

Catalysts Connect

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Stall No. 27 in

71st Annual Convention &
Sugar Expo - 2012, 24th - 26th Sept.
at Hyderabad International
Convention Center





THE SUGAR TECHNOLOGIST'S
ASSOCIATION OF INDIA

71st ANNUAL CONVENTION & SUGAR EXPO - 2012

on 24th - 26th September
at
Hyderabad International
Convention Center
(HICC), Hyderabad

FSSC 22000 Certified Co.



Catalysts

making things happen...



**A Quality Certified & Leading
Biotechnology Company**

The **Catalysts Group**, delivers natural products & innovative biotech solutions encompassing enzymes, bio-products & additives for a wide range of industrial applications.

We have a highly qualified & experienced team looking after the needs of our current client base & continue to create new & sustainable bio-based solutions.

We provide the highest degree of services in an efficient & professional manner.

VISIT US @ STALL NO. - 27

CONTACT US:

Corporate Office: 3/1/4, Industrial Area, Sahibabad, District Ghaziabad, Uttar Pradesh - 201010, India.
Tel: +91 120 2779888 / 2770036 **Email:** info@thecatalystsgroup.com **Website:** www.thecatalystsgroup.com

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We welcome your suggestions
& valuable comments.

For participating in quizzes / activity,
do email your answers along with
the Quiz Name &
Magazine Volume at
magazine@thecatalystsgroup.com

FRONT COVER

Catalysts Sales Growth

BACK COVER

Annual Meeting 2012 at Catalysts

CATALYSTS CONNECT

An integrated in-house Magazine , which
connects the company with its employees
& clients.

"Eventually everything connects - people,
ideas, objects. The quality of the
connections is the key to quality"

- Charles Eames

The views/ Pictures/ Articles used or
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It is not a priced publication.

Corporate Office

3/1/4, Industrial Area,
Sahibabad, District Ghaziabad,
Uttar Pradesh - 201010, India.

Phone :+ 91 - 120 - 2779888,
+ 91 - 120 - 2770036
Fax : + 91 - 011 - 4370799

Email: info@thecatalystsgroup.com

Website:www.thecatalystsgroup.com

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Welcome to the Catalysts Group.

On this platform, it is quite imperative to owe our success to our esteemed clients for the trust and understanding and of course to our employees who have been the backbone of the leading edge performance & services.

It has undoubtedly been a great journey of around 10 years. The journey has been full of excitement, challenges and unmatched experience for creating a full-service integrated & India's leading biotechnology Company.

With International & National quality certifications we are enriched with the credibility, recognition & worldwide trust. The Catalysts group, since the very beginning has been at the forefront of delivering superlative products & customer oriented services.

Our performance characteristics are uniquely defined by our work culture and everything we do. Our culture begins with our four values that drive everything we do: Trust, Integrity, Innovation and Involvement.

Employees are empowered to ask questions, make recommendations and continuously change things for the better. The Catalysts Group has a culture of mentoring. Leaders are portrayed as role models and rewards are given for outstanding performance.

We motivate and serve the employees and encourage them for an out-of-the-box approach which includes strategy and execution.

Today, we have certified Manufacturing unit, Trademarked products, Well equipped & state-of-art labs with qualified

customer support team to provide customized solutions as per the need of customers.

We are working with world class clients, & are proud to share our success in the market place.

We, The Catalysts Group is participating in 71st Annual Convention & sugar Expo - 2012, organized by The Sugar Technologists Association of India (STAI), on 24th - 26th September at Hyderabad International Convention Center HICC), Hyderabad. You can visit us at **Stall No. - 27** to share your views, opinions and explore our products, services & technology.

Our experienced & qualified sugar technologist Mr. Bharat Chaudhary will also be presenting research papers on **The Application of Enzymes in Sugar Industries.**

Application of biotechnology is now not new for the sugar industry although the initial trials were conducted a decade's back, although the usage of this technology has increased drastically in past few years after the introduction of highly thermostable enzymes developed for sugar industry still its application is minimal in terms of percentage so more emphasis required by sugar technocrats. Our research paper will throw new lights on the effective usage of Enzymes to increase the efficiency of quality & quantity of sugar.

We look forward to evolve with you!

With Warm Regards,

Aditya



Catalysts

making things happen...

DIAGEO STARTS TALKS TO BUY INTO UNITED SPIRITS

Ropes in JM Financial to do a deal that could result in Diageo owning minority stake in Mallya company

Source: The Economic Times

Diageo, the world's largest spirits company by value, has mandated investment banking firm JM Financial to negotiate a deal that could result in it owning a minority stake in Vijay Mallya-owned United Spirits.

Negotiations are underway to structure a deal that would arm Mallya with enough cash to revoke pledges on shares of United Spirits, the flamboyant tycoon's flagship company. In return, Diageo will get the right to buy shares in United Spirits equivalent to the amount paid to Mallya, according to a person familiar with the proposed transaction.

The deal is in its initial stages and there is no certainty of a successful conclusion, the person said. The structure of the transaction, including the manner in which Diageo would acquire shares, which may include an open offer, is still being worked out, he said. If a deal were to be consummated, Diageo is likely to pitch for a reasonable stake, possibly 26%, in United Spirits. The company had a market capitalisation of ₹ 9,100 crore at Tuesday's closing. It hit a peak of ₹ 20,960 crore on October 4, 2010. Mallya denied he was considering a stake sale in his core business while Diageo described talk of a deal as "speculation". "As a matter of policy, we do not comment upon market rumour or speculation," said Stephen Doherty,

global head of communications at Diageo Plc.

Mallya said, "Diageo and ourselves are in constant touch with each other exploring joint business opportunities in this rapidly evolving market. In specific response to your query, we are not in any discussion with JM Financial. There is no question of selling our stakes in our core businesses to invest further or to repay debt in any business, including Kingfisher Airlines. We have other opportunities to access the necessary funding."

"With regards to the query, we would like to clarify we are not involved with Diageo in any structured deal to help Vijay Mallya pay off debts in Kingfisher Airlines and therefore your query is factually incorrect and speculative," a JM Financial spokesperson said. The current talks are taking place in the backdrop of Mallya's attempts to raise money to infuse equity in Kingfisher Airlines. The airline is desperately seeking investors, and with a debt of over 6,400 crore and severe working capital crunch, Mallya is widely perceived to be

running against time. Any arrangement with Mallya will help Diageo make inroads into the growing Indian liquor market. Despite entering India in 1994, the British company is yet to find its feet here.



Officer's Choice unseats Mallya's McDowell's from top slot

Source: The Times of India

The bad times that Vijay Mallya is going through with his airline have spilled onto his staple spirits business with his UB Group now losing the crown as the owners of the world's largest selling whisky brand McDowell's to bete noire Kishore Chhabria's Officer's Choice. The McDowell's whisky, after reigning as the world leader for many years, has now been relegated to a distant third position.

According to a July report from the globally renowned trade magazine International Wine & Spirits Research (IWSR), the Officer's Choice whisky, from the house of Kishore Chhabria-held Allied Blenders & Distillers (ABD) is the world's largest selling whisky with a volume sale of 17.10 million cases in 2011.

PLASTIC FROM CORN - BY Milind Kulkarni

Polylactic acid (PLA), a plastic substitute made from fermented plant starch (usually corn) is quickly becoming a popular alternative to traditional petroleum-based plastics.

As more and more countries and states follow the lead of China, Ireland, South Africa, Uganda and San Francisco in banning plastic grocery bags responsible for so much so-called "white pollution" around the world, PLA is poised to play a big role as a viable, biodegradable replacement.



A cup made from PLA, plastic made from cornstarch

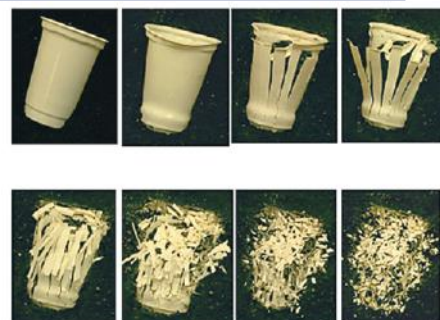
Proponents also tout the use of PLA - which is technically "carbon neutral" in that it comes from renewable, carbon-absorbing plants-as yet another way to reduce our emissions of greenhouse gases in a quickly warming world. PLA also will not emit toxic fumes when incinerated.

The largest producer of PLA in the world is NatureWorks, a subsidiary of Cargill, which is the world's largest provider of genetically modified corn seed. With increasing demand for corn to make ethanol fuel let alone PLA, it's no wonder that

Cargill and others have been tampering with genes to produce higher yields. But the future costs to the environment and human health of genetic modification are still largely unknown and could be very high.

While PLA has promise as an alternative to conventional plastic once the means of disposal are worked out, grocery shoppers could do well to by simply

switch to reusable containers, from cloth bags, baskets & backpacks for grocery shopping (most chains now sell canvas bags for less than a dollar apiece) to safe, reusable (non-plastic) bottles for beverages.



Plastics made out of Cargill Dow's corn-resin pellets break down in an industrial compost facility in about 45 days.

WHEY AND WHEY PROTEIN - BY Dr Lambit Kanwar

Next to water protein is the most abundant component of our body and one of the main nutrients of our diet apart from carbohydrate and fats. Primary function of proteins is tissue growth and maintenance. While striving to build muscles good quality protein thus becomes an important component of the diet. A protein is said to be of good quality which gives higher value of protein per serving as well as provide all essential amino acids in required amounts.

Today various protein supplements with interesting properties are present in the market, namely, whey protein, casein protein, soy protein and rice protein. Among these whey is the most popular and an attempt is made to explore

some of its properties and application.

WHAT IS WHEY PROTEIN:

Whey is the watery portion obtained from cheese manufacturing. It is a heterogeneous grouping of several dissimilar proteins: α -lactalbumin, β -lactoglobulin, immunoglobulin, lactoferrin, lactoperoxidase, immunoglobulins, proteoses, peptone, etc. It also contains lactose, minerals and lipids.

Significant progress in the utilization of whey has been made in the past 30 years and currently world wide production appears to be in the order of 100 metric ton and increasing at the growth rate of 3% per annum. And with the current and their

research findings on the health benefits of whey proteins and their derivatives the future growth of whey utilization is expected to be led by the industry's increasing focus on nutritional products, particularly in the dietary, sports, and clinical segments of the market.

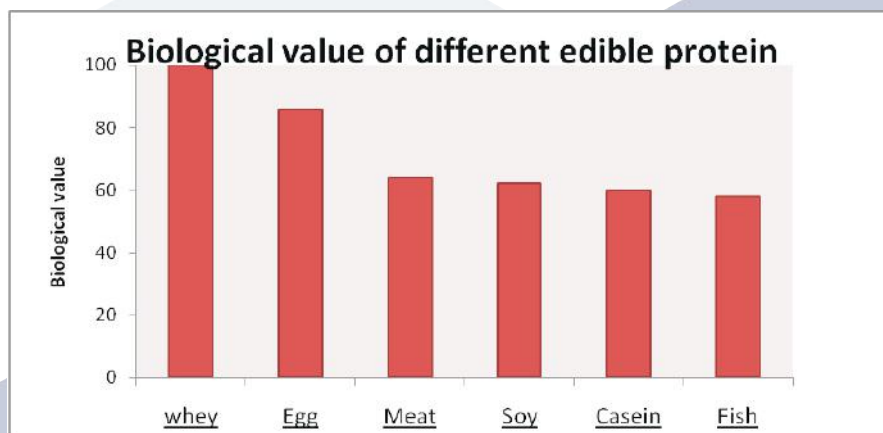
Today to obtain high quality whey it is subjected to membrane-based separation technologies like ultra filtration (UF) to concentrate proteins, or diafiltration (DF) to remove most lactose, minerals and low

molecular weight components – and thus whey protein concentrates (WPC) are produced. Depending on their concentration, there are WPC containing 35%, 50%, 65% and 80% (w/w) protein. When the threshold of 90% (w/w) protein is reached, a whey protein isolate (WPI) is accordingly obtained – which is a protein concentrate bearing high quality and purity. Both those products are used as vectors for the promotion of many biological properties upon addition to foods.

These special proteins possess important nutritional and biological properties – particularly with regard to promotion of health, as well as prevention of diseases and health conditions.

Nutritional value or the Biological value (BV) of proteins is a measure of the percentage of a given nutrient (e.g. protein) that is utilized by the body. Whey protein has an exceptional BV

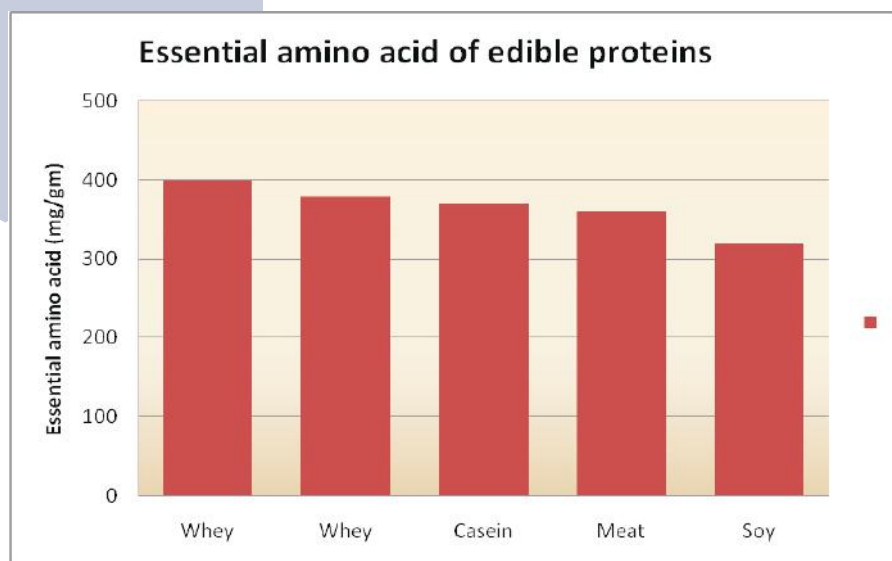
that exceeds that of egg protein by about 15%, the former benchmark and a range of other common edible proteins. Whey protein excels and is the protein of choice for body builders, elite athletes, and those whose health is compromised



Whey protein has no flavor and is compatible with spice/seasoning blends. It gives firmness texture and facilitates retention of moisture during process and cooking.

In baked goods, whey protein is used to

enhance crust browning, bread flavor and crumb structure. It can retard staling. The use of whey protein is specially interesting in acid food products like beverages. It possesses solubility over a wide pH range, even near their iso-electric point, create viscosity through water-binding, form gels,



emulsify, bind fat, facilitate whipping, foaming and aeration, enhance color, flavor and texture & bring with them numerous nutritional advantages.

Whey protein can usefully replace or supplement meat proteins, soy

proteins products, modified starches and hydrocolloid gums in processed meats. In their native state, whey protein is highly soluble and adeptly performs emulsification and whipping functions in food applications. Its health benefit are in Weight management, Heart health, Body Building, Cancer, bone health, gut health, immunity and as antioxidant.

ADVANTAGES OF HAVING ISO 9001 CERTIFICATION

ISO 9001 is known across the world as the standard for high quality business operations and management. Both big and small companies prefer going by ISO 9001 Standards because of its versatility and efficiency. Today, over 875,000 companies are ISO certified, getting the most out of their capital.

ISO 9001 is implemented on business processes involving product creation and control of the amount and quality of a company's product or service. By incorporating a solid system to monitor and control business activities, a company can deliver products and services that satisfy the demands of customers or organizations.

ISO 9001 can be applied to any existing product or service made using any available process regardless of a company's location.

CATALYSTS GROUP is also in a process of getting ISO 9001:2008 accreditation. ISO implementation will not only enhance the credibility of the Catalysts Group but also improves the quality of product & services.

Below mentioned points will give you more brief scenario of benefits of ISO.

Benefits to Company

- Makes it easier to satisfy customer needs.
- Better management control and reporting.
- Requiring organizations to continuous improvement.
- Fewer problems with failures in service or product quality.
- Better management control and reporting.
- Greater employee awareness about quality.
- Marketing tool for sales promotion.
- Increased credibility.Process Improvement

- Increased productivity
- Consistent, repeatable processes and a common system

Benefits to Employees

- Employees know what to do and how to do it.
- Enhanced communication among employees.
- Clarity in job specification.

Benefits to Society

- Contribute to the quality of life in general by ensuring improved health and safety.
- Reduced environmental impact.

Benefits to Customer

- It assures the consumers that they provide quality products and services. It makes companies stand out from their competitors
- Reassurance to customers that their organization consider to the needs and expectations of customers and follow complaints and satisfaction of customers

as a requirement.

Benefits to All

- Innovation and improvement.

From the above it is quite obvious that ISO certification brings about so many benefits which vary from one angle to another. To conclude, ISO certification is still a good reference to begin the process of quality improvement no wonder ISO certified service organizations place much emphasis on quality measurement than do non-certified service firms.

Therefore, ISO certification can deliver business benefits but ISO certification should be seen as part of an overall continuous improvement process, rather than an end in itself.



ENZYME BIOTECHNOLOGY IN EVERYDAY LIFE - BY Manav Prakash

This list contains some of products of enzyme biotechnology you might use everyday in your own home. In many cases, the commercial processes first exploited naturally occurring enzymes. However, this does not mean the enzyme(s) being used were as efficient as they could be. With time, research, and improved protein engineering methods, many enzymes have been genetically modified to be more effective at the desired temperatures, pH, or under other manufacturing conditions typically inhibitory to enzyme activity (eg. harsh chemicals), making them more suitable and efficient for industrial or home applications.

Stickies Removal - Enzymes are used by the pulp and paper industry for the removal of "stickies", the glues, adhesives and coatings that are introduced to pulp during recycling of paper. Stickies are tacky, hydrophobic, pliable organic materials that not only reduce the quality of the final paper product, but can clog the paper mill machinery and cost hours of downtime. Chemical methods for removal of stickies have, historically, not been 100% satisfactory.



Stickies are held together by ester bonds, and the use of esterase enzymes in pulp has vastly improved their removal. Esterases cut the stickies into smaller, more water soluble compounds, facilitating their removal from the pulp. Since the early half of this decade, esterases have become a common approach to stickies control. Their limitations are, being enzymes, they are typically only effective at moderate temperature and pH. Also, certain esterases might only be effective against certain types of esters and the presence of other chemicals in the pulp can inhibit their activity. The search is on for new enzymes, and genetic modifications of existing enzymes, to broaden their effective temperature and pH ranges, and substrate capabilities.

Detergents - Traditional use of enzymes in laundry

detergents involved those that degrade proteins causing stains, such as those found in grass stains, red wine and soil. Lipases are another useful class of enzymes that can be used to dissolve fat stains and clean grease traps or other fat-based cleaning applications.

The search for thermotolerant and cryotolerant enzymes has spanned the globe. These enzymes are especially desirable for improving laundry processes in hot water cycles and/or at low temperatures for washing colors and darks. They are also useful for industrial processes where high temperatures are required, or for bio remediation under harsh conditions (eg. in the arctic). Recombinant enzymes (engineered proteins) are being sought using different DNA technologies such as site-directed mutagenesis and DNA shuffling.

Textiles - Enzymes are now widely used to prepare the fabrics that your clothing, furniture and other household items are made of. Increasing demands to

reduce pollution caused

by the textile industry has fueled biotechnological advances that have replaced harsh chemicals with enzymes in nearly all textile manufacturing processes.

Enzymes are used to enhance the preparation of cotton for weaving, reduce impurities, minimize "pulls" in fabric, or as pre-treatment before dyeing to reduce rinsing time and improve colour quality. All of these steps not only make the process less toxic and eco-friendly, they reduce costs associated with the production process, and consumption of natural resources (water, electricity, fuels), while also improving the quality of the final textile product.

Foods and Beverages - This is the domestic application for enzyme technology that most people are already familiar with. Historically, humans have been using enzymes for centuries, in early biotechnological practices, to produce foods, without really knowing it. It was possible to make wine, beer, vinegar and cheeses,

example, because of the enzymes in the yeasts and bacteria that were utilized. Biotechnology has made it possible to isolate and characterize the specific enzymes responsible for these processes. It has allowed the development of specialized strains for specific uses that improve the flavour and quality of each product. Enzymes can also be used to make the process cheaper and more predictable, so a quality product is ensured with every batch brewed. Other enzymes reduce the length of time required for aging, help clarify or stabilize the product, or help control alcohol and sugar contents. For years, enzymes have also been used to turn starch into sugar. Corn and wheat syrups are used throughout the food industry as sweeteners. Using enzyme technology, the production of these sweeteners can be less expensive than using

sugarcane sugar.

Leather - In the past, the process of tanning hides into useable leather

involved the use of many

harmful chemicals. Enzyme technology has advanced such that some of these chemicals can be replaced and the process is actually faster and more efficient. There are enzymes that can be applied to the first steps of the process where fat and hair are removed from the hides.

Enzymes are also used during cleaning, and keratin and pigment removal, and to enhance the softness of the hide. They also help stabilize the leather during the tanning process to prevent it from rotting.

Biodegradable plastic - Plastics manufactured by traditional methods come from non-renewable hydrocarbon resources. They consist of long polymer molecules that are

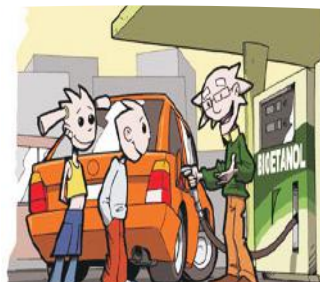
tightly bound to one another and cannot be broken down easily by decomposing microorganisms. Biodegradable plastics can be made using plant polymers from wheat, corn or potatoes, and consist of shorter, more easily degraded polymers. Since biodegradable plastics are more water soluble, many current products that contain them are a mixture of biodegradable and non-degradable polymers. Certain bacteria can produce granules of plastic within their cells. The genes for enzymes involved in this process have been cloned into plants which can produce the granules in their leaves. The cost of plant-based plastics limits their use, and they have not met with widespread consumer acceptance.

Bio ethanol - Bio ethanol is a biofuel that has already met with widespread public acceptance.

You might already be using bio ethanol when you add fuel to your vehicle. Bio ethanol can be

produced from starchy plant

materials using enzymes capable of efficiently making the conversion. At present, corn is a widely used source of starch, however increasing interest in bio ethanol is raising concerns as corn prices rise and corn as a food supply is being threatened. Other plants including wheat, bamboo, or other grasses are possible candidate sources of starch for bio ethanol production. Bio ethanol production (growing crops, shipping, manufacturing) still requires a large input of non-renewable resources. Technological research and manipulation of enzymes to make the process more efficient are in the works, to improve on this area of biotechnology.



HEALTH TIPS FOR THE MONSOON

When the scorching heat of summer is followed by the refreshing monsoon, it not just rejuvenates every living organism on the planet, but also brings along a host of diseases. All of us, particularly kids and the elderly, are more prone to infections. Therefore, it is important to take good care of your health as well as diet during monsoon. Here are 10 tips that would help you tide through this monsoon:

Keep yourself hydrated: You might wonder why you need to drink more water during monsoon. Here is the answer – In monsoon, sweat does not evaporate quickly as the humidity levels are high and this prevents the body from releasing heat. Therefore, keeping a bottle of water handy is always advisable. Always drink boiled and cooled water.

Have a balanced diet: As digestion during monsoon is slow, eat moderately and only when hungry. Make it a point to have fruits like cherries, bananas, apples, plums, litchis, pomegranates, pears and vegetables like carrots, radish and fenugreek a part of your regular diet. Spices such as pepper, asafoetida (hing), turmeric and coriander improve immunity and at the same time help in digestion.

Eat clean, fresh food: Make sure that you wash all your fruits and vegetables before consuming them, especially leafy vegetables. Steam the leafy vegetables and your cauliflower in order to kill the germs. Eating freshly cooked food is recommended. Soups and stews are helpful, as they are light and nutritious, but filling.

Keep monsoon ailments at bay: Chasing away the mosquitoes during the monsoon is very important to keep malaria at bay. Draining out those flower vases and coolers which are not in use is the first step in controlling mosquitoes from breeding. Next, use mosquito nets, repellents and creams available in the market to protect yourself from mosquito bites.

Eating out is a strict NO!: Eating out, especially street food

should be avoided. Snacks like chaat, sandwiches, fried items, golas, juices and kulfis are very tempting during monsoon. However, they may contain bacteria which cause indigestion.

Avoid puddles: Avoid getting your feet wet. In case you do end up walking into one of those puddles, immediately clean and dry them with a soft, dry towel. Dampness can lead to fungal infections and athlete's foot. These infections might affect your toes and nails and if you are diabetic, you will have to take special care of your feet.

Exercise and rest during monsoon: You can do a few simple stretch exercises, sit-ups, waist and knee bends in your

drawing room to flex your muscles. Yoga is another method of exercise which can be performed indoors and it is known to help reduce respiratory problems during monsoon.

Care for kids and elderly: Kids take maximum advantage of the evening showers on the way back from school. Hence, a hot water bath with a good dash of antiseptic is recommended. Avoid junk food & repeated visits to the doctor. Homemade soups and stews will give them the required nutrition.



The other class of people who require special attention during monsoon are the elderly. Avoiding walks in the parks immediately after a downpour or in places where rainwater forms puddles is advisable. This might lead to falls on slippery areas leading to serious injuries.

Eye care during monsoon: Some of the common eye problems during monsoon are conjunctivitis, eye styes, dry eyes, corneal ulcers. Always wash your hands after you touch your face or eyes. Do not share your eye medicines, contact lens solutions/ containers, towels and handkerchiefs with others. Use an antibacterial lotion.

Clothes and footwear: Loose, cotton clothes are the best during monsoon. Also, use talcum/prickly heat powder in areas which are more prone to fungal infections. Do not wear wet shoes to avoid infections.

FIRST DAY AT WORK

It was a mixed feeling of tension and anxiety for them, as it was their first day as Trainee Yamadoot in Yamalok, the palace of Yamaraj (God of Death). Yamaraj summoned the two new recruits and gave them the first assignment to fetch 5 people who nearly completed their tenure on prithvilok (Earth) and were to be brought to Yamalok. Yamadoots went in search of their victims. They found prithvilok (Earth) very beautiful and were totally mesmerized. They wandered everywhere for the whole day. Suddenly, they realized that they have to go back to Yamalok after accomplishing their task otherwise they will be fired.

The best part was that they lost the list of people given by Yamaraj. However, they remembered that they have to 5 persons so they decided to pick their victims in a random order. First they went and caught a Common Man. He was very submissive he did not show any signs of resistance. He came easily along with them. Then they went to a 12 year old boy who was returning from his school. Next they approached a businessman who was about to leave for USA. He requested that I have to meet Bill Gates and start a new project. Yamadoots got him too. On their way Yamadoots saw a Software Engineer with his laptop. They decided to fetch him too and succeeded. Lastly they reached a politician's abode. Politician refused to go and he created the rift between the two of them using his diplomacy but finally he was caught.

In Yamalok, Yamaraj was getting impatient and could wait no more. He decided to fire the two trainee Yamadoots. Next moment he was delighted to see the 5 victims with the trainees. He immediately summoned Chitrugupta to check their record of sins and holy karmas. He found some error and said "Boss, these were not the 5 persons who we want." Yamaraj was furious and was ready to sack the two trainees. But the matter in hand was what to do with these 5 persons?

Chitrugupta suggested retaining one of them and sending other four. "How?" asked Yamaraj. To this Chitrugupta said "These mortals have desire to live long. They will plead you for a long life. Then you can put your condition that they have to do something for this Yamalok then only they will be allowed to go back." Yamaraj liked the idea. All the 5 persons came and pleaded for their long life. Yamaraj put forth his condition. First the Software Engineer came forward and said, "I will create a new software for you with GPS (Global Positioning System) technology so that you can trace your yamadoots. For this I need to go back to Earth. However, I will send my two trainee programmers for onsite operations (Yamalok)." Yamaraj agreed to send him back.

Businessman mustered the courage and came up with an idea of setting up a mobile connection between Earth and Yamalok and giving free handsets to each and every body residing in

Yamalok. Yamaraj liked his idea also. Young boy came and said, "Give me a chance to go back to earth and make the world a beautiful place to live in because I am the future of my nation." Yamaraj allowed him to go.

Politician came and said, "I am silently working for the benefit of Yamalok for last 10 years." Yamaraj exclaimed,

"Really!" Politician said, "Yes, I have been sending millions of people to your Yamalok in the name of communal riots, scams, party feuds and elections. I will continue to do so" Yamaraj smiled. It was common man who did not resist to his death. He said I cannot do anything different and uncommon for your Yamalok, because I am a Common Man. Yamaraj said, "Come with me, I will take you to Heaven so that you can lead an uncommon life after the death." But what happened to our trainee Yamadoots? Much to everybody's surprise they were promoted as the Senior Yamadoots because it was their folly, which got free mobile connection and GPS software for Yamalok.





Catalysts Group wishing you All the Best today & throughout the coming Year

<i>Name</i>	<i>Designation</i>	<i>Date of Birth</i>
U.Swaminathan	Executive Assistant	02 April
Dinesh Sharma	Manager - BD	02 April
Hema Singh	Executive - HR / Admin	07 April
Sanjay Poddar	Dy. Manager - Accounts & Finance	01 May
Chanchal Nim	Jr. Manager - Corp. Comm.	05 May
Ashwini Agrawal	Dy. General Manager - BD	11 May
Neeraj Soni	Executive - Accounts	21 May
Rakesh Sharma	Jr. Manager - Accounts	30 May
Chandrakant Bharti	Asstt. Manager - BD	01 June
K.S. Partha	Asstt. Manager - BD	17 June



Catalysts Group is delighted to Congratulates & wishes you all a happy Anniversary & a perfect day.

<i>Name</i>	<i>Designation</i>	<i>Date of Marriage</i>
Lambit Kanwar	Sr. Manager - R&D	01 May
C.K. Bharti	Asstt. Manager - BD	11 May
Sanjeev Raghuwanshi	Jr. Manager - R&D	15 May
O.P. Shukla	Manager - Production	18 May
K.S. Parthasarathi	Asstt. Manager - BD	28 May
Pratibha Sandeep	Manager - BD	04 June
Vinod Pandey	Manager - Accounts	18 June

WELCOME TO THE CATALYSTS GROUP

<i>Name</i>	<i>Designation</i>	<i>Date of Joining</i>
Nikunj Tomar	Deputy Manager - BD	08 May
Milind Kulkarni	Vice - President (Technical)	12 June
Hrushikesh Mendole	Manager - Customer Solutions	15 June
Durga Prasad	Executive - Logistics	18 June



Congratulations

To Mr. Neeraj Meena (Groom)
& Ms. Nirmal (Bride)
for tying knot on 14th April 2012.



To Mr. Anil Kumar (Groom)
& Ms. Archana (Bride)
for tying knot on 25th April 2012.



May the two of you find everlasting love between
you that will strengthen with each passing year.

Have a happy married life.

SATURDAY DEBATE DAY

Topic: The Impact of weakening Rupees vs USD on the business dependent on imports.

Views: The country's currency weakness could be a boon to exporters, because they get benefit from the weak rupee. However, falling rupee is making life difficult for the commoners & importers.

By Isha Goel

Topic: The impact on agricultural pattern in terms of increase/decrease in planting & therefore production of coarse grains, due to increase in production of grain alcohol - A past, present & future perspective including alternative grain availabilities.

Views: The scope for grain base alcohol is good because molasses is not easily available throughout the year. It also provides benefit to the farmers to grow one or more crops at a time.

By Devender Gupta

Laughter Therapy

1. Six-year-old Pappu came downstairs crying loudly. "What's the matter?" asked his mother.

"Papa was hanging pictures, and he just hit his thumb with a hammer," said Pappu.

"That's not so serious," soothed his mother. A big man like you shouldn't cry at a trifle like that. Why didn't you just laugh?"

"I did," sobbed Pappu.

2. An older gentleman was on the operating table awaiting surgery and he insisted that his son, a renowned surgeon, perform the operation.

As he was about to get the anesthesia he asked to speak to his son.

"Yes Dad, what is it?"

"Don't be nervous, son; do your best and just remember, if it doesn't go well, if something happens to me... your mother is going to come & live with you and your wife."



Bachchan family has revealed that Ash-Abhi's baby Aaradhyia is called strawberry, in the family!

Guess the Picture ?????

"Flamboyant Businessman"

Start guessing..... To win surprise goody bag. Email your entries- magazine@thecatalystsgroup.com

Vol 1 winner is **Mr. Suresh Sharma (Purchase Manager), Wave Distilleries & Breweries Ltd** and the correct answer is **Ms. Jayalalitha**.

Congratulations !!! soon you'll receive your goody bag.



Find the Fault



Can you find the fault in the picture ? send your views/entries at magazine@thecatalystsgroup.com to win a surprise gift.

Vol 1 winner is **Ms. Sugandha Sharma (HR - executive)** & the correct answer is **wrong mirror reflection**.

Congratulations !!! soon you'll receive your surprise gift.

जिन्दगी

ऐ दोस्त

कभी यह सोच कि ये जिन्दगी क्या है,
क्या हँसना और रोना इसका नाम है
या सिर्फ़ खुशी और गम का अहसास करना
यह तो शायद एक ऐसी नाव है
जिसका चलना या
कभी न रुकना ही इसका काम है
पल दा पल का खेल है ये
जिसमें
कुछ यादें, कुछ वादें
कुछ खुशियाँ
और कुछ ऐसी बातें
जिन्हें सोचकर ही हम हजार
सालों की इकहटे ही जी लेते हैं
या एक ही पल में सब कुछ
बिखर सा जाता है
या कुछ अहसास सा होता है
कि ऐसा तो कुछ था ही नहीं
या झूठ को जानकर भी
सच का एहसास करना
पता नहीं ये सब क्या है
या कुछ भी नहीं है ये

- ईशा गीचल

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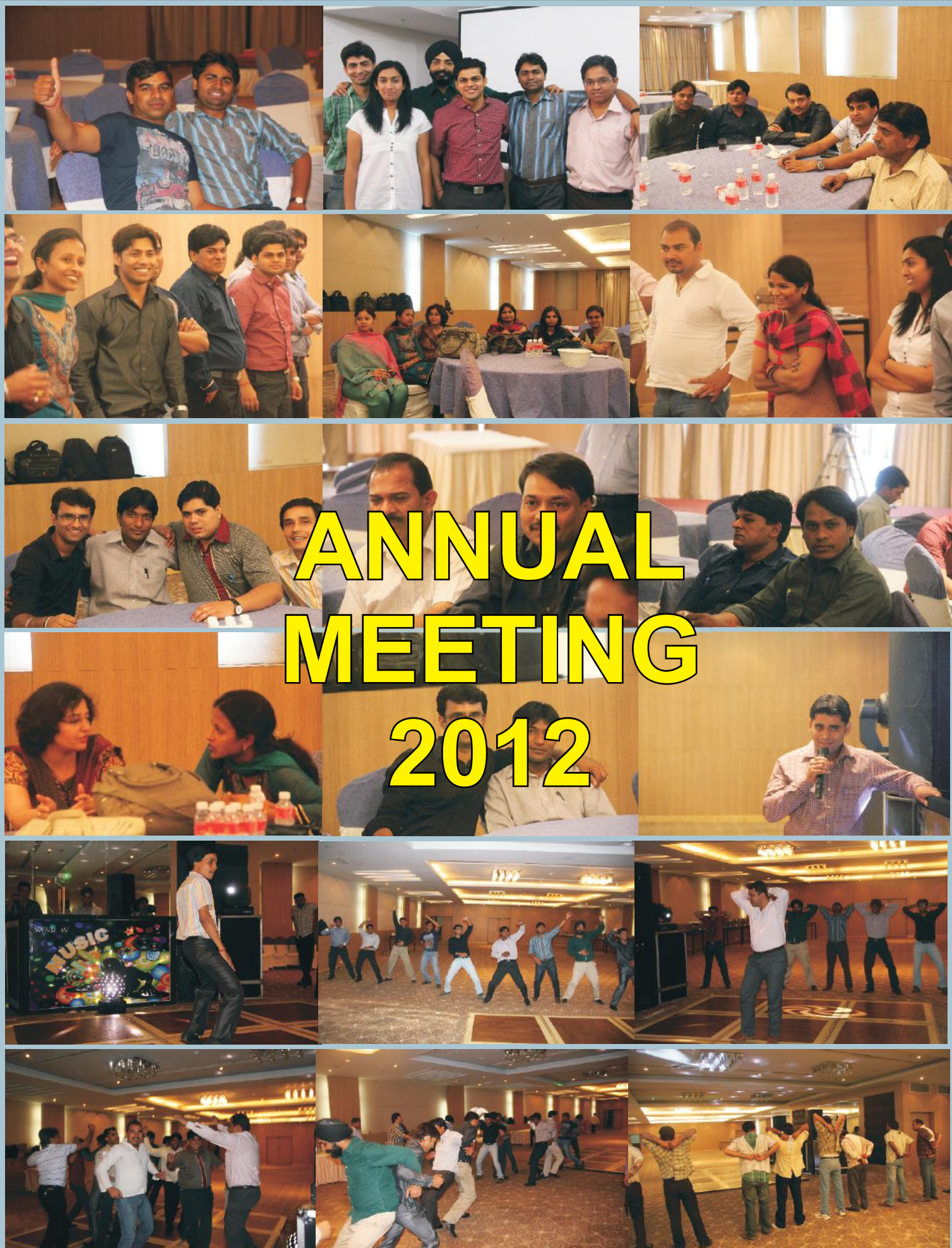
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CONTACT US:

Corporate Office: 3/1/4, Industrial Area, Sahibabad, District Ghaziabad, Uttar Pradesh - 201010, India.

Tel: +91 120 2779888 / 2770036 **Email:** info@thecatalystsgroup.com **Website:** www.thecatalystsgroup.com



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