

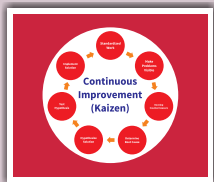
AUGUST 2018

IN VISION

A news letter by **Kamal Opticaid Pvt. Ltd.**



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From the Desk of Management



50 years. One may wonder why everyone makes such a big deal of anniversaries, of x amount of years completed. We say that it is to: celebrate the past, live in the present and look forward to the future.

When one has a history so rich, deep and robust, it is essential to look back not only to see the success and the growth story but also to express gratitude to the stakeholders that have been a part of this journey. Because when you've completed 50 years, you aren't just a company, you're a family. That is what this entire year has been about and will be, for Kamal.

50 years down, and a 2018 vision of going digital and growing digitally, we bring to you our newsletter: 'Kin Vision': the way Kamal will be in your mailbox every few months.

The newsletter will let you see Kamal from the lens of Kamal: events by the section InNews, our brands, our stakeholders through Interviews and a lot more! The newsletter will revolve not only around eyewear and the trends of the industry; there will be a lot more, as you will see!

We will also use this newsletter to announce developments at Kamal. This time around, we announce a 50-year anniversary special scheme: one that will tantalize your wanderlust and deepen your relations with us!

Team Kamal

Why we named our news letter



With 50 years of experience, innovation, and creation under our belt, Kamal has grown not only as a brand, but also as a family. Hence, the wordplay of 'kin'. This newsletter is going to portray the vision of this entire family, with articles from the standpoint and perspectives of all stakeholders – retailers, suppliers, employees, etc!

An all-inclusive approach to the creation of this newsletter that helps highlight a collective vision of the brand Kamal is what gave the origin of this name.

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Our 50 Years Celebration



Naturally 50 Years journey calls for a special celebration! And we celebrated with our Kamal family for 4 days.

50 years called for a celebration – one that revolved around reflection, growth and change. Kamal organized a 4-day celebration that involved not only fun and entertainment but also meetings and seminars that aided the development of all employees associated with us.

This was taken as an opportunity by us to announce changes that we wanted to make in the company culture and in the workings of Kamal. Each employee adds value to not only the work of our business but also, especially to the ethos that is Kamal and hence, making them aware of the changes and preparing them for the same is of great importance.

Day 1:

The first day of the celebration revolved around the Social Basics and Quality. The first half of the seminar was taken by Mr. Dinesh Goswami, the Human Resource Manager. He talked about the importance of co – worker relations, how greater synergy and rapport between everyone in the Kamal family will only increase the quality of the work and in turn, the work more rewarding.

This talk was followed by one on “Quality” by Mr. Umesh Patel, head of quality control. The importance of quality, quality control and quality management was reiterated in this talk. While all employees have a keen eye for quality, the new

methods of quality check that were introduced added a layer of understanding.

Day 2:

After a busy first day, the second day covered three important arenas. The first one, health and safety, is an important aspect of any company – even more so when the company involves manufacturing and working in a factory. This session was conducted by Mr. Birendra Pandey. The next session, on the basics of paperwork, was conducted by Mr. Piyush Barot. Paperwork and the documentation of processes, activities and production is essential and how to go about it was explained by Mr. Barot. The third session by Mrs. Sunita Patel revolved around respect – not only people around but also work spaces.

Day 3:

Halfway through with the programme, the third day revolved around passion and teamwork and responsibility. Mr. Dhaval Khatri talked about passion and how it is when this seed is sowed that work becomes rewarding, real and laudable. Mr. Yuvraj placed emphasis on collaboration and teamwork in the workplace; how 'working together works' and how it brings results.

Our 50 Years Celebration



Day 4:

Day 4, the peak and end of the 4-day celebration was by far one of the best days spent together as a unit: Kamal. There was a guest talk by Bharat Banjara, the director of Kiran Industries. He introduced the staff to a new concept: continuous improvement. Having trained his entire staff and redoing the systems in his factory according to this Japanese concept (to know more, go to page __),.

Kamal believed the knowledge of the workings of Kaizen, Mr. Banjara passed on would be invaluable. The participants witnessed an interactive and thought – provoking session. Everyone was constantly kept on their toes as Banjara tossed interesting hypothetical problems at them and they brain stormed for and thought of solutions for the same. He went on to talk about the importance of innovation for a business, a brand and a company to survive, stay alive, and thrive.

Picking the thread of innovation from Mr. Banjara's talk, the 2nd generation brothers and company directors, Mr. Rajesh and Mr. Jayesh talked about the evolution of Kamal Eyecare; how it started, the processes that were introduced and how things have changed over the years.

After the 2 talks of the day, an informal party was arranged; with a lot of fun, food, and conversation!



Know about Japanese management system in a brief.

Kaizen. The Japanese word and principle that morphed the manufacturing world in the 1940's and made it closer to resembling what we know as the secondary sector today. Literally meaning change that is good or virtuous, it was the Japanese company Toyota that incorporated this new principle. Kaizen had a basic motive of continuous improvement by creating a demarcation between the authority and the workforce.

Kaizen forms an indispensable part of the total quality management process of manufacturing units and can be identified in two forms – one, wherein it is inculcated in activities that are either individual or group and help identify customer requirements quicker and better. Another scenario in which Kaizen is used is when changes are made to work processes to reduce wastage, increase efficiency of resources and increase productivity.

Kaizen is a system, a way of working that involves every employee – right from the top management to the janitorial staff. While the nature of their work may vary, all their tasks have a scope for improvement, and a scope to greater efficiency. Moreover, it isn't a pre-decided, time specific activity; rather, it is something that is done continuously and is continuously sought after.

At its inception, right after World War 2, this process was applied to the manufacturing sector in Japan – which ultimately led to their rise into the engineering technology sector. Companies like Toyota and Canon adopted Kaizen, and it soon became a global phenomenon. However, this process, in its traditional ways, was limited to the manufacturing sector.

As a company in the service industry, and one that uses the lean management principle of Kaizen, Intech has



often come across questions such as this – “Kaizen? Isn't that just for the manufacturing sector?” Though the service industry is very much unlike the manufacturing sector, wherein each transaction is distinct, lengthy, and complex, and most processes take place in one's mind or in their computers rather than in an assembly line, Kaizen is still very much appropriate!

Service sector organizations have time consuming, complicated, and changing processes with multiple sub – processes working parallel, and hence, have multiple decision points. With raw materials close to nothing, and value – adding processes (that aren't monitored; in the minds of the employees) taking up a majority of the product, lean philosophy comes as not only a perfect match but also a boon to the service industry. To see how Kaizen has sprung into action, in varied types of service industries, we look at 2 major examples below!

An example of the application of lean philosophy, particularly Kaizen, is by the major group of hotels – The Taj Group of Hotels. The kitchens at Taj were facing a rather strange problem in their main kitchen: there were several breakages of expensive cutlery and crockery due to their incorrect flow. The sink wasn't deep enough, and chinaware and metal were being mixed up. Taj immediately set up a Kaizen Team to work this problem out; “one piece at a time” was applied to the washing area in order to ensure the singular flow. This tactic brought breakage down by 28%, helping to save about 6 lakh rupees, annually. While this may sound very simple to you, that's exactly the beauty of Kaizen – it is simple, yet effective.

Kaizen Management



Another example is, and it's much closer to home, that of Gujarat Government. It was in November of 2009 that the Government of Gujarat was gearing up for great change; the Education Department had decided to adopt some of the Kaizen Concepts in its functioning. It may have seemed like a small step, but in reality, it was suggestive of a lot more; it depicted a movement towards a more productive, more efficient, a changed India.

Anyone that has lived in India for even the slightest bit of time would know how much citizens have criticized public servants of being unproductive and lethargic. The public servants of this department underwent the Kaizen Champions Training that taught them the Kaizen way of management, leadership, process improvement, lean thinking, Deming's Improvement management system and systems thinking in context of the department that they work in.

With an aim to increase the value that their time generates, and to optimize the resources they receive, their continuous improvement process was based on the 4P's – Physical Workplace Improvement, Process Improvement, Policy Change, and People Involvement. This framework was used in 10 departments and results in this pilot programme were visible – the time for annual grant disbursement process for government aided institutes condensed from 951 days to just 45 days. Moreover, one of the advanced settlement process times was reduced to 15 days from 60 days. There were several such processes across the Education Sector that were worked on, improved, and changed for the better by approximately 1000 employees.

Hence, it is important to understand that lean isn't about manufacturing; it is about standardizing work processes so that they become replicable. These work processes will help highlight the problems, aid the team members to collaborate, think critically and use their problem solving skills to work around the problem – using the least resources possible, in the shortest period of time possible. Lean processes are as

applicable to the service sector as they are to the manufacturing sector, it's just a question of how – so, don't let anyone tell you otherwise!

KAIZEN IS THE BELIEF
THAT SMALL CHANGES
OVER TIME CAN CREATE
HUGE LIFE
CHANGES.

DO SMALL IMPROVEMENTS
DAILY & TWEAK YOUR
WAY TO A HAPPIER LIFE.



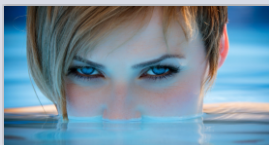
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Some funny EYES facts



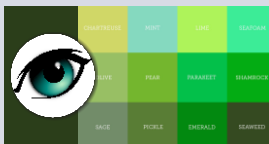
Blue eyed people are more tolerant of alcohol and less tolerant of the sun.



If the human eye were a digital camera it would have 576 megapixels.



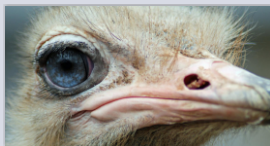
Humans can see more shades of green than any other colour.



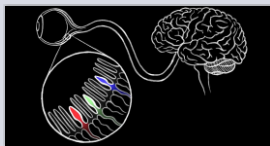
Some funny EYES facts



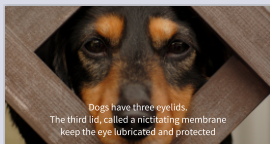
An ostrich's eye is bigger than its brain.



Seeing is so important that it takes up more than 50% of the brain's functionality.



Did you Know? dogs have three eyelids.



Dogs have three eyelids.
The third lid, called a nictitating membrane
keep the eye lubricated and protected



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Celebration Scheme

KAMAL IN VISION

GOA
DUBAI
SPAIN
IS CALLING
TO YOU
WITH YOUR
SPOUSE!

TAKE A PART
IN OUR
SCHEME
WHICH IS
FOR ENTIRE
(FINANCIAL YR.)
2018-19
AND WIN*
ASSURED TRIP.



WE ARE
CELEBRATING
OUR 50TH YEAR
WITH YOU...
IN STYLE...

Dear Associate,

We have some exciting
Schemes for you,
for the entire financial
year 2018-19. Please
get in touch with our
executives or call us
for more details.



* T&C APPLY. CONTACT OUR EXECUTIVE FOR MORE DETAILS