

*Cover Story*

FOUNDER'S DAY CELEBRATION  
@ SPML

*Project Updates*

ONLINE BILL COLLECTION  
CENTRE

VIBRANT GUJARAT

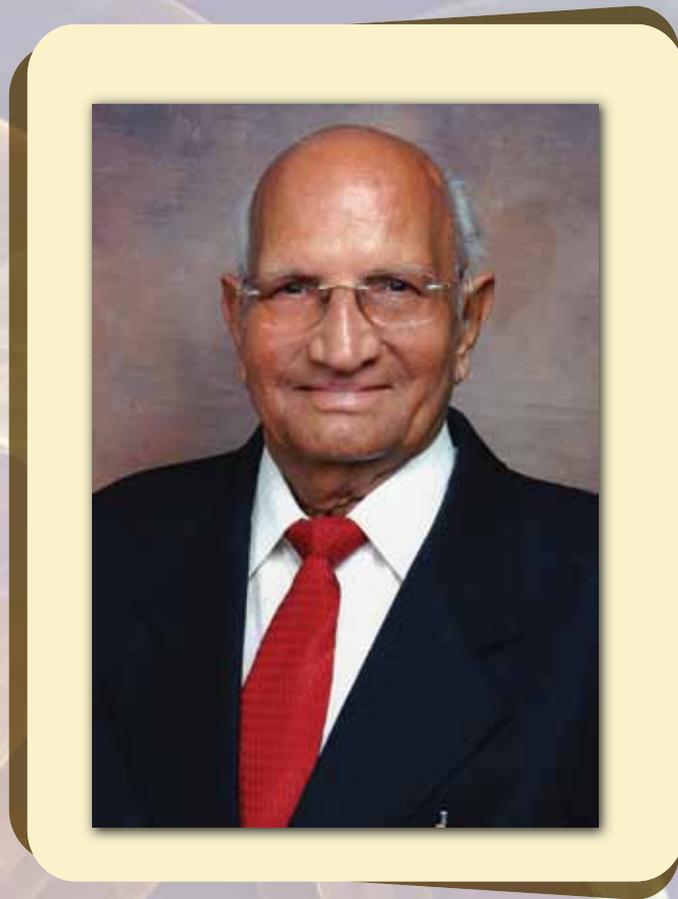
*DWM Awareness/IEC*

REDUCE - REUSE - RECYCLE

*Campaign*

AMALA BHARTAM CAMPAIGN





We are inspired by our guiding light

**Shri Punam Chand Sethi**  
Chairman Emeritus



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Tariq Siddiqui  
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# Message from Executive Director

Dear SPMLites,

It was great to see everyone at SPML celebrating the 20th Founders Day on 29th January.

The events organized to commemorate this Day including the Eye Camp at Project Site, Tree Plantation Drive at major locations, and employees' get-together at our office, have truly made it memorable.

Further, to achieve substantial growth towards our financial performance, we intend to finish some of the prominent projects before March for the fiscal year ending 2011. As of 31st December 2010, we have attained closure of seven projects (six in water and one in power amounting to INR 2730 million).

With an order backlog of INR 37000 million, we feel there is an exigency on our part to accomplish major projects in progress. Our current company performance is aligned to previous year and we intend to surpass this benchmark for FY 2011.

All this and much more is required to facilitate better growth and development of the company. In this, contribution of all plays a prominent role. Since any organizations' success depends upon two factors – teamwork and cooperation. We, therefore, try to focus on several team-building exercises to boost the morale of SPMLites which helps to perform better than the best.

I appeal all to work jointly and contribute enthusiastically in all our endeavors to be ever progressive at the forefront of teamwork and cooperation.

Let's pledge on this Founders Day to work towards excellence and make SPML a leading global conglomerate.

Regards,

**Rishabh Sethi**



## Founder's Day Celebration @ SPML



SPML celebrated the Founder's Day 2011 on 29th January on the auspicious occasion of the birthday of our Chairman Emeritus Shri P C Sethi Ji. On this day, we had organized a staff get together, an Eye Camp at a Project Site and Tree Plantation Drive at major locations as our commitment to Corporate Social Responsibility in line with our aim of building a greener planet.

It is very interesting to know about the person behind the great success of SPML from its inception in 1981 to a large conglomerate at present. Shri P C Sthi Ji was born into a family of freedom fighters in Jodhpur, Rajasthan and nurtured the vision of making big things





happen. He migrated to Guwahati to make his dreams a reality and it was here that the entrepreneur in him emerged. From setting up a hardware business, he slowly diversified into building a dealership for rotating machines (pumps and allied equipment) and eventually into establishing Subhash Projects, now SPML Infra Limited to cater to the burgeoning needs of the country at all times. As the founder and the eternal guiding light, he is forever respected for his vision to put India on the world map through SPML.



Latur Water Supply Management Company Limited

# Online Bill Collection Centre

Inaguration held at Gandhi Chowk ESR, Latur on 26th January, 2011



Latur Water Supply Management Company has crossed another important mile stone in its growth, by getting the “Online Bill Collection Centre” inaugurated by Hon: MLA Shri. Amitiji Deshmukh, in a colorful

function held at Gandhi Chowk ESR, Latur, on 26th January, 2011.

The greatness of the event was much more than we intended, not because of the fact that the function

was organized in a beautifully decorated location in the heart of Latur city noticed by the public in all wakes of life, but also with the active and voluntary participation of the Hon: MLA Shri. Amitiji Deshmukh and a huge number of other dignitaries including Shri. Vaijnath Shinde, MLA, Latur Rural; Shri. Laxman Kamble, President, LMC; Sow. Khajabhanu Bhuran, Vice – President, LMC; Shri. Venkat Bhendre, President, District Congress Committee & Ex – President , LMC; Shri. Dhananjay Deshmukh, Chairman, Manjara Sugar Factory; Shri. Naresh Pandya, President, City Congress committee;





Shri. Ahammed Pathan, Water Supply Sabhapathy, LMC; Advocate Samad Patel, Senior Congress Leader; Shri. M. S. Bhalerao, Executive Engineer, MJP, Shri. Son Kamble, Dy. Engineer, MJP etc. who opted to sit in the dais itself.

Shri. Shreerag Deshpande, Vice – President, PPP – Water & Project Director, LWSMCL, who sat in between the Hon: MLA Shri. Amitji Deshmukh and DCC President Shri. Venkat Bhendre in the dais, could give them a very good account about the facts relating to the Company, even before the inaugural speech. Among the audience also there were so many respectable personalities like LMC members, Congress party leaders, officials of LMC, MJP & LWSMCL.

Programme started immediately after the arrival of the chief guest Shri. Amitji Deshmukh, MLA at the function place at 7.30 P.M., who was respectfully received by Shri. V. B. Shivanagi, Project Manager, LWSMCL, by presenting a bouquet. Function started with the lighting of the lamp by the Chief Guest.

Shri. Sonwane, MJP, has introduced the dignitaries in the dais, for garlanding.

Thereafter, Shri. Son Kamble, MJP has welcomed the Chief Guest Shri. Amitji Deshmukh MLA & all other dignitaries. During his short speech, he said that the LWSMCL & MJP have jointly taken up the venture of maintenance & distribution of water supply in Latur city from 1st April, 2010 for a period of 6 months and later it was handed over to LWSMCL after another 3 more months. He explained the meaning of “Online Billing Center” as enabling the bill payment from anywhere through internet. He described the past history of the Latur water supply project by mentioning the fact that it was known to all that there was acute water scarcity in here. He also remembered the days when there was no water supply even for 10 days consecutively. He told that we could at present attain the stage of alternate day water supply and specified that the ultimate goal is to achieve daily water supply. Thereafter, he invited the Chief Guest to formally inaugurate the “Online Bill Collection Centre”.

Shri. Amitji Deshmukh welcomed all the dignitaries at the outset and said that the LMC, MJP & LWSMCL have gone a long, long way and are reaching their goal of giving everyday water supply. He remembered all by saying that we

are achieving what Hon. Ministers Shri Vilasraoji Deshmukh & Shri Ajit Pawar had kept in mind and decided, by mentioning about the fact that the work to install meters is now coming to life. He said that we have to take Latur very far off. Water should not be a question in the minds of the people any more. In today’s world, no one can waste the time. The life is moving so fast, then why should our mothers, sisters & other ladies of the family wait and waste time by anxiously looking forward with empty pots for the day to get water? If meters are installed and if daily supply is made possible, we can reduce wastages also. He also wanted the people to be merry on the decision of meter installation. “I can say this because you have given me the mandate for this to be with you by enabling me to win the Vidhan Sabha election by a majority of 90,000 votes”- he said. He also read the article from the newspaper – “Latur Pattern – A guide to state in water distribution” given by the Hon. Minister for Water Supply & Cleanliness, Shri Dhoble. Some people may oppose, but we should not stop and we should go on with the activities. I appreciate how LMC, MJP & LWSMCL are all have jointly overcome all the hurdles and have improved the Latur City’s Water Supply System to such an extent. You all have put your complete strength to keep up the promise given by the Congress party in supplying 24 hour water. He concluded by saying that he was so happy and thankful to LMC, MJP & LWSMCL for inviting him to inaugurate the function.

After that he formally inaugurated the “Online Bill Collection Centre” and left the place waving hands to all.

# Updates/Physical Progress **Project Highlights**



*This photograph shows Sewage Pumping Station at Zone 7 at advance stage of completion. The work is being done by open excavation method as strata was good*

## Decentralized Sewerage Network Scheme and connected outfall:

- One of its kind in India which will be controlled through wireless network from single location with the help of SCADA
- Length – 89 Km spread over complete area of Mira Bhayandar Municipal Corporation
- Pipe Size varies from 150mm to 1200mm diameter of HDPE, DI and RCC Pipes (NP3 & NP4)
- Excavation Depth varies from 1.5m to 9.0m depths
- Soil condition is marshy with first 2m depth of filled up uncompacted soil. Very unstable strata, calling for specialized shoring method of sheet piling. Imported shoring material from Germany is being used from safety point of view.



*Photograph shows removal of shoring material after laying of pipeline is over*



*Photograph shows use of imported shoring material from SBH, Germany during laying of pipeline for the safety of workmen due to unstable strata*

## Sewage Treatment Plants & Sewage Pumping Stations:

- The area divided into 10 zones and each zone is having Pumping Stations and Sewage Treatment Plants
- Sewage Pumping Stations – 10 Nos. and Sewage Treatment Plants – 10 Nos.
- Capacity of treatment plants ranging from 7 MLD to 19 MLD based on the inflow in each

- zone.
- Capacity of Pumping Station ranging from 720 Cum/ Hr to 1980 Cum/ Hr at peak flow
- Diameter of Pump Sump ranging from 11m diameter to with 12m to 15m working depth
- Under varying soil conditions at various pumping stations, methods of excavation selected are open excavation, well sinking method and diaphragm wall with open excavation at different pumping stations.

## **PROGRESS REPORT PHYSICAL:**

We have achieved progress of 22.40 Crore in January 2011 in one month

## Decentralized Sewerage Network Scheme and connected outfall:

- Parallel work at 7 zones is going on at a time.
- In spite of very unstable and difficult to handle strata, we are able to generate an average progress of 2.2 to 2.5 Km progress every month at all depths.
- Present work done 14.75 Km out of total 89 Km of total scope.
- We have completed 750m of available scope of 3.5 Km of outfall.



## Kanpur Project

### Scope:

Survey, Soil Testing, Design, Supply & Construction, Installation, Commissioning of 130 km long Sewerage Network which includes Branch, Main & Trunk Sewers, 14 MLD SPS, 40 MLD capacity Intermediate Sewage Pumping Stations (IPS), 42 MLD capacity Main Pumping Station (MPS) and 42 MLD Sewage Treatment Plant (STP) based on Activated Sludge Process at Karanhera in Sewerage District – IV, Kanpur including other appurtenant works on Turnkey Basis under JUNURM.

### Present status

Supply of pipes – 37.12 KM, Out of which 34.14 Km of pipes have been laid. Construction of Manhole – 702 Nos.



## Vibrant Gujarat

In the event of "Vibrant Gujarat" organized by the Gujarat Government on January 12th and 13th, 2011 under the patronage of Honorable Chief Minister of State, Mr. Narendra Modi, SPML Infra Limited signed 2 MOUs for Jamnagar and Gandhidham Sewerage Treatment projects.



Several MOUs were signed during these 2 days in the field of Waste water management, Water supply management, Food Processing, Biotech & IT, Power, Logistic, Engineering, Auto Industry and Ceramics, Chemicals, Solar Energy, Tourism and Mineral based Projects.

SPML Infra Limited has signed MOUs to set up 70 MLD STP at Jamnagar and 30 MLD STP at Gandhidham in the state of Gujarat on BOOT basis for a concession period of 30 years and the total project cost of around Rs. 220 crores.



## Kandy City

### “SPML Qualified For The Kandy City Waste Water Management Project “

Tender for Design & Construction of Wastewater Treatment Plant, Main Pump House, Treated Effluent Disposal System & Supply of Operation & Maintenance Equipment-Package 1- Kandy City Wastewater Management Project

#### Bhiwandi

## Nizampur City Municipal Corporation

**Development of new water supply scheme from source and operation and maintenance of existing water supply scheme through Public- Private Partnership (PPP)**

#### Current Status:

SPML has inaugurated its office at Bhiwandi on 1st January 2011. The office will be fully functional by the end of February .

Currently the detail study of the existing system and the activity of carrying out water audit is being done.



#### Allahabad

## Progress of Baswar site till date

1. Grading around the Admin bldg
2. PCC work for Admin bldg footing
3. Boundary wall in continuation( 365 m complete)
4. Marking of outlines of each components in Compost plant
5. Leveling of compost pad with actual grading level
6. Laying of first layer WBM grade III in compost pad area after compaction
7. Laying of second layer of WBM grade II in compost pad area in progress
8. Excavation in SLF base with 2% slope from one end to the other end towards Leachate Evaporating pond in progress( Around 90% complete)
9. Filling of SLF bund in progress
10. Marking of internal roads

#### Dehradun

## New Win

SPML Infra Limited has been awarded the PPP contract for the Design, Construction, Operation and Maintenance of the Integrated Solid Waste Management Project for the capital of Uttarakhand “Dehradun” by Dehradun Nagar Nigam with a capacity of 300 Tons per day.

This BOOT/PPP project is valued at Rs. 25.02 Cr. and is expected to be completed in a year with the concession period of 14 years.

The Scope of the Project Includes:

- Storage at primary point of waste generation
- Door-to-door collection of MSW
- Collection of waste from Street sweeping
- Secondary storage of waste
- Transportation of waste
- Development, construction and O&M of Municipal Solid Waste processing facility
- Development, construction and O&M of Engineered Sanitary Landfill.

# Madurai Solid Waste Management Project



**Admin Building: Internal Plastering for Ground Floor Over, First Floor Brick Work is in Progress.**



**Tipping Area – Pad Work is in Progress. Expected to be completed by 06.02.2011  
Machine Erection in this Area can start from 21.02.2011**



**Monsoon Shed – Column Erection Complete, Rafter and Purlin Erection in Progress**



**Refinement Area: Column Footings in Progress (60% Complete)**



**Refinement Area: Column Paint Work in Progress**

## Episode - 1

## Asset Management

# The art and science of making the right decisions

## A :- Definition

### What is Asset Management?

The management of physical assets (their selection, maintenance, inspection and renewal) plays a key role in determining the operational performance and profitability of industries that operate assets as part of their core business. Asset Management is the art and science of making the right decisions and optimizing these processes. A common objective is to minimize the whole life cost of assets but there may be other critical factors such as risk or business continuity to be considered objectively in the decision making.

We do not talk about financial and wealth management, sometimes also referred to as Asset Management but very much similar to that. So In our context this is Equipment Asset Management (EAM).

Broadly, Asset Management is concerned with optimizing the whole-life costs of an asset base, and is a multi-functional discipline. It requires the understanding and management of risk at all stages in the asset lifecycle, and the development and implementation of processes for the concept, procurement, installation, commissioning, operation, maintenance and disposal of assets which ensure the lowest whole-life cost outcomes for the business.

## B :- Classification

More specifically Asset Management is often split into three general organizations:-

**Ownership:-** The Asset Owner is the organization in which actual ownership of the physical assets is vested.

**Operation:-** The Asset Operator is the organization which provides the service the asset base is designed to deliver.

**Maintenance:-** The Asset Steward is the organization which undertakes the day-to-day maintenance, enhancement and renewal of the assets and is responsible for delivering functionality and performance.

The above split is based on mainly three types of cost involvement in the whole process.

In regulated industries such as rail, water, electricity or gas these roles can be distinguished, although roles may be combined in one or two rather than three organizations. If three organizations exist, it will usually be the Asset Owner that sub-contracts the other two responsibilities out.

## C :- Need

### Why Asset Management?

Asset Management is being called by many the "final frontier" of achieving major gains in operating effectiveness, corporate profitability and shareholder value. It has been reported that Indian construction industry could recover Rs. 1000 Cr. annually through improved physical Asset Management. Regardless whether it's called Operating Equipment Asset Management (OEAM), Enterprise Asset Management (EAM), Plant Asset

Management (PAM), Computerized Asset Management (CAM), or another acronym, the concept is the same: to track the assets and keep them operating effectively to increase the organization's bottom line. With some experts claiming that as much as 50% of maintenance costs are unnecessary and avoidable. If we can reduce this cost automatically profitability is high. In other words this is the method to increase the efficiency of asset, increase the reliability and reduce the cost of operation and maintenance. Asset Management includes an optimized maintenance management process.

Even municipalities and government entities are undergoing a tremendous change in the way they go about their financial management with their GASB requirements. (Government Accounting Standards Board)

## D:-Types

### 1. Operating Equipment Asset Management (OEAM)

For our purpose we have chosen to use the term OEAM. Operating Equipment Asset Management (OEAM) is a strategic, fully integrated, comprehensive process and culture, directed at gaining greatest lifetime utilization and effectiveness from production and operating equipment assets. OEAM combines such concepts and initiatives as Total Productive Maintenance (TPM), Reliability Centered Maintenance (RCM), and Preventive and Condition Based Maintenance (PM and CBM). It employs such Key Performance Indicators (KPIs) as Return on Net Assets (RONA) and Return on Capital Employed (ROCE), overall Equipment Effectiveness (OEE), Production Yield, Mean-Time-Between-Failure (MTBF), etc., and requires a "profit center" way of thinking as opposed to a "cost center" way. Increase the utilization of the organization's assets and watch the Return on Net Assets

rise. The effective use of assets requires that availability, yield, quality, and cost each be addressed in creating predictable capacity. OEAM optimizes the effectiveness of production equipment and processes to obtain the greatest return.

### Phases of OEAM

Globally interest in Asset Management and optimized maintenance was not always the case. Up through the 1950s products and production equipment failures were expected and tolerated without much concern. Most hardware was over-designed, so fixing it when it broke was the approach used.

The second generation of maintenance practice through the 1970s followed with the advent of Preventive Maintenance where scheduled tasks and overhauls were the trend.

The third generation introduced Reliability Centered Maintenance (RCM), recognizing that maintenance tasks should be based on the reliability characteristics of the equipment. In 1978, the famous Nowlan and Heap report "Reliability Centered Maintenance" documented the RCM process being used in civil aviation for others to take advantage of. Since then, Moubray has authored several texts on the subject.

The third Condition Based Maintenance (CBM) phase is being expanded into a Proactive Maintenance fourth phase where activities are introduced that are intended to prevent problems and optimize reliability.

### 2. Reliability and Maintenance

Increased reliability and improved maintenance are key tenets of OEAM. Series reliability is a basic

characteristic of a design that can't typically be increased after the fact by management or maintenance practices. The reliability is a function of such factors as the parts used, the stress levels imposed and the fault tolerance approach. Operation and maintenance practices can degrade the "designed in" level of reliability by introducing defects, which eventually become failures.

Reducing the need for maintenance and making the maintenance process more effective make a lot of sense. Effective use of Condition Based Monitoring, Prognostics, and Reliability Centered Maintenance are key ingredients. Over the last 40 years maintenance practices have evolved from fixing items when they break to preventive inspections/maintenance at scheduled intervals, and then to Condition Based Maintenance and even Proactive Maintenance. All of these strategies still have their place. What's the cost of operating to failure? Is it just downtime, or are there catastrophic secondary effects, or even safety issues. When PM is performed, are defects introduced that wouldn't be there otherwise and are there good parts that are replaced unnecessarily? Some say that 30 to 50% of PM expenditures are wasted. Condition Based Maintenance shifts the timing of maintenance to the condition of the equipment rather than the time interval of operation.

Typically, CBM includes various types of non-invasive condition measurement followed by a comparison of the measurement to some form of standard, as a decision basis for performing maintenance. Vibration and Oil analysis are two popular approaches. In crawler equipments periodic under carriage inspection and analysis gives and important input. Important to any asset management approach is the effective use of information.

Leading the way in advocating an open systems approach to tools and systems that address asset and maintenance management is the Machinery Information Management Open Systems Alliance (MIMOSA).

### The CMMS Class of Tools

The above discussion demonstrates the value of Asset Management. One class of tools used in effective Asset Management is Computerized Maintenance Management Systems (CMMS). Such tools organize maintenance activities and provides the necessary information to identify and resolve problems. All different types of CMMS systems are on the market with varying capabilities and prices. Often the tools are oriented to a specific industry segment, such as government, educational institutions, the power industry, or the chemical industry. Typical CMMS functions include: asset register (including price, depreciation rates, registrations, etc.), work order initiation and approval, scheduled maintenance, priority tracking of actions, automatic purchase order generation/tracking, inventory management, scheduling of labor and equipment, condition monitoring standards, and failure and root cause determinations. Information is usually analyzed, graphed and is exportable to other tools.

*In this episode I am trying to introduce the colleagues about the concept of asset Management. In next month article we will discuss how we can plan and implement the effective asset management System in our organization. In this series I shall try to present a complete Equipment solution for a construction company like SPML.*

With Best Wishes

**Pravin Thakur**  
VP ( Plant & Machinery)

Pan India admin dept

## A change for the better

The idea of centralization as envisioned by our MD had amongst other departments - Administration as one of the areas targeted specifically which has spread its wings across the project sites and the regional offices.

The changes that have been brought about recently are highlighted below :-

### SPML Helpline

Setting up a SPML Helpline to address the travel requirements of SPML Employees. Caters to air and train ticketing, hotels and guest room accommodation as also cabs. The Helpline provides personalised service from servicing the travel requests of employees and assisting them during their travel from rescheduling of travel plans to any other specific requirement. Some other achievements are:-

- Direct corporate deals with Indigo and Spice jet which reduces the bottom line and also provides additional facilities like free meals, seat preferences etc, and no cost cancellations on corporate fares.
- Corporate rates on rooms with Ginger Group, Fortune and Sarovar.
- Personalised texting of details of travel on mobiles of all persons travelling.
- Taking feedback to constantly upgrade quality of service.

### Project Admin Support

With an endeavour to allow the Project employees to concentrate on their core competence, Admin Execs have been recruited in select projects to provide the administrative support to the sites. This network of personnel is now geared up to provide necessary upgrade in the administrative services. Sites provided this support are Pokhran, Ramgarh, Phalodi, Kanpur, Patna, Bhubneshwar, Sagar,

Bongaigaon, Delhi NCR, MBMC and Bhiwandi.

### SPML Security Services

This service has been extended to Kanpur, Patna, Pokhran and Shikohabad. The uniform has recently undergone a change from SRS to SPML Security. The embellishments have been redesigned accordingly. Ceremonial dress and winter uniforms have also been defined. Bouncers and Gunmen have been added wherever required.

### Statutory Compliances

PF Centralisation at Delhi has already been affected for all

employees from 01 Sep 10. ESI is also been centralised for all employees. 100 % statutory labour compliances at project sites are also being ensured centrally. Casual staff retention and expansion has been placed under a new process which is monitored from the Head Office.

### FM Teams

In order to provide a better administrative service at our corporate offices, Facility management teams under the Admin person have been integrated to provide all services professionally. This includes Security, Housekeeping and M and E Services. Case in point is Gurgaon office.



## PHD Chamber of Commerce & Industry Appoints SPML MD as the new Chairman

Mr. Sushil Sethi, Managing Director, SPML Infra Ltd, has been appointed as the Chairman of Infrastructure Committee on Water Resources and Solid Waste Management in PHD Chamber of Commerce & Industry for the year 2011-12. The Committee under his Chairmanship will focus on the development of infrastructure in water and waste management, policy initiatives & reforms, promotion of Public-Private Partnership in these sectors and to facilitate inter-state cooperation for related infrastructure projects in the area served by PHD Chamber.

We congratulate him for his new role and wish him a successful tenure.

# Safety Compliance at Site



Signal System for traffic & people control inside the prohibited area at both ends.



Wiring & filling of holes with explosives.



During Blasting process prohibited area is evacuated for any probable mishap.



Signal System for traffic & people inside the prohibited area at both ends.

# PPE Compliance at Site



## Improving Quality of Life

SPML Infra Ltd, one of the India's leading water and environment companies has celebrated January as corporate social responsibility (CSR) month in order to celebrate the birthday of its founder Shri P. C. Sethi. Intensive social responsibility programs have been organized related to health, welfare, education, environment protection and others during the month.

SPML has organized Cleanliness Drive wherein Lieutenant Governor of Delhi, Finance Minister of Delhi Government and many other eminent personalities had participated. During the month company has also organised Environmental Awareness program, Free Eye Check up camp (where more than 300 people were checked and treated, free distribution of medicine and spectacles), Awareness program on Waste Segregation at source for residents and people responsible for waste management, Environmental Awareness program for school students, and Free Eye Check up camp for the residents of Keshopur area in Delhi.

Commenting on this Mr. Rishabh Sethi, COO, SPML Infra Ltd., said, "At SPML, corporate social responsibility (CSR) has been the cornerstone of success right from inception. The company's objectives in this key performance area are to help improve the quality of life of the people of India and protect environmental balance through a strong and responsible endeavour."



### Eye Check-up Camp

On the auspicious occasion of birthday of Smt. Maina Devi Sethi (mother of Chairman, Vice Chairman, Managing Director), a free eye check up camp was organized by SPML in association with Mahavir International, a voluntary charitable organization at our DWM workshop.

More than 300 people turned up and got their eyes checked by Dr. Razi Hassan, Eye Surgeon and Dr. Gaurav Mathur, Eye Physician. Tested by computerised machines everyone received free medicine and spectacles.

MCD Councillors of the area, Shri Sahi Ram Pahalwan and Sardar Giriraj Singh also visited and had their eyes tested. They appreciated the efforts. Local residents were very happy to get free consultation and medicines. Overall it was a very good event with positive response from the residents as well as councillors.



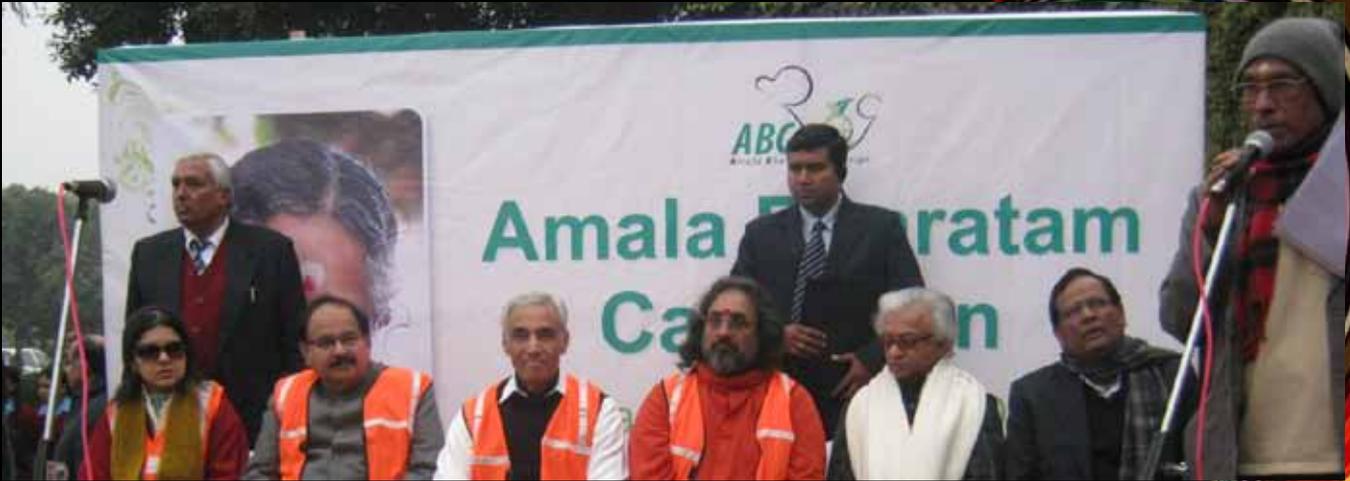


## Reduce - Reuse - Recycle

DWM organized 4 awareness programs at schools and for bin guides during the month of January. The topic of discussion was "Waste management with emphasis on segregation at source, 3R's: Reduce - Reuse - Recycle" which was elaborated at length. Emphasizing on the growing volume of solid waste and the conscious approach to adopt the proper segregation process, the twin bin approach were demonstrated where waste was segregated into two bins - green bin for bio-degradable and blue bins for non-bio-degradable.

These awareness programs successfully managed to raise awareness amongst the students and waste collectors on handing of waste in a better way.





## Amala Bhartam Campaign

As a part of its CSR activity, DWM, a subsidiary of SPML Infra Ltd. participated in the "Amala Bhartam Campaign-Clean India Drive" organised by Mata Amritanandamayi Math in R K Puram area in Delhi.

The objective of this pan India program is to create awareness among people about the importance of cleanliness and sanitation.

Large number of people along with Lt. Governor of Delhi, Mr. Tejender Khanna, Finance Minister, Govt. of Delhi, Mr. A. K. Walia, MCD Commissioner, Mr. K. S. Mehra, area MCD Councillors, officials, school students, residents, members of the market associations, people from the corporate sectors and others actively participated.



DWM earned prominence by deploying its own Compactors and Auto Tipper (waste collection vehicles) and Waste Collectors in various locations to transport the collected waste and its safe disposal after proper segregation. The drive was highly appreciated and earned good response from the media as well.



09/01/2011

## Operation & Maintenance (O&M)

# The Sustainable Revenue Base

By PK Sinha

**SPML Infra has a strong foothold in the infrastructure domain. With recognized national level projects to its credit, from sectors as diverse as – water, power, environment, infrastructure, roads, bridges, ports – and in areas related to Water Management and City Distribution System under PPP, SPML has proved to be a leader. These project activities have always been backed by O&M activities, across the spectrum.**



Projects are considered to be the lead activity for revenue generation, though the long term association with the client comes through implementation of cost effective O&M activities which is carried out after the project is handed over. Therefore, O&M in itself is a huge opportunity for Infra companies today. Apart from the revenue stream, they help in building a trust component with clients and also ensure brand recall, if the O&M tenure is managed well.

Within the O&M gamut of activities, the plant & system are expected to run on 24x7 basis and required to meet customer expectations too. Additionally, it requires continuous monitoring of O&M activities along with inline involvement with process critically. A lot of O&M activities are carried out in coordination with agencies to ensure safe practices which need to be implemented during statutory compliance, up-gradation of equipment mental system, assets management and training to the staff.

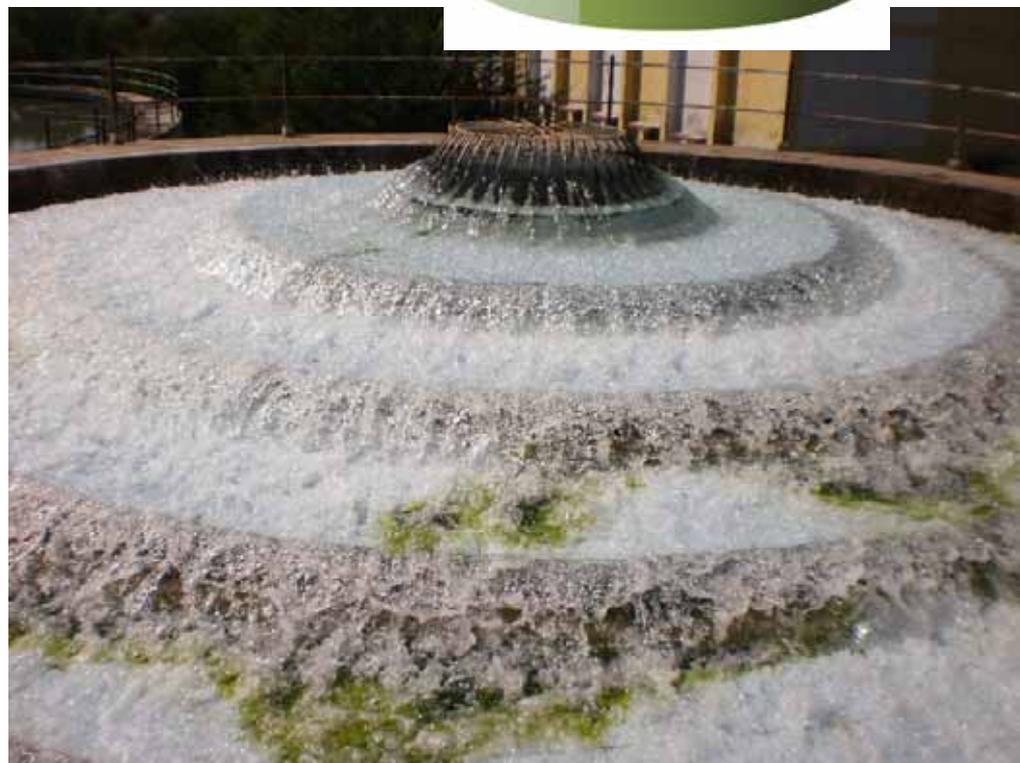
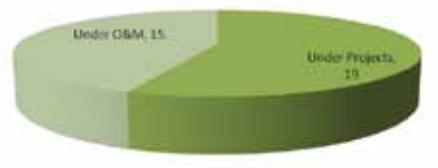
SPML Infra has currently about 34 Nos. of projects especially in water

sector having O&M component (excluding large scale BOOT & PPP) amounting to project investment of Rs.3000/- crore. The projects are having tied up component of O&M amounting to nearly Rs.99/- crore, which amount to almost 3.2% of project value. During the year 2010-11 the O&M revenue out of 15 O&M site amounts to a sum of Rs. 5 crores per annum which is going to be around Rs.20 – 25 crore per annum in financial year 2011-12 with completion of remaining 19 projects which are at different stage of erection, commissioning, trial run and final stage.

More so all new project commitments have O&M as necessary component of contractual terms and are spread over period of 10 years and more, with substantial O&M revenue component. It could be summarized that nearly 25 – 30% of SPML Infra revenue shall be

accounted by earning from O&M sites in coming years, in addition to long term sustainable revenue of BOOT & PPP Activities.

In line with Business growth plan, the O&M based revenue is going to be significant part of revenue base providing organizational strength in developing a partnership concept meeting the expectation of users and client, quite in line with global trend of outsourcing such activities.



# Dun & Bradstreet's 'India's Leading Infrastructure Companies 2009'



## An Interview with Mr. SUSHIL SETHI, MD, SPML

### 1. How has the economy's downturn affected the business operations of your company?

**A)** SPML Infra Ltd (SPML) has been able to meet the challenges of the economy's downturn. In a developing country like India, infrastructure development is of utmost importance for the progress of the nation. This gives our company immense scope for progress.

Fundamentally, companies that have their basics in place will be able to tide over economic slowdown, and will be able to sustain growth and maintain their margins in the long term. The government deserves credit for having taken proactive measures to support the domestic industry, in the background of the economic slowdown in America and Europe. SPML's business growth graph is healthy and with the economic slowdown making us introspect internally, we now hope to optimize and emerge stronger.

### 2. What are the prominent challenges / issues that have affected the construction industry over the last few quarters?

**A)** Infrastructure is a very important segment in India today. In the last few quarters, the industry has been downed by concerns over liquidity and by slowdown in demand in real estate sector, but the economy is now reviving. A world-class

infrastructure is the need of the hour in India for faster, consistent growth and for enabling the nation in becoming a major world economic power. The PPP model will be crucial in accelerating growth and increasing output and efficiencies of this sector. Additionally, more foreign collaborations are required, so that successful construction models that have worked elsewhere in the world can be replicated after they are suitably customized to the Indian conditions. Also, integrated solutions are the need of the hour. We need to ensure clients partnership with one party for construction, operation, maintenance and management to ensure ownership.

### 3. What are your views on price trends? Do you expect any further decline from current levels? What strategy has your company adopted?

**A)** The need of the hour is to get back to the fundamentals – simply put we have to ensure that every project is funded by the right channels and institutions. Projects should be managed optimally, resources should be used efficiently and effectively, and most important, projects need to be delivered on time. These fundamentals, if followed will ensure profitability of projects and will sustain the financial health of any organization.

### 4. Are there many regulations related to the construction

### industry in India? Do you anticipate any regulatory change in the near future?

**A)** Many regulations govern the construction business. Many of these regulations are in the form of guidelines according to the National Building Organization (NBO) publications, BSI codes and Central Water and Power Commission guidelines et al. Additionally, there are state government regulatory organizations such as BDA in Bangalore, DDA in Delhi, CMDA in Chennai that impose certain rules and regulations on the construction industries. The town and country planning commission in each state regulates the guidelines for construction companies. CPWD, PWD's, Irrigation Department, Electricity Board have also laid down guidelines for construction in their own respective fields. However, there is no central authority for regulating the construction industry in India as yet.

As different states and different bodies adopt different scales varying from each other, the central regulatory body may come to stream line the anomalies with different agencies/bodies.

### 5. Has the company undertaken any projects on PPP basis? If yes, what according to you is the most critical factor for achieving success in PPP projects?

**A)** Majority of SPML's projects are in

collaboration with the government. It is in the region of 75:25 – EPC: PPP/BOOT. The company is consolidating its EPC prowess while exploring value generating PPP models. With the company's capability in the water and power sector, it is a preferred partner for government bodies and utilities across the country.

The most critical factor for achieving success in PPP projects is the seamless flow of communication and support between all the stakeholders in the project. This includes the government bodies, private sector and the support chain. If the entire process is managed in a quick manner with fast decisions and approvals, the success of PPP projects can be guaranteed.

The core strength of SPML is its ability to deliver PPP as well as EPC projects. SPML's vision to create a mark in the global infrastructure sector is supported by its core strengths that includes a pan India presence, over 28 years of experience in turnkey projects, innovative in-house designs and engineering solutions, highly skilled team of over 2000 professionals and cutting edge technology delivered through a strong IT focus. The Group has an impeccable record of delivering highest levels of quality, almost nil cost overruns and on-time delivery.

#### **6. What will be the major growth drivers for the sector in the coming years? What are the measures taken by your company to explore untapped opportunities?**

**A)** Opportunities in water and environmental engineering are

immense. An investment of Rs. 2.3 trillion (US\$ 55 bn) is proposed for water resource management in the Eleventh five year plan. Moreover, India's water market is one of the largest in the world, with approximately one-third of the total estimated value dedicated for water provisioning, one-third for municipal water treatment and one-third for industrial water treatment. The overall annual growth rate is 15 to 20%, with the drinking-water and industrial segments have been growing even more rapidly. India's urban water demand is expected to double, and its industrial demand is expected to triple by 2025.

SPML is constantly looking towards upgradation of technology and bringing world class infrastructure in India. Implementation of the latest and best technology, innovative solutions, optimum utilisation of resources and allocation of highly skilled resources for all our projects has been our focus areas. These efforts have helped the company achieve a significant position among the country's leading infrastructure players, especially in the water sector.

#### **7. Could you brief us about your expansion plans and how you are planning to raise funds for the same?**

**A)** SPML is growing rapidly across sectors, but its main focus area is Water, Environment and Power sector. SPML envisages becoming a total water solutions provider in the future. As far as funding is concerned, EPC projects are the funded projects whereas for PPP the company adopts the debt equity mode of funding. As SPML has an excellent relation with banking institutions, consortiums

and financial investor community, fund raising is not a hurdle for the company's projects.

#### **8. In your view, what lessons can we draw from the US sub prime mortgage crisis?**

**A)** Strong fundamentals always help in the long run. Since India's banking system is driven by strong and conservative values and fundamentals, the impact of the US sub prime mortgage crisis on was minimal as compared with other developed nations.

#### **9. What is your view on consolidation within the industry? What are the factors that will drive consolidation? Does your company have a strategy regarding consolidation? If yes, can you provide us some details?**

**A)** There is bound to be consolidation when Industries reach certain maturity curves; we may see consolidations between solution providers and the supply chain to enhance the value of the offerings. Collaborated bids by peer companies for larger projects are also likely in future.

The efforts of the company are to internally consolidate its offerings and domain strength to provide best solutions in a cost-effective environment for clients. SPML is working on a concept of a commissioning-based approach, where every requirement is met under a single roof. Besides, the company has collaborated with international innovation and technology partners to consolidate our strength in technology-driven solutions for the Indian Infrastructure sector.

Project Monitor

# 'Private sector is most capable of delivering world-class infrastructure'



- SANDEEP MENEZES, Wednesday, December 29, 2010, 14:36 Hrs [IST]



**Q. Huge investments are expected in upgradation and expansion of infrastructure across India. Which segment will witness maximum investment?**

**A.** Government of India has committed to 45 trillion (\$1 trillion) to infrastructure development over the next 10 years. While transportation and power have received higher national attention over the past 10 years, urban infrastructure has received renewed impetus under the 11th and 12th Plans due to the importance of sanitation and water for the broader development of the country.

To illustrate this point, in the last five years, the Jawaharlal Nehru National Urban Renewal Mission has sanctioned 260 water supply and sewerage treatment projects worth over 40,000 crore, and five of our own waste management projects are up to 60 per cent-funded by the scheme.

**Q. Do PPP models like BOOT ensure more private participation in infra development?**

**A.** Absolutely. Because they are long-term projects, which include O&M element in addition to

**SPML Infrastructure Ltd is a key player in areas like water, environment, power and civil infrastructure. Rishabh Sethi speaks to Sandeep menezes on a host of issues on Indian infrastructure development, and asserts that the private sector is most capable of delivering the project capital and long-term performance associated with world-class infrastructure.**

**Rishabh Sethi, Director, SPML Infra Ltd**

the construction of the assets, government has no option but to depend on global technical knowhow, competence and operational value of the private sector. With much larger access to the public financial markets, the private sector is most capable of delivering the project capital and long-term performance associated with world-class infrastructure.

**Q. Critics have opposed private participation in infrastructure utilities (water, power etc.) claiming it leads to price increase for the common man. What is your view?**

**A.** In fact, the true cost of funding projects is transparent and is highly negotiated by the government with

the private sector. Pricing is not always higher and projects are made feasible for the common man through government grants. The common man in turn has access to more improved and reliable services that the government has never provided. Previously also there were expenditures in O&M which state/ULBs used to fund from other grants and revenue sources. With PPP there will be more accountability, transparency, compliance, and systems in the services.

**Q. How can long-term funding for infrastructure projects through financial institutions, banks etc. be eased?**

**A.** Two main measures

that could be adopted are:

- Devising thorough risk mitigation strategies on the concession agreements for development of assets, such as in our Bhiwandi water supply project, makes contracts far more “bankable”.
- Increased government funding through grants and proper accounting and corporate governance of ULBs removes further risks from projects and allows financial institutions step up to the plate.

**Q. What are the various business segments contributing to SPML’s revenues in India? Will we witness any significant future change in this revenue mix?**

**A.** SPML currently engages in large scale work in the water, environment, power and civil infrastructure spaces. Water related work comprises around 65 per cent of our backlog today with power and infrastructure contributing 25 per cent and 10 per cent

respectively. Based on our bidding strategy and our sheer quantum of investment heading into water and environment related projects, SPML’s order book is expected to be skewed to 80 per cent towards water and waste, going forward.

**Q. The break-up between SPML’s traditional contracting business and PPP/BOOT is around 80:20. Do you foresee any future change in this business mix?**

**A.** Yes, there will be significant change in business mix. Over the next five years, the business mix will be skewed in favor of PPP/BOOT to about 40 per cent BOOT related revenues. Water management segment has been SPML’s main area with around 60-65 per cent revenue coming from the water and environment sector.

**Q. What is SPML’s future growth, expansion strategy?**

**A.** In addition to our rapid growth in the power and civil infrastructure

spaces over the last five years, SPML has nurtured SPML Utilities, a wholly-owned BOOT subsidiary, into the country’s leading municipal services integrator. The new subsidiary has added a host of signature BOOT projects to the company’s portfolio.

Our water management projects in Bhiwandi and Latur. Both in Maharashtra, and our waste management initiatives in five cities (currently) will define the way these industries shape themselves and that is the magnitude of the opportunity facing us today.

Our work, as one of the India’s largest outsourced engineering services companies, for municipal corporations and urban local bodies in cities like Delhi and Mumbai, gives SPML the chance to participate and capitalize on the growth in the sunrise sectors of urban water infrastructure and sanitation. The Company will also look towards inorganic growth through strategic M&A in the next 5 years.



# Being Professional

## A Basic Guide to Business Etiquette

What is your business etiquette IQ? Are you tongue tied when making introductions? Ever wonder how you sound on the telephone? Stuck for small talk at the table? Well, this article delves you into the world of business manners and the proper professional behavior for all types of work situations. There is never a second chance to make a good first impression. It explains how to effectively navigate manners—from meeting and greeting, proper wardrobe and tips for being smart professionals.

### Etiquette

Office Etiquette is an established manner of personal behavior by employees in an office to pro-mote positive interaction between co-workers and between employees and clients. Basic Business Tips if you want to make a positive impression on the people with whom you come in contact throughout your professional life, it's important to follow these basic tips at all times.

### Avoid Improper

Cell Phone Usage Too frequently, people breach proper business etiquette by leaving their telephones 'ON' during meetings; carrying out loud conversations.

But ignoring or postponing a call from a client is also rude, and conveys a general lack of respect. So you must send a message to convey the message. Limit your cell phone conversations to times and places where they are not disruptive or intrusive to others.

### Wear Appropriate Attire

Dressing in a manner appropriate for your company, position, and

activities is essential at all times. It forms positive impressions about your abilities and the professionalism of organization you represent. If your image is less than professional, however, people will assume the same is true about your abilities and actions.

### Be On Time

Punctuality is an important component of business etiquette. Developing a pattern of being late or getting in the habit of keeping people waiting sends a very unprofessional message. Individuals who have the habit and reputation for punctuality tend to be viewed much more favorably by colleagues, customers, clients than those who have problems with timelines.

### Watch Your Language

You should avoid using any form of profanity or swearing in business settings or when you are in the company of business associates in other environments. It's also vital to avoid telling off-color jokes of any type. Making inappropriate remarks or using language that is not appropriate in a professional environment sends a negative message about your judgment and professionalism.

### Use a Proper Greeting

The use of "Hello, I'm pleased to meet you" instead of "Hi" is more appropriate greeting. And also, there are number of wrong ways to greet callers. When you answer the telephone, it's important to remember that the words you use and the attitude your tone of voice conveys can be the first impression you make on a new contact. Sound professional, positive, and sincere when you answer the phone or meet someone.

## Develop a Professional Handshake

In the business world, people often form initial impressions of other people based on their handshake. When you meet a new person, or greet a business associate in a formal setting, it's advisable to extend your hand and offer a firm handshake.

## Do not become the Office Clown

A few people do this out of nervousness. Some do it merely to be liked, as it achieved that end in the past. But gaining a reputation as the office jokester can be detrimental to your long term career. The reasoning is simple: Co-workers are less likely to take you and your ideas seriously. If this advice contradicts your naturally jovial personality, here is an option. Maintain a low-key office persona during working hours and a lighter, less business-like persona after hours.

## Know when to use someone's first name

The general rule is that you always refer to authority by using an honorific (Mr. / Ms. / Mrs. / Dr) until you are given permission to use a first name. It is always inappropriate to call prospective clients by their first name until they give you permission to do so. Additionally, even if you are on a first-name basis with your boss, always introduce your boss to someone as Mr, Ms, Mrs, etc and include their title.

## Presenting your Business Card

Business cards are recognized means of presenting personal contact details, so ensure you have

a plentiful supply. Generally, it is exchanged at the beginning of or at the end of an initial meeting. Always use the right hand to give and receive business cards. Make a point of studying any business card, commenting on it and clarifying information before putting it away.

### **'Actions' speak louder than 'Words'**

Don't lose sight of the fact that the way you conduct yourself is the foundation on which other people form their opinions of you. You can claim to be committed to customer service, but if you don't behave in a manner that conveys respect to your customers, you will not be seen as an effective service provider. You can tell your boss that you're ready for a promotion, but if you don't dress and act the part, you'll

never be viewed as management material. The way you be-have sends a much stronger message than the words you speak.

### **Office Supply Etiquette**

If you run out of post-it notes, never, ever, take them from a co-worker's desk without permission. Company technically owns all the office supplies, but you should never take supplies from another person's desk without their permission. It is not very nice to pass your inconvenience son to others.

### **Meeting Etiquette**

Meeting etiquettes vary with the role you play—that of an organizer or the participant. Identify the purpose and keep the agenda ready for the meeting. Send the venue, time

and list of participants ready and circulate them well in advance. Start the meeting on time even if all the participants haven't arrived. You must not wait beyond 5 minutes for anyone. Remember, there is a timeline as well to end the meeting. Introduce the members if they don't know one another. Allot time to others to speak. Never interrupt when someone is speaking. Time should not be wasted discussing irrelevant matter. Delegate someone to maintain notes of the meeting while giving full attention to the subject of the discussion. Ensure to circulate minutes of meetings.

By adopting and following these basic business etiquette tips, you'll be on your way to making sure that your actions send the right messages to the right people all the time.

***"Having good manners costs nothing,  
But it buys everything."***

*"Our heartiest  
congratulations to  
the newlyweds.  
May the years  
ahead be filled  
with love, joy &  
happiness.*



*Best wishes to a wonderful couple"*

## SPML New Joinees

Personnel Number	Formatted Name of Employee or Applicant	Designation Description
2404	Basant Narayan Singh	General Manager- Projects
2405	Nirakara Sahu	Senior Executive - Account & Finance
2406	Prince Gaurav Garg	Assistant Manager - Accounts & Finance
2407	Banshi Lal Jangid	Executive-Accounts & Finance
2408	Manish Kandpal	Executive - Accounts
2409	Jaspreet Kaur	Engineer - Electrical Design
2410	Sanjay Kumar	Assistant General Manager
2411	Pratik Rajesh Kumar Khanna	Senior Executive - Administration
2412	Anuj Garg	Manager - Electrical
2413	Pratiyush Tripathi	Assistant Manager - Plant & Machinery
2414	Anil Mishra	Site Engineer
2415	Natarajan Manickam	Senior Engineer - Mechanical
2416	Stephen Gomes	Supervisor
2417	Vikas Kumar Vidyarthi	Deputy General Manager- O & M
2418	Abhishek Singh	Assistant Manager - Tendering
2419	Gopikrishnan P	Graduate Engineer Trainee
2421	Abhijit Vitthal Sawant	Senior Engineer - Quality
2422	Ramreddy .	Graduate Engineer Trainee
2423	Mallikarjun M.	Graduate Engineer Trainee - Civil
2424	Priyaranjan Tripathy	Senior Engineer
2425	S. Kumaresan	Deputy General Manager - Projects
2426	G. Kishore	Senior Engineer - Planning
2427	Satish Kumar Sahu	Site Engineer - Electrical
2428	Prakash Singh Adhikari	Supervisor
2429	T.Ch. Mastan Vali	Assistant Manager - Civil
2430	Omkar Murthy K.M.	Assistant Manager - Plant & Machinery
2431	Sirnalli Poornanand	Graduate Engineer Trainee
2432	Sanjay Kumar	Senior Engineer - Civil
2434	Shally Chauhan	Travel Executive

# SPML Birthdays - January

**1**  
Manoharan T V  
Ram Pravesh Yadav  
Anupam Kumar  
Ranjit Kumar Saha

**2**  
Pradip Mondal  
Swapan Roy  
Anil Kumar Verma  
Upendra Pal  
Ramesh Kumar  
Basant Narayan Singh

**3**  
Shibu Pramanik  
Pramod Kumar  
Ravindra Yadav  
Sheojee Singh  
Ganesh Kumar Vishwakarma

**4**  
Mrinal Roy Choudhury  
Sadananda R G  
Bhaktipada Mahato  
Rajendra Singh Negi

**5**  
D P Mukherjee  
Ashish Kumar Ray  
Avinash Kumar  
Om Prakash Kumar  
Muthu P Pandi

**6**  
Anuj Kumar

**7**  
Sunil Kumar Singh  
Raju B A  
Pijush Sinha  
Prasanna P

**8**  
Arindam Singha Roy  
Ujjwal Das

**9**  
Uday Kumar Shet  
Radheshyam Shahu  
Deepankar

**10**  
Srinivas K B  
Sushant Kumar Choudhary

**11**  
Debagjit Biswas  
Sumit Kumar  
Sikandara Kushwaha

**12**  
Jyothendra Kumar P  
Kishori Baruah  
Prasenjit Bishal  
Vineet Vaisakhiya

**13**  
Mageshen G  
Alok Kumar Mathur  
Shubhranil Roy

**14**  
Chandra Mohan Pandey

**15**  
Suresh C K  
Vajravelu  
Sanjeev Kumar  
Sunil Sharma

**16**  
Pradeep Kumar Ghosh

**17**  
Jeya Kumar R  
Mukut Barman

**18**  
Suhas S Joshi  
Ravindra Kumar Jha  
Murugiah A

**19**  
Rajashekar BS  
Laxman Singh

**20**  
Naba Kumar Pal  
Subhash Babu  
Anshuman Rout  
Ramlakhan Yadav  
B V Sreenath

**21**  
Parth Nanavati

**22**  
N Shankarnarayanan  
Kiran Kumar K S  
Nityananda Sain

**23**  
Alok Kumar Bhandari

**24**  
Tapan Bihari Biswas  
Sanjoy Kumar Das  
Nilip Mishra  
Jitender Juneja

**25**  
Mukesh Kumar Mukul  
Faruk Ahamed Balikai  
Avijit Biswas

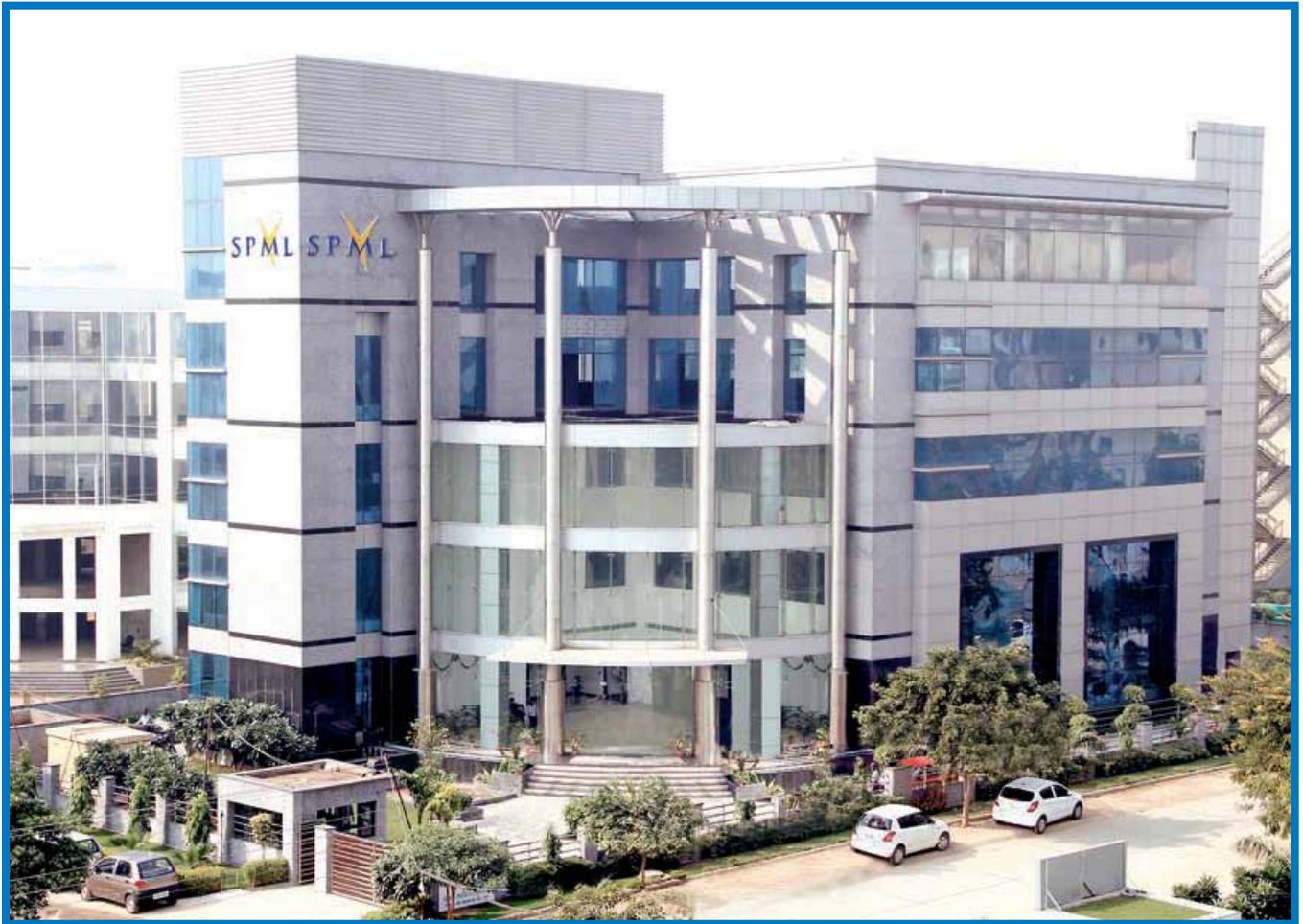
**26**  
Swaminathan P  
Nitin Singh

**27**  
**28**  
Laishram Nogendra Singh  
Ghanshyam Prasad Patel  
Susanna David  
Mohan Yadav  
Tarun Kumar Jain

**29**

**30**

**31**



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