implementing innovative approaches to engineering education." To date in the history of NAE, only 23 Indian nationals have received this membership, of which 18 are still alive. Most importantly, there are 5 alumni of ICT Mumbai. Dr. Mashelkar, Prof. MM Sharma, Mukesh Ambani, Prof. J. B. Joshi and Prof. G. D. Yadav. The others in the list this year are Elon Musk (Tesla), N. Chandrasekarn (Tata Group), Satya Nadella (Microsoft CEO). Previously Ratan Tata, Narayan Murthy and Kiran Majumdar-Shaw were elected. Mukesh Ambani was elected two years ago.

On March 29, he was awarded the prestigious National Science Chair by the Science & Engineering Research Board, DST, Govt. of India. Only a handful of exceptional academics are chosen for this national honour which will allow him to continue research with provision of research grant and fellowship. He is the first chemical engineer to be bestowed with this honour.

Prof. Yadav was awarded the Professor Jai Krishna Memorial Award 2021 for his outstanding contribution in engineering science. He was awarded Padma Shri in 2016. He has received more than 125 honours, distinctions, and fellowships of all Indian Science and Engineering academies. He serves as independent director on the boards of Godrej Industries, Aarti Industries, Meghmani Organics, Bhageria Industries and Clean Science & Technology and is associated with many decision making committees of the central government.

In the November 2020 and 2021 surveys of Stanford University, where Indian scientists in top 2% of those in the World are honoured, Professor Yadav is number one in India in Physical Chemistry which is within 0.2% of the world scientists and is ranked at 66, for both years which is remarkable. He is a chemical engineer, but his research is in the field of catalysis science and engineering which is counted as part of physical chemistry. His research productivity is phenomenal with supervision of 107 Doctoral and 135 Masters Theses, and 47 post-doctoral fellows which is a record for any Engineering Professor in India. He has published 498 original research papers, 115 granted national and PCT patents, 8 new patent applications; 3 books; hindex of 64, i10 index of 314; 14,900+ citations in journals, patents, books, and monographs, and 850+ specials lectures/orations/seminars over the years. He is still actively involved in guiding 15 doctoral students, patenting, publishing, consulting, and transferring technologies to industry.

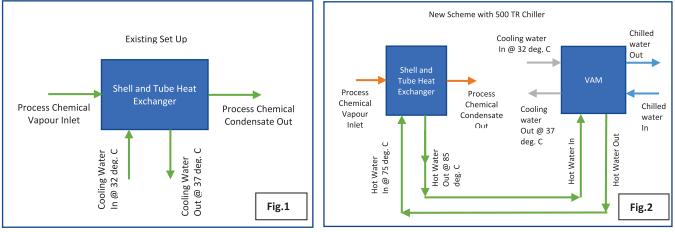
Under his leadership for over 10 years, the Institute of Chemical Technology, Mumbai made phenomenal progress and was declared as Category I institute by the MHRD on par with IITs. The Govt. of Maharashtra's assembly granted it elite status like IITs/IISc/IISERs. He started two new campuses with innovative programmes at Bhubaneswar with full support of Indian Oil, first of its kind in Independent India, and at Jalna, Mararthwada with full support of Government of Maharashtra. He started 23 new programmes and 5 new departments and several centers of excellence, making ICT as one of the topmost institutes in NIRF ranking. He collected huge funds for ICT during his tenure and helped scores of students, faculty, and support staff by benevolent donations. He was responsible for growth of UAA and made several life members and new members through an innovative scheme when students joined the institute.

"Energy Efficient Absorption Cooling and Heating Solutions" for chemical industry

Mr. Tanveer Ahmad, (Business Manager - Western Region, Absorption Cooling division, Thermax Ltd)

Over the past three decades, Absorption Chiller and Absorption Heat Pumps are used widely in the Chemical industry being energy-efficient and eco-friendly solutions for Chilling and Heating requirements. These solutions are implemented in the industries across the globe to optimize their energy consumption trends and go green and clean.

In Chemical plants, excess of low grade waste heat is available which normally gets rejected to Cooling tower. Heat of condensation of vapours, heat from reactors etc. are possible sources where low temperature hot water (70 to 90 deg. C) can be generated. Low temperature can be used to drive Absorption Chiller to generate Chilled water without any operating cost.



Please refer to fig.1 wherein heat of vapour condensation is getting rejected in cooling water. Please refer to the Fig.2, the same heat of vapour condensation is being utilised to generate hot water at 85 deg. C and Hot water is driving Absorption Cycle to deliver free chilling of 500 TR.

From maintaining the temperature process fluid and air conditioning of plant area and packaging, Absorption Chillers find applications in many stages of process and areas of the plant. Be it dispersion unit cooling or process fluid cooling, Absorption chillers can provide significant efficiency as they minimize energy consumption during the process.

In the new product range offered from Thermax Ltd, Absorption cycle based Hybrid Chillers for negative temperature application are gaining popularity as power consumption compared to conventional brine chillers is only 50%.

For more details, please find the contact details as given below:



Mr. Tanveer Ahmad: tanveer.ahmad@thermaxglobal.com Contact number: +91-9621510005

Mr. Tanveer Ahmad is post graduate in Energy Science and Engineering from IIT Bombay. He brings in 10+ years of experience in Absorption and Process Cooling industry in diversified profiles such as product management, sales & marketing.

Currently, he is working with the Absorption Cooling division of Thermax Itd and looking after the Cooling Business in Western Region. With his thorough techno-commercial knowledge and being Energy Auditor, he has also developed new application of Absorption Machine in different Industries.



Anjani Prasad Managing Director and Head of Business Cluster





Mr. Anjani Prasad is a season textile expert with an experienced gained over 38 years working in the textile, leather , Paper, Home care , Construction , Additive and coating industries. Experience with companies such as Birla Group Century Mills and BTRA with audit exposure of cost and process optimization and controls. In 1991, he joined Sandoz in the technical arms and developed his expertise through positions as Product Manager, Business Heads and Head of Country for the Textile, Leather, Emulsion and Paper Division, overseeing 400 employees. In 2010, he relocated to Singapore working with Asia-Pacific responsibilities in Operations and including marketing and Analyzing and executing the commercial excellence program . After Archroma formation came to life Mr Prasad was appointed as Global Head of New Business Development, and in 2015 he relocated to India as Managing Director for Archroma India ,Nepal and Sri Lanka for business cluster.

Mr Anjani Prasad has a B.Sc (Tech) and M.Sc (Tech) in Textile Chemistry from the Institute of Chemical Technology in Mumbai, and is a Chartered Colorist.

He is also

- Director at Indian Technical Textile Association,
- A Board member at Dyestuffs Manufacturers Association of India
- Management committee of Indian Specialty Chemical Manufacturers' Association,
- A member of the Editorial Board of Colourage & Journal of Textile Association.
- Member of BIS committees
- Associated with
 - o ASSOCHAM
 - o FICCI
 - o CII communication
 - o With Indo American chamber of commerce

Introducing Archroma



Archroma is a global, diversified provider of specialty chemicals serving the Textiles, Paper and Coatings segments.

Archroma's heritage traces back to Sandoz since 1886 in Basel. In 1995 Clariant was formed, as a spin-off from Sandoz, and in 1997 acquired the specialty chemicals business of Hoechst.

SK Capital acquired the then Textile Chemicals, Paper Specialties, and Emulsions businesses from Clariant in September 2013. The three divisions were combined and renamed as Archroma upon becoming an independent entity. Through this direct lineage, Archroma has knowledge and experience of chemistry and industry spanning more than 130 years.

Archroma Way to a Safe, Efficient, Enhanced World:

We continuously challenge the status quo in the deep belief that we can make our industry sustainable.

Safe: Safe to use, safe to release and safe to wear.

Efficient: Innovating application processes that minimize resources and maximize productivity.

Enhanced: Add value to our customers' business by providing them with solutions that surpass the competition and answer all demands made by their customers.

Archroma reaffirms its commitment to sustainability through its affiliation and certification by various Sustainability organizations such as Ecovadis, GOTS, ZDHC, Bluesign, Inditex, REACH, Ecolabel etc.

Opportunities for Indian and US manufacturers in Colorants and Chemicals

Colorants: India produces 16% of the global colorants. Future growth is predicted double digit CAGR. Dominated by domestic manufactures with limited MNC presence.

Textile chemicals: Highly fragmented segment with many unorganized & small-scale manufacturers and a few larger MNCs & Domestic companies. WITH good growth higher than GDP

Key areas of collaboration:

- Dyes and coloration exports through Concentrates and press cakes
- Textile Chemical collaboration or concentrates /intermediates USA specialty with Indian players.
- Raw Materials and Intermediates through technology transfer and JV around intermediate chemicals and finished specialty formulation
- In areas such as Letter acids, DASDA, CYCL etc.
- India needs production enhancement in developing Its
 - Petrochemical base,
 - Biotechnology & Bio polymers,
 - Silicone and Monomers development, waxes,
 - > and digital printing and 3 D Printing with US support

• Some specialty areas such as Natural dyes scale up, Special Surfactants with High bio degradation and no solvent & VOC, Natural products for chemical and dyes with 100 percent degradation and innovation collaboration for application.

Sustainable Manufacturing

Sustainable manufacturing the key to avoid same environmental mistakes as China. Sustainable manufacturing possible only when we follow all safety and environmental norms and align to the UN sustainable development Goals as below.



Current Chois serves us a chance to screngthen sustainability commence, accelerate industry wide changes, reduce seasonality and adopt Circular Business models.



Education

B.Sc. (Chemistry) From Gujarat University Post Graduate Diploma in Textile Chemistry, Ahmadabad

Summary of Experience

38 years of experience in textile industry (Woven, Knits, Denim processing Yarn dyeing, Surgical cotton & Garment industry) Last 15 Years experience as Director / Sr. VP Level. Advisor – Bombay Textile Research Institute focused at Environmental aspects. Expertise in adoption of green technology, Chemical Management Systems, training & cost control.

Past Industry Experience

Worked in leading companies like Nagreeka Exports Ltd, Somany Evergreen Knits Ltd, Arvind mills Ltd, Sunanda Industries Ltd (Mafatlal Group), Alok Industries Ltd. & Sunflag group of Industries at Tanzania.

Responsible for Technocommercial activities of production houses.

BTRA & NimkarTek Technical Services Training & Consultancy to multinational Brands on eco-friendly processing & sustainable productivity. Specialization in optimize consumption of Natural resources (water, fuel & power) & reducing Non Productive Outputs.

Personal Information

Date of Birth:- 27th July 1960

Sanjay Harane



Harane Systems (Textile & Leather Processing & Environmental Aspects)

Publications & Presentations:

 Published article on "Industrial pollution & role of Textiles" in various magazines

Presentation on Best Available Technology (BAT) / Pollution
 prevention in textiles at various reputed conferences organized
 by Pollution control board/ IIT / Textile association India etc...

Other achievements:

Visiting lecturer / Examiner at renowned Texxile
 Management institutes

Visiting lecturer at various Textile institutes &Management
 Institutes in India for Management systems, sustainable products,
 carbon credit & global warming.

Active participation in various conferences on environmental
aspects & green technology.

Advisor – BTRA - Bombay Textile Research Institute for
 Environmental aspects & green technology,

Member in Advisory board in Ganga Pollution Prevention
 committee – CPCB - Central Pollution Control Board New Delhi.

 Technical Advisor Solidaridad Asia focused at environmental aspects of clusters (textiles & leather)
 Contact:- E mail - <u>harane27@gmail.com</u>

Contact Number: - +916351514879, +917768883361

Pollution Prevention & Industrial Safety

In order to support Environmental education with safety aspects, for ITI students, ISCMA (Indian Speciality Chemicals Manufacturers' Association started a series of online training with 3 ITI's (That is ITI Ambernath, ITI Panvel & ITI Mahad)

Looking towards requirements, the language for training was in local language (Marathi) along with English.

The training program was specially designed for students & focused on below points.

- Understanding on various types of Pollutions, Pollutants & its impact on human being & Nature.
- To develop a team which has the knowledge, attitude, skills, motivation & commitment to work individually and collectively toward solutions of current environmental issues & anticipated future needs.
- > To bring awareness about natural resources & how to preserve same by reducing consumption, optimum utilization & to explore maximum recycling.

| Sr. No | Topic (Duration of each session - 90 minutes) |
|--------|---|
| 1 | Opening session, Information about Environmental aspects, Pollution prevention & Industrial safety (Focused on Pollution generation, Today's scenario, Norms for Compliance & Way forward to zero waste concepts.) |
| 2 | Pollution, Pollutant & its impact on human being & nature (Focused on Air, water, soil Marine, Thermal & Noise pollution) |
| 3 | Action plan for reduction of pollution by individuals, Industry & Educational Institutes (Focused on Life Cycle Assessment, Environmental Impact assessment & Low Carbon Life style) |
| 4 | Standard designs of ETP -1 (Flow chart of Effluent Treatment Plant, Various terms used in waste water treatment & water recycling) |
| 5 | Standard Design in ETP -2 (Understanding quality of effluent, Detailed design of various sections & processes involved in ETP) |
| 6 | Standard design for Sewage Treatment Plant & waste management (Focused on Understanding source of domestic waste, various sections of STP & exploring possibilities of Recycling waste) |
| 7 | Effective working of ETP (Focused on Operational key points, Operational controls, Disposal solid waste &, Reporting Systems- MIS) |
| 8 | Sound Pollution I (Basics of Sound Pollution & its impact on Human being & atmosphere) |
| 9 | Sound Pollution II (Sources of Sound Pollution) |
| 10 | Sound Pollution III (Norms of Sound Pollution) |

(Trainer - Sanjay Harane)

| 11 | ETP Maintenance(Focused on Break down maintenance, , Preventive maintenance (daily - Weekly – monthly & yearly)& Timely Up-gradation) |
|----|---|
| 12 | Action plan for reduction of pollution at domestic activities (Effectiveness of STP, Dumping grounds & their improvements, Ways to reduce waste generation & mobile STP concept for hotels, hospitals & marriage Halls) |
| 13 | Problems & solutions of Common Effluent Treatment Plant – CETP (Focused on design & monitoring of CETP, Improvements in working of CETP by set systems & online monitoring system) |
| 14 | Chemical Management System & introduction to MSDS (Focused on Pollution & chemical compliance, Understanding & Implementation of CMS. Know your chemicals through MSDS & TDS) |
| 15 | Industrial Health & Safety (Focused on Safety Policies-OHS. Safety in material storage & handling, Details of Mock drill with its importance & impact) |
| 16 | Visit to CETP Dombivali & technical Interaction (Focused on actual visit to Plant, understanding lab activities , sampling procedures & Testing methods) |
| 17 | Company Policies for planned growth Growth & Tips for success (Focused on various policies adopted in industry, importance & advantages of various policies. What industry needs from you as an engineer or technician) |
| 18 | Revision of course |
| 19 | Open discussion & Test Exam |
| 20 | Certification ceremony |

ISCMA is thankful to Mr Tarun Mhaske of GIZ & his team for their full support during the training.

It is expected that, successful candidates will have advantage in their future professional life & will perform better for prevention of pollution in industry.

Forthcoming Events

- 1. Participation in ChemExpo India 2022 an international exhibition at Goregaon Exhibition Centre on 20th -21st April 2022.
- 2. Meeting with US Consulate trade division on 20th April 2022 at 4:00 pm, Association office.
- 3. Interactive session on "Management of chemicals on the Shop Floor" by Dr. Rossitza Krueger-GIZ, GmbH 26th April 2022 at 4:30 pm, Association office.
- 4. Certificate distribution for ITI Students Ambernath participated in training programme for "Pollution Prevention & Industrial Safety". Date will be announce.

Mr. Ramesh

Retired from BASF as Business Head of Care Chemicals Division, after serving 25 years.

Sales & Marketing Experience of 32 years.

Trained tens of sales people on the job, few of them rose to the level of Senior management in reputed companies.

Trained close to 100 distributors and their teams to shape their business.

Started Viswaguru in June 2019. Conducting Selling Skills training by way of webinars and online training. So far crossed 46 sessions and two full-fledged online training programmes.

For details please refer website: www.viswaguru.in, I can be reached by the mail id: ramesh@viswaguru.in and by phone no. +91-9819962846

We are in the process of building SALES COMMUNITY PLATFORM AND AS PRELUDE WE STARTED A CLOSED FACEBOOK PAGE EXCLUSIVELY FOR SALES PEOPLE. Please click the link given below, join the group and support the initiative. Join our community - https://bit.ly/Viswaguru_GroupFB

Qualification: M.Sc., MBA (marketing) Train the Trainer from Dale Carnegie Training.

Viswaguru Sales Training

Why do you need trained sales people?

For any business man the major challenge is to keep the selling cost low without compromising the sales. If one has to increase the reach and realize better sales, he has to employ more sales people and thus incur more expense. Whenever the business is in trouble people tend to keep the selling cost low by reducing manpower. Many cases people handle sales by themselves or use their commercial staff.

Does it make sense? First of all, let us understand what sales is. Sales is not just visiting customer, giving the information and getting the order. It is much more than that and require lot of time and energy. Sales if done as part time will lead to less quality output and one will end up saying market is bad, competition is too hot and price pressure is too high.

Ideally a sales person should spend 40 % of his time in new business development, 30% in Replacement, 15% in Defending existing business and 15% in Servicing the existing business. But due to market dynamics, he ends up spending only 10% in New business development whereas New business development is one which produces profitable and long lasting business. Due to lack of time, he ends up doing only replacement business which is short-lived and price sensitive.

Then how one can get Profitable and Long lasting business with less time and less selling expense? The answer is employing TRAINED SALES PEOPLE. Trained Sales person will employ right methods and techniques to handle customer and business so that the commercialization is faster. Also the owner can focus on purchase, finance, and marketing so that he can expand his business in profitable and long lasting manner

Then what is the difficulty of having trained sales person?

The primary problem is to get right person, train him and retain him.



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Viswaguru is helping MSMEs to shape their sales team by helping them train their sales team.

The following activities are carried out by Viswaguru to engage our trainees-

- 1. Weekly webinar on every Saturday 10 to 11 AM IST
- 2. In-depth online training programmes
- 3. Two days' class room training followed by ten months' telephonic review
- 4. Coaching of sales teams with long term goals (3 to 6 months)

Apart from these trainings, we also have an active engagement of LinkedIn and Facebook where we regularly share marketing and sales insights to keep our audience engaged and informed. We have a closed Facebook group- exclusive to only the Viswaguru Members where people share their success stories, have an active discussion and it acts as a discussion forum for people to share their views.

Kindly encourage your teams to enroll as member of Viswaguru Sales Community Platform (www.viswaguru.in) to get the benefits and receive communication regarding the different programmes regularly.

Viswaguru Selling Skills Crash Course for ISCMA Members

Why Sales Training?

The major challenge for any company top management is to increase sales revenue/profit and keep selling cost low. Typically, they do that by keeping less people or at times handle sales by themselves. Sales per say is not visiting customer, giving information and price, collect orders and payments. It is much more than that. Depending upon the market situation and the product strength one may even get the orders sitting in the office but that is by chance and not sustainable. One need thoroughly trained sales person to get profitable sale on sustainable basis.

What is Selling Skills Training?

Sales skills training develops certain skills required to handle customers successfully and increase the strike rate of getting profitable business. It comprises various topics covered under three buckets namely Sales Process, Selling Skills and Selling tools.

Sales Process

If a sales person adopts right sales process his success rate is assured. Typically, sales process contains the following steps.

- 1. Sales Call Preparation which contains understand your company product offerings, understand customer, understand competition etc. We also discussed about customer segmentation, need based and fact based.
- 2. Price Management: This involves understand what price to fix, why it is to be fixed like that, how it will impact the customer in his production costing, what benefit your product gives to the customer in terms of value realization etc
- 3. Negotiation skills: What are the steps involved in negotiation, what are the preparations required for successful negotiation etc

Selling Skills : In selling skills, we covered communication skills, questioning & Listening, Personality traits, Dress sense, Relationship management etc.

Selling Tools : We discussed about the importance of having right tools to make the sales pitch successful. We also discussed how to generate right tool, who will do what and also how to train people to use the tools.



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APPLICATIONS 😤

- Chemical and Petrochemical
- Refineries/Chemical Plants
- Oil & Gas
- Flexible Printing and Packaging

Catalytic Thermal Oxidizer

Odor Abatement Systems

Scrubbers & Concentrators

- Pharmaceticals
- Resin & Coating
- Food Processing
- Expanded Polystrene



Get-Together of ISCMA Members

The Curies' – Collaboration helped to unlock the secrets of the atom. Networking is one such for the exchange of information and ideas among people with a common profession in an informal social setting for growth. Mr. Vinay D Patil, President (ISCMA) welcomed the members, sponsors and invitees on 11 December 2021 at Banquet Hall, Matunga Gymkhana comprising entertainment by Nritya Jhankar Cultural Academy under the aegis of Ms. Natasha Chaudhari, ICICI Bank talk, and Cine songs by Amit Shah and team.



He referred to collaboration with ICT, IIT-B, K. J. Somiya College of Engineering, BASF Alumni Association. He appreciated the Past President Kishore Shah who played an important role in helping with the venue and dinner. Afro-American lady from USA graced the occasion.

Mrs. Sharon Rodrigues, Secretary(ISCMA) anchored the proceedings of the program.

Nritya Jhankar Cultural Academy: Sheila Nair and disciples performed classical Kathak dance beginning with a tribute to Lord Ganesh and cine songs like 'Jhumka gira re Bareilly ke bazar mein (Mera Saya), 'Honton mein aise baat (Jewel Thief)'etc.



ICICI Bank Limited: Mr. Vijay Raghuvanshi, (Regional Head) presented a talk on finance.



Felicitation of Sponsors and special invitees: Classic Solvents Private Ltd, Heetu Chemicals & Alkalis Ltd, LS Auxichem Private Ltd, Paxchem Ltd, RR Innovative Private Ltd, Ultimate Chem India Private Ltd, Vimal Intertrade Private Ltd and ICICI Bank Ltd.



Musical extravaganza: Following their presentation in 2018, Amit Shah (Chemical Engineer, Entrepreneur known as voice of Kishore Kumar) and team regaled the audience with melodious singing of cine music.



The celebration concluded with a delicious dinner.



Meeting with MSME Development Institute, Andheri on 10th March 2022 Mr. Vinay Patil (President, ISCMA) welcome to Shri. Shailesh Kumar Singh(IAS) Additional Secretary, Gov. of India along with Mr. Vinit M. Patel (Treasurer, ISCMA) & Mr. Harshad Shah (MC Member, ISCMA)

ISCMA ACTIVITIES

MoU Signed between ISCMA & Directorate of Vocational Education & Training Regional office, Mumbai in Association with GIZ.



Memorandum of understanding between the Central Bureau of Narcotics and Indian Chemical Council(ICC)/ ISCMA on 11th April 2022.

PRODUCT LIST OF SELF-IMPORTED CHEMICALS

POTASSIUM COMPOUNDS

- (Exclusive Distribution Of Unid, Korea)
- CAUSTIC POTASH FLAKES (KOH) POTASSIUM CARBONATE (POWDER)
- POTASSIUM CARBONATE (GRANULAR)

ETHYLENE AMINES

- (Exclusive Distribution Of Huntsman)
- ETHYLENE DIAMINE (EDA)
- DIETHYLENE TRIAMINE (DETA)
- TRIETHYLENE TETRAMINE (TETA)
- TETRAETHYLENE PENTAMINE (TÉPA) POLY ETHER AMINE (Jeffamine D-230)
- AMINO ETHYL PIPERAZINE (AEP)

PARAFORMALDEHYDE

(Exclusive Distribution Of Ecros, Spain)

PARAFORMALDEHYDE 91%,92% & 96% MELAMINE (Qatar/Iran/China) >

ETHANOL AMINES

- MONO ETHANOL AMINE
- **DI ETHANOL AMINE**
- TRI ETHANOL AMINE

CHIRAL PRODUCTS

- L (+) TARTARIC ACID
- D (-) TARTARIC ACID DI - TARTARIC ACID

CHLORINATED SOLVENTS

- PERCHLOROETHYLENE (PCE)
- TRICHLOROETHYLENE (TCE)
- > METHYLENE CHLORIDE (MDC)
- TETRACHI OROFTHYI ENF >
- CHLOROFORM

RESINS

- PROPYLENE GLYCOL
- MALAEIC ANHYDRIDE
- PURIFIED ISOPHTHALIC ACID (PIA) ×
- ADIPIC ACID
- PHTHALIC ANHYDRIDE
- MP DIOL
- PARA TERTIARY BUTYL PHENOL (PTBP)
- POLYMERIC MDI M-200

OXIDISING AGENTS

- SODIUM PERBORATE MONOHYDRATE
- SODIUM PERBORATE TETRAHYDRATE
- SODIUM PERCARBONATE COATED Granules & Tablets
- TETRA ACETYL ETHYLENE DIAMINE (TAED)-Blue, Green & White

WATER TREATMENT CHEMICALS

- TRICHLORO ISOCYANURIC ACID (TCCA) 90%
- Granules, Powder, 20 Grams & 200 Grams Tablets
- SODIUM DICHLOROISOCYANURATE (SDIC) 60%
- Granules, Powder 20 Grams Tablets POLYACRYLAMIDE / POLYELECTROLYTE (Flocculants)
- Anionic / Cationic / Non Ionic
- GLUTARALDEHYDE 50%

SODIUM GLUCONATE

(RD POWDER

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GLYCOLS

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MONOMERS

ACRYLAMIDE

BUTYL ACRYLATE (BA)

METHYL ACRYLATE (MA)

ETHYL ACRYLATE (EA)

METHA ACRYLIC ACID (MAA)

METHYL METHACRYLATE (MMA)

2 ETHYL HEXYL ACRYLATE (2 - EHA)

N- BUTYLE METHACRYLATE (NBMA)

ISO BUTYL METHA ACRYLATE (IBMA)

2 HYDROXY ETHYL METHACRYLATE (2 - HEMA)

ETHYL METHACRYLATE (EMA)

GLYCIDYL METHACRYLIC ACID

ACRYLIC ACID (AA)

SODIUM LIGNOSULFONATE

METHA HYDROXY ETHYL

VINYL POLYETHYLENE GLY

CELLULOSE (MHEC

SNF POWDER-A,B,C

TRI ETHANOL AMINE - 85%, 99%

POLY CARBOXYLATE ETHER (PCE)

REDISPERIBLE POLYMER POWDER

HPMC (HYDRÓXY PROPLY METHYL

BINDING POLYMER (PARIFLOC)

BUTYL CELLOSOLVE / BUTYL CARBITOL

- CALCIUM HYPOCHLORITE 65% Granules & Tablets
- WATER DECOLORING AGENT
- D SUPER ABSORBENT POLYMER (SAP) **CONSTRUCTION CHEMICALS RM**

EPOXY & PAINT CHEMICALS RM

- - **EPICHLOROYDRIN** ۶ **BISPHENOLA**
- PETROLEUM RESIN C9 ≻ PENTAERYTHRITOL
- CELLULOSE) **METHA HYDROXY**
- ETHYL CELLULOSE (MHEC)
- BINDING POLYMER (PARIFLOC)
- SNF POWDER-A.B.C VINYL POLYETHYLENE
 - GLY

PHARMACEUTICAL RAW - MATERIALS INTERMEDIATES

- DIMETHYL SULFOXIDE (DMSO) > HYDROXYLAMINE
- ACETONITRILE (ACTN)
- ACRYLONITRILE
- DI METHYL FORMAMIDE (DMF) > ORTHO CHLORO PHENOL ETHYL CHLORO FORMATE
- ETHYL ACETO ACETATE /
- METHYL ACETO ACETATE
- DI ISO PROPYL ETHER (DIPE)
- \geq TERTIARY BUTANOL
- P TOI UIC ACID
- METHANE SULFONYL
- CHLORIDE
- N METHYL PYROLIDONE
- 2.2 DIMETHOXY PROPANE
- DI METHYL CARBONATE
- FORMAMIDE
- ۶ HYDROXYLAMINE HCL 99%

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OTHER CHEMICALS

- ACRYLAMIDE POWDER
- > EDTA DI SODIUM
- > FORMIC ACID
- DI ISOBUTYL KETONE (DIBK)
- \geq **BENZYL ALCOHOL**
- \geq HEXAMINE
- **REFINED NAPHTHALENE** ≻ ≻ PHPA
- PHENOL >

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- HYDROXY FTHYL ACRYLATE
- \geq **HYDROGEN PEROXIDE 50%**

9.5 MOLE EMULSIFIER

ISOPROPYL ALCOHOL

HYDROXYLAMINE HCI 99%

EDTA TERA SODIUM

DICYANDIAMIDE

GLYCERINE

N - PROPANOL

MORPHOLINE

OCTOIC ACID

PHOSPHORIC ACID

- 2 -HYDROXY PROPYL ACRYLATE
- 2 HYDROXY ETHYL ACRYLATE (2HEA) > DIMETHYL AMINO PROPYL AMINE DIMETHYL AMINO ETHANOL (DMAE)

METHYL ISOBUTYL KETONE (MIBK)

SULPHATE CRYSTALLINE

METHYL CHLOROFORMATE

MONOGLYME

THIOURFA

TOI UENE

TRIACETINE

➢ TRI N BUTYLAMINE

ISO PROPYL ALCOHOL

FOOD CHEMICALS

FUMARIC ACID

BENZOIC ACID

> CITRIC ACID ANHYDROUS

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