MOHAN MEAKIN LIMITED

Origin And Development :- This company traces its history back to the year 1855, when a brewery was set up at Kasauli by Mr. Edward Dyer of Messrs. E. Dyer & Co. This firm was partnered by the brothers, E. Dyer and E. J. R. Dyer, who also promoted a private company under the name and style of the Amritsar Distillery Company in the year 1898. Mr. Edward Dyer was the brewing pioneer in India and he set up breweries at Simla, Solan, Lucknow and the Mandalay in the Burmah (now called Myanmar).

During the same century, another enterprising gentleman, named H. G. Meakin, who came from a well-known brewing family of Burton-on-Trent, founded Meakin and Co. He bought the Simla and Kasauli breweries and built other at Dalhousie, Ramkhet, Chaketa, Darjeeling and Kirkee.

The object of these two firms was to supply cask beer to the British soldiers stationed at these places and at Cantonment towns situated within convenient distribution range.

Both the firms E. Dyer & Co. and Meakin & Co. continued their activities separately until after the second decade of the 20th century. During the first world-war (1914-18), when it became somewhat problematical to import sufficient quantities of beer into the country, these two firms rose to the occasion and supplied large quantities of the beverage to the British soldiers resident in India and to the other beer drinking public at reasonable prices.

Following these successes, the two firms joined hands, and the result of the amalgamation was the coming into being of Dyer Meakin & Co. Brewing was then suspended at Kasauli, malting at Kasauli however continued. The production of beer continued to the conveniently situated Solan and to Ramkhet. A distillation unit was set up at Solan, with the object of augmenting the production.
of spirit at Lucknow. The un-remunerative units were closed one by one.

In 1935, when Burma (now called Myanmar) separated from India, the company was re-formed with its Indian assets under the name and style of Dyer Meakin Breweries Ltd., the Mandalay unit assuming the name of Dyer Meakin (Burma) Ltd.

Because of serious competition from Japanese and Continental beers, the company had to pass through a difficult period in its history from 1935 to 1938.

The Second World War broke out in 1939, when its production and trade began to look up. During the war, the beer of Dyer Meakin Breweries went as far afield as Aden for distribution amongst the Allied Forces, through N.A.A.F.I. (Navy, Army, Air Force Institution) and to Singapore for consumption by the service personnel under the South East Asia Command. During the war period, 90% of the production was reserved for consumption by the Armed Forces.

After the war was over, the company was able to renovate the brewing plant at Solan Brewery with the help of refunds obtained by it from the Government from its excess Profits Tax Deposits accumulated over the war period.

In 1946, the distillation unit was transferred from Solan Brewery to Kasauli, where it has since been in operation along with additional plant installed there. The distillery building at Solan Brewery was demolished. In its place now stands a spacious building, which was constructed to house a new, modern brewing equipments, plant and machinery.

The company changed hands in 1950, when its control and management
were taken over by Late. Padamshi. N.N. Mohan. as its Managing Director. Even before 1950 Mr Mohan had long-standing connections with the company in one capacity or the other. He was therefore no stranger to the manufacturing and trading activities of the company. Under Mr. Mohan's stewardship the company made tremendous progress and the prosperity it is enjoying at present is the envy of many progressively run industrial units.

Apart from the modernization of, and various additions to, plant and equipment at Salon Brewery Kasauli and Lucknow (Ranikhet Brewery, being unremunerative, was shutdown few years ago), the company, with its own resources, has set up an ambitious industrial complex at Mohan Nagar, a place situated at a distance of 15kms away from Delhi, on Delhi - Ghaziabad National Highway. It is a congregation of 5 sub-units being looked after by the same management. These sub-units are 'Brewery', 'Glass Works', 'Juice Factory', 'Breakfast' and 'Distillery'. The Mohan Nagar Industrial Estate derives its nomenclature from the name of the company's first Indian Managing Director, the late Mr. N.N. Mohan. who was the real progenitor of that complex. One can see in that Industrial Estates, Maltings, a Malt Extract Factory, a Brewery, a Distillery, an Yeast-producing unit, a Maize Flaking plant, a Fruit and Vegetable processing unit, a Soft Drinks Factory, a Milk products unit etc., a Modern Glass Making factory has also gone into production.

The company is now called "Mohan Meakin Limited" and consists of the following units.

- Mohan Nagar Industrial Estate.
- Salon Brewery
- Kasauli distillery
- Lucknow distillery
The entire Mohan Nagar Industrial Complex was constructed and completed in a record time of four years and achievement which could never have been possible without the drive and dynamism of Late Padamshri N.N. Mohan, ably assisted by his versatile son colonel V.R. Mohan, whose artistic taste was largely responsible for beautification of the units. The actual execution of the entire project was done by his second son Brig Kapil Mohan (VSM). Who is equally well known for his enthusiasm and energy, is presently holding the office of Managing Director of the Company.

**Diversification**: Brig. Kapil Mohan (VSM), Managing Director of the company, has always taken an active part in the affairs of the company to dizzy heights of achievements & glory. In spite of political turmoil in the country and the sword of nation-wide prohibition hanging over the liquor industry in the recent past, its able leader (Brig. Kapil Mohan) has gone ahead & taken over the management of a number of rival units which were on the verge of closing down. Notably among these are Artus Brewery (Andhra), Mysore Fruit Products Ltd. (Bangalore) and Nagaland Distillery (Nagaland). These sick units are today vying for honours with Mohan Meakin’s other highly production units.

The company have also undertaken the cultivation of Hops - an important ingredient in beer manufacture for the first time in India in Jammu & Kashmir state. This promises to be an important, substitute and shall conserve vital foreign exchange for the country. Apart from the domestic market, it has entered into the International market in big way. Although the company has hitherto concentrated on the export of beverages, it has ventured forth overseas to share its technical know-how and to enter into collaboration with enterprises in various fields. It has already set up a distillery and a glass factory in Nairobi (Kenya) & a Brewery in Nepal. The production in these units is ready to start.
This organisation is well known in the liquor trade for its quality products, but the need of the time indicates wisdom in diversification of its product range. Its dynamic and fore-sighted leader Brig. Kapil Mohan has already taken important steps in this direction. Its soft drinks Merrie & Pick up are hand hold names now. Mineral Water, Cornflakes, Mango Nector, Gold coin, Apple Juice, are well known for top quality in the country. Apart from beverage line organisation also diverted into other fields well. Brig. Kapil Mohan has been instrumental in promoting an unique company, under the name & style of SIDECO, Mohan Tools Kerala Limited, in collaboration with Kerala State Industries & Employment Corporation, for the manufacture of hand tools & industrial fasteners. With the setting up of another bottling plant at Bhankpurpaur near Chandigarh, the factory has gone to start fisheries effluent treatment plant with the revenue of Rs. 1.50 crore. They will use the waste water of the distillery and produce the gas. This company quickly enters in the increased demand of Punjab, Himachal and other surrounding states. In view of its thirst for expansion it has collaborated with well known parties, for the manufacture of its popular brands of IMFL in south India, to cater to the demand of society markets. This company is also preparing to diversity into the field of manufacture of cement and allied products, steel and metal products etc. In consonance with its diverse objectives the company's name was changed to 'Mohan Menkin Limited' in 1980 (10 April). Brig. Kapil Mohan is a man of many facts and personalities. Not only is he a man of extraordinary enterprise but is also a man of intellect, his personality is very religious, intellectual and a social personality. "Narendra Mohan Hospital" situated at Mohan Nagar is an example of his thirst to provide health care for all, particularly poor citizens. It is one of the finest hospitals, well equipped with the most modern amenities. A charitable foundation "Narendra Mohan Foundation" was founded by late Padmashri N.N.
Mohan to manage the hospital and to undertake other activities to serve mankind. The Ram Raksh Ashram is also being set up in the hospital premises for providing shelter to the attendants of patients.

This company enjoys extraordinary industrial harmony and peace. Much of the credit for this goes to company’s MD - Brig. Kapil Mohan, who is a friend and guide to each worker.

Taxes & Levies ;-) The company contribute a big amount annually in the shape of various taxes/levies to various state governments and to the government of India, besides making its humble contribution in earning so it needed foreign exchange by way of export of its various products and other items like shoes etc. It has been a long and strenuous journey of 140 years and now the company pause at this milestone and look back in retrospect. This company can be immensely satisfied with the numerous landmarks of achievement, that have dotted for the company’s journey to success.

Special Feature ;-) The most striking feature of the company is that during the entire period, there has been no strike, lockout or an industrial dispute of any kind in any of the units of the company except in 1986 when there was a strike for two hours. It was mainly politically motivated with the involvement of local MLA. The company has been running in profits through out and it is attributed to good industrial relations resulting in smooth production and efficiency. In this company the workers meet directly to the managers and Managing Director to his problem.

Plant Location ;-) The performance of an enterprise is considerably affected by labour. The location of an industry is as important as the choice of the location
for a business in a city or locality. Unscientific and unplanned industrial set up is harmful not only to the industrial unit but also to the social and economic structure of the company as a whole.

The degree of significance for the selection of location for any enterprise mainly depends on its size and nature. Sometimes the nature of the product itself suggests some suitable location. A small scale industry mainly selects the site where in accordance with its capacity the local market for the product is available. It can easily shift to other place, when there is any change in the market. But for the large scale industries requiring huge amount of investment, there are many consideration other than the local demand in the selection of proper plant location. The plant cannot be easily shifted to other place and in error of judgement in the selection of site can be very expensive and cumbersome to the organisation. Hence selection of location is an important phenomena for the success of the enterprise and requires thorough analysis.

**Mohan Meakin Limited** is a vast empire having approximate area of the complex as 441666.00 sq. yds situated at about 15 km in the east from Delhi on GT Road on the bank of 'Hindon River' in district Ghaziabad. Ghaziabad is a well known city and has many industrial centres like Mohan Nagar, Sahibabad and Noida. These places ensure regular supply of the materials, reduced transportation cost, availability of skilled and unskilled workers, sufficient electric power, pollution free environment etc. The management can keep close watch over the changes in the market environment and formulate its production policies accordingly at the level of the national and international market trends.

**Products**: The company's main products sold with their trade names are listed below:-
ALCOHOLIC PRODUCTS

WHISKIES
Mike & Butler Malt Whisky
Colonel's special Pure Malt Whisky
Golden Eagle Malt Whisky
Chief Neck De-Luxe Malt Whisky
Saatl Malt Whisky
Diplomat De-Luxe Malt Whisky
Black Knight Malt Whisky
Celler 117 Matured Malt Whisky
Solan No. 1 Malt Whisky
Highland Chief Malted Whisky
MMB Fine Whisky
Menkin's Whisky
Old Vak Special Blend Whisky
Blue Bull Whisky
Guddie Whisky
Black Rose Malted Whisky
Black Beauty Fine Malted Whisky
Queen of Queens Malt Whisky
Grand Master Malt Blended Whisky
India King De-Luxe Whisky
Tomkat Fine Whisky
Kings Castle Special Reserve Whisky
Knight rider Specially Blended Whisky
John Wyte Super De-Luxe Whisky
Grazzy Horse Malted Whisky

CIDER
Molun's Apple Cider

BRANDIES
Triple Crown Pure Grape Brandy
Docter's Reserve No. 1 Brandy
D.M. Brandy
Krown Brandy
MMB Brandy
Golden Eagle Docter's Brandy

GINS
Big Ben London Dry Gin
(Export Quality)
Menkin's Dry Gin
MMB Gin

SHERRY
Autumn Brown Sweet Sherry

BEERS
Golden Eagle Lager Beer
Golden Eagle Deluxe Lager Beer
Asia 72 Lager Beer
Black Knight Super Strong Beer
Solan No. 1 Special Lager Beer
Red Dog Fine Whisky
Old Monk Deluxe Beer

RUMS
Old Monk Gold Reserve Rum
Old Monk XXX Rum
V.O.V.(3,5,7 & 10 Years)
Meakin XXX Rum
Gorkha Rum
Tusker XXX Rum
Guddie Rum
Black Beauty Rum
Black Bull Rum
XXX Rum
MMB XXX Rum

Gymkhana Pilsner Beer
Lion Lager Beer
Meakin's Lager Beer
Krown Light Pilsner Beer
Crazy Horse Lager Beer
Hana Lager Beer
Solan No. 1 Extra Strong Beer
Solan No. 1 Super Strong Beer
Grand Master Black Label Beer
Black Knight Deluxe Beer

VODKA
Kaplansky Vodka

NON ALCOHOLIC PRODUCTS

JUICES
Mohun's Gold Coin Apple Juice
(Sparkling & Non Sparkling)
Mohun's Ginger Tonic
Mohun's Mango Nectar
Mohun's Pine-Apple Nectar
Mohun's Merri Nectar
Mohun's Fruit Punch
Mohun's Guava Juice

SAUCES
Mohun's Tomato Ketchup

VINEGARS
Mohun's Pure Malt Synthetic Vinegar

EXTRACTS
Brewer's Yeast
Malt Extract
Compressed Baker's Yeast

MINERAL WATER
Golden Eagle Mineral Water
CANNED PRODUCTS

Mohun's Mango Pulp
Mohun's Mango Chutney
Mohun's Green Peas

SOFT AERATED DRINKS
Pick-up Cola
Golden Eagle Special Soda

JAMS & JELLIES

Mohun's Mango Jam
Mohun's Apple Jam
Mohun's Mixed Fruit Jam
Mohun's Melon Ginger Jam
Mohun's Pine Apple Jam

BREACKFAST FOODS
Mohun's New Life Corn Flakes
Mohun's New Life Wheat Flakes
Mohun's Wheat Porridage
Mohun's Pearl Barley

Besides the above company is also exporting :- Handloom Fabrics and Made-ups Textile Fabrics and Made-ups, Leather Footwear (Ladies & Gents), Leather Garments, Consumer Durables, Light & Heavy Engineering, Products including Machinery.

Organisation Structure :- Mohun Menkin Ltd. at Mohun Nagar Ghaziabad has got a very formalised organisation structure having sufficient flexibility to achieve the desired results.

Working Hours :- The factory is working all the 24 hrs. It has its working shifts as follows.

8.00 AM to 5.00 PM General Duty Shift.
6.00 AM to 2.00 PM First Shift
2.00 PM to 10.00 PM Second Shift
10.00 PM to 6.00 AM Third Shift

Trade Union :- Union is for unity and it is according to the trade. The aim of the union is to solve the problems of the labour and provide them job safety.
That safety can be within the factory or outside the factory. There are following unions existing of which the labourers are the members:

(i) Food Products Karanichart Sangh.
(ii) Distillery and Brewing Karanichart Sangh.
(iii) Mohan Glass Workers Union.
(iv) Abrasive Mazdoor union.

The above unions were said to have been affiliated with one or the other following national unions:

(i) AITUC [All India Trade Union Congress]
(ii) INTUC [Indian National Trade Union Congress]
(iii) UTUC [United Trade Union Congress]
(iv) HMS [Hind Mazdoor Sabha]
(v) BMS [Bhartiya Mazdoor Sabha].

Welfare Measurements: The company is quite conscious about the welfare of the workers at all levels and they are looked after as per rules. The following few modes of the welfare were found during my study and during Kapil Mohan (1992) study conducted on the same factory.

(b) Workers as Entrepreneurs: The workers of Mohan Meakin Ltd are encouraged to make their own enterprises. Such enterprises working at present are Bella Press, Shramik Udyog and Mohan Zapic & Closers. The capital for these enterprises have been raised by the workers only and they derive dividends out of the profit earned. This has not only increased the income of the member workers but has helped in enhancing a confidence in them.
[II] **Worker's Co-operative Society**: There exists a Worker's Co-operative Society functioning on no profit-no loss basis and has been rendering good economic services to the workers of Mohan Meakin Ltd.

[III] **Housing Facility**: This facility exists but limited. The company provides different kinds of living accommodation suitable to the level of the employee. There are Bungalows, Type A, Type B, Type C, and Type D quarters which are scattered at different places. Employees whose services are needed at any time during the day are preferably given living accommodation.

Besides this, the company encourages the workers to have their own houses for which the company is liberal in giving the loans. In other cases, the company has also purchased quarters for its workers. The occupants of which are paying the installments. These houses will be allotted to them when they get retired.

[IV] **Medical Facility**: Next to the housing, medical facility is very important. Employee of Mohan Meakin Ltd. may make the use of Narendra Mohan Hospital at subsidized rates. NM Hospital has all the modern medical facilities and is situated just in front of the factory at Mohan Nagar.

Also, there are some health hazard points associated with the occupation. The Glass Factory is such a place where the dust is inhaled by the workers, that may cause lungs disease. To these workers, masks have been provided by the factory as a safeguard. Their medical check-up is also ascertained from time to time. The necessary advice given by the medical authority / team is also being incorporated. The workers in the plant are given half a litre milk daily and a piece of gur to eat.

The company is not only conscious about the above but also rendering good jobs in educating their workers through N.M. Hospital, about family planning, eyes care and blood donation as a service to the mankind.
Recreation: It is very important and plays a significant role. It gives a soothing effect to a tired and fulfills the energy against the monotony of the routine. There is a Cinema Hall. The movies are projected time to time during celebration of festivals and functions. The performing art theatrical group is also there, in which the employees/workers participate whole heartedly.

The birthday of its founder Padmashri N. N. Mohan, 25th October and the birthday of the present MD Brig. Kapil Mohan (VSM) Jul, 18th are celebrated as Foundation Day & Labour's Day respectively in the Company.

Games and Sports: The company recruits good sportsmen and provide all possible playing facilities to them. The company has provided both indoor and outdoor games. Table Tennis, Carrom, Cards and Chess. The indoor games and outdoor games like Cricket and Volleyball are quite popular.

Reading Rooms & Library: The Reading Room and a Library are maintained in the factory at Mohan Nagar. To keep abreast its workers with day to day happening in the world, many dailies, weeklies, fortnights and monthlies are subscribed.

Dailies:


English - Hindustan Times, Times of India, Indian Express.

Urdu - Kaumilawaz.

Weekly:

Hindi - Dharmayug, Saptahik Hindustan, Ravtwar.

Fortnightly:

**Hindi** - Maya, Dinman, India Today

**English** - India Today

**Monthly**:

**Hindi** - Kadambri, Sarita, Sushama...

**English** - Star Dust, Cine Blitz, Filmfare, Reader-Digest and Probe...

**Urdu** - Shamma and Bhsinwin Sadi.

The company is also maintaining a full-fledged library, where quite good numbers of Technical Books on subject and on other topics are available.

Today Mohan Nagar which was a separate entity has now become almost a part of Ghaziabad. One does not find a gap between Ghaziabad and Mohan Nagar.

Mohan Meakin Ltd is one of the oldest (Established in 1885), well known and reputed company, whose products are being sold throughout and every nook and corner of the country. Since its functioning in India it has undergone various faces of ups and downs. It appears that the company has all the characteristics of a formal organisation and hence the same has been considered an ideal area of my study.