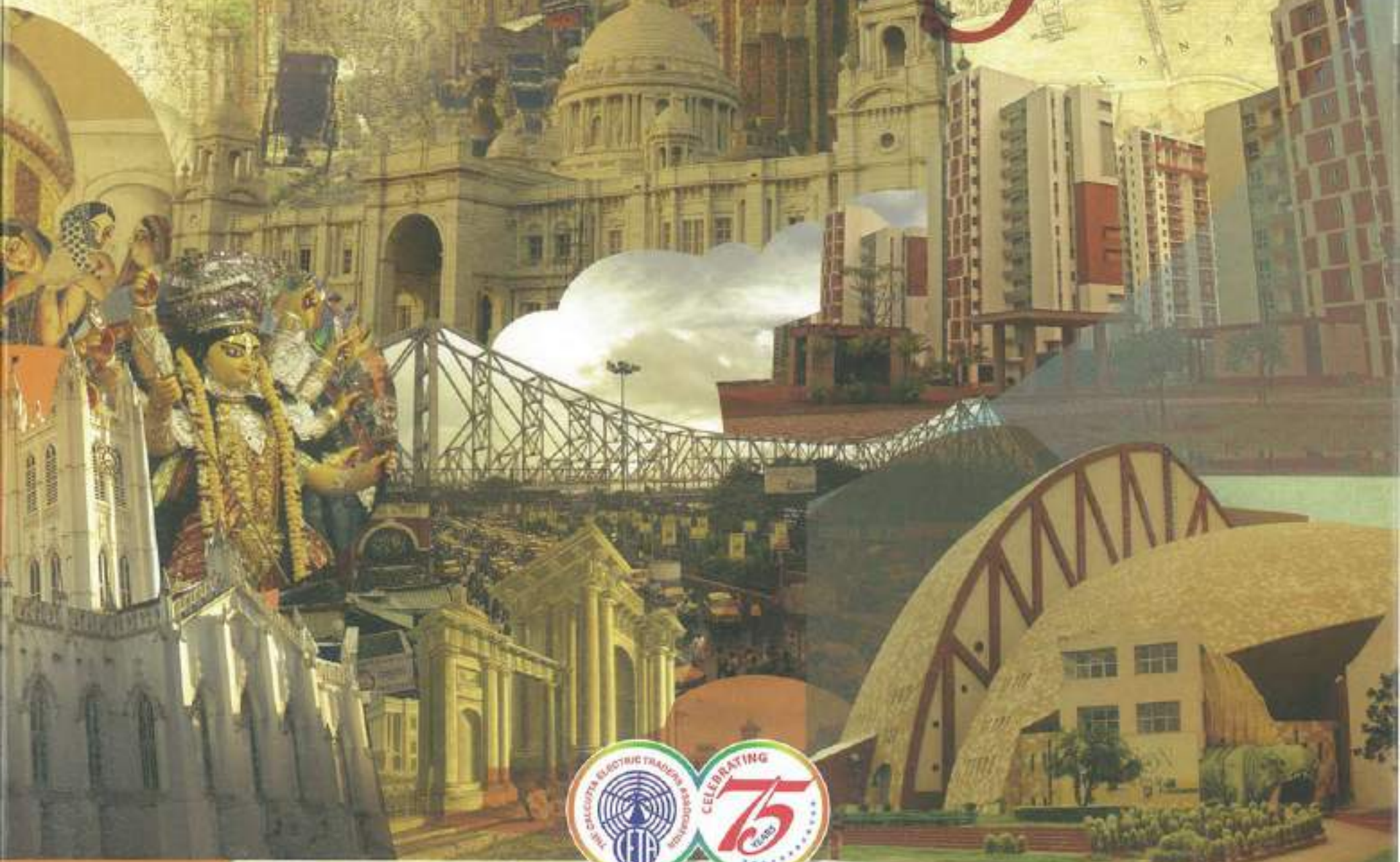


CALCUTTA

United Under the Supremacy of the Society for the
Diffusion of Useful Knowledge

75
Years Celebration



The Calcutta Electric Traders Association

CETA
Thy REFLECTION



ॐ

संगठन के बिना
संसार में कोई स्थाई
एवं महान कार्य
नहीं किया जा सकता ।



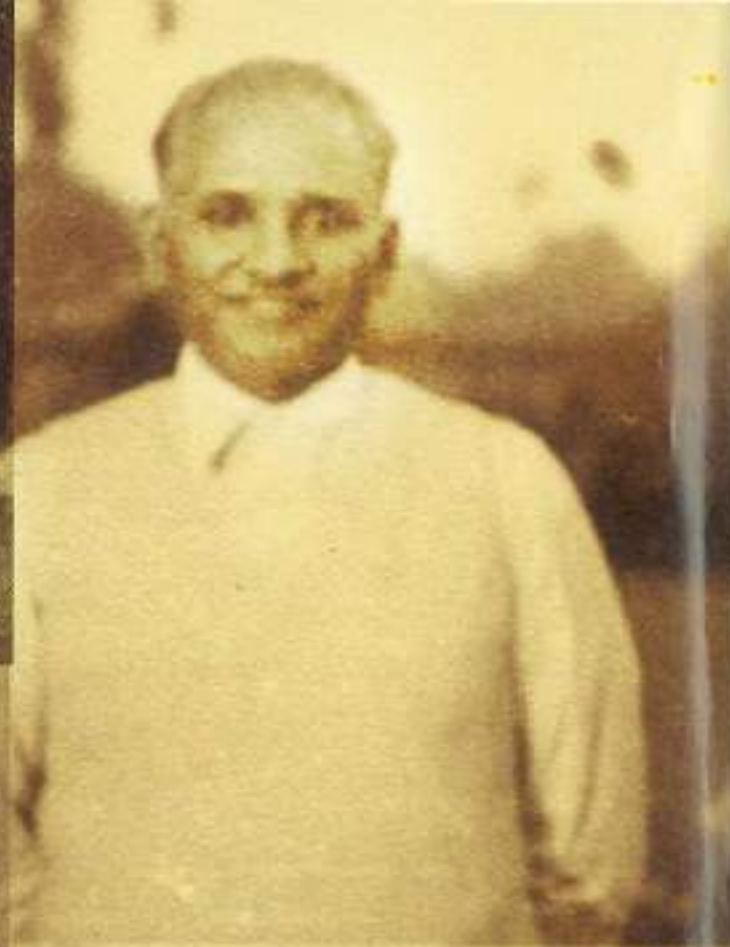
The Calcutta Electric Traders Association



Sri S C Acharya



Sri Damodar Das Mundhra



Sri Jin Charan Dass



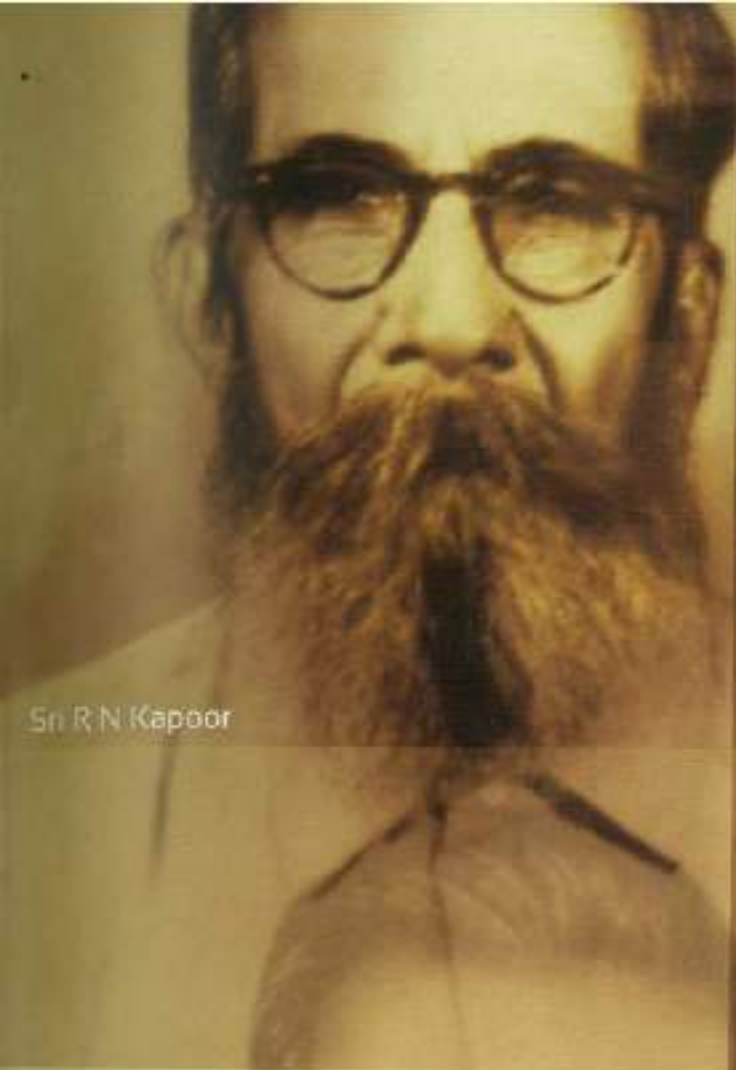
All the above personalities are no more with us.

We pray to Almighty God to let their souls rest in eternal peace.

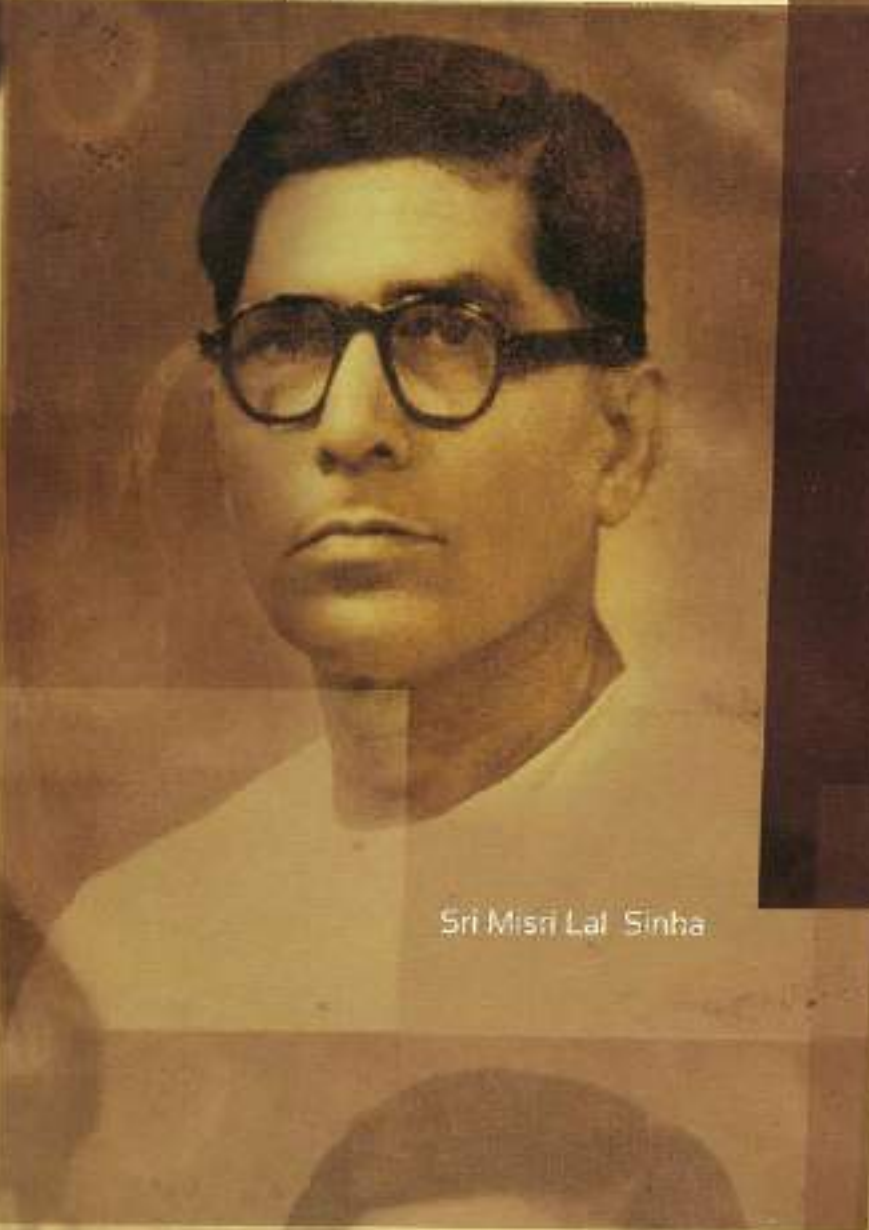
Some of our Founder Members worthy of remembrance:

Sri Damodar Das Mundhra, Sri Debi Dutt Sarawagi, Sri Jin Charan Dass, Sri K H Tangree, Sri Misri Lal Sinha, Sri R N Kapoor and Sri S C Acharya

OUR FOUNDER MEMBERS



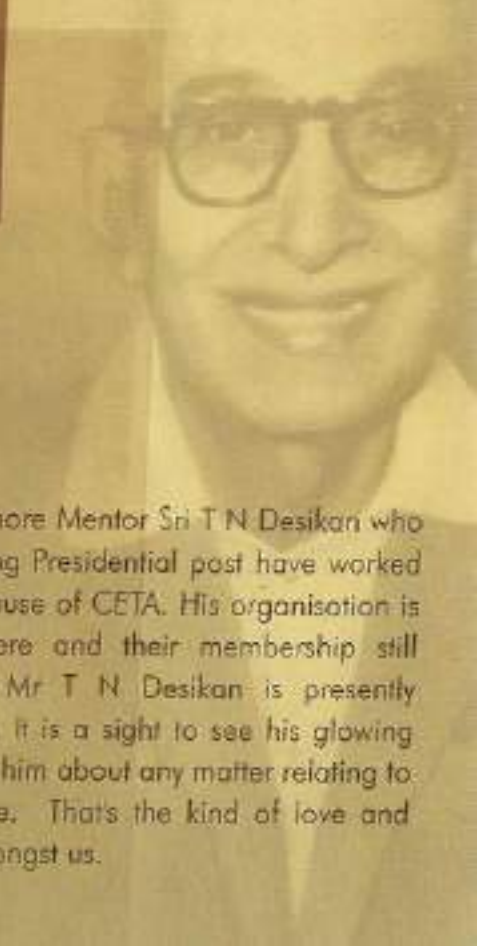
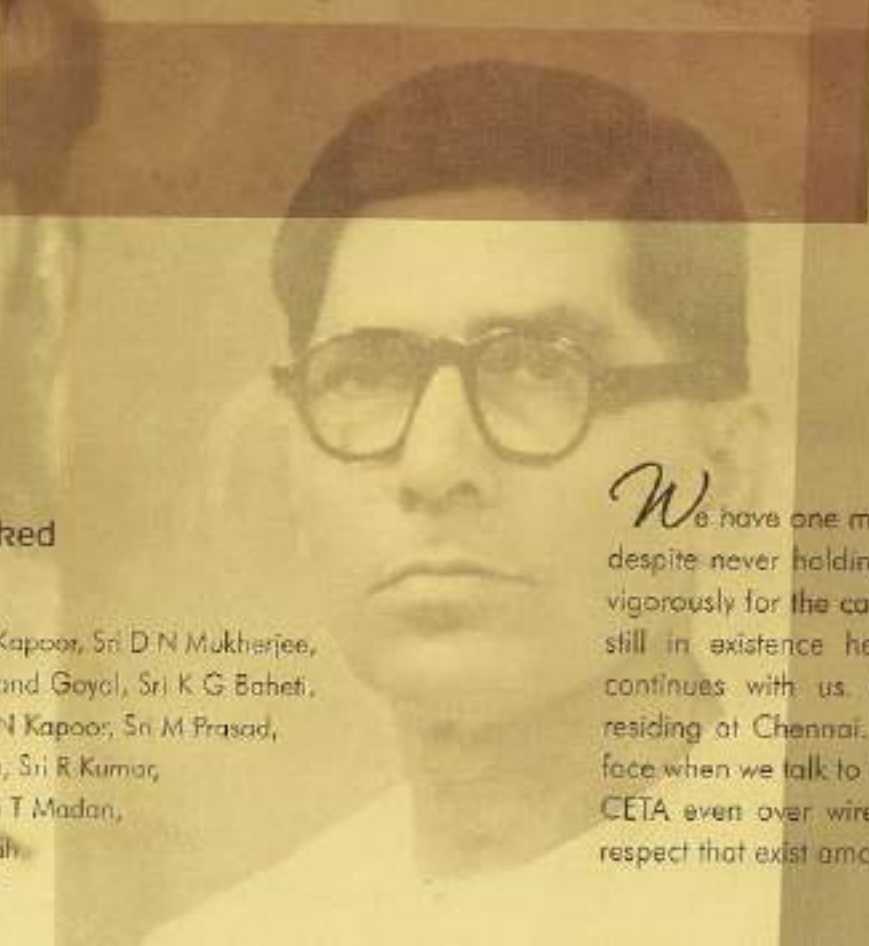
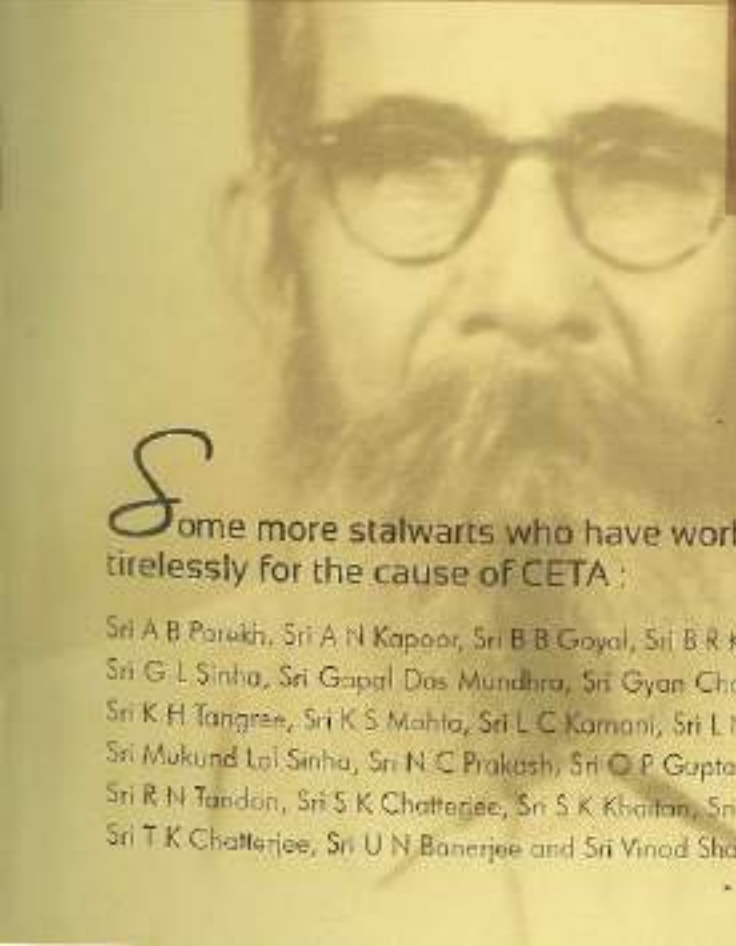
Sri R.N. Kapoor



Sri Misri Lal Sinha



Sri K.H. Tangree



*S*ome more stalwarts who have worked tirelessly for the cause of CETA :

- Sri A.B. Parekh, Sri A.N. Kapoor, Sri B.B. Goyal, Sri B.R. Kapoor, Sri D.N. Mukherjee,
- Sri G.L. Sinha, Sri Gopal Das Mundhra, Sri Gyan Chand Goyal, Sri K.G. Baheti,
- Sri K.H. Tangree, Sri K.S. Mahta, Sri L.C. Kamani, Sri L.N. Kapoor, Sri M. Prasad,
- Sri Mukund Lal Sinha, Sri N.C. Prakash, Sri O.P. Gupta, Sri R. Kumar,
- Sri R.N. Tandon, Sri S.K. Chatterjee, Sri S.K. Khaitan, Sri T. Madan,
- Sri T.K. Chatterjee, Sri U.N. Banerjee and Sri Vinod Shah.

*W*e have one more Mentor Sri T.N. Desikan who despite never holding Presidential post have worked vigorously for the cause of CETA. His organisation is still in existence here and their membership still continues with us. Mr T.N. Desikan is presently residing at Chennai. It is a sight to see his glowing face when we talk to him about any matter relating to CETA even over wire. That's the kind of love and respect that exist amongst us.



“

IT IS SO SIMPLE

to be happy

BUT SO DIFFICULT

to be simple

”

Sampatmal Bachhawat
President

Dear friends,

IT IS WITH HUMILITY AND RESPECT
I RECORD THE PRIVILEGE GIVEN
TO ME TO SERVE THIS GREAT
ASSOCIATION DURING ITS
HISTORICAL PLATINUM JUBILEE
YEAR 2013-14.

It was really a wonderful experience for me to work along with my active Executive Team. Member's love, affection and unstinted support makes me feel proud. Our Association is always blessed with dynamic and energetic members whose whole hearted support throughout the year has enabled us to attain a new heights in multifarious activities.

The publication of this Coffee Table Book, to commemorate the Platinum Jubilee year under the Chairmanship of Sri G.D. Bagri and his team, will be proudly preserved by the members. The innovative and meticulous way in which history and achievements of our Association have been presented is a praiseworthy.

I extend heartiest greetings to all members on this unique publication and wish an inspiring work and fruitful future till eternity to this great Association - CETA.

Jai CETA





कुछ कर दिखाने के लिये,
“ शूलों की चुभन को सहना ही पड़ता है । ”
शूलों से खुद को छलनी करवाया है
तब गुलाब ने लाल रंग पाया है

GOD FULFILS HIMSELF IN DIVERSE WAYS, SOMETIMES MAGICALLY.

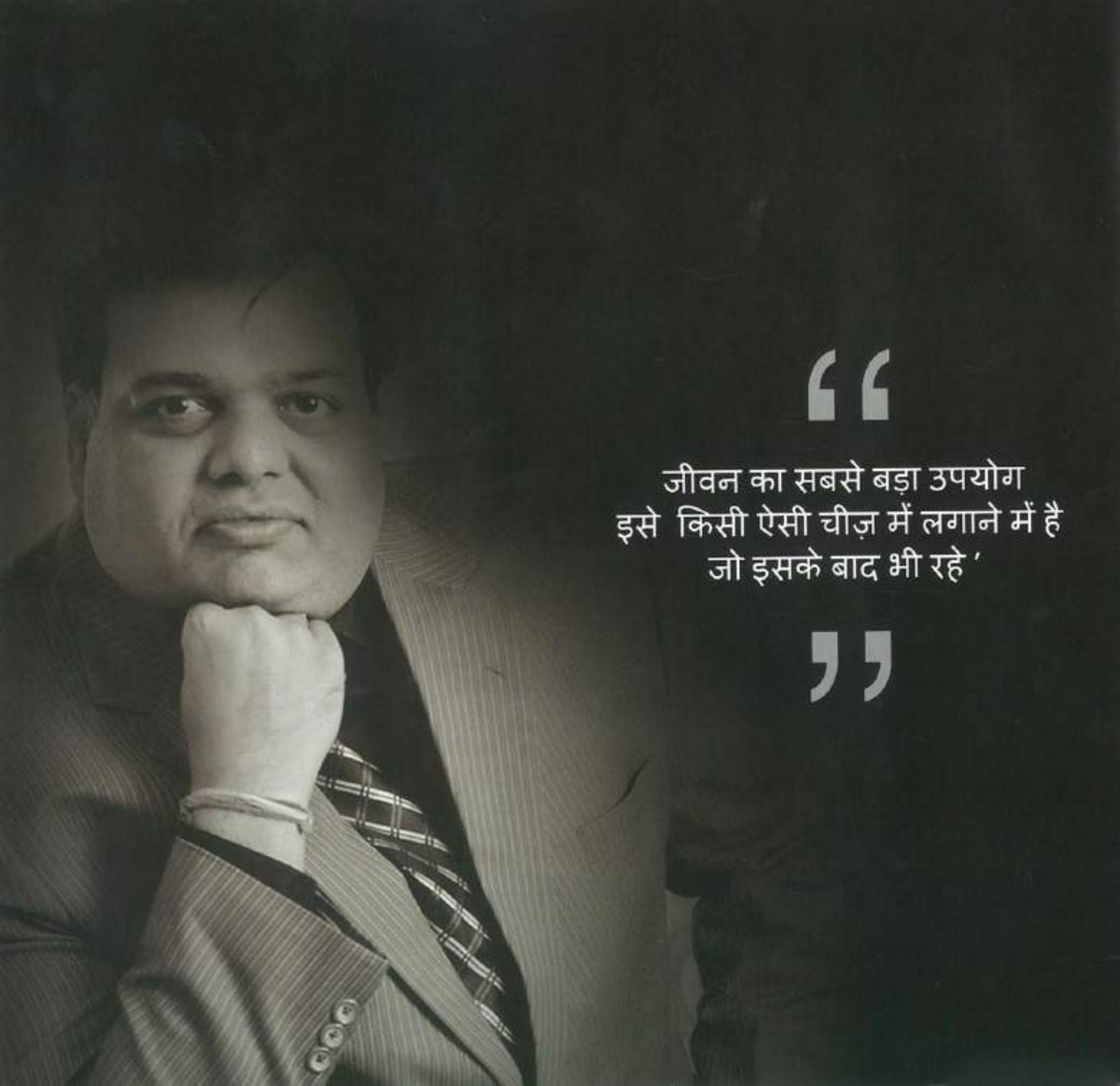
A little seed grows in to a tall tree, tapering to the skies. A small idea somewhere in an artist's mind brings about a great piece of art. A passing thought, a dream flashing in the course of life becomes an objective taking shape of a monumental reality, an object of humane appreciation and veneration.

On this monumental occasion of Platinum Jubilee we thought of paying respect and tribute to our Founders and their successors. Their efforts and hard works over the years has resulted in our survival for this long life. We pledge ourselves to carry forward the legacy and handover the batten to the younger generation.

As is the case with most of the Marwari families way back in 1972, GD BAGRI after completing his graduation from Calcutta University, was mapping future plans, chose trading in Electrical Goods in a very small way from a small place at Pollock Street. He has not only cultivated a young team with the help from family and friends but has also set a benchmark for youngsters in this field to achieve.

GD Bagri
Chairman, Platinum Jubilee Committee





“

जीवन का सबसे बड़ा उपयोग
इसे किसी ऐसी चीज़ में लगाने में है
जो इसके बाद भी रहे '

”



During our lives we often see the rules changing but what matters is the ultimate measure of an individual, who takes up not to stand in moments of comforts but the time he stood up in sphere of challenges and controversy.

On the given occasion of successful completion of 75 years of CETA, I wish to share my personal belief through a quote of Sir William James

' The great use of life is to spend it for something that will outlast it'

Ashis Agarwal , hails from an old street of North Kolkata, and today as an entrepreneur runs different business verticals of manufacturing, distribution and logistic in electrical field.

Ashis Agarwal
Hony.Secretary, CETA



“

सफलता के लिये, नज़रिया उतना ही जरूरी है
जितनी कि काबिलियत

”

AT THE OUTSET, I WISH TO
CONVEY MY HEARTIEST
CONGRATULATION TO
OUR GREAT ASSOCIATION
ON IT'S 75TH YEAR.

It is the matter of immense pride for all our members to witness the enchanting colours of our great association dispersing cheerfulness & great joy all around on its Platinum year. It is a moment of delight & grandeur for all of us. CETA has meticulously played a vital role in the overall development of trading community.

Really it is a great honour for me to represent CETA in its Platinum Jubilee Year as Vice President. **Our team has done a great job.** Mr. G.D.Bagri, Chairman, Platinum Jubilee Committee & his team have done a memorable & splendid job by publishing Coffee table book in CETA's Platinum year. My heartiest congratulation to them.

Sanjay Kumar Singhi

Vice President CETA





ये राहें ले ही जायेंगी
मंजिल तक हौसला रख ।
“ कभी सुना है कि अँधेरे ने ”
सवेरा होने न दिया ॥

I CONSIDER CETA AS
AN INSTITUTION WHERE
EVERY DAY IS A LEARNING
PROCESS.

I came to meet so many diverse members who
increased my knowledge and experience of the
electrical market.

I have felt all the warmth amongst members and
colleagues. I am happy and proud to be serving
CETA in its Platinum Jubilee Year.

Their firm is associated with CETA
since 1958 though he joined their
parental business in the year 1980.
Since then he has been instrumental
in taking their organisation forward
enhancing its good will to greater
heights.

Kumbhan Das Mundhra
Treasurer, CETA



PAST PRESIDENTS



K.H. Tangree
P-1944



Misri Lal Sinha
P-1956,57



D.D. Mundhra
P-1959



B. Tiwari
P-1960



Mukund Lal Sinha
P-1961



L.C. Karnani
P-1962, 1967



S.K. Chatterjee
P-1963



K.M. Parekh
P-1964



K.S. Mohta
P-1965,70



T. Madan
P-1966



N.C. Prakash
P-1968,69,76,82



G.L. Sinha
P-1971,83



B.R. Kapoor
P-1972



S.K. Khaitan
P-1973,74



A.N. Kapoor
P-1977,78



J.K. Panjabi
P-1979,86



G.C. Goyal
P-1980,88,89



R. Kumar
P-1981



R.K. Kapoor
P-1984



B.P. Sinha
P-1985

PAST PRESIDENTS



A.B. Parekh
P-1987-88



P.K. Raijada
P-1989-90, 99-2000



M.M. Bhattar
P-1991, 2001-2002, 2005-2006



Sriratan Daga
P-1991-92



D.L. Kothari
P-1992-93



S.C. Mimani
P-1993-94



S.L. Lodha
P-1994-95



Dr. B.N. Sinha
P-1995-96



S.M. Bachhawat
P-1996-97, 2004-05, 2013-14



L.N. Rathi
P-1997-98



S.P. Mundhra
P-1998-99



O.P. Bagri
P-2000-01

B.K. Surana
P-2002-03



Sunil Sobti
P-2003-04



H.P. Mohta
P-2006-07



A.K. Kapoor
P-2007-08



P.C. Kochar
P-2008-09



O.P. Chandak
P-2009-10





Sunil Kr Rathi
P-2010-11



G.D. Bagri
P-2011-12



K.K. Chandgothia
P-2012-13



YEAR	PRESIDENT	VICE-PRESIDENT	SECRETARY	TREASURER
1963	SRI S.K. CHATTERJEE *	SRI K.M. PARIKH SRI T.D. MUNDHRA*	SRI P. K. SHAH	SRI G.L. SINHA *
1964	SRI K.M. PARIKH	SRI K.S. MOHTA * SRI MOHANLAL GARACH*	SRI T.K. CHATTERJEE*	
1965	SRI K.S. MOHTA *	SRI B.R. KAPOOR*	SRI T.K. CHATTERJEE*	SRI B. B. GOYAL*
1966	SRI T. MADAN *	SRI P. N. ROCHLANI* SRI T. K. CHATTERJEE*	SRI A. GHOSH *	SRI MOHANLAL GARACH*
1967	SRI L.C. KARNANI *	SRI TARAK CHANDRA BOSE SRI MOHANLAL GARACH*	SRI A.N. KAPOOR *	SRI BALDEO DAS MUNDRA
1968	SRI N.C. PRAKASH *	SRI TARAK CHANDRA BOSE SRI P.N. ROCHLANI*	SRI A.N. KAPOOR *	SRI BALDEO DAS MUNDRA
1969	SRI N.C. PRAKASH *	SRI K.C. MOHTA* SRI B.R. KAPOOR*	SRI S.K. KHAITAN *	SRI SHYAM LAL AGARWAL
1970	SRI K.S. MOHATA *	SRI P. N. ROCHLANI*	SRI S.K. KHAITAN *	SRI SHYAMLAL AGARWAL
1971	SRI G.L. SINHA *	SRI A. N. KAPOOR	SRI T.N. DESIKAN	SRI M. PRASAD
1972	SRI B.R. KAPOOR *	SRI P. N. ROCHLANI	SRI T.N. DESIKAN	SRI N.C. PRAKESH
1973	SRI S.K. KHAITAN *	SRI G.D MUNDHRA	SRI A.N. KAPOOR *	SRI RANDHIR KUMAR
1974	SRI S.K. KHAITAN *	SRI P. N. ROCHLANI	SRI A.N. KAPOOR * SRI A.B. PAREKH *	SRI RANDHIR KUMAR
1975	SRI MUKUNDLAL SINHA *	SRI K.C. DAMANI	SRI A.B. PAREKH *	SRI T.N. DESIKAN
1976	SRI N.C. PRAKASH *	SRI B.B. GOYAL *	SRI J.K. PUNJABI	SRI S.K. AGARWAL
1977	SRI A.N. KAPOOR *	SRI S.C. SETHIA	SRI J.K. PUNJABI	SRI B.B. GOYAL *
1978	SRI A.N. KAPOOR *	SRI S.C. SETHIA	SRI R. KUMAR * SRI R.C. AGARWAL	SRI G.L. SINHA *
1979	SRI J.K. PANJABI	SRI T.N. DESIKAN	SRI R.K. KAPOOR	SRI P.K. RAIJADA
1980	SRI G.C. GOYAL *	SRI T.N. DESIKAN	SRI B.B. GOYAL *	SRI S.P. TOSHNIWAL
1981	SRI R. KUMAR *	SRI M. PRASAD *	SRI S. SOBTI	SRI M.M. BHATTAR
1982	SRI N.C. PRAKASH *	SRI R.K. KAPOOR	SRI P.K. RAIJADA	SRI M.M. BHATTAR
1983	SRI G.L. SINHA *	SRI S.M. BACHHAWAT	SRI R.N. TANDON *	SRI S.L. LODHA
1984	SRI R.K. KAPOOR	SRI B.P. SINHA	SRI M.R. PATEL SRI G.D. CHANDAK	SRI S.L. LODHA
1985	SRI B.P.SINHA	SRI S.R. DAGA	DR. B.N. SINHA	SRI S.L. BAID
1986	SRI J.K. PANJABI	SRI P.K. RAIJADA	SRI M.M. BHATTAR	SRI M.P. SHARMA.
1987-88	SRI A.B. PAREKH *	SRI P.K. RAIJADA	SRI D.L. KOTHARI	SRI K.G. BAHETI *
1988-89	SRI G.C. GOYAL *	SRI M.M. BHATTAR	SRI S. SOBTI	SRI S.L. LODHA
1989-90	SRI P.K. RAIJADA	SRI G.P. BHALA	SRI KULJIT. SINGH	SRI S.L. LODHA
1990-91	SRI M.M. BHATTAR	SRI S.M. BACHHAWAT	SRI S.L. AGARWAL	SRI S.L. BAID
1991-92	SRI SRIRATAN DAGA	SRI D.L. KOTHARI	SRI B.N. SUREKA	SRI N.K ARORA

YEAR	PRESIDENT	VICE-PRESIDENT	SECRETARY	TREASURER
1992-93	SRI D.L. KOTHARI	SRI N.K. ARORA	SRI N.K. CHATURVEDI	SRI R.S. BANKA
1993-94	SRI S.C. MIMANI	SRI S.M. BACHHAWAT	SRI O.P. BAGRI	SRI A.K. SINGH
1994-95	SRI S.L. LODHA	SRI N.K. ARORA	SRI N.K. CHATURVEDI	SRI R.S. BANKA
1995-96	DR. B.N. SINHA	SRI S.M. BACHHAWAT	SRI D.N. JHAJHARIA *	SRI S.K. SINGH
1996-97	SRI S.M. BACHHAWAT	SRI L.N. RATHI *	SRI S.P. MUNDHRA	SRI S.K. MOHTA
1997-98	SRI L.N. RATHI *	SRI G.D. BAGRI	SRI S.P. MUNDHRA	SRI S.K. MOHTA
1998-99	SRI S.P. MUNDHRA	SRI G.P. BHALA	SRI O.P. BAGRI	SRI S.P. SHAW
1999-00	SRI P.K. RAJADA	SRI O.P. BAGRI	SRI D.L. RATHI	SRI S.L. KOTHARI
2000-01	SRI O.P. BAGRI	SRI B.N. SUREKA	SRI B.K. SURANA	SRI B.D. MUNDHRA
2001-02	SRI M.M. BHATTAR	SRI A.K. SINGH	SRI R.N. TANDON *	SRI S.K. GUPTA
2002-03	SRI B.K. SURARNA	SRI H.P. MOHTA	SRI S.K. MOHTA	SRI G.P. SHAW
2003-04	SRI S. SOBTI	SRI G.P. BHALA	SRI A.K. SINGH	SRI S.K. GUPTA
2004-05	SRI S.M. BACHHAWAT	SRI A.K. KAPOOR	SRI RAMESH. BAID	SRI G.P. SHAW
2005-06	SRI M.M. BHATTAR	SRI R. GOYAL	SRI L.K. SOMANI	SRI G.P. SHAW
2006-07	SRI H.P. MOHTA	SRI S.K. RATHI	SRI G.P. SHAW	SRI S.K. GUPTA
2007-08	SRI A.K. KAPOOR	SRI P.C. KOCHAR	SRI PRAMOD TODI	SRI M. CHATURVEDI
2008-09	SRI P.C. KOCHAR	SRI O.P. CHANDAK	SRI R.K. SHAW	SRI M. CHATURVEDI
2009-10	SRI O.P. CHANDAK	SRI ARVIND DAGA	SRI SANJAY SINGHI	SRI S.P. MUKHERJEE
2010-11	SRI SUNIL RATHI	SRI S.P. MUKHERJEE	SRI SUNIL SINGHI	SRI ASISH BANSAL
2011-12	SRI G.D. BAGRI	SRI K.K. CHANDGOTHIA	SRI SURESH AGARWAL	SRI ASHIS AGARWAL
2012-13	SRI K.K. CHANDGOTHIA	SRI SANJAY KR. SINGHI	SRI ASHIS AGARWAL	SRI SURAJ BAGRI
2013-14	SRI S.M. BACHHAWAT	SRI SANJAY KR. SINGHI	SRI ASHIS AGARWAL	SRI K.D. MUNDHRA

SRI K.H. TANGREE *, SRI D.N. MUKHERJEE *, SRI U.N. BANERJEE *, SRI MISRILAL SINHA *, SRI D.D. MUNDHRA *, SRI B. TIWRI *, SRI MUKUNDLAL SINHA *, SRI L.C. KARNANI *, SRI S.C. ACHARYA *, SRI N.C. PRAKASH *, SRI L.N. KAPOOR *, SRI S.K. SINHA *, SRI T. MADAN *, SRI G.L. SINHA *, SRI P.D. JHANGIANI *, SRI S.L. RATHI *, SRI S.K. CHATTERJEE *

*Since Deceased

These gentlemen have served the association from 1939- 1962 as office bearers. We pay our homage and respect to them. Without their service we could not have reached this juncture.

EXECUTIVE COMMITTEE 2013-14

Platinum Jubilee Year



SRI S.M. BACHHAWAT
President



SRI SANJAY KR SINGHI
Vice-President



SRI ASHIS AGARWAL
Secretary



SRI KUMBHAN DAS MUNDHRA
Treasurer



SRI KAMAL KR CHANDGOTHIA
IPP



SRI MINESH THAKRAR
Jt secretary



SRI PANKAJ KR SINGHI
Jt Secretary



SRI G.D. BAGRI
*Chairman
Platinum Jubilee Committee*



SRI P.K. RAJJADA
*Convenor
Award Sub-Committee*



SRI R.K. KAPOOR
*Chairman
Election Committee*



SRI SURESH AGARWAL



SRI BIJAY KR SURANA
Chairman
Arbitration Committee



SRI A.P. CHANDGOTHIA
Convenor
Publication Sub-Committee



SRI ASHOK BENGANI
Convenor
Trade development Sub-Committee



SRI ASHOK KR BANKA
Convenor
Cultural Sub-Committee



SRI BIMAL KR AGIWAL
Convenor
Building Sub-Committee



SRI BRIJESH LADHA
Convenor
Members Sub-Committee



SRI G.P. BHALA
Member



SRI GOPAL DAS RATHI
Convenor
Social Sub-Committee



SRI J.K. KARNANI
Convenor
Constitution Sub-Committee



SRI L.N. MUNDHRA
Convenor
Public Relation Sub-Committee



SRI MANISH KOTHARI
Editor
CETA Time Sub-Committee



DR. MUKESH SINHA
Member



SRI NITESH BOTHRA
Convenor
Library Sub-Committee



SRI RAJESH DHARIWAL
Convenor
Welfare Sub-Committee



SRI SUDHIR MOHTA
Convenor
Taxation Sub-Committee



SRI VISHAL MOHTA
Convenor
Infotech Sub-Committee

**BACK
OFFICE
TEAM**



B.K. Bhakat



Koushik Dey



Srikanta Koley



Susanta Das

EXECUTIVE COMMITTEE 2013-14



“Alone we can do so little;
together we can do so much.”

~ Helen Keller

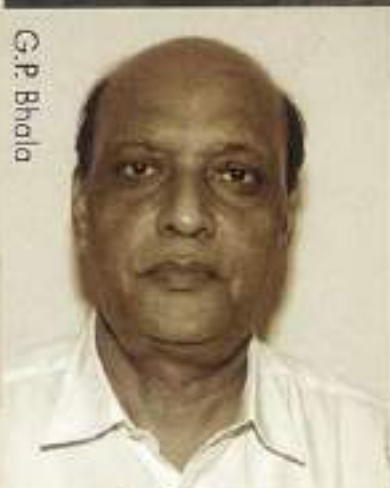
PLATINUM JUBILEE

COMMITTEE 2013 - 2014

G.D. Bagni



G.P. Bhala



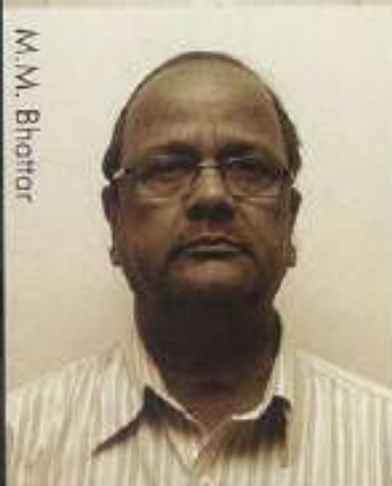
H.P. Mohhta



K.K. Chandgothia



M.M. Bhotar



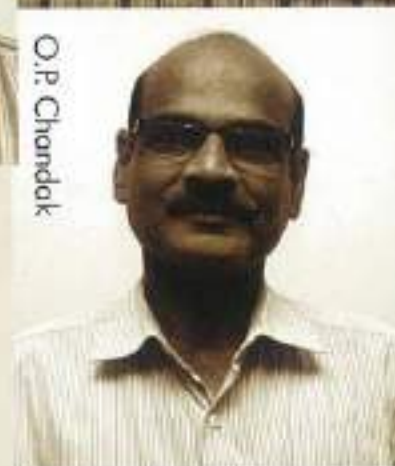
Narendra Bachhawat



O.P. Bagni



O.P. Chandak





P.K. Rajjoda



R.K. Kapoor



R. K. Shaw



S.L. Lodha



Sunil Sobti



Suresh Agarwal



S.P. Toshniwal



Y.K. Gupta

1939

CETA started operations from the office of Sri Devidutt Sarawagi presently known as M/s Balabux Singhania & Sons. Then shifted to Tirota Bazar before shifting to present address.



1947

INDIA attains Independence on 15th August. CETA Members celebrated with great vigour & enthusiasm

1965

Silver Jubilee year was celebrated under Presidency of Sri K. S. Moha and Secretaryship of Sri T. K. Chatterjee with active participation of all members.

1972

A new chapter began in the history, when own office premises was acquired. Untiring efforts of Late Gopal Das Mundira, Office Bearers & Executive Committee in raising funds for the purpose, needs a special mention. Promoters Shree Nursingsahay Mudongopal Group made the venture possible with their support. Inaugural Pooja was done on 24th Jan 1974 by Sri Misri Lal Sinha in the presidency of Sri S.K. Khaitan and Secretaryship of Sri A.N. Kapoor.

1976

First Trade Fair organised at Maidan near Birla Planetarium was another milestone achieved with inspiration of Sri Purusottam Agarwala of M/s Lloyds Mercantile Corporation. President was Sri N. C. Prakash and Secretary Sri J. K. Panjabi

CETA - OVER THE YEARS

Platinum Jubile year celebrated under leadership of president Sri Sumpat Mal Bachhawat and Secretary Sri Ashis Agarwal chairman of the celebration committee Sri G.D. Bagri

2013-14

Trade Fair organised at Shree Cutchi Jain Bhawan. Factory visit to Anchor at Haridwar and M W at Durgapur under Chairmanship of Sri G D Bagri. President was Sri K. K. Chandgothia and Secretary Sri Ashis Agarwal

Organised Trade Fair at CETA Hall, Factory visit to Siemens, Khaitan Winding Wire Factory visit to Electrama under Chairmanship of Sri K.K. Chandgothia organised Pleasure Trip to Kathmandu, Mayspur Organised cancer awareness programme at Apollo Glenegles. President was Sri G.D Bagri and Secretary Sri Suresh Agarwal

2011-12

First ever overseas International Trade Fair at China attended by 40+ delegates from CETA. factory visit to RR Kabel under the convenorship of Sri K.K. Chandgothia. Another Trade Fair at Netaji Indoor Stadium under chairmanship of Sri G.P. Bhala. CETA Premier League (CPL) started under chairmanship of Sri Gopal Rathi. Eye check up camp organised. President was Sri S.K. Rathi and Secretary Sri Sunil Kr. Singhi

2010-11

Trade Fair organised again at CETA Hall. Factory visit to Havelf's, visit to Electrama under chairmanship of Sri Arvind Daga Meritorious students were honoured on Independence day for the first time. President was Sri O.P. Chandak and Secretary Sri Sanjay Kr. Singhi

2009-10



1977

CETA played a leading role in formation of Federation of All India Electric Trade Associations (FAIETA) along with representatives from Delhi, Mumbai, Chennai and other States. AGM of the same was inaugurated by the then Governor of West Bengal Sri T.N. Singh at Park Hotel in 1978. Late A. N. Kapoor was President and Sri P. K. Raijeda Secretary also. Secretary General of FAIETA.

1983

Another AGM of FAIETA organised. Late N.C. Prakash was President of CETA and FAIETA both and Sri PK Raijeda as Secretary and Secretary General of FAIETA. Contributed Rs.50,000/- to Late Jyoti Basu at Writers Building in the Chief Minister's relief fund.

1988-89

Golden Jubilee year of CETA. Various programs including trade fair at maidan and entertainment programs at Netaji indoor stadium was celebrated under celebration committee chairman Late S.K. Kholan. President was Late G.C. Goyal & Secretary Sri Sunil Sobti. Silver coin as memento distributed to all the members on the occasion.

1990-91

Activities of CETA takes major movement towards trade development relationship with State officers were enhanced and meetings with Commissioner of Sales Tax along with team was organised at CETA hall. president was Sri M.M. Bhattar and secretary Sri Shankar Lal Agarwal.

1998-99

CETA actively participated in a Movement against Way Bill. Historical BANDH was observed for more than couple of days. A Joint Committee of Trade Bodies was formed at CETA Hall supported by leading Trade Associations of Kolkata. Trade Fair at Netaji Indoor Stadium began under chairmanship of late L.N. Tharad. Sri S.P. Mundhra was President and Sri D.P. Bagri Secretary.

1939 - 2014

CETA became member of INDIAN STANDARD INSTITUTE (ISI). Trade Fair organized at CETA Hall, Factory visit to Polycab under chairmanship of Sri D.P. Choudhary. It was a grand success. President was Sri A.K. Kapoor and Secretary Sri Pramod Todi.

2007-08

Trade Fair at Netaji Indoor Stadium under the chairmanship of Sri B.K. Surana. Drinking Water Goombi was renovated near Parsee Church Street. Profession Tax Collection Camp was organized at CETA HALL. STATE BANK OF INDIA collected Rs 2.65 Lac in two days and a total of 5 Lac Returns & Challans were deposited. President was Sri H.P. Mohta and Secretary Sri G.P. Shaw

2006-07

Trade Fair at Netaji Indoor Stadium. President was Sri Sunil Sobti and Secretary Sri Arun Singh.

2004-05

Office was Renovated and Air Conditioners installed. CETA was honoured by Kolkata Police with 2nd Prize for active participation in Transportation Week organised by Police Department. President was Sri B.K. Surana and Secretary Sri S.K. Mohta.

2002-03

Another Trade Fair organised at Netaji Indoor Stadium under chairmanship of Sri G.P. Bhalu. President was Sri M.M. Bhattar and Secretary Sri R.N. Tandon.

2001-02

PLATINUM JUBILEE CELEBRATION

*C*elebration Started with yearly **BLOOD DONATION CAMP** on 75th Charter Day

*I*naugural Ceremony - **FAMILY GET TOGETHER** with musical program at 27 Ballyganj Park, : attendance was 1000 +

*M*usical Program based on "100 YEARS OF HINDI CINEMA" at Kala Mandir with packed house

A program based on patriotic theme "SARZAMEEN" at Kala Mandir. Honoured Martyrs Families. Attended by military personals, our members & families

*R*ecord advertisements collected for this year's **DIARY**

A delegation consisting more than 45 members visited **ELECRAMA 2014** at Bengaluru

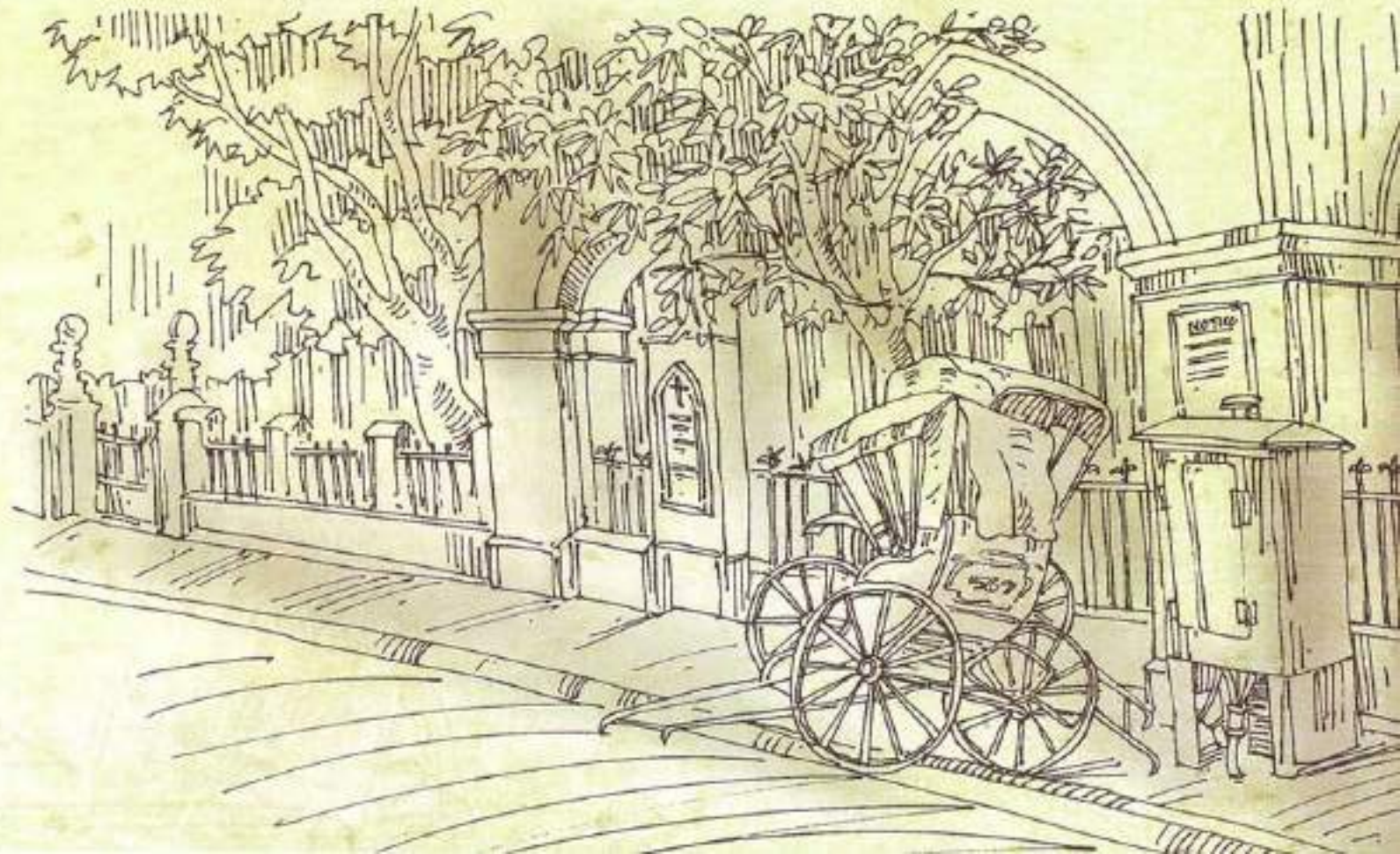
*H*asya **KAVI SAMMELAN ON HOLI** attended overwhelmingly by members & families at 27 Ballyganj Park.

A **SILVER COIN** was presented as Souvenir to all the members to commemorate Platinum Jubilee Year

COFFEE TABLE BOOK FOR ALL THE MEMBERS AND ASSOCIATES

C hief Ministers of West Bengal

Prafulla Chandra Ghosh	(1947 - 1948)	President's Rule	(1970 - 1971)
Bidhan Chandra Roy	(1948 - 1962)	Prafulla Chandra Ghosh	(1971 - 1971)
Prafulla Chandra Sen	(1962 - 1967)	President's Rule	(1971 - 1972)
Ajoy Mukherjee	(1967 - 1967)	Siddhartha Shankar Ray	(1972 - 1977)
Prafulla Chandra Ghosh	(1967 - 1968)	Jyoti Basu	(1977 - 2000)
President's Rule	(1968 - 1969)	Buddhadeb Bhattacharya	(2000 - 2011)
Ajoy Mukherjee	(1969 - 1970)	Mamata Banerjee	(2011 - Till date)





THE CALCUTTA ELECTRIC TRADERS ASSOCIATION

Registered Under Act XXI 1903 (amended Act XXVI of 1961) No. 9655 of 18th September 1933
55, EZRA STREET, 2ND FLOOR, KOLKATA - 700 001, TEL : 2335-8899/2334-1157/3321-6690
Visit Us : www.cetaindia.com • E-mail : cetacsk@vsnl.net • Smart : 1650
Chief Representative Association of Electrical Trade & Commerce of West Bengal

26 YEARS SERVICE TO TRADE & COMMERCE

President Prakash Chandra Kochar Ph. : 2332-9049 M: 98349-6548	Vice President Sri Prakash Chatterjee Ph. : 2335-4370 M: 98117-7932	Joint Secretary Prof. Kumar Ghosh Ph. : 2333-5843 M: 98997-1120	Treasurer Mukul Chatterjee Ph. : 2329-6077 M: 98348-8438	Joint Secretary Prakash Prasad Ph. : 98991-71911 Sudip Kumar Ghosh Ph. : 98991-6710
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18th February 2009

Sri T.K. Chatterjee
Chief Commissioner of Income Tax - I
Aaykar Bhavan,
Kolkata

Respected Sir,

We thank you very much for sparing your valuable time to meet the delegation of our Association in connection with an going income Tax survey in the market.

In this regard we would like to humbly submit before you that the survey undertaken has created a panic in the market, to avoid this situation we suggest as follows.


- The number of ITO/inspectors visiting the assessee's premises should be restricted to a reasonable number say a maximum of 5 so as not to inconvenience the dealer and his normal business operation.
- You can give the pre-requisite of survey to us which in turn can be circulated amongst our members asking them to fully co-operate with the survey team as well as to pay the advance tax etc. in time.

We deem it our duty to assist and help the department in carrying out its lawful duties with total co-operation by our members without any hassle and in a cordial atmosphere.

We cordially look forward to your kind consideration of the matter.

With great regards,

Yours Faithfully,


Prakash Chandra Kochar
President

OFFICE OF THE CHIEF COMMISSIONER OF INCOME TAX, KOLKATA-I,
P-7, CHRISTOPHER SQUARE, KOLKATA-700 001

No. CCIT/Kol-I/Misc/Sr. PS/2008-09/

Date: 18.02.2009

To
All the Chief Commissioners of Income
Tax, Kolkata. (By name)

To
All the Commissioners of Income
Tax, Kolkata. (By name)


Subj: Survey under 133A problems regarding said suggestions
from The Calcutta Electric Traders Association

Kindly refer to the above.

I am enclosing herewith a letter from Sri Prakash Chandra Kochar, President, The Calcutta Electric Traders Association dated 18th February, 2009, which is self-explanatory.

You are kindly requested to keep in mind the necessary precautions to be taken at the time of conducting survey under 133A and give careful and sympathetic consideration to the suggestions given in the letter referred to above for future surveys.

Yours faithfully,


(T.K. Chatterjee)
Chief Commissioner of Income Tax,
Kolkata-I, Kolkata.

Memo No. CCIT/Kol-I/Misc/Sr. PS/2008-09/4145

Date: 18.02.2009.

Copy to Sri Prakash Chandra Kochar, President, The Calcutta Electric Traders Association, 55, Ezra Street, 2nd Floor, Kolkata-700 001, for information with reference to his letter dated 18th February, 2009.



(T.K. Chatterjee)
Chief Commissioner of Income Tax,
Kolkata-I, Kolkata.


T. K. CHATTERJEE, IAS
CHIEF COMMISSIONER OF INCOME TAX,
KOLKATA-I, KOLKATA.





Hari Krishna Dwivedi, IAS
Commissioner
Commercial Taxes, West Bengal
14, Bellinghata Road, Kolkata-700 019
PH (O) : (033) 2251-8088, Fax : (033) 2261-6394
E-mail : cct@wb.nic.in

December 21, 2011.

To
The President,
The Calcutta Electric Traders Association,
55, Hazra Street, 2nd Floor,
Kolkata - 700 001.

Dear Mr. Bagri,

It was a pleasure to participate in the Seminar organized by your Association on 2nd December, 2011 on tax matters. I congratulate the organizers and the participant members of your Association for organizing such a Seminar. I also appreciate the praise-worthy efforts of your Association to develop more awareness among dealers to get them registered under the State tax laws.

Thanking you,

Yours faithfully,


(H. K. Dwivedi)



A ctivities

A good beginning makes a good ending





“ If you can't fly, then run,
if you can't run, then walk,
if you can't walk,
then crawl, but whatever
you do, you have to keep
moving forward.”

~ Martin Luther King Jr.







Current Economic Scenario of West Bengal & Future Prospect

With

Dr Amit Mitra, Hon'ble Minister, Finance & Excise, Commerce & Industries, Public Enterprises & Industrial Reconstruction Departments, Govt of West Bengal
Wednesday, 30th April, 2014





“**Success**
is not final,
failure is not fatal,
it is the courage to continue
that counts.”

— Martin Luther King Jr.







*P*latinum Jubilee
year Inaugural Ceremony
twenty one september 2013





“ It always seems **impossible** until it's done. ”

— Nelson Mandela



THERE IS NO ELEVATOR TO SUCCESS. YOU HAVE TO TAKE THE STAIRS.





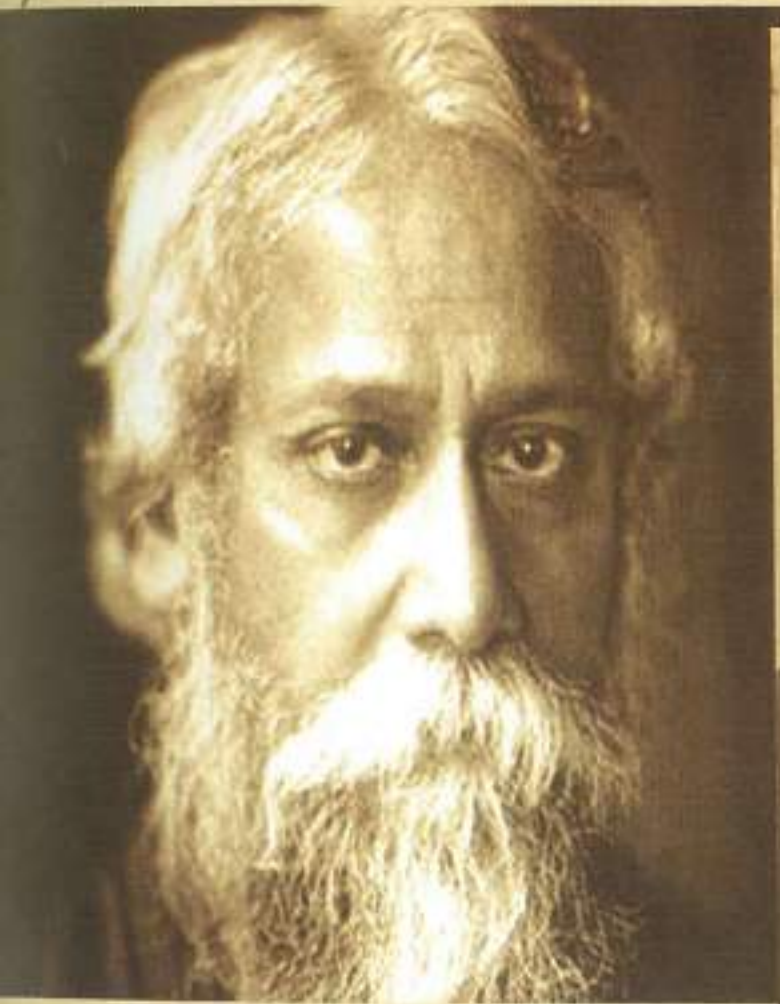


“Life is like riding a bicycle, to
keep your balance, you must
Keep moving.”

~ Albert Einstein







CALCUTTA

In 1690, Job Charnok, an agent of the East India Company chose this place for a British trade settlement. The site was carefully selected, being protected by the Hooghly River on the west, a creek to the north, and by salt lakes about two and a half miles to the east. There were three large villages along the east bank of the river Ganges, named, Sutanuti, Gobindapur and Kalikata. These three villages were bought by the British from the local land lords. The Mughal emperor granted East India Company freedom of trade in return for a yearly payment of 3,000 rupees.

CALCUTTA BEFORE BRITISHERS

It was a village; the capital city of Bengal was Murshidabad, around 60 miles north of Calcutta. In 1756, Siraj-ud-daullah, Nawab of Bengal, attacked the city and captured the fort, Calcutta was recaptured in 1757 by Robert Clive when the British defeated Siraj-ud-daullah on the battle field of Plassy. In 1772, Calcutta became the capital of British India, and the first Governor General Warren Hastings moved all important offices from Murshidabad to Calcutta. Till 1912, Calcutta was the capital of India, when the British moved the capital city to Delhi. In 1947, when India gained freedom and the country got partitioned between India and Pakistan, Calcutta was included in the Indian part of Bengal, West Bengal. Calcutta became the capital city of the state of West Bengal.

At the end of the fifteenth century, a reference to Kolkata was found in the famous novel of Manasa Mangal written by Bipradas. The character of Chand Saudagar in the novel paid a visit to Kalighat to offer puja to the Goddess Kali on the way to Saptagram

1530

*W*HEN THE PORTUGUESE FIRST BEGAN TO FREQUENT BENGAL ABOUT THE YEAR 1530, THE TWO GREAT CENTRES OF TRADE WERE CHITTAGONG AND SAPTAGRAM. IN THE AIN-I-AKBARI, A WORK WRITTEN IN 1596 BY ABUL FAZAL IN THE COURT HOUSE OF EMPEROR AKBAR, A REFERENCE TO CALCUTTA IS NOTICED UNDER THE GOVERNMENT OF SATGAON(SAPTAGRAM).

1690

*J*OB CHARNOK, AN AGENT OF EAST INDIA F SUTANUTEE. 1693 CHARNOK DIED. 1696 FORT AT CALCUTTA FACTORY COMMENCED

1698

*E*AST INDIA CO. BOUGHT THREE VILLAGES (SUTANUTI, KOLKATA, GOBINDAPUR) FROM LOCAL LANDLORD SABARNA CHOWDHURY.

1699

*E*AST INDIA COMPANY STARTED DEVELOPING CALCUTTA AS A PRESIDENCY CITY

1715

*B*RITISH PEOPLE COMPLETED BUILDING THE OLD FORT.

1707

*M*UGHAL EMPEROR AURONGAJEB DIED

1717

THE MUGHAL EMPEROR FARRUKH-SIYAR GRANTED THE EAST INDIA COMPANY TRADING PRIVILEGES IN RETURN FOR A YEARLY PAYMENT OF 3,000 RUPEES

1727

AS PEL' THE ORDER OF KING GEORGE I, A CIVIL COURT WAS SET UP. THE CITY CORPORATION WAS ESTABLISHED AND HALLWELL BECAME THE FIRST MAYOR OF THE CITY.

1740

ALI VARDI KHAN BECAME THE NAWAB OF BENGAL.

1757

2 3RD JUNE, BRITISH PEOPLE (UNDER THE LEADERSHIP OF ROBERT CLIVE) DEFEATED SIRAJ-UD-DAWLLA AT PLASSEY (IN NADIA DISTRICT). 1757 BRITISH FIRST PRINTED CURRENCY BILL IN CALCUTTA MINT

1765

CLIVE TOOK OVER BENGAL, BIHAR & ORISSA FROM THE MUGHALS. SHAH ALAM II (DELHI) WITH AN AGREEMENT OF PAYING EXCISES.

1756

ALI VARDI KHAN DIED AND SIRAJ-UD-DAWLLA (MIRZA MUHAMMAD) BECAME THE NAWAB OF BENGAL. SIRAJ-UD-DAWLLA ATTACKED AND CAPTURED CALCUTTA. HE CHANGED THE NAME OF THE CITY TO ALINAGAR

1772

CALCUTTA BECAME THE CAPITAL OF BRITISH INDIA WHEN THE FIRST GOVERNOR GENERAL, WARREN HASTINGS, TRANSFERRED ALL IMPORTANT OFFICES TO THE CITY FROM MURSHIDABAD.

1775

NANDAKUMAR, A LOCAL LANDLORD WAS HUNG IN A FALSE ALLEGATION WHEN HE ACCUSED WARREN HASTINGS OF CORRUPTION.

1780

JAMES HICKY ESTABLISHED A PRINTED PRESS AND PUBLISHED FIRST NEWS PAPER "THE BENGAL GAZETTE".

1795

FIRST BENGALI DRAMA 'KALPANIK SONG BADOL' WAS STAGED BY GERASIM S. LEBEDUF AT BENGALI THEATRE.

1784

THE FIRST OFFICIAL NEWS PAPER "THE CALCUTTA GAZETTE", WAS PUBLISHED. SIR WILLIAM JONES TOOK INITIATIVE AND ESTABLISHED THE ASIATIC SOCIETY

1801-1899

- 1801** FORT WILLIAM COLLEGE WAS ESTABLISHED.
- 1804** THE GOVERNOR HOUSE (PRESENTLY RAJ BHAWAN) WAS BUILT.
- 1813** THE TOWN HALL WAS BUILT.
- 1818** FIRST BENGALI MAGAZINE DIGDARSHAN WAS PUBLISHED FROM SRERAMPUR, WITH THE HELP OF DAVID HARE.
- 1817** THE HINDU COLLEGE (PRESENTLY PRESIDENCY COLLEGE) WAS ESTABLISHED WITH EFFORTS FROM RAMMOHAN ROY, DAVID HARE AND RADHAKANTA DEV. INITIALLY THE COLLEGE STARTED WITH 20 STUDENTS.
- 1828** SAHID MINAR (OCTORLONEY MONUMENT) WAS BUILT.
- 1829** RAMMOHAN ROY WAS SUCCESSFUL IN MAKING 'SATIDAHU' (A HINDU RULE) BANNED BY BRITISH GOVERNOR GENERAL WILLIAM BENTINCK.
- 1839** SANGBAD PRABHAKAR, THE FIRST BENGALI DAILY WAS PUBLISHED.
- 1854** FIRST RAILWAY LINE IN INDIA WAS INAUGURATED (FROM CALCUTTA TO HOOGHLY). NAWAB WAJID ALI SHAH, THE LAST NAWAB OF AWADH CAME TO CALCUTTA IN 1857. HE BUILT THE TOWN OF METIABURJ AND DIED IN 1887.
- 1857** THE UNIVERSITY OF CALCUTTA WAS ESTABLISHED.
- 1864** THE GPO (GENERAL POST OFFICE) BUILDING WAS CONSTRUCTED.
- 1873** FIRST TRAM CAR (HORSE DRAWN) IN THE CITY WAS LAUNCHED.
- 1875** "THE STATESMAN", LEADING ENGLISH DAILY NEWSPAPER, STARTED. 1875 THE INDIAN MUSEUM WAS BUILT.
- 1883** SURENDRA NATH BANERJEE CALLED FOR A NATIONAL CONVENTION (WHICH LED TO THE FORMING OF INDIAN NATIONAL CONGRESS IN 1885 AT BOMBAY). 1883 FIRST TELEPHONE COMMUNICATION BETWEEN CALCUTTA AND HOWRAH THROUGH A CABLE LAID BENEATH THE FLOATING HOWRAH BRIDGE.
- 1886** SECOND CONVENTION OF INDIAN NATIONAL CONGRESS HAPPENED AT CALCUTTA.
- 1888** INDIAN FOOTBALL ASSOCIATION ESTABLISHED.
- 1896** FIRST MOTOR CAR APPEARED ON CITY'S STREET.
- 1899** FOR THE FIRST TIME IN CALCUTTA, ELECTRICITY WAS GENERATED.



1901-1999

- 1902** FIRST ELECTRIC TRAM CAR FROM ESPLANADE TO KIDDEREPURE.
- 1905** LORD CURZON, VICEROY OF INDIA, TRIED TO PARTITION BENGAL.THERE WAS A STRONG PROTEST. FINALLY HE FAILED TO DO SO.
- 1911** BRITISH MOVED THE CAPITAL OFINDIA FROM CALCUTTA TO DELHI A LOCAL FOOTBALL TEAM, MOHAN BAGAN DEFEATED BRITISH TEAM IN IF A SHIELD FINAL AND CREATED NATIONAL SENSATION.
- 1913** RABINDRANATH TAGORE, THE GREAT PHILOSOPHER, POET AND WRITER RECEIVED NOBEL PRIZE IN LITERATURE.
- 1921** KING EDWARD VIII INAUGURATED THE VICTORIA MEMORIAL BUILDING.
- 1922** POPULAR BENGALI DAILY ANANDABAZAR PATRIKA STARTED.
- 1924** CHITTARANJAN DAS WAS ELECTED AS THE FIRST INDIAN MAYOR OF THE CITY OF CALCUTTA.
- 1929** AGNES GOINXHA BEJAXHIU (MOTHER TERESA) CAME TO CALCUTTA TO JOIN BENGAL LORETO MISSION.
- 1939** THE WORLD WAR II HIT CALCUTTA.
- 1941** TAGORE DIED.SUBHASH CHANDRA BOSE ESCAPED FROM HOUSE ARREST BY BRITISH
- 1943** THOUSANDS OF PEOPLE GOT KILLED IN FAMINE.
- 1946** COMMUNAL RIOT KILLED THOUSANDS OF PEOPLE IN AND AROUND THE CITY.
- 1947** INDIA GAINED INDEPENDENCE. BENGAL GOT PARTITIONED; CALCUTTA BECAME THE CAPITAL CITY OF THE STATE OF WEST BENGAL IN INDIA. DR. PRAFULLA CHANDRA GHOSH BECAME THE FIRST CHIEF MINISTER OF WEST BENGAL, FOLLOWED BY DR. BIDHAN CHANDRA ROY. CALCUTTA AND SUBURBAN AREA RECEIVED THOUSANDS OF PEOPLE FROM EAST PAKISTAN (NOW BANGLADESH) AS A RESULT OF THE PARTITION.
- 1952** THE NATIONAL LIBRARY WAS MOVED TO ALIPORE FROM ESPLANADE. ALIPORE MINT INAUGURATED.
- 1962** INDIA-CHINA WAR AFFECTED CALCUTTA. BIDHAN CHANDRA ROY PASSES AWAY. HE WAS THE CHIEF MINISTER FROM 1948 THROUGH PRAFULLA CHANDRA SEN BECAME THE CHIEF MINISTER AND REMAINED TILL 1967 (1962-1967).
- 1971** TENSION OF INDIA-PAKISTAN WAR ON FREEDOM OF BANGLADESH. THE NAXALITE MOVEMENT HIT THE CITY RESULTING ARRESTS OF HUNDREDS OF YOUTHS AND CREATING ENORMOUS TENSION AMONG CITY DWELLERS.
- 1975** FIRST TV TRANSMISSION STARTED IN THE CITY FROM AUGUST 9TH.
- 1977** LEFT FRONT LED BY CPI(M) PARTY WON THE STATE ELECTION AND CAME INTO THE POWER OF STATE GOVERNMENT. WORLD FAMOUS FOOTBALL PLAYER PELE PLAYED A FOOTBALL MATCH IN THE CITY.

- 1978** A MAJOR FLOOD HITS CALCUTTA. **1979** MOTHER TERESA, A PERMANENT RESIDENT OF CALCUTTA WAS AWARDED NOBEL PEACE PRIZE.
- 1984** METRO, 1ST UNDERGROUND RAILWAY IN INDIA, STARTED FROM TOLLYGUNGE TO ESPLANADE.
- 1984** FIRST COLOR TV TRANSMISSION STARTED FROM THE TV CENTRE (DOORDARSHAN).
- 1989** FRANCE'S HIGHEST CIVILIAN AWARD, LEGION D'HONOUR WAS CONFERRED UPON SATYAJIT RAY BY PRESIDENT F. MITTERRAND IN CALCUTTA.
- 1992** SATYAJIT ROY, FILM DIRECTOR, RECEIVED PRESTIGIOUS "LIFE TIME ACHIEVEMENT" OSCAR AWARD AND "BHARAT RATNA". HE DIED IN THE SAME YEAR.
- 1995** FIRST CELLULAR PHONE SERVICE STARTS IN THE CITY.
- 1997** MOTHER TERESA DIED IN CALCUTTA.
- 1998** AMARTYA SEN (GREW UP IN SHANTINIKETAN AND STUDIED IN CALCUTTA) RECEIVED NOBEL PRIZE IN ECONOMICS

2001-2014

- 2001** CALCUTTA WAS OFFICIALLY RENAMED AS 'KOLKATA' FROM 1ST OF JANUARY.
- 2011** THE COMMUNIST LEFT FRONT GOVT LOSES IN THE STATE ASSEMBLY ELECTION AFTER 34 YEARS, AND, TRINAMOOL CONGRESS AND INDIAN NATIONAL CONGRESS ALLIANCE COMES TO POWER.



Town Hall

In many cases, funds for the erection of public buildings were raised by means of Lotteries . Town Hall was one such institution that came up on the basis of a lottery 1805. John Garstin, Colonel of Engineers was the architect. it is a fine building , in the Doric Style of architecture with a magnificent flight of steps leading to grand portico on the south. The drawing was done by Sedgfield Loth. Two Storied , the Town Hall was used for public meetings, Dinners, Dances and Concerts.



Currency 1939

The Saga of Notes and a Building

EVER WONDERED WHAT KIND OF CURRENCY NOTES THE FOUNDERS OF CETA USED TO HANDLE AT THE START OF THE ASSOCIATION EXACTLY 75 YEARS AGO?

Reserve Bank notes, of course. But before we get into the details of the notes and their denominations, let's take a glance at the Reserve Bank itself.

Reserve Bank of India was founded on 1 April 1935 only four years prior to CETA. The objective was two-fold: to separate the control of currency and credit from the government; and to augment banking facilities throughout the country. Initial capital was Rs 50 million divided into shares of Rs 100 each. The British Government of India held nominal shares of only Rs 2, 20,000, while the rest of the shares were held by private entities.

Where was the Reserve Bank housed in those days? To answer the question we need to go back another hundred years.

In 1833Agra Bank, one of the oldest British mercantile banks, constructed an imposing building with Italian style of architecture for their Calcutta office at 1 Dalhousie Square East. Today the address may be identified as the north-eastern corner plot of R N Mukherjee Road (previously Mission Row) and Hemanta Basu Sarani (previously Old Court House Street) crossing.

The building was a major landmark in the Dalhousie Square East façade. Its pilasters, ornamental cornices and arched windows reflect a strong Italianate influence unlike its neo classical counterparts in the neighborhood. .



1886: The first Currency Office of British India opened in this architectural landmark at the crossing of Dalhousie Square and Mission Row. The wrought iron portico at the front was added later. On the far end is the St Andrew's Church (established 1818).



The neighborhood: Old Court House Street in 1850s.



Share certificate of Reserve bank of India (specimen)



Share certificate of The Agra Bank

During the financial recession of 1886, the front portion of the building was sold to the British Government, who needed a suitable space for commencing the operations of the Currency Department of the government. Agra Bank retained the Eastern portion facing Mission Row. However sometime around 1888, the Agra Bank faced another crisis which it could not survive and as a result the bank had to be liquidated. The Mission Row portion was subsequently taken over by the Currency Department.

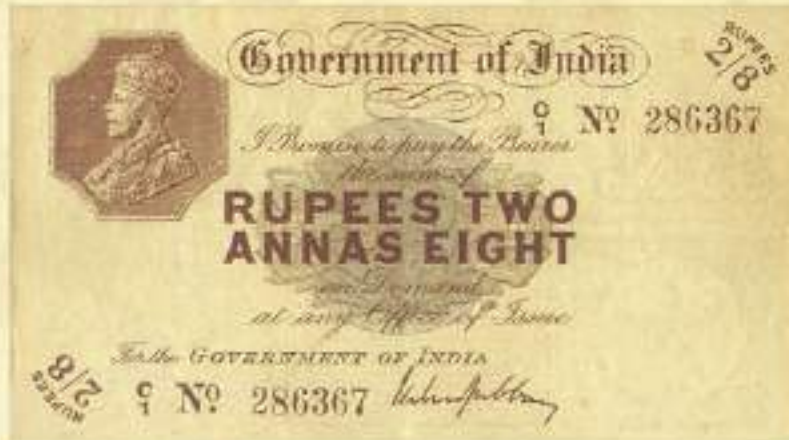


The Currency Building today houses an office of the Archaeological Survey of India, who has meticulously restored the building to its original glory.

With the establishment of Reserve Bank of India in 1935, this building was used for Issue and Exchange of Government Paper Currency and came to be known as the Currency Building.

The first Governor, Sir Osborne Smith did not sign any bank notes; the first Reserve Bank issues were signed by its second Governor, Sir James Taylor.

FROM THE CURRENCY BUILDING THE RESERVE BANK OF INDIA ISSUED ITS FIRST SERIES OF NOTES IN JANUARY 1938 WHEN THE FIRST FIVE RUPEE NOTE WAS ISSUED BEARING THE PORTRAIT OF GEORGE VI.



1938: Reserve Bank of India issued its first series of currency notes.





In August 1940, RBI introduced the one-rupee note as a war time measure.



Rs 2 notes were issued on 3rd March, 1943.



The Second World War which had started in 1939 made its impact in the Indian currency market as well.

An acute scarcity of small coins occurred throughout India around 1942. To tide over the crisis the British government resorted to postal surrogates.



Bikaner

Princely states in Western India like Balvan, Bikaner, Bundi, Gondal, Indergadh, Junagadh, Jasdai, Kutch Mengni, Muli, Morvi, Mangrol, Nawanagar, Nawalgarh Palitana, Rajkot, Sailana, Sayla, Vithalgadh, issued Cash Coupons to meet the shortage.



Bikaner



Bundi



Mangni

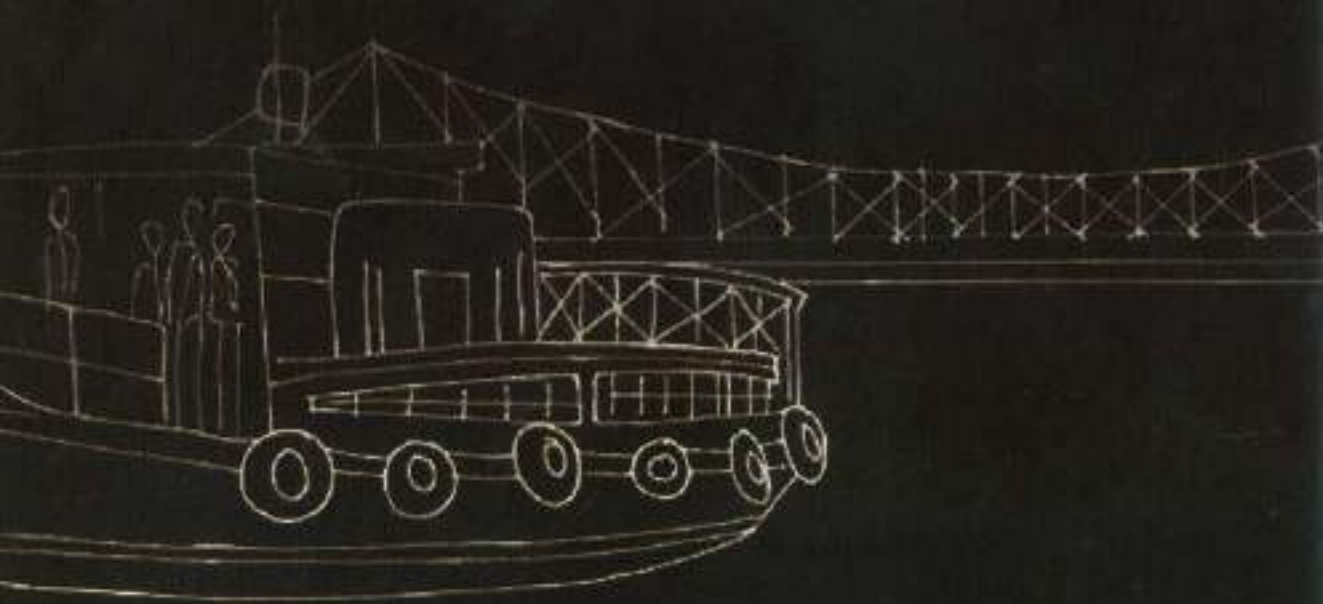


Sayla

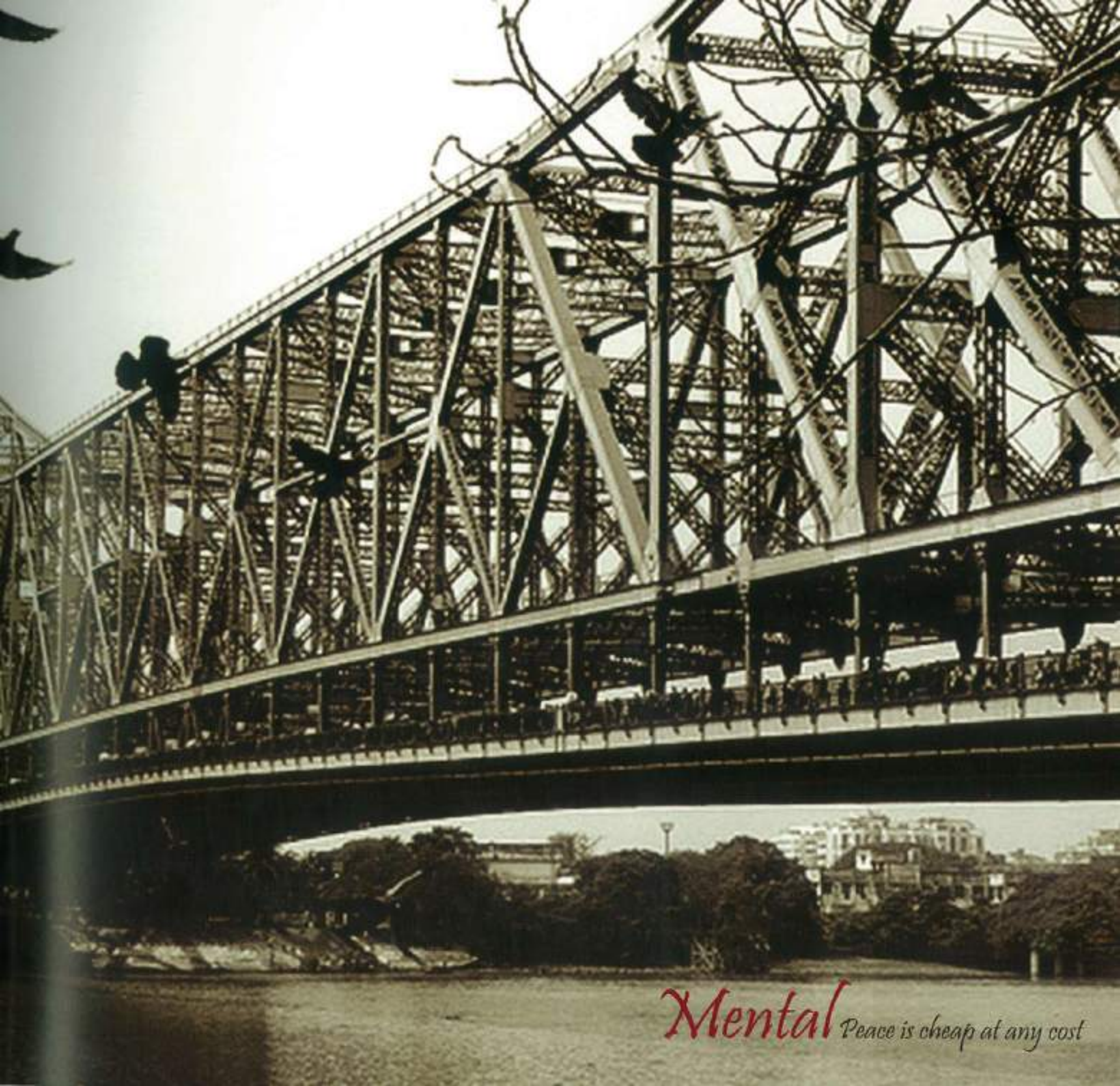
Sitting at Calcutta the CETA founders must have been contained with the postage stamps in lieu of coins, while listening about usage of the Cash Coupons by friends and families.

During the war, to destabilise the Indian currency anti-British forces smuggled in high quality forged notes, largely of Rs 10. This necessitated a change in the watermark and obverse design from the profile portrait of George VI to his full frontal portrait. As an added security feature, the security thread was introduced for the first time in India.

The George VI series continued till 1947 and thereafter as a frozen series till 1950 when post independence notes were issued.



Howrah station was there, but to catch a train you had to cross the Hooghly via a pontoon bridge made up of boats. The Howrah Bridge was thrown open in '40s.



Mental Peace is cheap at any cost

How did the city get the name Calcutta? Different opinions:

Kalikata is derived from the Bengali word Kalikshetra meaning "Ground of the Goddess Kali."

Some say the city's name is derived from the location of its original settlement on the **bank of a canal** (khaf).

Some match the name to the Bengali words for lime (kali) and burnt shell (kala), since the area was noted for manufacturing shell-lime.

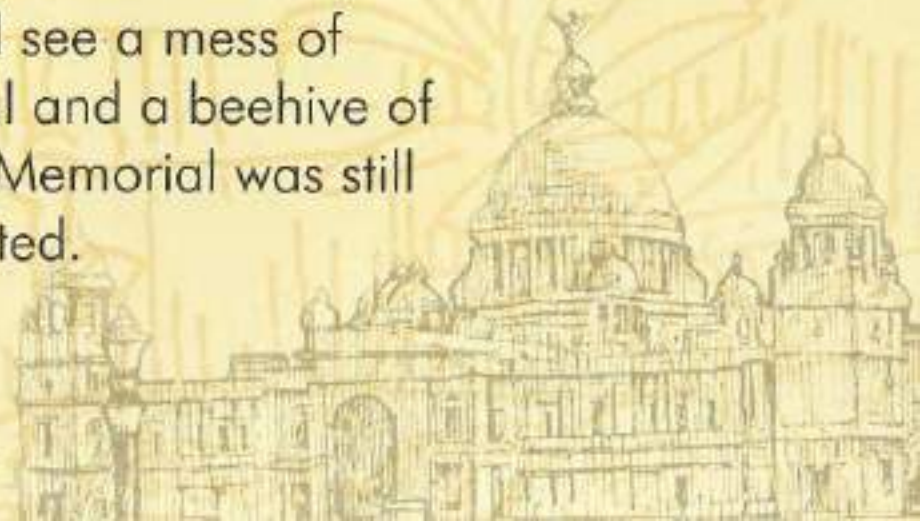
Another opinion is that the name is derived from the Bengali term killala (meaning, "flat area"), which is mentioned in the old literature.



We do not know the value of what we have got until we lose it.



If you went to maidan - in a horse drawn carriage of course - you'd see a mess of marbles, construction material and a beehive of labourers. In 1913, Victoria Memorial was still being constructed.



Prinsep Ghat is a Ghat built during British Raj, along the river bank of Hooghly and on its bank on Kolkata side. The Palladian porch in the memory of eminent orientalist James Prinsep, famous for deciphering the inscriptions of Ashoka, was designed by W. Fitzgerald and constructed in **1843**.

It is located between the Water Gate and the St George's Gate of the Fort William. It was built in 1841 and named after James Prinsep, the Anglo-Indian scholar and antiquary. The monument rich in Greek and Gothic inlays, was restored by the state's public works department in November 2001 and has since been well-maintained. In its initial years, all the royal British entourages used the Prinsep Ghat jetty for embarkation and disembarkation.

Prinsep Ghat is one of the oldest recreational spots of Kolkata and people come here in evenings on weekends to have stroll along the bank, with many food-stalls selling variety of road-side foods. People can also have a ride in the river on the boats. A two kilometer stretch of the beautified riverfront from Prinsep

Ghat to Babughat was inaugurated on 24 May 2012. The beautified stretch includes, illuminated and landscaped gardens and pathway, fountains and renovated ghats.

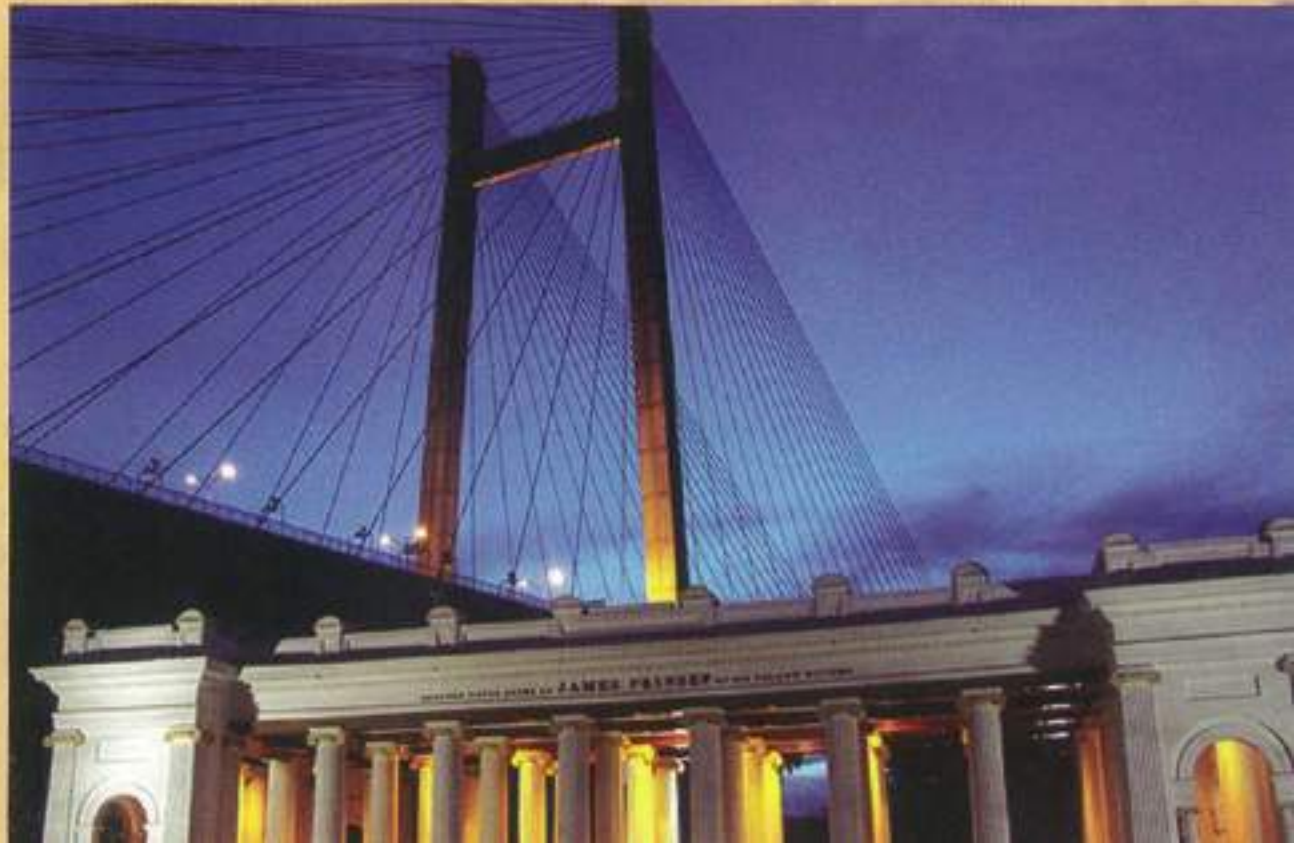
Prinsep Ghat also has a railway station named after it, which falls under Kolkata Circular Railway and maintained by Eastern Railway.

There is a jetty nearby called the Man-O-War jetty that belongs to the Kolkata Port Trust and commemorates the role played by the Port in the 2nd World war. The jetty is mainly used by the Indian Navy, and is properly maintained.



A Word and a Stone, let go once, cannot be called back.

Kolkata is also the city of extremes. A homeless old lady on the pavement of Southern Avenue Shares her muri with a stray dog while a man arrogantly steps out of an expensive car to urinate the fencing nearby.





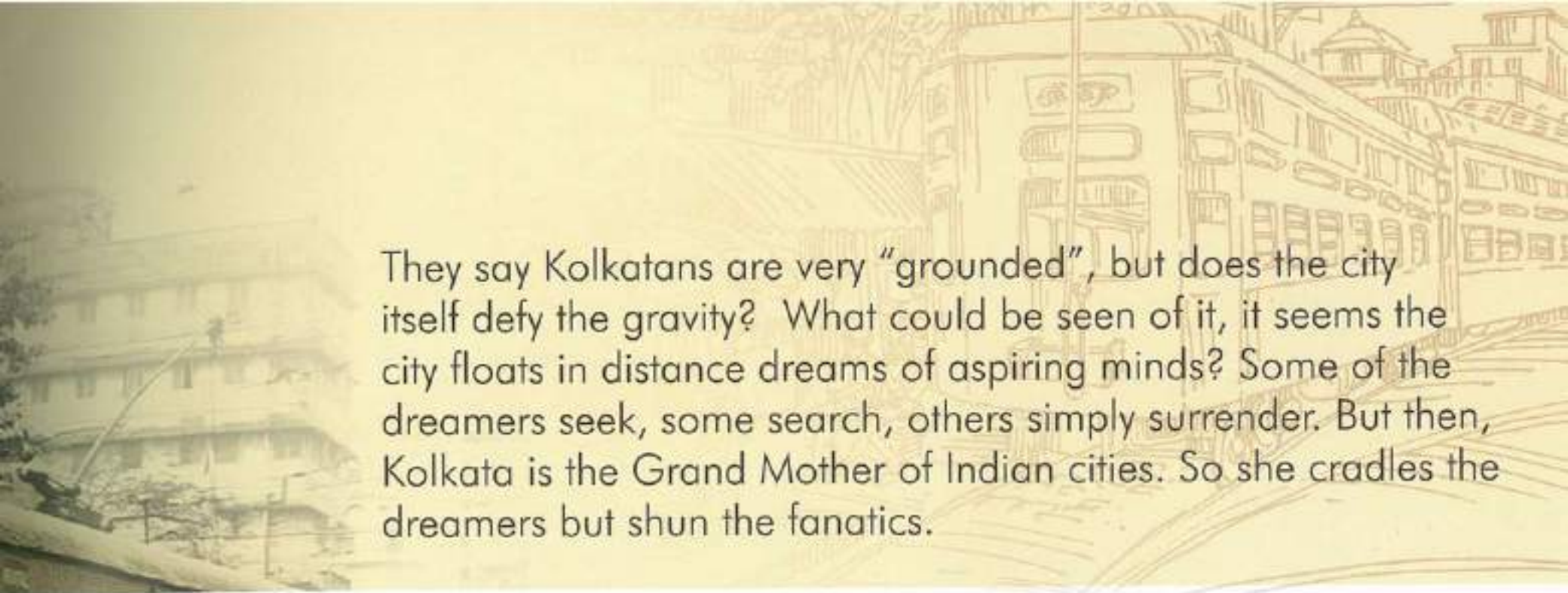
A constable halts a VIP car for violation of traffic rules and gets reprimanded for his audacity. He lets the important man pass - as he would a polluting mini bus. And so on and so on.....

A bark echoes at midnight in the neighborhood, reminding all that they are guarded without a budget. The drunk tells the dog not to worry as he is not alone.

There is no speed limit on the road to excellence.



Some people will always throw stones in your path.
It depends on you what you make with them.
Wall or Bridge?
Remember, you are the architect of your life.



They say Kolkatans are very “grounded”, but does the city itself defy the gravity? What could be seen of it, it seems the city floats in distance dreams of aspiring minds? Some of the dreamers seek, some search, others simply surrender. But then, Kolkata is the Grand Mother of Indian cities. So she cradles the dreamers but shun the fanatics.

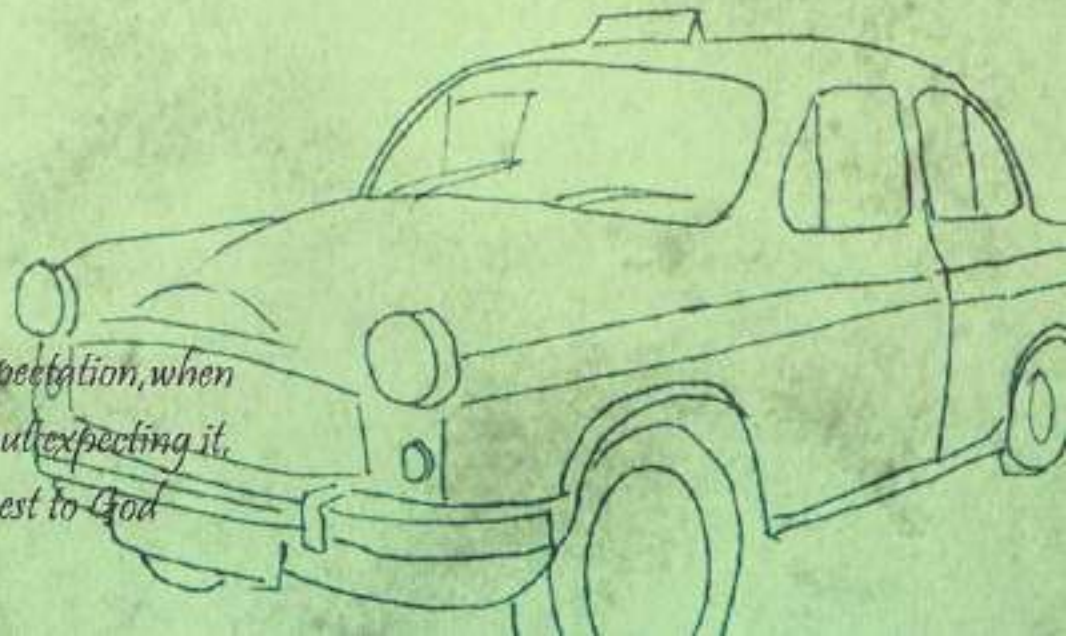




A taxi driver with a deep voice calls back his passenger to return excess cash. The homebound Sector V professional grunts but forgets to thank him.



In life, don't expect anything from anyone. Because expectation, when not fulfilled, gives you pain. When you get something without expecting it, it gives you pleasure. Keep doing your part and leave the rest to God



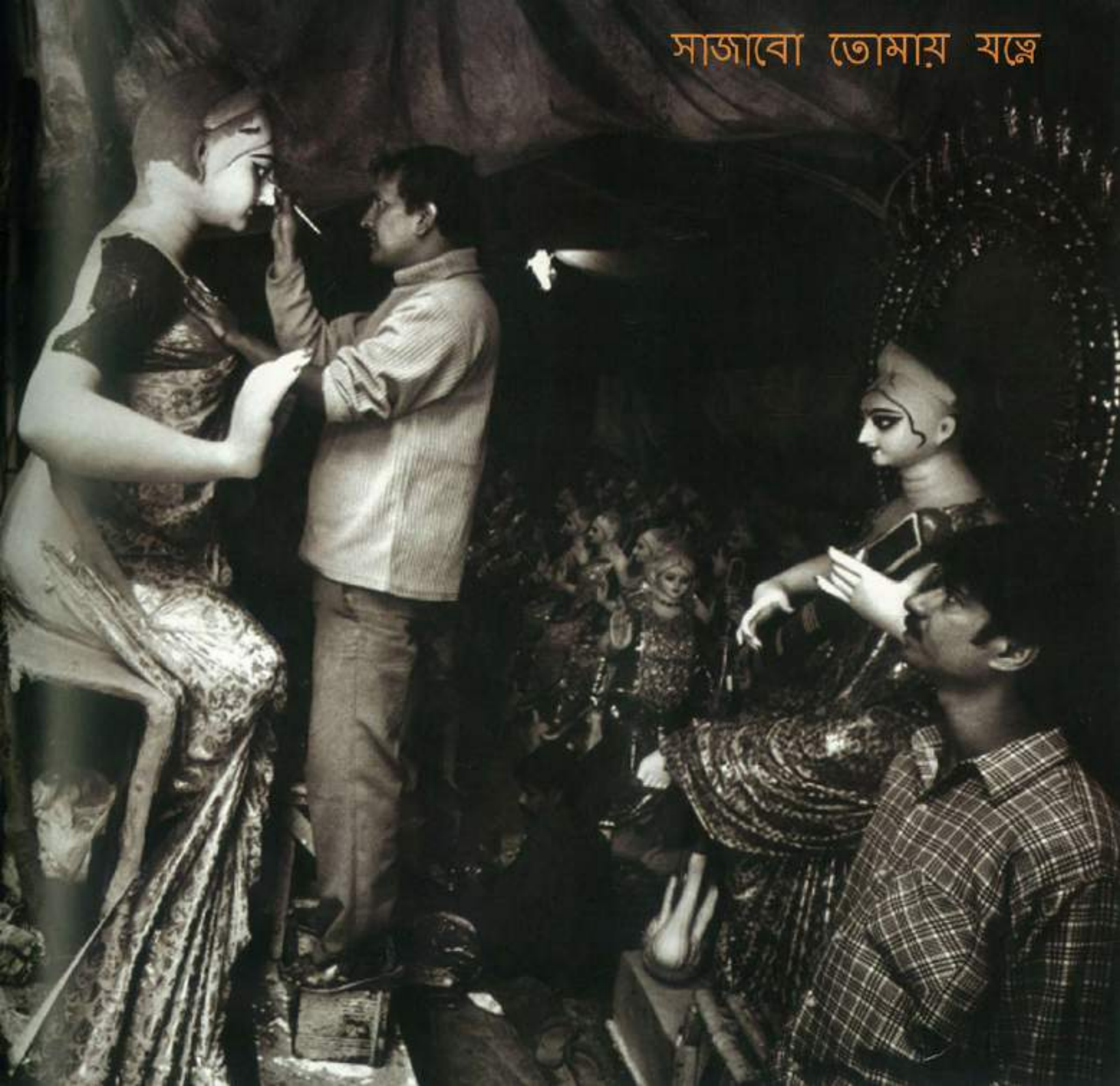
Kumortuli is a traditionally potters' quarter in northern Kolkata. By virtue of their artistic productions these potters have moved from obscurity to prominence. This Kolkata neighborhood, not only supplies clay idols of Hindu gods and goddesses to barowari pujas in Kolkata and its neighborhoods, but a number of idols are exported. It is one of the seven wonders in Kolkata.

The British colonization of Bengal and India started following the victory of the British East India Company in the Battle of Plassey in 1757. The Company decided to build new settlement Fort William at the site of the Gobindapur village. Most of the existing population shifted to Sutanuti. While such neighbourhoods as Jorasanko and Pathuriaghata became the centers of the local rich, there were other areas that were developed simultaneously. The villages of Gobindapur, Sutanuti and Kalikata developed to give rise to the later day metropolis of Calcutta.

Holwell, under orders from the Directors of the British East India Company, allotted 'separate districts to the Company's workmen.' These neighbourhoods in the heart of the Indian quarters acquired the work-related names – Suriparah (the place of wine sellers), Collotollah (the place of oil men), Chuttarparah (the place of carpenters), Aheeritollah (cowherd's quarters), Coomartolly (potters' quarters) and so on.



সাজাবো তোমায় যত্নে



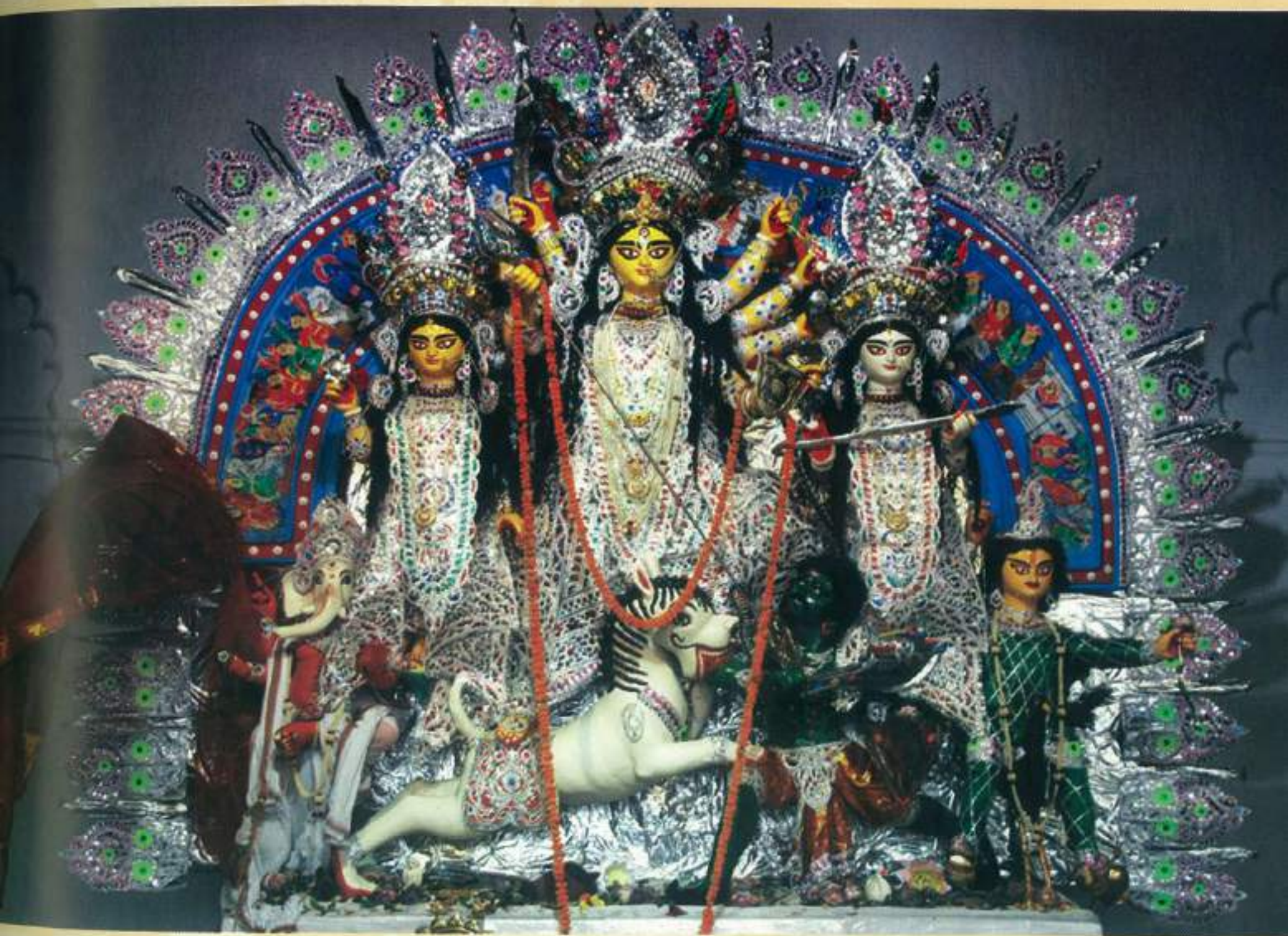
How was life in Kolkata a hundred years back ?

In 1913, four annas was a silver coin with George V's head. Its equivalent today, to 25 paise, has just been withdrawn from circulation.

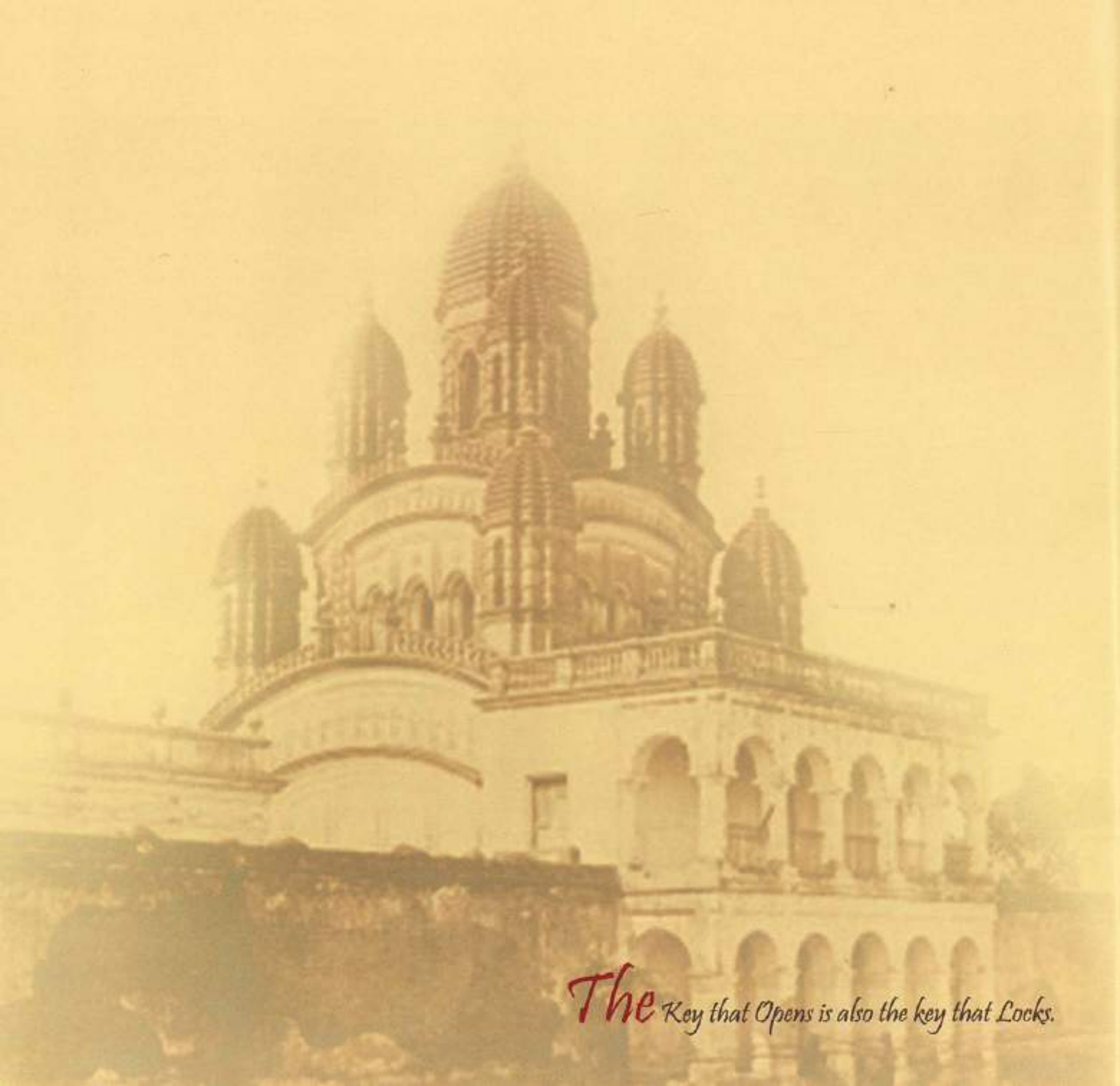
If you were invited to a Bengali home for lunch, you would have been served food in bell-metal utensils. Steel was unheard of, since it was only invented in August 1913. Today you get to see Kanshar Bashon only in Puja Room of a Bengali home.

This was the year that intellectual Bengalis (detractors call them aantels) lifted off the ground and started walking on air. Tagore won the Noble in 1913...





Give respect and love to your elders if you want it from your children.

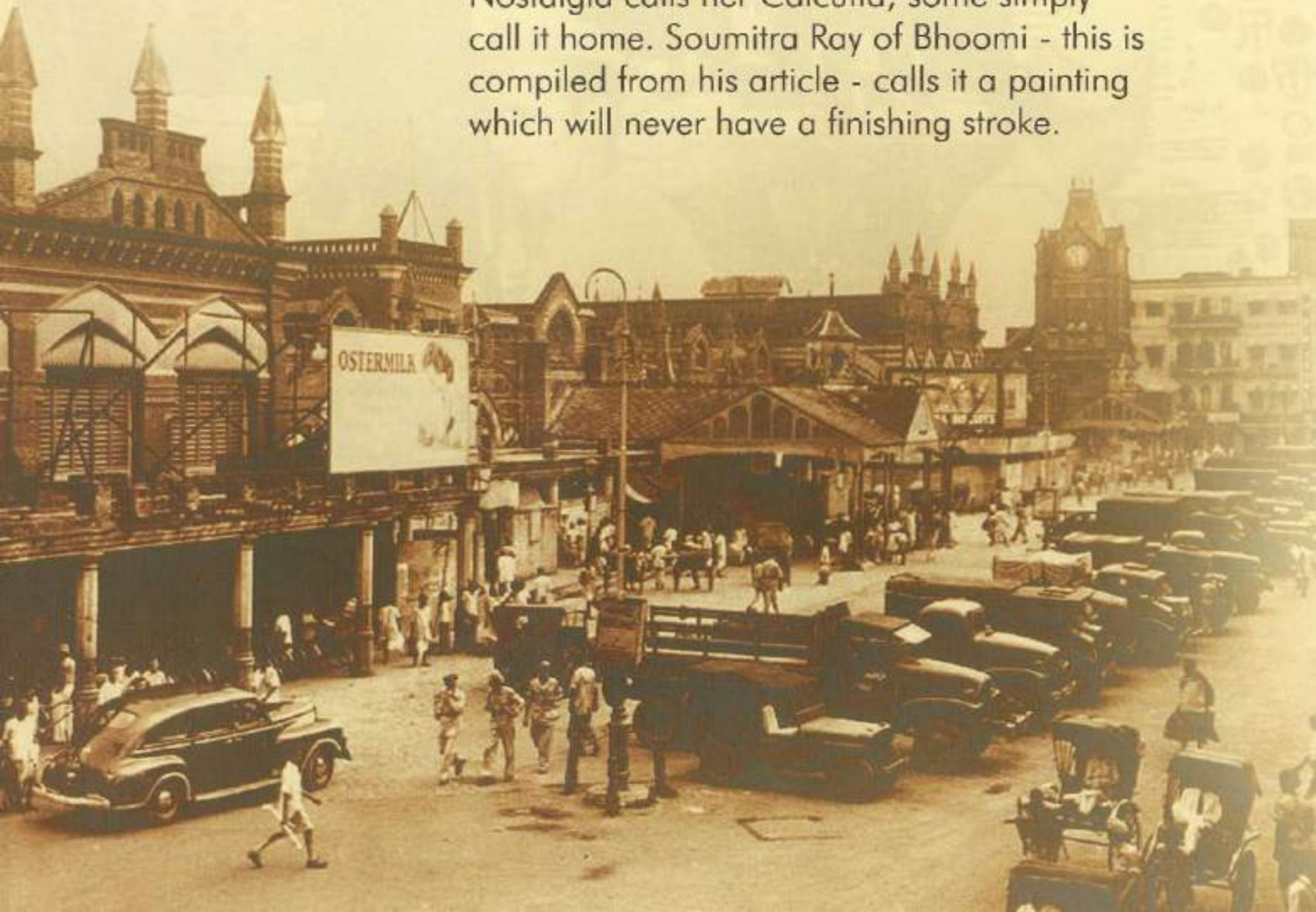


The Key that Opens is also the key that Locks.

Kolkata no longer has a birthday. August 24, however, is always a good occasion to travel into the times when Job Charnok landed at Nimtala Ghat - in 1690 - and since then, how the areas around the villages called Sutaniti, Gobindopur & Kolikata gradually turned into today's metropolitan city that is still vibrant with its British connection.



Kolkata is a constant occasion, a virtual celebration, not on any walking list. Today city is 323 years old with most of her children unaware. She does not mind their naivete because she is still vivacious and seductive. Nostalgia calls her Calcutta; some simply call it home. Soumitra Ray of Bhoomi - this is compiled from his article - calls it a painting which will never have a finishing stroke.





A smooth sea never made a skillful sailor.



In Burra Bazar, a disabled old widow saves from her pittance to gift me a picture of Lord Jagannath, while in the next shop, a man who's sponsoring bricks for Ayodhya shoos her away. She smiles back at him and never minds the habitual rebuke every Saturday afternoon. God witness and makes notes of Kolkata's characters silently.

Vision is the art of seeing things invisible.







GITANJALI

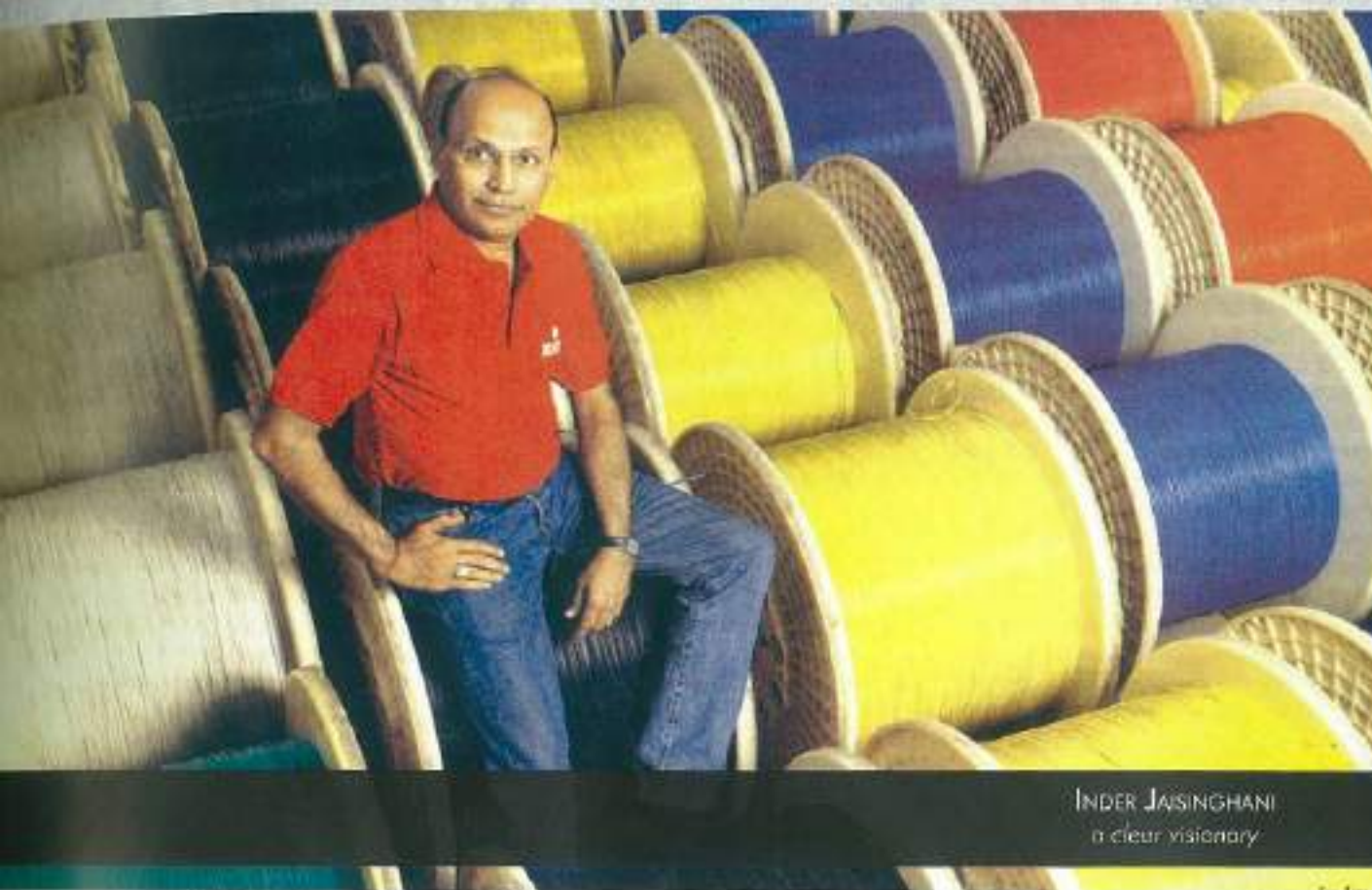
Where the mind is without fear
and the head is held high;
Where knowledge is free;
Where the world has not been broken up
into fragments by narrow domestic walls;
Where words come out
from the depth of truth;
Where tireless striving stretches
its arms towards perfection;
Where the clear stream of reason
has not lost its way into the
dreary desert sand of dead habit;
Where the mind is led forward by thee
into ever-widening thought and action
Into that heaven of freedom,
My Father, let my country awake.

Rabindranath Tagore

এই কলকাতার
ভিতরে আছে
আবেকটা **কলকাতা**


POLYCARB





INDER JAISINGHANI
a clear visionary

We at Polycab,
constantly aim
to produce
quality product
to the customer's
satisfaction
through our
Quality
Management
System

Wired for growth

Polycab - Growing from strength to strength

"A small dream decades ago
true reality and, still to go
Polycab -today the market leader
remains a shining Star forever!"

Polycab Group is one of the largest cable and wire manufacturers globally with 16 manufacturing facilities having strength of over 5000 people has grown immensely in the last four decades. The group concentrates on the energy cables and wires business with a full range of products from 1.1 KV to 132 KV. The company is aiming to achieve more than One Billion US\$ sales figures by 2016. Polycab's volume of production is more than the combined volume production of the No.2 and No.3 cable manufacturer

in India! It is not that the company is bereft of competition. Polycab have a quite a few strong major competitors in the domestic market, but even in this highly competitive field, they stand out on account of its quality and competitive prices.

Evolution

Polycab family, the four Jaisinghani brothers, started as electrical traders in Mumbai. They were selling electrical goods along with cables and wires. Since they found that cables and Wires as a good business to grow with, they

decided to go into manufacturing. Thus they are traders turned into manufacturing.

Inder T. Jaisinghani, 62, CMD, Polycab Wires Pvt. Ltd., India's largest wires and cables maker, is a religious person. He worships work, breathes work, dreams work and lives (to) work. The rewards of his untiring work, extending sometimes to 16, 18 or even 20 hours, are now conspicuous by their presence. He has transformed his small business of electrical goods, a family affair conducted from a

200 sq. ft. shop in the bustling by lanes of Kalbadevi in Mumbai, into a thriving Rs. 4,300 crore wires and cables business in a span of 40 years.

Polycab started its first manufacturing activity with a small unit in 1978 in Mumbai. In 1982 they came up with a full-fledged plant in Gujarat and the 2nd plant came up in 1984. In 1995 when Government of India announced incentive schemes for the development of industries in Daman Polycab established their first unit in Daman. Till 2006 they concluded all the development in Daman and established 9 more units. Around this time, Gujarat government also was encouraging the development of industries and Polycab set up 6 new state-of-the-art plants in Halol, Gujarat during the period 2006 to 2011.

Today it makes nearly 15,000 km of cables and 125,000 km of wires, on an average, every month, providing employment of 6,100 people. In the Rs. 23,000 crore industry, Polycab has an enviable market share of 18.3 per cent – higher than combined production of number 2 & 3 in the industry.

Growth Drivers

The factor that contributed to this tremendous growth of Polycab is that the family didn't think of any other business apart from Wires & Cables as it provided them with enough opportunity for growth. Every rupee earned from this business was reinvested back in to this business and that combined with hands on management with dedication resulted in this growth. While Inder Jaisinghani is the acknowledged architect, who single-handedly conceived and built the edifice, the work of his three brothers – Giridhari, Ajay and Ramesh played a supportive role and allowed Inder to pursue his dream.

During the early 90s, there were five big cable manufacturing companies which more or less controlled the market for Cable & Wires in India. They all were from big business houses.

Humble Start

Nurturing loyalty amongst distributors and building emotional bonds with the employees comes naturally to Inder, who invariably listened to his heart more

than his head. One employee confides that Inder had gone down to Kerala to mourn the death of one of his employees, who had died on duty. Having promised the widow that he would send the salary of the employee to her every month, till the kids were 24, Inder ensured that the payments were made on time and also that the money came from his pocket and not from the company's funds.

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Polycab was a small company to start with and hence, its overheads were low. The management was in their own hands as owner managed and hence, the cost control was much better and more effective. This cost advantage prompted Polycab to offer the products to its customers at better value for money. Polycab were not looking at making profits alone. Polycab was determined to remain in the market for a long term. So whatever cost benefits they had, it was passed on to the customers. Polycab believed in large volume business that made it more efficient in controlling cost of production and ensured quicker deliveries. That is how the customers accepted Polycab and it became an established brand name soon.

Rationales of Polycab

Polycab has distributors and dealers who have been associated and grown with them from the beginning. Their loyal distribution network is their biggest strength. The Jaisinghanis know that Polycab owes much of its success to this extended family of dealers and distributors. It won't be an exaggeration if we state that in every five square kilometers area in India, you are sure to find a Polycab distributor, a dealer, stockiest, or may be a trader.

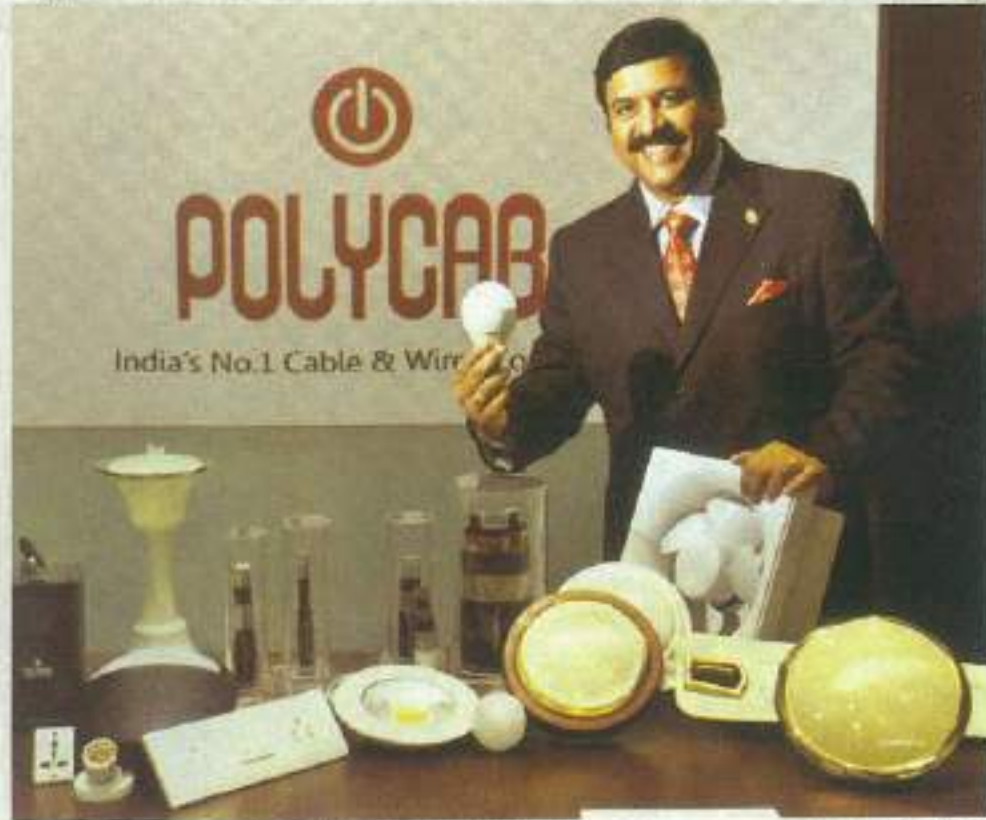
Being traders, they knew exactly what the market wanted and they took the risk of getting into manufacturing. First hand knowledge of the market was the single biggest factor that differentiated Polycab from other manufacturers. Besides sound market judgment the conscious focus on quality and the decision to keep stocks ready to meet any sudden demand endeared Polycab to dealers.

Strategic Intent at Polycab

Cable is a cyclical industry, every five years you will find a dip, minimum for 2/3 years. Only few wise men keep themselves floating at that time. At Polycab, they always invested in expansion / new technologies during the period of recession and immediately after recession, when the market booms they were the first one to be ready with over capacities. This is the strategy that helped Polycab to survive during the bad times and grow well in the good times.

Even during the current slowdown, he has committing fund to his new projects. "Let a stable government come at the Centre and will see how investments will start flowing into new projects," says Inder Jaisinghani.

Polycab is currently executing a slew of projects, envisaging investments of over Rs. 400 crore, largely in Halol. The projects, of average gestation period of 18-24 months, will be up and running by the time the economy takes off. Besides expanding the wire manufacturing capacities for catering to the house wire segment, investments are now being made in capacities for producing rubber cables, light duty cables, instrumentation cables, specialty cables, as well as PVC pipes & conduits. There are not too many manufacturers of some of these products, especially the



specialty cables, which find applications in sectors like oil fields, mining, automobiles and photo-voltaic cables for solar power units. Some of the major consumers include Mott McDonald, Lurgi, Fitchner, Aker Kvaerner, Bechtel and Tata Consulting Engineers.

Copper and aluminum are the two crucial raw materials that form about 70 per cent of the overall sales. Polycab consumes some 50,000 tones of copper and 60,000 tones of aluminum.

Increased efficiencies in the organization and better capital flow management has resulted in improving EBITDA margins by 2 per cent points in the last two years. The company has now introduced channel financing to reduce interest cost. Better inventory management and tight control of working capital has seen a reduction in working capital cycle from 162 days in 2010-11, to 99 days in 2012-13. The overall debt has also been reduced and helped the company improve its ratings to IND A+ from IND A by India Ratings & Research Agency in December 2013.

Grooming the young

Nikhil along with his cousin Bharat are helping the company build a pan India presence and extending

their overseas reach, adding new dimensions to the company's horizon. Thus bringing about already well run family business into a professionally run enterprise.

Trends in Customer's Preference and the Industry

In the last 10 years there is not much change in the customer's perception. Today, most of the customers are focusing more on the price than on quality.

When we'll have the GST taxation system across the country then everyone will have fair business practices and at that time major consolidation is expected to take place in the cable and wires industry. On a level playing field, small and medium players who use unfair practices will not find it viable enough to sustain. Such players will vanish from the scene and / or the players who have reasonable equipment and philosophy will be acquired by the bigger players.

Many top global players are working for a pie of the business in the Indian market. This has ignited a healthy competition in the market where right raw materials, quality and price are becoming the basis to compete.

Future of the industry

Strategies are being dovetailed for entry into adjacent

businesses of LED lights, switch gears and light fixtures. "The consumer growth story in India will only continue to grow and grow in the coming years," predicts Inder, who is taking another risk of getting into a relatively new consumer facing business to spur growth. Inder does not believe in pursuing inorganic growth through takeovers. This is because, since "technology changes are rapid, it is better to go in for latest state-of-the-art machines than be stuck with obsolete machinery.

Retail requires a new mindset and not all distributors have a strong consumer-facing network of dealers - a fact the company acknowledges. Hence, it is looking at building fresh outlets for the products. People say, "Inder is the Dhirubhai Ambani of the cable industry and everyone will support him in his new endeavors." As of now, the focus is clearly on building the business to take it to even greater heights.

We are still a power starved country, and therefore everyone will push for more power and once the power is generated it has to be transmitted and distributed. Thanks to the revolutionary changes in the policy relating to the power sector, prospects for the wires and cables are expected to improve significantly.



MY INDIA

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KORBO LORBO

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