

# TODAY

## Chairman's message

The celebration of Golden Jubilee of India's independence is indeed a joyous occasion. We pay grateful homage to our visionary leaders and all those who suffered and sacrificed to earn dignity, and right to self-determination for us and future generations. The occasion also provides an opportunity for serious introspection, to rediscover the same spirit and enthusiasm, and introduce urgency in our action in bringing about faster changes.

Our accomplishments as a nation during the past 50 years have been quite significant. Liberalisation of the Indian economy has perhaps been the most significant milestone in this period. We have begun to experience the benefits of a free and transparent environment in business and enterprise. We, however, still have a long way to go for achieving major improvements in infrastructural sectors.

The Telecom sector, in particular, has a key role

in the economic development of the country. The world of telecommunication is going through a period of extraordinary development. New services and technology constantly generates fresh opportunities. In this context,

Delhi and H. P., first Indian manufacturer to export telephone sets, first private operator for basic telephone service in the country...

The next 50 years will be the period of developing economies. We, in the Telecom sector see tremendous opportunities for contributing in the betterment of communication infrastructure in the country as well as extending our operations beyond national boundaries. In this 50th year of our country's independence, we pledge our fullest endeavours in developing a global institution where professionals will compete, in a courteous and meritocratic environment, to add maximum value for our customers.



Bharti Enterprises has always been deeply cognisant of its role of seeking out the best technology in the world and putting it at the service of its user - our customer. Over a period of the last two decades, Bharti has emerged as a leading telecom player with a number of 'firsts' to its credit - the first Push-button telephones, Cordless phones, Mobile telephone service at

Sunil Bharti Mittal  
CMD - Bharti Enterprises

## BT joins forces with Bharti to take VSAT into a new era



**O**n 22nd August, '97, British Telecom (BT) India and Bharti Enterprises announced a joint commitment to target the VSAT business in India. In a move which restructures VSAT and VANS joint venture, known as Wipro BT, Wipro's 50% share-holding has been transferred to Bharti Enterprises. VANS business has been transferred to Wipro.

Mr. Sunil Bharti Mittal, Chairman and Group Managing Director, Bharti Enterprises, enthusiastic about the new dimension in the

Bharti-BT alliance, expressed his confidence in Bharti-BT emerging as a leader in VSAT business which is still in the evolutionary phase.

Mr. Arun Seth, Managing Director, BT India confirmed that BT will continue to make further investments in Cellular Telephony and Managed Data Services. The company will increase the equity of the joint venture to Rs. 36 crores.

Together Bharti and BT will continue to offer high levels of service and expertise, in an equation that spells a bright and successful future.



## Bharti announces India's first Private Telephone Service

"On this day, the 9th of Aug. 1997, we do hereby commit to provide Madhya Pradesh with world class connectivity, with world class technology and service that ensures total customer satisfaction. And by this commitment shall we all abide"..... as committed by Bharti Enterprises, Telecom Italia, Bharti Telenet, Alcatel, Motorola, AT&T Finolex, Detecon, Optel, L&T, Punj Lloyd.

(details on page 5)

## For the first time in India on 16th June, the Reserve Bank of India (RBI) gave its approval to a cellular operator allowing AirTel to provide *International Roaming* services to its subscribers.

### One Huge step for AirTel, Mega benefits for subscribers

Additionally, in a soon-to-be-finalised bilateral GSM roaming service agreement with *Cellnet-British Telecom*, a world leader, SIM cards can soon be used by those travelling abroad. Similar agreements with operators in the UK, France, Germany, Holland, Sweden, Singapore & Hong Kong, are to follow.

The Automatic Roaming service between Delhi & Mumbai, was successfully tested in an alliance with MaxTouch. This Automatic

Roaming Service falls within the purview of World 1 Network, comprising of AirTel and eight other cellular operators.



## CBMC Touchstones

Talking of Casio Bharti Mobile Communications, sales crossed 65,000 to 70,000 due to the joint efforts of Casio, Mitsui and Bharti. To ensure more sales, CBMC started supply of pagers to *Nice Paging*, *Bell Page* and *PageFirst* – three new service providers. Karnataka, Kerala, Tamil Nadu and Punjab were some of the new areas of activity in paging services, opening a vast potential market. Also, a unique '*Casio 2-in-1 Offer*' providing substantial discounts on other Casio products, like digital diaries, etc., was started. '*Beepoint*' retail shops will be opened by Paging Operators, who will provide paging solutions, while allowing access to other Casio world class products.



▲ Mr. Rakesh B. Mittal greets the Israeli President, Mr. Benjamin Weizman, with a traditional 'Shalom!'

## RBM leads CII Delegation to Israel

Mr. Rakesh B. Mittal, Managing Director of Bharti Telecom and Chairman of the Confederation of Indian Industry (CII), Punjab State Council, led a team of 19 industrialists, accompanying the Chief Minister of Punjab, Shri Parkash Singh Badal on his five day trip to Israel, from 29th June

to 3rd July, '97. Focusing on Agri Business and Telecommunication, they met with the President of Israel, Mr. Benjamin Weizman. Meetings with the Manufacturers Association of Israel (MAI) and the Israel Export Institute (IEI) ended on a high note.

## Celebrating together, a Decade of Success in Ludhiana!

*Baisakhi!* The very name evokes visions of bumper crops, brilliantly smiling faces, the invigorating scent of freshly-cut grain... and, in Ludhiana, it also heralds the Annual Day Function of Bharti Telecom, Ludhiana Unit.



▲ Paying homage during Bhog Shri Akhand Path in the factory.

It was fitting that the tenth anniversary celebrations took place amidst the Humbran villagers — 4000 fun-loving and dancing holiday makers!

In the morning, homage was paid to revered deities during Bhog Shri Akhand Path at the factory. Later a prize distribution function was presided over by the Chief Guest, Mr. Rakesh B. Mittal, MD, Bharti Enterprises. Also, Mr. Rajan B. Mittal, Jt. MD, Mr. G. K. Aggarwal, Director (HRD), Mr. H. S. Manhas, Sr. VP (Mfg), Mr. S. C. Aggarwal, VP (Materials) graced the auspicious occasion with their honourable presence. The rest of the day was spent in a Shabad Kirtan and Guru ka Langar specially organised for the over 4000 participants!



The Ludhiana Unit's first decade of operations culminated on the highest of notes, promising an exciting future for all.



▲ Asha, one of the Quality Circles operating in the Ludhiana factory, receives the Best Quality Circle award.

This May, from 15th to 18th, saw Shimla play host city to the first ever CII Consumer Fair. Designed to promote Himachal Pradesh as a lucrative market in the eyes of industrial giants, the fair was viewed by AirTel as a prime opportunity to address potential clients there. They were made aware of recent promotion schemes including InstaCash Card and the Handset Bundling schemes, both of which were regarded by all visitors as exciting offers. Several sales were closed by the end of the Fair.

Keeping the old adage *All work and no play makes Jack a dull boy* in mind, the AirTel

staff thoroughly enjoyed the 'Rock with Remo' concert, also arranged by CII, during the Fair.



## Shimla, the cool summer capital, 'fairly' hot up!



▲ Raja Vir Bhadra Singh, Chief Minister of Himachal Pradesh, honours the AirTel stall with his visit.

◀ Keen interest was evinced by enthusiasts at the Fair.

All in all, AirTel took a big step forward, which augurs a giant leap into the future!

## Hi-Tech Cable Ducts, exhibited by Bharti Dura-Line!

Bharti Dura-Line, a 50-50 joint venture between Bharti Telecom and Dura-Line, USA, is all set to manufacture and market high quality **Silicore HDPE Ducts** used as conduits for installation and protection of fibre-optic telecom cables, in its plant being set up in Goa.



▲ Mr. Harry De Montille demonstrates Cablejet Technology to an attentive group of Bharti employees.

On 24th April, 1997, a full scale demonstration of the process of installation of Fibre Optic Cables through these Ducts – the proven international method of blowing, using Cablejet & Compressors, was conducted in New Delhi. It was witnessed by senior officials of DoT, MTNL, VSNL, Telecommunication Consultants



▲ Harbingers of the future : (from left to right) Mr. Tibor Mikula, Mr. Andrew W. Rice, Col. A. K. Dewan, Mr. Josef Mikulka, Mr. V. K. Agarwal, Mr. Harry De Montille.

of India, the Railway Board, PSUs & MNCs, besides others.

Dura-Line, harbingers of state-of-the-art solid pre-lubricated inner ducts in 1986, have already laid out over 1 million kms. of Silicore applications the world over, for giants like AT&T, GTE, Sprint, MCI, Ericsson, Siemens, Alcatel & many more.

Their success springs from the simple & innovative process of blowing the cable through the duct, excluding tractive forces and eliminating the stress problem – a bane of all conventional methods. The Cablejet method allows for longer life, more protection, reduced costs, higher efficiency and greater safety. Also duct lengths of up to 2000 metres can be installed by just one machine.

## Global Recognition - a matter of pride!

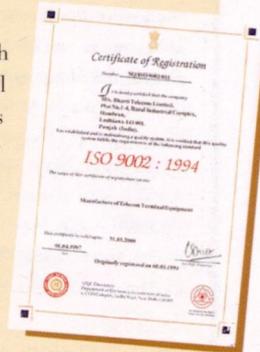
The Ludhiana unit of Bharti Telecom, received the highest accolades awarded by an international standards body — the

## ISO 9002

certification. The company had registered itself for this enviable recognition on 8th March, 1994.

In a thorough investigation, several technical experts subjected the quality systems of Bharti Telecom Ltd. to microscopic scrutiny. They found all the systems more-than-adequately matching the high standards set by the best of organisations, the world over. And on 1st April, '97, the prestigious certificate was presented to the company.

A proud moment indeed - Ludhiana factory once again getting recognition for its consistent performance.



## CfE ushers in SMT revolution in Bharti Telecom



The Center for Excellence is approaching completion very quickly, and is due to start operations in time for Diwali. To ensure total utilisation of the facility's potential, an SMT line ordered on Philips is in transit to India. The Fast Component Mounter (FCM), part of the SMT line, is the fastest available in the world today, and is capable of placing 60,000 devices or more, every hour! A tremendous feat, made possible by state-of-the-art machinery, which will enable Bharti to remain the sole and outright leader in the Telecom industry!

## Spot Lights



AirTel sponsored an Installation Art exhibition, organised by *Bina Ramani*, at the Qutab Colonnade, on 10th May, '97. Some of the artists featured were *Hemi Bawa, Naresh Kapuria, Georges Mailhot, Gopika Nath, Bulbul Sharma and Sterre Sharma*.

Mr. Pavitar Singh, AGM (Plastics), Ludhiana factory, was the Session Speaker at *Qualtech '97*, a conference held in Mumbai on 16-17th April '97. The theme was *People make Quality*.



Wild West Nite, sponsored by AirTel, saw several enthusiasts dressed as cowboys & cowgirls raising the roof on 13th June, '97 at *Annabeles* in the Hilton hotel.

Mr. I. B. Mehra, Marketing Dir. – STL, addressed a gathering of Dealers of Hutchison Max, the Cellular Service Provider for Mumbai, on 23rd May '97. He also presented high performers with awards.

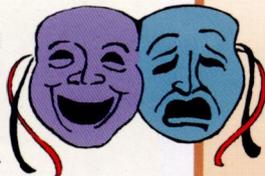
Mr. Vijender Kumar, was accorded the *Idea Award of Quality Control of BTL*, Gurgaon.



India's first screening of *Jingle all the way* was organised by AirTel at PVR-Anupam 4, Delhi's first multiplex, on 6th April, '97.

The Sapphire-C telephone gets PQT clearance from DoT (QE) enabling Bharti Telecom, Gurgaon, to supply them on a regular basis to DoT.

On 13th April, '97, Roysten Abel directed a highly acclaimed performance of *Macbeth* by the United Players Guild at Shri Ram Centre, another AirTel function for its subscribers.



Children of AirTel Subscribers were treated to *Sleeping Beauty*, a play by Kidsworld at Kamani, and to a Lucky Dip with exciting gifts, on 4th May, '97.

Mr. Virender Kumar & Mr. Pawan Raghav of the production department were awarded Rs. 500 each for their valuable suggestions to increase productivity & reduce costs at Bharti Telecom's Gurgaon unit.

## Sales promotion for Pearl Cordless

With an ever-increasing thirst for success, Pearl Cordless phones were promoted by STL, by making a thirst-pact with Coca Cola. In this joint scheme, consumers will get a Gift Hamper full of special surprises from the American Cola giant! The partnership is expected to generate additional sales.



Ms. Balbir Kaur, Senior Operator, P. E. (Assembly Testing), working at Bharti Telecom's Ludhiana factory, has an enviable record. It proudly shows a figure of 100% attendance at work, since 1993 onwards! Having joined Bharti on 5th June, 1990, Ms. Kaur has displayed exemplary dedication and consistency in her work.

She was felicitated with a *Special Award* in April '97, a small expression of Bharti's recognition of her role-model feat. She has given all of us an opportunity to learn from her.

## The Queen of Reliability !



## NEW MACHINES

Unpacking the new Capsule-making Machine, imported from USA, that is going to help expand Bharti Healthcare's production capacity by 33%.



## TQM, with a Philips difference!



On 11-12th July, 1997, a TQM Workshop was conducted, where key faculty members from Philips India Ltd. participated — *Mr. R. G. Deshpande, Mr. J. M. Naik and Mr. R. A. Williams*, along with employees of Bharti Telecom. Being part of Bharti's drive to focus on

quality, some of the subjects covered were:  
 ■ Understanding TQM structure at Philips India Ltd. ■ Leadership & Integration of people & ideas ■ Customer Relations  
 ■ Quality systems & process management  
 ■ Relationship with suppliers ■ Results & performance indicators.



## A Competition of 'Sorts!'

**B**harti Healthcare Limited, a manufacturing unit of Empty Hard Gelatin Capsules recognises the importance of inculcating enthusiasm for their employees.

Because their precision job of minute inspection can cause a lot of stress & strain, on 25th April BHL sprung a surprise sorting contest for the ladies who carry out this difficult task. They entered into the exciting activity with gusto, allowing their competitive talents to shine forth. Ms. Sunita Arora bagged the top prize, while Ms. Jyoti Satija and Ms. Parveen Kumari were runners-up. Even more exciting for the deserving winners was to receive trophies from Mr. Temme of M/s Evergreen Packaging Equipment (USA), suppliers of the Capsule Manufacturing Machines.

Congrats to all who participated!



**F**ifty years have passed since India became independent. Under the able guidance of our nation's founding fathers, India has progressed and grown on all fronts — economical, industrial, educational, scientific and cultural. Today the world's largest democracy has achieved an important milestone, a source of pride and joy to every freedom-loving citizen.

To commemorate this auspicious occasion, Bharti Enterprises highlights the achievements and beauty of our glorious nation, and its progress over the last 50 years, through a multi-media campaign. It was conceived after several intense brainstorming sessions with Bharti's advertising agency. Kudos to the Creative team!

Supported by an emotive jingle that is already popular, the Ad film of the campaign is already regarded as one of the better ones within advertising circles.

मेरे वतन तू मेरी जान। मेरी जान

India we love you.

कुदस्त का आँचल फैला कर मीं का प्यार दिया  
कल थे जमी, आज आसमों बना दिया।  
सारी दुनिया को ला के, कदमों पे झुका दिया  
गर्व है हमको बने भारती, तुमको मेरा सलाम।  
मेरे वतन तू मेरी जान। मेरी जान।

There is no shortage of good days. It is good lives that are hard to come by.

**G-Tel transforms from batch to mass production**

**T**he factory which took pride in handling batch production of transmission equipment is getting fully geared to take up mass production of Electronic Push-Button Telephones. Trial production has already begun and a conveyor belt will be installed shortly to execute the 2.11 lakh EPBT order from DoT, by December '97.

(Cont. from page 1)

## A Private Telephone Service in India? It's easy, with Bharti!

**P**lans for starting India's first Private Basic Telecom Project were announced on 9th August, 1997. Mr. Sunil Bharti Mittal, Chairman & Managing Director of Bharti Enterprises, addressing a large gathering said, "Our investments... will result in creation of employment and a cascade of benefits for the people of Madhya Pradesh." The benchmark service is due to become operational in Bhopal & Indore by the end of this year.

The services come under the purview of Bharti Telenet, a 3-pronged joint venture between **Bharti Televentures**, **Telecom Italia** (the Italian Telecommunications giant), and **Bharti Telecom**. Mr. Sunil Bharti Mittal also revealed the names of the suppliers who were awarded contracts to provide specialised support services. These included

Alcatel, Motorola, AT&T Finolex, Detecon, L&T, Optel and Punj Lloyd.

Planning an investment of a total of over Rs. 4,000 crores, Bharti Telenet has earmarked Rs. 600 crores for the first 3 years of operations. The company hopes to set up 50,000 lines by the end of the first year alone and achieve a total capacity of 2,25,000 lines by the end of the 3rd year.

The words of Mr. Sunil Bharti Mittal, "We see tremendous opportunities in Madhya Pradesh" gives us ample evidence of the optimism and confidence the company has in not only meeting these stiff targets, but also in making a concerted effort to exceed them.

This upbeat mood is also reflected by the rest of the Telecom industry in India, and also by several foreign firms, all of whom are destined to follow the leader — Bharti!

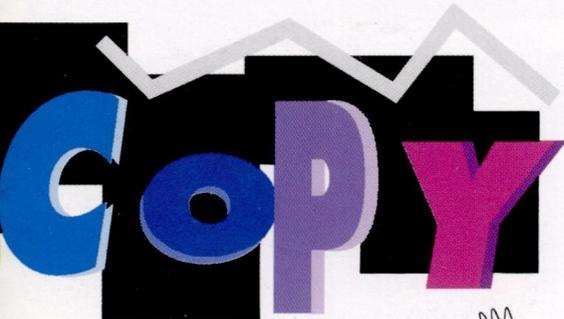
## Let the Competitive Spirit Flow!

When the All India Management Association, New Delhi, announced a **National Competition for Young Managers**, naturally Bharti Telecom had to be represented.

It is a matter of pride and accomplishment that three of the HODs, Mr. Deepak Bhatia and Mr. R. L. Sharma from Gurgaon factory & Mr. G. S. Kalra from Ludhiana Works participated in this prestigious contest.

This was a welcome addition to the many opportunities one gets to tax the grey cells and stimulate them to greater performances. The theme for the competition was *Prevailing Constraints and Strategies for Corporate Growth*.

Hearty congratulations to all the participants!



# AirTel broadens its Horizons

## 'Down-to-Earth' Services!

Contributing to the betterment of life in Delhi has always been AirTel's desire.

To help the traffic police to unsnarl traffic tie-ups, AirTel announced that all their subscribers would not be charged for phoning in to inform the traffic police.



### The AirTel Shimla Package

Free airtime with the purchase of a Cellphone has attracted many new subscribers nationwide, and now also in Shimla. Now Shimla residents can avail of Rs. 6,000 free airtime on the purchase of Motorola and

Ericsson handsets. Additionally, several other innovative schemes have also been offered. What's more, the InstaCash Card (prepaid) allows tourists in Shimla instant cellular connections!

## Multiplying a Subscriber's Singular presence nationwide!

The 'One Number' All-India SIM card is finally here. Now AirTel's subscribers use the same Cell number, in Delhi, Mumbai, Chennai, Calcutta, Himachal Pradesh, Haryana, Rajasthan, Punjab, Gujarat, Maharashtra, Madhya Pradesh, Karnataka, Andhra Pradesh, Western U.P. and Kerala!

Keeping convenience uppermost on its priority list!



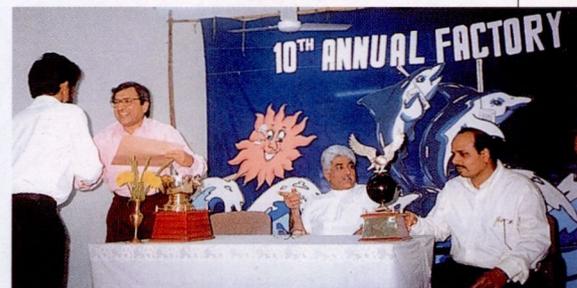
## G-TEL's 10th Anniversary - celebrated with pride & gratitude

It was fitting that G-Tel's 10th Annual Factory Day celebrations began with an expression of gratitude, with Mr. & Mrs. Bodke performing a Maha-Satyanarayan Pooja.

The subsequent Annual Awards Ceremony was a proud occasion, graced by Mr. Rakesh B. Mittal, Mr. Y. G. Pai Raiker, Mr. G. K. Agarwal, Col. Ajay Dewan, Mr. Subhash Pandit, and other dignitaries. Accolades were showered upon Mr. Antonio Olivera, Mr. Rohidas Gawde & Mr. Venkatesh Kharangate, for being adjudged BestWorkers.

During the ceremony, a retrospective view was taken at the successful decade-long journey of the company, and a focused and dynamic direction was given to the road ahead. Mr. Shekhar Talkhar, President G-TEL Employees Association expressed commitment from the Workers side.

Mr. Deepak Chodankar, Dy. Mgr. (Production) and coordinator of the celebrations, expressed his thanks to all participants.



▲ Mr. Rakesh B. Mittal presides over the Annual Awards Ceremony.



## New talent

### Bharti Telenet Ltd.

- H. K. Mishra, Dy. Manager - Radio (H.P.)
- Bhaskar Chakraborty, GM - Mat. (M.P.)
- Col. Y. N. Mishra, Jt. GM - Technical (H.P.)
- Mr. Harjeet Singh, DGM - BB (M.P.)
- Vikas Saluja, Dy. Manager - Sales (H.P.)
- Sanjay Chauhan, Sr. Manager - Sales
- L. B. Sinha, Manager - Acc. (H.O.)

### Bharti Telecom Ltd.

- S. K. Shaw, AGM - Design, C/E

### Bharti Tele-Ventures Ltd.

- Kumud Jaiswal, Sr. Manager - Law

... and many more.



## VISIT TO LUDHIANA

Mr. Sunil Bharti Mittal & Mr. Rakesh Bharti Mittal led a Reviewing Team to the Ludhiana factory to discuss the present agenda, future plans and expansion related activities. Standing, from the left : Mr. Pavitar Singh, AGM - Plastics, Mr. G. S. Kalra, AGM - Works, Mr. G. K. Gupta, GM - Works, Mr. Sunil Bharti Mittal, CMD, Mr. Rakesh Bharti Mittal, MD, Mr. H. S. Manhas, Sr. VP Manufacturing, Mr. Arun Goel, Sr. Manager - P&A. And seated, from the left : Mr. Ashwini Kachroo, Manager - Production, Mr. M. L. Chopra, Manager - QA, Mr. Rakesh Sood, Manager - F&A, Mr. Rakesh Sharma, Manager - Commercial.

## We welcome at...

### Bharti Cellular Ltd

- Lalit C. Mathur, Manager
- Rajeev Ajmani, Manager
- Suman Kumar, Manager
- Nidhi Chauhan, Manager
- Arun Sharma, Asst. Man
- Atul Malhotra, Asst. Ma
- Fariz Karanjwala, Mana
- Manika Choubey, A.M.
- Kavita Kaul, A.M. - Col
- Anuradha Bedi, Ex. Sec

### Bharti Dura-Line P

- M. A. Subani, Manager
- V. M. Ainapurkar, Asstt.
- R. L. Dhaimodkar, Dy. I



भारती टेलिनेट लिमिटेड, एस. टी. ई. टी., इटली, के सहयोग से एक नए दौर से गुजर रहा है। इस कंपनी के सूर्योदय में अब अधिक देर नहीं है और इस सूर्योदय के पहले, चारों ओर फैले हल्के प्रकाश को मध्य प्रदेश की धरा ने महसूस करना प्रारम्भ कर दिया है। प्रतीक्षा है उस क्षण की जब इसकी किरणें हर तरफ बिखरी ओस की बूंदों पर पड़कर इस जमी को किरणों की सुनहरी चादर से ढक देगीं और ये रोशनी मध्य प्रदेश में सभी के लिए टेक्नोलॉजी के एक नवीन युग का शुभारम्भ करेगी।

भारती टेलिनेट मध्य प्रदेश के लगभग सभी भागों में, जैसे इंदौर, भोपाल, ग्वालियर, जबलपुर, रायपुर, विलासपुर, दुर्ग, उज्जैन, रतलाम, रीजा, सतना इत्यादि, में अपना अस्तित्व जमाने के लिए पुर्णतः कार्यरत है। कंपनी का इस दिशा में प्रथम अध्याय पहले इंदौर और फिर उसके उपरांत भोपाल में इसी वर्ष अक्टूबर में प्रारम्भ हो जायेगा। भारती टेलिनेट लि. अपने टेलीफोन एक्सचेंज के लिए इंदौर में एक नवनिर्मित भवन निर्धारित कर चुकी है जो कि लगभग एक महीने में पूर्ण रूप से एक्सचेंज के लिए तैयार कर लिया जायेगा। भोपाल में भी एक्सचेंज के लिए भवन जल्द ही निर्धारित किया जायेगा। दोनों शहरों में टेक्निकल तथा मांग का सर्वेक्षण हो चुका है और शीघ्र ही कंपनी के काम को और तेज़ी से बढ़ाने अनुभवी, निपुण तथा कार्यशील व्यक्तिगण आ रहे हैं।

—नरेंद्र गौर  
(बी. टी. एन. एल., इंदौर)

झूठ नहीं मैं सच कहता हूँ,  
सच्ची यही कहानी है।  
अपनों ने अपनों को लूटा,  
जग की रीत पुरानी है।।

कल बातों ही बातों में हमसे,  
अपने राम लुभाया बोले।  
पिछली कार पुरानी हो गई,  
नई हमें अब लानी है।।  
पैसे के पीछे क्यों दुनिया भागे,  
समझ नहीं यह आता है।  
कल तक तो 'मोपेड' नीचे थी,  
अब कहते 'सूमो' लानी है।।

मेरे दिल की धड़कन कहती,  
पुण्य कर ले यश कमा ले।  
इस जीवन का क्या है भरोसा,  
यह तो बुलबुला पानी है।  
असमंजस में है सारी दुनिया,  
बिना 'गोल' के भाग रही।  
धीर, माया तो आखिर इक दिन,  
यही धरी रह जानी हैं।।

—सुरेश दिवान  
बी. टी. एल., गुडगाँव कारखाना



हर घटना में - चाहे वो कहानी हो या असल के ऑफिस की अनोखी दास्तान हो - हार या जीत तो निश्चित होती है। कोई विजयी होता है तो कोई पराजित। परंतु मनुष्य को 'मैनेज' करने की कला - जिसे हम 'मैनेजमेंट' के नाम से जानते हैं - आजकल एक नई प्रणाली से बहुत प्रभावित है - Win-Win Situation. अन्य शब्दों में - जीतो और जीतो।

सुनने में अनोखी, यह कोई बहुत नवीन 'थ्योरी' नहीं है। प्राचीन काल के पुराणों और शास्त्रों में ऐसे कई किस्से आदि मिलेंगे जिनमें इस परिस्थिति की झलक मिलती है। पेश है ऐसी ही एक परिस्थिति। हुआ यूँ कि एक बार कई दानव, गुरु ब्रम्हा से

शिकायत करने पहुँच गए। वे सब इस बात से रुठ थे कि ब्रम्हाजी सदा देवताओं का पक्षपात करते थे और दानवों को पक्का विश्वास था कि गुरुजी हमेशा उन्हीं की पहल करते हैं। ब्रम्हाजी ने उन्हें लाख समझाया कि उनकी नज़र में सब समान हैं पर दानव अपनी बात पर अड़े रहे। इस पर गुरु ब्रम्हा ने दानवों को अपने घर दावत का ब्योता दिया और एक चंचल मुस्कराहट के साथ कुछ शर्तें भी बतलाईं। पहली तो ये कि यद्यपि निमंत्रण दानवों के साथ देवतागणों को भी दिया जाएगा, दानव लोग पहले भोजन ग्रहण करेंगे। दोनों पक्षों को बराबर का समय दिया जाएगा और आखिरी शतानुसार, खाने के लिए एक ही बाजू का प्रयोग किया जाएगा-वह भी बगैर मोड़े। देवताओं और दानवों ने इस

निमंत्रण को स्वीकार कर लिया। बस फिर क्या था - निर्धारित दिन पहले दानव खाने बैठ गए। पर यह क्या? जैसे ही वे शर्त के मुताबिक हाथ सीधा रखे रखे कोई व्यंजन मुँह के पास लाते - वह कपड़ों या ज़मीन पर गिर पड़ता। निश्चित समय कोशिशों में ही समाप्त हो गया और किसी भी दानव का पेट भरना तो दूर पकवान चखने का मौका भी न मिला। ऊपर से सारे पकवान इधर उधर गिर कर बरबाद ही हुए। बिना खाए ही दानवों को उठना पड़ा।

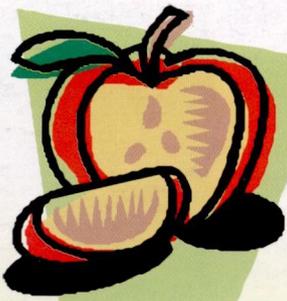
जब देवताओं की बारी आयी तो वे खटारखट पंचितियों में एक दूसरे के सामने बैठ गए। स्वादिष्ट व्यंजनों को वे बगैर हाथ मोड़े, अतः बगैर गिराए, उठाते और अपने सामने वाले देवता को खिला देते और समय पूरा होने से पहले ही भरपेट भोजन का आनंद ले गुरु ब्रम्हा को हार्दिक धन्यवाद देने लगे।

इस तरह बिना कुछ कहे ब्रम्हाजी ने बड़ी चतुराई से दानवों को एक पाठ पढ़ा डाला। और वह था एक दूसरे की ज़रूरतों का ध्यान रखना। यदि हम सब भी अपने साथ काम करने वाले समस्त लोगों की ज़रूरतों के बारे में एक बार भी सोचें, तो सारी समस्याएँ ही हल हो जाएँ। और तो और, हमारे आपसी संबंधों में काफी सुधार होगा, वे घनिष्ट और शांतिमय हो जाएँगे। यही तो कहती है win-win की 'थ्योरी'- जीतें सब, हारे कोई नहीं।

—अरुण कृ. गोयल  
बी. टी. एल., लुधियाना

## कौन जीता-कौन हारा ?





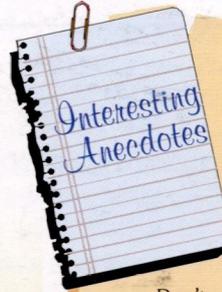
## Forbidden for some; irresistible to others!

Apple season is here again. This popular fruit, deemed as a preventive measure that would do away with doctors, and symbol of the original temptation for Christians, is widely sought for its delicious taste. Apples contain calcium, phosphorous, iron, vitamin A, other minerals and protein, besides being good sources of carbohydrates, moisture and fibre. Advised to be consumed with the skin, which contains most of the vitamin content, here are some facts about that you probably didn't know :

- chew it well; it actually helps to brush your teeth.

- regular intake of its juice treats kidney disorders.
- eaten with salt it helps cure headaches.
- the fibre content relieves constipation.
- surprisingly, diarrhoea is also treated effectively.
- it increases the haemoglobin count.
- beneficial for heart patients, it also keeps high blood pressure in check, due to its diuretic action.
- gout & rheumatism are alleviated.

The apple is a dieter's dream. Reach for it whenever hunger strikes. It'll make you feel satisfyingly full & also make your skin glow!



## LIFE'S LITTLE INSTRUCTIONS

-Swami Vivekananda

Remember the 3 Rs – Respect for self, Respect for others, Responsibility for all your actions.

*Don't overlook life's small joys while searching for big ones.*

*Give people more than they expect and do it cheerfully.*

*Don't confuse comfort with happiness and wealth with success.*

*Never swap your integrity with money, power or fame.*

*Do the right things regardless of what other people think.*

*Open your arms for change but don't let go of your values.*

*Win without boasting; lose without excuses.*

*Be the first to forgive.*

*Never be ashamed of honest tears.*

*Judge your success by what you had to give up in order to get it.*

*When friends want to help, let them.*

*Remember the ones who love you.*

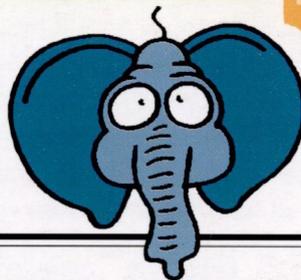
*When you say "I love you", mean it.*

*When you say "I am sorry", look the person in the eye.*

## Your children deserve to bloom!

To commemorate the nation's 50th year of independence, Bharti Enterprises has started an innovative contest to enable the creative talents of employees' children below 10 years of age, to blossom. They now have an opportunity to participate in a drawing/painting contest, depicting their thoughts on 50 years of India's achievements. Deserving winners will be awarded handsomely.

So parents, take out your children's brushes, crayons, pencils and paper, and let their colourful thoughts flow! You might be the proud parent of a future M. F. Hussain or Rembrandt! Participants may send their creations to Debjani Chakraborty/ Anupama Khanna at Corporate HRD, Bharti Enterprises, Qutab Ambience (at Qutab Minar), Mehrauli Road, New Delhi - 110 030.



## A Repository of Facts & Figures!

- Canada is an Indian word meaning 'Big Village.'
- The very first bomb dropped by the allies on Berlin during World War II, killed the only elephant in the Berlin Zoo.
- A 'jiffy' is an actual unit of time measuring 1/100th of a second.
- Every time you lick a stamp, you're consuming 1/10th of a calorie.
- The phrase 'rule of thumb' is derived from an old English law, which stated that you couldn't beat your wife with anything wider than your thumb.

## inspired today ?

Do you get flashes of insight? Are your ideas interesting? Do you perceive things differently?

Do share your ideas, perceptions, suggestions, announcements, thoughts & feelings with Bharti Today. Write in today, to Debjani Chakraborty/ Anupama Khanna at Corporate HRD, Bharti Enterprises, Qutab Ambience (at Qutab Minar), Mehrauli Road, New Delhi - 110 030.



Bharti Today is published for Corporate HRD of Bharti Enterprises.

Design, Editorial Services : Art Options & Production  
Tel./Fax: 6510589