



## Pidilite Hobby Ideas Changing Lives of Women

*~ Inspiring and motivating the hidden entrepreneurs in them*

Hobby Ideas, from the stable of Pidilite Industries- India's only arts, crafts and hobby retail chain, has been empowering thousands of women across the country by encouraging and training them in various arts and crafts thus providing them with earning opportunities. It runs various programs such as Hobby Idea Teacher certificate course through which women are trained and placed in various schools as arts and crafts teachers. Women have this opportunity to become self employed and independent.

**Women are making it large** by transforming their love and passion for art and hobby in to their profession. Women, who were housewives or even the ones who were working left their existing career to pursue their interest and enthusiasm for arts and crafts. They created an independent and prosperous future for themselves and their associates, by taking up activities that they are truly passionate about.

For instance, Rajashree Nedungadi's story can in many ways qualify for a modern day fairy tale. The story turns many a paradigm on its head. After pursuing a masters degree from Mumbai university in economics, an early marriage and two kids in quick succession brought to an end what would possibly have been another successful yet predictable professional career in the world of hi-finance. Today her credentials include art therapy sessions for leading corporate houses, art and craft training in leading schools, professional institutes, art judge for competitions, among other things. Her featuring on national television on channels like Times Now, Cnbc, Star tv ensures her instant recognition. She has also authored a book on Pichwai paintings, an art form from Rajasthan and published numerous articles for popular publications .

Meena Arora from Delhi, has been with Pidilite since 2005. She was one of the participants of their mega workshop, where her adeptness in art & craft came into limelight and quickly acknowledged by the Hobby Ideas company person. Hobby Ideas offered her the role of hobby teacher.

Mandeep Rooprai, after graduation started her career as a corporate trainer, but some sort of spark was missing in it. So she left the job. She was interested in art and craft. Her passion took her to a level, where she started a small hobby centre at her place. She took training from Fevicryl Hobby Ideas Teacher training course. Now, 5 years later, she is a well established trainer and teacher. She is respected and known for her craft work.

Guneeta started suits painting as a pastime with excellent flair for painting. She left her job as a lecturer from BBK DAV College to pursue suits painting only. With time she has developed a boutique and now is running a successful business with a team of karigars.

Jayashree Narayanan of Chennai is a gifted artist. She owns her own company M/S HASTHASHRI ARTS & CRAFTS imparting training to ladies. Initially she was doing more of fabric painting was introduced the world of Crafts by Hobby Ideas and helped her to adopt a full fledged career in arts and crafts. What began as an hobby has now become a passion for her. She has conducted a good number of mega



events for schools and college students and one of them entered in Limca Book of Records. A couple of years ago, she introduced an Instant Rangoli in the market which was exclusively made using the Fevicyl Hobby Ideas Glass Colours and decorated which gained good appreciation and valued customers both in India and abroad.

# कला से कामयाबी तक

कई महिलाएं आर्ट एंड क्राफ्ट में हुनर की बदौलत न सिर्फ अपनी अलग पहचान बना रही हैं बल्कि अच्छे पैसे भी कमा रही हैं। हम बता रहे हैं कि कला से उनका लगाव किस तरह उनके लिए सफलता की सीढ़ी बन गया। कामयाबी के इस सफर में फेवीक्रिल हॉबी आइडियाज का काफी योगदान रहा। इसकी मदद से उन्होंने न सिर्फ अपनी कला को निखारा बल्कि सैकड़ों स्टूडेंट्स और महिलाओं को आर्ट एंड क्राफ्ट्स की बारीकियां सिखाईं...



मीना अरोड़ा

- आर्ट एंड क्राफ्ट से जुड़ाव बढ़ने के बाद मीना ने इसे प्रोफेशन बनाने का फैसला किया
- 2007 में बड़ी संख्या में स्टूडेंट्स ने उनकी हॉबी क्लास में दिलचस्पी दिखानी शुरू कर दी
- आज मीना की हॉबी क्लास में 35 पार्टिसिपेंट्स हैं। वह हर महीने करीब 8,000 रुपये कमा लेती हैं

## हॉबी से कमाई

दिल्ली की मीना अरोड़ा ने आर्ट एंड क्राफ्ट को शुरू में हॉबी की तरह लिया। इससे पैसे कमाने का उनका कोई प्लान नहीं था। पिंडिलाइट से जुड़ने के बाद उन्होंने एजुकेशन सेंटर्स में महिलाओं को क्राफ्ट सिखाना शुरू किया। जब आर्ट एंड क्राफ्ट में ज्यादा वक्त बिताने लगा तो उन्होंने इसे प्रोफेशन बनाने के बारे में सोचा। मीना को लग कि वह हॉबी क्लासेज के जरिए स्टूडेंट्स को आर्ट सिखा कर थोड़ी कमाई कर सकती हैं। 2007 में बड़ी संख्या में स्टूडेंट्स ने उनकी हॉबी क्लास में दिलचस्पी दिखानी शुरू कर दी। आर्ट के लिए उनके सम्पर्ण का अंदाजा इसी बात से लगाया जा सकता है कि उन्होंने आर्ट की कई कैटेगरी में अपनी तकनीक विकसित की है, जिसे काफी सराहा गया है। मीना ने इस तकनीक को कई लोगों के साथ साझा किया।

स्टूडेंट्स को सिखा रही कला



वंदना वर्मा

- वंदना वर्मा आर्ट की अपनी हॉबी की बदौलत अपने पैरों पर खड़े होने में कामयाब हुई हैं
- वह 'महिला हस्तशिल्प कला संतन' के जरिए हॉबी क्लास चलाती हैं, हर महीने 8,000 रुपये
- वंदना को शिल्पकार और फैब्रिक डेकोरेशन में विशेषज्ञता हासिल है। इससे खास पहचान मिली है

## फैब्रिक डेकोर में महिर

उत्तर प्रदेश की वंदना वर्मा अपनी हॉबी की बदौलत अपने पैरों पर खड़े होने में कामयाब हुई हैं। वह 'महिला हस्तशिल्प कला संतन' के जरिए कई सालों से हॉबी क्लास चला रही हैं। उनके एक क्लास में औसतन 25-30 पार्टिसिपेंट्स हैं। वह एक पार्टिसिपेंट से हर महीने सिर्फ 100 रुपये फीस लेती हैं। उनकी आमदनी 8,000 रुपये प्रति माह पहुंच गई है। वंदना को शिल्पकार और फैब्रिक डेकोरेशन में विशेषज्ञता हासिल है। उन्होंने गोरखपुर, गोंडा, बस्ती, बलिया, देवरिया सहित कई जगहों पर वर्कशॉप आयोजित किए हैं। टीटीसी, इंटीटीसी, फेवीआर्ट जैसे हॉबी आइडियाज से समय-समय पर ट्रेनिंग और प्रिंटिंग मैटेरियल मिलने से वंदना को अपने स्टूडेंट्स को कई तरह की तकनीक और आर्ट सिखाने में मदद मिली है।

यूपी में चलाती हैं वर्कशॉप्स



हेमा मेहरा

- वचपन से ही उनका रुझान आर्ट की तरफ था। उन्होंने इसकी बारीकियों को काफी पहले जान लिया
- आर्ट उनके लिए चिंतन और अध्यात्म को अभिव्यक्त करने का सरलतम माध्यम बन गया।
- वह दिल्ली और एनसीआर की कई संस्थाओं में गैस्ट टीचर के रूप में पढ़ा रही हैं।

## पेंटिंग्स में कमाया नाम

हेमा मेहरा पेंटिंग्स, आर्ट एंड क्राफ्ट्स और फैब्रिक प्रिंटिंग के फील्ड में एक जानामाना नाम हैं। उन्हें भारत सरकार की मिनिस्ट्री ऑफ टेक्सटाइल्स एंड हैडीक्राफ्ट्स से मान्यता हासिल है। वचपन से ही उनका रुझान आर्ट की तरफ था। आर्टिस्ट्स के परिवार में जन्म लेने के चलते उन्होंने इसकी बारीकियों को काफी पहले जान लिया था। कॉलेज में टेक्सटाइल डिजाइन की पढ़ाई करने से उन्हें अपने हुनर को निखारने का पूरा मौका मिला। वह अपने क्लास की सबसे टैलेंटेड स्टूडेंट थीं। मेहरा को कई अंतरराष्ट्रीय डिजायन हाउसेज से अच्छी नौकरों के ऑफर मिले। लेकिन, उन्होंने अपने पति और दो बच्चों के साथ वक्त बिचाने के लिए करियर से थोड़े समय के लिए ब्रेक लिया। मातुल सुख ने उनके अंदर बैठे कलाकार को उभारने में खास भूमिका निभाई।

नौकरी छोड़ आर्ट में करियर



प्रतिमा श्रीवास्तव

- ऐसी लड़कियों को आर्ट सिखाना चाहती थी जो कला को इनकम का जरिया बना सकें
- इस मकसद को ध्यान में रखकर वह फेवीक्रिल हॉबी आइडियाज में टीचर बन गईं
- आज की तारीख में प्रतिमा श्रीवास्तव हर महीने 15,000 रुपये से ज्यादा कमा लेती हैं

## ट्रेडिशनल आर्ट में पकड़

प्रतिमा श्रीवास्तव ट्रेडिशनल आर्ट में माहिर हैं। वह ज्यादा से ज्यादा लड़कियों को आर्ट सिखाना चाहती थीं ताकि जरूरत पड़ने पर इसे वे इनकम का जरिया बना सकें। इस मकसद को ध्यान में रख वह फेवीक्रिल हॉबी आइडियाज टीचर बन गईं। प्रेरणा सेवा संस्थान नाम के उनके एनसीओ में 30 स्टूडेंट्स हैं। यह बाराबंकी और लखनऊ में स्टूडेंट्स को आर्ट एंड क्राफ्ट्स की ट्रेनिंग देता है। प्रतिमा हर महीने करीब 15,000 रुपये कमा लेती हैं। आज की तारीख में ये महिलाएं कला के दम पर खुद के पैरों पर खड़ी हैं। वे न सिर्फ खुद कमा रही हैं, बल्कि दूसरे लोगों को भी आर्ट सिखाने के साथ इसे अपने इनकम का जरिया बनाने के लिए प्रेरित कर रही हैं। इसमें पिंडिलाइट का फेवीक्रिल हॉबी आइडियाज भी महत्वपूर्ण योगदान दे रहा है।

आर्ट सिखाने पर जोर



## **Dr. Fixit bags its project for its first Low Energy Consumption (LEC) structure**

~ First of its kind LEC structure in Mahape, Mumbai in association with L&T Automation Division

**Mumbai, January 24, 2014:** Dr. Fixit, the construction and waterproofing expert, from the house of Pidilite Industries Ltd have got into an association with L&T Automation Division and bagged project for the first ever Low Energy Consumption (LEC) structure in Mahape spread over 3500 sq mt.

Dr Fixit LEC is a green and sustainable waterproofing and insulation system for roofs and walls, based on a layered built up system that permanently water proofs and walls from rain lash, hot and cold temperatures and in turn, leads to high energy savings.

Known for its pioneering work in the field of waterproofing and construction chemicals, Dr. Fixit has lead the way with new product innovations, unique marketing campaigns, and wide spread dealer network.

**Mr. Sanjay Bahadur-Global CEO, Construction Chemicals, Pidilite Industries said,** “With Global temperatures risen significantly over the years, weather elements like sun and rain play havoc with life and durability of concrete construction. The problem gets compounded in Urban Living Spaces which are characterized by concrete construction clusters. With the increasing consumer interest in buying environmentally friendly products and the growing popularity of green building standards, the market for low and zero VOC has experienced growth. We are delighted to get into an association with L&T for this project. We hope that LEC systems will go a long way in ensuring green structures.”

The project is led by Mr. Patil, GM projects with a team of 5 senior managers and engineers from L&T

### **About Pidilite Industries Ltd.**

**Pidilite Industries Limited** has been a pioneer in consumer and specialties chemicals in India. Over two-third of the company’s sale come from products and segments it has pioneered in India. Its product range includes Adhesives and Sealants, Construction and

Paint Chemicals, Automotive Chemicals, Art Materials, Industrial Adhesives, Industrial and Textile Resins and Organic Pigments and Preparations. Most of the products have been developed through strong in-house R&D. Pidilite is also growing its international presence



through acquisitions and setting up manufacturing facilities and sales offices in important regions around the world. Fevicol is now the largest selling adhesives brand in Asia.

### **About CC Division**

**Construction Chemicals Division** of Pidilite offers a wide range of applications such as Waterproofing, Repair Solutions for existing structures and Tile Fixing Solutions. Also it offers host of other applications like Exterior Coatings, Sealants, Concrete Admixtures, Floorings and Grouts to satisfy all construction related problems.

Pidilite is dominant player in Construction Chemical Industry and the market leader in Retail Segment. Hitherto, the competitors were focusing only on projects. But Pidilite has changed the industry paradigm when it forayed in retail segment. This step ensured that latest in Construction Chemical technology was made available to the common man. The company further enhanced its customer centric policies by being the first in the industry to start an in-house Technical Services Cell, which assists customers in diagnosing the problem and selecting the right product.

All these efforts are supported by Cutting Edge R&D centers (in India & Singapore), manned by an excellent pool of professionals and state-of-the-art manufacturing facilities. Today, Dr. Fixit is exported in 20 countries and has been launched in Thailand; UAE & Singapore through Pidilite's wholly owned subsidiaries.

For proper and correct application of the product, Pidilite has trained Waterproofing applicators on the usage of these products. For further assistance end customers can call Dr. Fixit Advice Centre's toll free number for expert advice: **1800 209 5504** or mail at [\*\*drfixitadvice@pilmail.com\*\*](mailto:drfixitadvice@pilmail.com)



# ENERGY EFFICIENCY A GREEN FUEL

Inclusion of ECM will see a quarter of possible emission reduced from measure such as better insulation in buildings

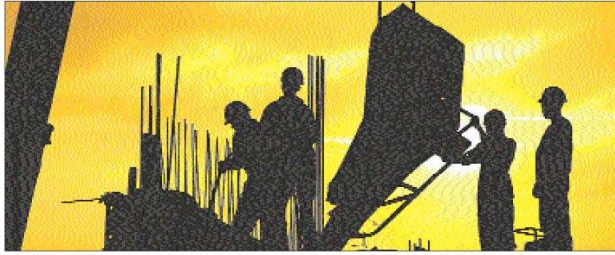


Sanjay Bahadur

The rapidly growing energy use has already raised concerns over supply difficulties, exhaustion of energy resources and heavy environmental impacts.

Growth in population, increasing demand for building services and comfort levels, together with the rise in time spent inside buildings, assure the upward trend in energy demand and will continue in the future. Ever changing urban lifestyles and the expectation of higher comfort levels contribute to a rising energy demand as people become more and more reliant on air conditioners. The contribution from buildings towards total energy demand and CO2 emission is nearly 40 per cent.

India offers a huge opportunity to avoid the carbon lock-in associated with new buildings as about 66 per cent of the buildings expected to exist in India in 2030 are yet to be constructed. With the fast depleting fossil fuels reserves and ever increasing electricity prices, it is inevitable to adopt Energy Conservation Measures (ECMs). If ECMs are included in the design stage, today's modern and contemporary buildings, can avoid adverse impact on the environment and



economy by saving 25 per cent to 50 per cent of its energy demand.

As per the study conducted by McKinsey's on global cost curve for greenhouse gas abatement measures beyond 'business as usual', almost a quarter of possible emission can be reduced from measure such as better insulation in buildings which carry no net life cycle cost. India is also witnessing this trend.

The traditional and conventional systems of waterproofing and thermal insulation in India worked well for ages to suit to the Indian construction and economics. However, the use of conventional systems such as Brick Bat Coba, tar felt, mud phuska,

etc. are not sustainable and require frequent maintenance. Today, it is necessary, socially environmentally and economically, to design and construct buildings adapted to Green Measures.

Since 2001, Indian Green Building Council, has been creating awareness towards the benefit of green design through LEED (Leadership in Energy and Environmental Design) rating system. The Energy Research Institute (TERI) is also creating awareness towards green design through GRIHA (Green Rating for Integrated Habitat Assessment) rating system.

As per ECBC, India is divided into 5 climatic

zones and depending upon the building usage i.e. either day time or 24 hours' operations), thermal performance values have been pre-defined. Efficacy of Insulation is measured by Thermal Resistance (R Value). For instance to achieve a R value of 2.1 m<sup>2</sup>.k/W, one can use a Brick Bat Coba (BBC) of approx 1900 mm (1.9m) thick or approx 80mm thick Expanded Polystyrene or 40mm thick Dr Fixit Foamshield from Pidilite Industries. For the same case, BBC would weigh approx 3 Ton/m<sup>2</sup> where as Dr. Fixit Foamshield would weigh only 2 Kg/m<sup>2</sup>.

Waterproofing and insulation material for roof

should be selected based on the life cycle analysis and not just the initial investment. Moisture management in envelope assemblies is a very critical design consideration and requires a fundamental understanding of the physics of moisture transport. New age waterproofing technologies are now available across the country which offers excellent performance apart from being a Green Product. India is growing rapidly and it is up to us to leave behind a healthier mother earth for the coming generations.

— the author is the Global CEO, Construction Chemicals Division, Pidilite Industries

