

OCCASION: Presentation of D.P. Agarwal Rolling Trophy for best internal Market Development by a Commercial Establishment for 1987 by the Hon'ble Chief Minister Sri N.T.Rama Rao to APEL on 04.07.1988. The Trophy was organised by Federation of Andhra Pradesh Chamber of Commerce and Industry.



Left to Right: Sri A.K.Goel, M.D of APEL, Sri C.Venkataramanaiah, APEL Marketing Manager, Sri Venkateswara Rao, FAPCCI, President and Sri N.T.Rama Rao, Hon'ble Chief Minister of A.P.

# THE FEDERATION OF ANDHRA PRADESH CHAMBERS OF COMMERCE AND INDUSTRY

ESTABLISHED IN 1917

REGISTERED UNDER THE COMPANIES ACT, 1956  
AFFILIATED TO THE FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY, NEW DELHI.

Phones : Office : 33658, 33428 (P.B.X.)  
Secretary : 36012  
Grams : "APCOMIND" HYDERABAD-500004.  
Telex : 0425-6038 FAP-IN



Registered Office  
11-5-841, Red Hills,  
P. B. No. 14,  
HYDERABAD - 500004.

## CITATION

**D. P. AGARWAL ROLLING TROPHY FOR THE BEST EFFORT IN INTERNAL MARKET  
DEVELOPMENT BY A COMMERCIAL ESTABLISHMENT - CHANDRA GROUP OF  
INDUSTRIES - 1987.**

Andhra Pradesh Electronics Development Corporation Ltd., is a State Government Undertaking entrusted with the responsibility of promoting Electronic Industries in the State, by way of equity participation, Project consultancy, Marketing Assistance and by providing Infrastructural facilities.

The products marketed by this Corporation are mainly colour, Black & White TVs, Computers, Test & Measuring Instruments, Geophysical instruments, Power Electronic Equipment, Voltage Stabilizers, Servo Stabilizers, Boosters etc. The Corporation is having about 100 of its dealers spread all over the State.

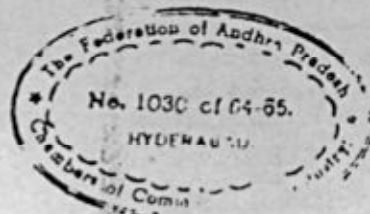
The Corporation had introduced a TV with their own design and had started marketing of their TVs in the year 1985. The Central theme of the Corporation is to provide marketing assistance to Electronic Small Scale Units situated all over the State. APEL identified the designs, evaluated them and adopted them for APEL's use through its associates. At present about 45 Electronics Small Scale Units are taking marketing assistance from APEL.

A detailed programme is adopted to help these Small Scale Units in their production process and in ensuring quality to the end product giving them APEL brand name. APEL also undertakes entrepreneurial development, after-sales servicing and organising various testing facilities to these Small Scale Units on a regional basis. The Corporation also has plans to organise leasing of equipment to Small Scale entrepreneurs and providing working capital by way of raw material assistance to these Small Scale Units locally through the assistance of NSIC. Customer feed-back is regularly processed and improvements effected in the qualitative aspects as well as in business relations. Working through a net-work of 4 branch offices at Secunderabad, Vijayawada, Visakhapatnam and Tirupati, equipped with trained manpower and with sophisticated test equipment, the Corporation reports that a survey conducted on APEL brand image reveals that 90% of APEL customers are happy with APEL TV and 87% of APEL's customers are inclined to recommend APEL TV to their friends and kith and kin.

To improve quality of the products, APEL is providing quality assurance by training the entrepreneurs in quality assurance programme.

The Awards Committee of the Federation was immensely satisfied with the success achieved by this Corporation in the field of internal market development. The Committee decided then that "D. P. Agarwal Rolling Trophy for the Best effort in Internal Market Development by a Commercial Establishment - Chandra Group of Industries" should be given to the Andhra Pradesh Electronics Development Corporation Ltd., for 1987.

I have great pleasure in requesting Sri C. Venkataramanaiah, Manager (Marketing) of Andhra Pradesh Electronics Development Corporation Ltd., to receive the Award from the Hon'ble Chief Minister.



**CERTIFIED TRUE COPY**

*M. Venkata Rao*  
M. Venkata Rao,

Secretary,  
The Federation of Andhra Pradesh  
Chambers of Commerce and Industry.





అగర్వాల్ ట్రాస్ట్ వారికి అందజేసిన అవార్డు

### 'అవార్డు'కు అగర్వాల్ ట్రాస్ట్

హైదరాబాద్, మార్చి 4 : దేశంలో  
మార్కెట్ అభివృద్ధి కోసం కృషి చేసే  
వంతులకు పురస్కార ప్రకారం జి.ఎ. అగర్  
వాల్ ట్రాస్ట్ కు 1987 వందవైనా  
నే ఆంధ్రప్రదేశ్ ఎగ్జిక్యూటివ్ కమిషన్  
మంత్రి కార్యదేష్ లు మేజర్ (అవార్డు)ను  
అందజేశారు. ముఖ్యమంత్రి శ్రీ ఎ.టి.  
రామారావు అవార్డు మేనేజింగ్ డైరెక్టర్ శ్రీ  
ఎ.టి. గోకుల్, ఎ.ఎ.ఎ.ఐ.ఐ. ట్రాస్ట్ అంది  
కేశారు. ఈ ట్రాస్ట్ 1987 లో ఏర్పాటు  
చేశారు. దీని ద్వారా ఎగ్జిక్యూటివ్ కమిషన్  
అను మార్కెటింగ్ సొసైటీని ఏర్పాటు చేయించి  
అందుకు అవార్డు కృషి చేస్తున్నారు. తెలంగాణ  
జి.ఎ. అగర్వాల్ ట్రాస్ట్ కు అందజేసిన అవార్డు  
సంబంధించి ఎగ్జిక్యూటివ్ కమిషన్  
వారికి అందజేసిన అవార్డును గురించి  
అందరికీ తెలియజేస్తున్నాము. రాష్ట్రమంత్రి  
అందరికీ తెలియజేస్తున్నాము.





The Chief Minister, Sri N.T. Rama Rao, Presenting the D.P. Agarwal Rolling Trophy to the Managing Director Mr. A.K. Goel. Mr. C. Venkat Ramanaiah, Manager (Marketing) and Mr. C.H. Venkateswara Rao, President of FAPCCI, are also seen.

Date: 4-7-88 Venue: Indira Priyadarshini Auditorium, Public Gardens, Hyderabad.

## APEL bags the D.P. Agarwal Rolling Trophy for the best effort in internal market development by a commercial establishment.

Andhra Pradesh Electronics Development Corporation Limited was set up as a State Government Undertaking to promote the growth of electronic industry in the State through equity participation, project consultancy, marketing assistance and infrastructural facilities.

The products marketed by the Corporation are colour and black & white TVs, computers, test & measuring instruments, geophysical instruments, power electronic equipment, voltage stabilisers, servo stabilisers, boosters etc. The Corporation is marketing APEL TV vide a network of about 100 dealers spread over the State. At present, about 45 small scale units in electronics are getting marketing assistance from APEL. A detailed programme has been adopted to help these small scale units by training entrepreneurs in quality assurance programmes, providing testing facilities and finally marketing the end products under the brand name of APEL. The quiet, dedicated efforts of the

Corporation have now received due recognition from the Awards Committee of the Federation of Andhra Pradesh Chambers of Commerce and Industry in the form of the D.P. Agarwal Rolling Trophy for 1987.

A proud moment indeed!



# APEL

Andhra Pradesh Electronics  
Development Corporation Limited  
A Govt of A.P. enterprise

GDC APEL 21



## Minister for more power to farm sector

New Delhi: The Union Minister for State for Power, Mr Kalpana Chawla, will shortly be writing to chairmen of state electricity boards to ensure that the farm sector received uninterrupted supply of power. Power availability in rural areas for irrigation and other farm operations should be further improved so that the people in the countryside improved their economic status. Mr Rai feels official sources told PTI that Mr Rai, who has already held discussions with officials of his department, felt that with increased flow of power to agriculture, poverty could be alleviated in the rural areas. The Energy Ministry. Mr Rai says, will be committed to helping state electricity boards.



The Chief Minister, Mr N T Rama Rao, presenting the D P Agarwal Rolling Trophy, for the best effort in internal market development by a commercial establishment, to the Managing Director of Andhra Pradesh Electronics Development Corporation, Mr A K Goel, on Monday. Mr C Venkata Ramanalah, Manager (Marketing) of APEL, and Mr C H Venkateswara Rao, President of FAPCCI, are also seen.

## Solar power units to be set up in three states

Baroda: The Department of Non-conventional Energy Sources (DNES) has cleared a 30-MW solar power plant in Bhuj town of Kutch district in Gujarat and initiated action of setting up such plants in Abhor town in Punjab and Jodhpur in Rajasthan. Mr Maheshwar Dayal, the Union DNES Secretary, told PTI here that two more locations were being identified in Rajasthan for the purpose. Mr Jashwant Mehta, Chairman, Gujarat Electricity Board (GEB), said that GEB would seek financial assistance from the Union Government and DNES for carrying out works on this solar plant in Bhuj. The projects' estimated cost was between Rs 95 crore to 100 crore, Mr Dayal said.

Mr Dayal said that a pilot plant had already been set up in New Delhi with a capacity of 50 MW. The design for the plant was indigenous, with only a small portion of the equipment imported, since it could not be produced within the country, he said. Mr Dayal said the cost per unit of power from solar plant was considerably lower than diesel generators, coal or hydro plants.

## Govt to help entrepreneurs for setting up units

Hyderabad: The Andhra Pradesh Chief Minister, Mr N T Rama Rao, on Monday, admitted failure on the part of government in improving the power generation in the state. Speaking at the 71st annual meeting of the Federation of Andhra Pradesh Chambers of Commerce and Industry here, he regretted the power cuts imposed in the state and said that it was because the government had no foresight about power crisis and hence had no contingency plans to meet the power shortage. "As we are wholly dependent on power generation through hydel projects, we have to face this crisis," he said. As per the rule, the ratio of thermal power stations to hydel stations should be 2:1, but it was exactly the opposite in the state, Mr Rama Rao said.

In spite of the power crisis, the state government had adequately ensured uninterrupted power supply to the small-scale units and those affected by the power cuts were the big industries.

The Chief Minister said that the state had abundant resources

which could be used to generate power and for this a capital of Rs 1.50 crore will be needed for every 1 MW unit. He sought the help of industrialists in this regard.

Mr Rama Rao said that ever since the Telugu Desam Party came to power, there has been an all-round increase in the number and capital investment of major and medium industries. He said under the TDP rule there has been 55 per cent increase in industrial units and 57 per cent in the capital. He said that the government would encourage industrialists to set up new units by providing all assistance, including monetary aid, through the various state owned financial institutions. Mr Rama Rao also said that the government had prepared a master plan for the setting up of industrial estates which would have to be developed by the industrial houses. He said that they should ensure the availability of all facilities like cinemas, schools, parks, hospitals, labour quarters and canteens in the estate.

Mr Ch Venkateswara Rao, the

new President of FAPCCI, said that the problems of the industries have remained unsolved in spite of several representations. He said the major problems faced by the industry was power shortage.

The Chief Minister presented FAPCCI awards in various categories for excellence in industrial performance, both to individuals and industries. The awards were given to Mr R Krishnamurthy, BHEL, (Technology Development), Dr G Vivekanand, Visaka Asbestos, (Productivity), Mr J S Krishnamurthy, VBC Exports (Export); Dr D Subba Rao, NABFAL (Workers Welfare); Mr D Raghendra Rao, Ideal Cottage Industries (New Product); Mr V Bakthavatsalam, NEDCAP (Energy); Mr Akhil Agrawal, Mekins Agro Products (Export); Mr R Srinivas (Self-sustenance); Mr J S Yadav, (Scientist), Mr V C Dutt and Mr E Jagannatha Rao (All-round performance), Bhadrachalam Paperboards, (New Product) and APEL, (Market Development).

## Tata Robins offering debentures

Hombay: Tata Robins Fraser Ltd is making a rights issue of 2,74,800-12.5% secured convertible debentures of Rs 100 each for cash at par aggregating Rs 4.39 crore. The issue opened on June 15. The debentures comprise of convertible part of Rs 60 and a non-convertible portion of Rs 100. The convertible portion will be converted into four fully paid up equity shares of the Company of a nominal value of Rs 10 each at a premium of Rs 5 per share on March 31, 1989. The non-convertible portion will be redeemed at the end of 7 years from the date of allotment. The last date for receipt of application forms is July 14, 1988, according to a press release.





The Chief Minister, Mr. N. T. Rama Rao presenting the Federation of Andhra Pradesh Chamber of Commerce and Industry awards to Mr. R. Krishna Murthy, Executive Director, BHEL (Best Technological Development R&D), Mr. A. K. Goel, Managing Director of A.P. Electronics Development Corporation and Mr. T. Purushottam, Manager, KCP (best entrepreneurial efforts).

## Commerce chamber awards for best firms

### HYDERABAD

The Chief Minister, Mr. N. T. Rama Rao presented the awards of Federation of Andhra Pradesh Chamber of Commerce and Industry (FAPCCI) for 1987 at the 71st annual function of the Federation held here on July 4.

The best industrial productivity effort award was received by Mr. G. Vivekanand, Joint Managing Director of Vikas Asbestos Cement Products Limited, according to the citation. The Vikas Asbestos in a joint venture with the AP Industrial Development Corporation, has been able to register remarkable success. The company earned a profit of Rs. 4 lakhs in 1985, Rs. 51 lakhs in 1986 and Rs. 130 lakhs in 1987. No mandays were lost during the year and a harmonious relation was maintained with the labour by improving working condition and methods and motivating all employees.

The best workers' welfare (including family planning) effort award was presented to Navabharat Ferro Alloys. The award was received by Mr. N. Subba Rao, Works Manager of the company. The company had provided many welfare schemes to employees to improve efficiency in the long run. Apart from statutory benefits such as provident fund, gratuity etc., interest free loans, conveyance allowance, non-contributory superannuation scheme, group and personal accident policy, leave travel concessions etc. were introduced. The company spent Rs. 77 lakhs, which is 22 per cent of its wage bill towards welfare measures.

Bharat Heavy Electricals Limited, Hyderabad was presented with the best technological de-

velopment in research and development award and Mr. R. Krishna Murthy, Executive Director received the award. BHEL, Hyderabad had last year developed 18 designs of components and products, for general applications and in electrical engineering — Generators of various capacities, circuit breakers, cooling systems, etc. — paving the way for enhanced productivity, profitability and growth. Five of its product applications and two processes were developed and introduced recently.

The best export award was presented to VBC Exports and Mr. J. S. Krishna Murthy, its Chairman, received the award. VBC Exports was recognised as an "export house" by the Government of India in 1987 based on their performance. It is the only firm in the State dealing in the marine products which has the Central Government recognition.

The best export effort award went to Meins Agro Products Private Limited. J. R. Akhil Agarwal, Managing Director received the award. The company is exporting agricultural machines and implements. It also exports the non-traditional products to several developing countries. During 1987, the company exported machines and implements worth Rs. 46 lakhs.

The Amancharla Ramamurthy silver rolling trophy for the best all round performance in industrial activity including promotion and expansion was presented to the KCP Limited. The award was received by Mr. T. Purushottam, Manager (Personnel). In the field of production, the firm achieved continuous growth and medical benefits to employees numbering over

1,800 and their families, leave benefit, festival advance etc. were provided.

The award for the best effort for development of alternative and inexhaustible energy sources was presented to the Non-conventional Energy Development Corporation of Andhra Pradesh (NEDCAP) and its Managing Director, Mr. V. Bhaktavatsalam received the award. The Corporation had developed a variety of energy sources like biogas, and wind energy and drawn the design for national project on demonstration of improved furnace and solar energy.

Thechelikan, Athouta Rao memorial cash award for the best effort of scientist or engineer for the benefit of industry, trade or agriculture was presented to Dr. J. S. Yadav, scientist, Regional Research Laboratory. Dr. Yadav has evolved simple methods for the synthesis of various pheromones of the important pests of cotton. He has developed innovative technology for the large scale synthesis of eight of these compounds. Field testing shows that the pheromones synthesised are comparable with the imported chemicals.

The D. P. Agarwal rolling trophy for the best effort in internal market development was presented to Andhra Pradesh Electronics Development Corporation (APEC). Mr. M. A. K. Goyal, Managing Director, received the award. The APEL had introduced a TV set of its own design. APEL helps a number of small units in marketing. It also trains entrepreneurs. — Staff Reporter



OCCASION: Launching of APEL TV by Hon'ble S S I Minister  
Sri S.Ramachandra Reddy on 05-11-1985.



Left to Right: Sri C.Venkataramanaiah, APEL Marketing Manager,  
Sri U.V.Warlu, CMD, APEL, Sri S.Ramachandra Reddy,  
S.S.I Minister, Mr.Madan Mohan, Director, APEL  
and Mr.I.V.R.S.Subramanyam, DGM, APEL.

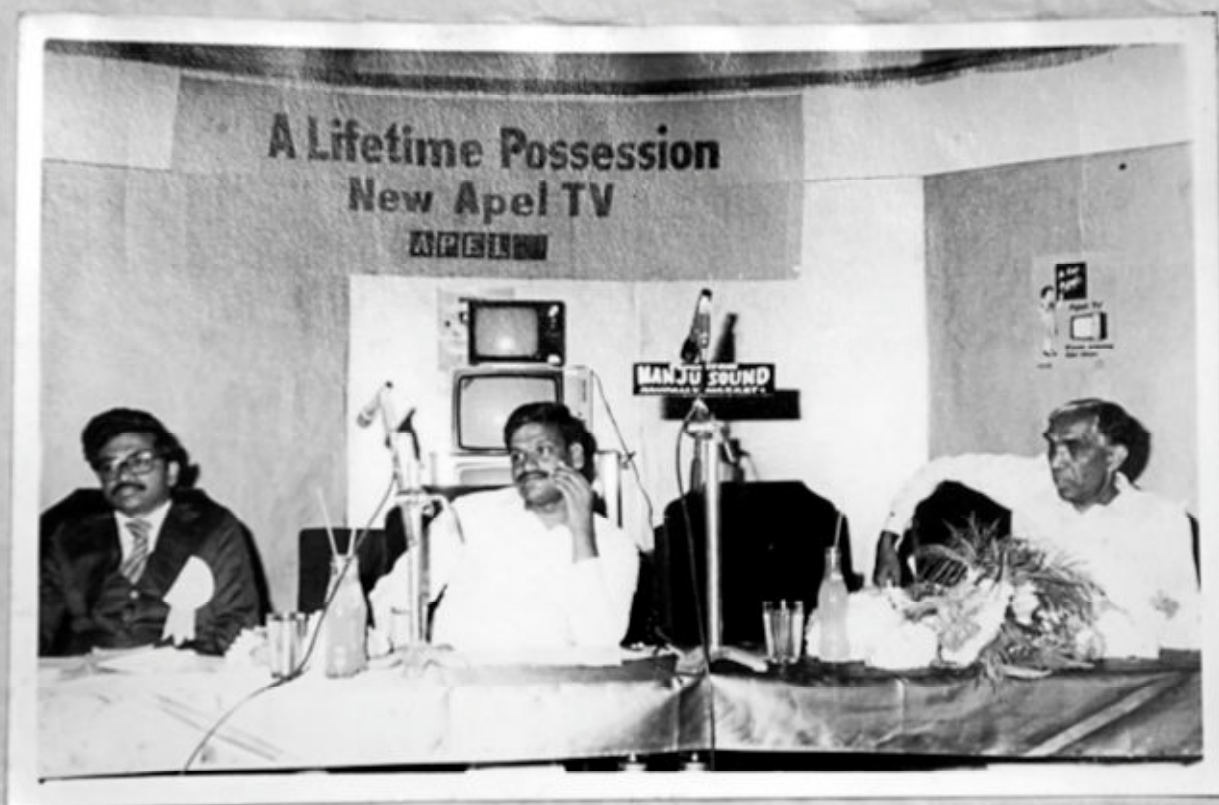
OCCASION: Launching of APEL Counter - Sales at Vijayawada  
by Hon'ble Home Minister Sri Vasantha Nageswara Rao,  
in August 1986.



Left to Right: Sri Sunkara Satyanarayana (Former Z.P.Chairman,  
Krishna Dist), Sri Vasantha Nageswara Rao  
Hon'ble Home Minister, Sri U.V.Warlu, CMD, APEL,  
Sri Sinhadri Satyanarayana MLA, Sri C.Venkata-  
ramanaiah, Marketing Manager, APEL.



Occasion: Launching of APEL Counter-Sales by Hon'ble Labour Minister Sri P.Indra Reddy during September 1986.



Left to Right: Sri C.Venkataramanaiah, APEL Marketing Manager, Sri P.Indra Reddy, Hon'ble Labour Minister and Sri U.V.Warlu, CMD, APEL.



OCCASION: Launching of APEL Counter-Sales by Sri Ashok Gajapathy Raju, Hon'ble Minister for Commercial Taxes during October 1986.



Left to Right: Sri U.V.Warlu, CMD, APEL, Sri Ashok Gajapathy Raju, Hon'ble Minister for Commercial Taxes, Sri Appala Naidu, M.P., Sri C.Venkataramanaiah, APEL Marketing Manager.



OCCASION: Launching of APEL Core Colour TVs by Hon'ble Home Minister Sri K.Sivaprasada Rao at Vijayawada on 27.12.1987.



L to R : Sri C.Venkataramanaiah, APEL Marketing Manager, Sri U.V.Warlu, Chairman, APEL, Sri K.Sivaprasada Rao, Hon'ble Home Minister and Sri D.Rajasekhar (Nehru) MLA.



OCCASION: Inauguration of APEL Counter at Industrial Exhibition, Nampally by Hon'ble SSI Minister Sri S.Ramachandra Reddy.



