CHAPTER 3
A PROFILE OF INDUSTRIAL UNITS CONSIDERED
FOR THE STUDY

KARNATAKA SILK INDUSTRIES CORPORATION LTD

Mysore, a place well known for its rich cultural heritage and splendour is also famous for the silk it produces. The silk produced here reveals the ethnic magnificence through its splendid and intricate designs. The silk is named after the ancestors of Mysore as a mark of tribute and is hence rightly called as Mysore silk. KSIC the pride possessor of this monarchal vestige is producing the same quality of silk from seven decades. Located in the center of Mysore city, this factory is dispersed over 15 acres and possesses high end machines imported from Switzerland and Japan to produce the best quality silk. The company’s vision is “To provide employment directly and indirectly by producing goods, products and marketing effectively in the market”. The company’s mission is “Manufacturing and marketing of Mysore Silks and Sarees” (http://www.ksicsilk.com/Web/MysoreFactory).

ARIS SOFTWARE PVT LTD

Aris Software Pvt Ltd is the leading integrated software solutions provider for life sciences which was established in the year 1987. Its headquarters is located in Stamford, Connecticut, USA and has its branches in UK, France, Germany, Ireland, India and Japan. The company’s expertise lies in solving real-time research and development requisites of enterprises which also includes topmost pharmaceuticals, biotech’s and
devices, CROs and regulatory agencies. The variety of services provided include planning, design, implementation, upgrade, migration, optimization, application verification and training. These services are provided by ArisGlobal’s professional services team and ProServe. The company’s mission is “To provide the life science industry with the most complete Life-Science information management environment to bring the highest levels of trust of your company and your products to your customers (patients, practitioners and government administrators)” (www.arisglobal.com).

**EXCEL SOFTWARE, MYSORE**

The function of Excel soft is to offer value added products and services in e-Learning to support the educational publishers, universities, schools, government, defence and corporate sector. The e-Learning applications include SARAS virtual Learning Environment, consisting of Learning Management System and Assessment Management Systems. The company also provides SARAS learning space which is an e-Learning gateway that uses web 2.0 technologies to encourage informal learning. The solutions are offered in both technology and content arena. The company’s motto is “Great performances attract Great performers”. The company’s global offices are located in Asia, United States and EMEA and consist of 800 plus professionals (http://www.excelindia.com).

**JSS HOSPITAL, MYSORE**

The JSS hospital was established by Jagadguru Sri Shivarathri Rajendra Swamiji in 1974 as JSS Primary Health Centre for annual medical check-up of the students from JSS institutions. Later in 1992 another health service center was set up in SJCE campus.
The primary health centre in JSS medical college earlier had 60 beds in 1984 which was upgraded to 1200 bedded hospital and later to 1800 bedded hospital in 2008 by Jagadguru Sri Shivarathri Deshikendra Mahaswamiji. The motto of the hospital is “Not for profit; dedicated to service”.

The hospital’s vision is “To be the preferred comprehensive center of excellence for medical education, care providers and affordable healthcare with a human touch”. The hospital’s mission is “To provide effective, affordable healthcare with compassion and achieve excellence in medical and paramedical education with continued focus on quality”.

**KOTAK MAHINDRA BANK LTD, SARASWATHIPURAM, MYSORE**

Kotak Mahindra Bank Ltd is one of the banks which offers multitude of services to its clients. The bank provides personal finance solutions varying from savings accounts to credit cards, mutual funds to life insurance, working capital loans to personal loans etc. The bank has the best wealth management team who provide an array of solutions to individuals gaining high profit, entrepreneurs, business families and working professionals. The services designed in the bank are highly focused on clients and are regularly updated to provide the best service and infrastructure. The bank also has many honors to its credit which indicates its success.

**SWAMI VIVEKANANDA YOUTH MOVEMENT, MYSORE**

Swami Vivekananda Youth Movement is an organization established in 1984 working in the development of health, education and community. The organization is functioning with the tribal’s of Heggadadevanakote in Mysore for more than 20 years and
manages schools, hospitals, living hubs and micro credit programs. The success rate of the educational programs is rising as there is more number of neo-literates evolving amidst these tribal’s. The aim of the organization is “To train and create value based teachers to meet the educational needs of rural and tribal areas in Karnataka state”. Various teacher training programs for tribal and rural youth and vocational training programs for children of dalits and tribal’s are also conducted by the organization (www.svym.net).

**CORPORATION BANK, KUVEMPUNAGAR BRANCH, MYSORE**

Corporation Bank was opened in 1906, 109 years ago and nationalized in 1980. It was the pioneer to develop and acclimate to the amendments in financial sector. In the year 1997 it was recognized as the second public sector bank in India to enter capital market. The various banking services which were first introduced by this bank include “Cash Management Services, Gold Banking, m-Commerce, online approvals for Educational loans, 100% CBS Compliance” and the latest groundbreaking attempt to make technology accessible to rural folks in remote villages by means of low-priced branchless banking. The bank was set up with an initial investment of Rs 5000/- and has reached business up to Rs. 3,26,012 Crore with 8970 service outlets in India assisted by more than 18,000 employees.

Corporate Vision of the bank is "The Most Preferred Bank with Global Standards". Corporate Mission- “To become a provider of World - Class Financial Services, To meet Customer expectations through Innovation and Technological Initiatives, To maintain leadership in inclusive banking, To enhance stakeholders' value, To fulfil national and social obligations, To create an environment, intellectually
satisfying and professionally rewarding to the employees, To emerge as a role model for ethical values and Good Corporate Governance” (http://www.corpbank.com).

**LIFE INSURANCE CORPORATION OF INDIA, MYSORE**

Life Insurance Corporation of India (LIC) is an insurance and investment company established in 1956 after the passing of Life Insurance of India Act by the Indian Parliament. The LIC headquarters is located in Mumbai and is the biggest insurance company in India having an approximate asset value of 1560482 crore (US$250 billion). The company is owned by the Government of India. The other affiliations of this company include LIC Housing Finance, LIC Pension Fund Ltd., LIC International, LIC Cards Services, LIC Nomura Mutual Fund and the products include Life insurance, health insurance, investment management and mutual fund (http://www.licindia.in).

**J K TYRES, MYSORE**

JK organization was founded in 18th century by Lala Kamlapatji and his father Lala Juggilalji, and hence the name ‘J.K.’. Although the leading businesses of J.K organization are tyre industries, cement and paper they also include Fenner India, JK Seeds, Umang Dairies and JK Agri Genetics. The organization also has considerable existence in clinical research and insurance through its other establishments- CliniRx Tangent Research and JK Risk Managers & Insurance Brokers Ltd.

Company’s Vision is “To be amongst the most admired companies in India, committed to excellence”. Company’s Mission is “Be a Customer Obsessed Company - Customer First 24x7, No.1 Tyre Brand in India, Most profitable Tyre Company in India,
Motivated and Committed team for excellence in performance, Be a Green Company, Deliver Enhanced Value to all stakeholders, Enhance global presence through Acquisition / JV / Strategic Partnerships” (www.jktyre.com).

**NSL SUGARS, MADDUR**

NSL Sugars Limited is an affiliated company of NSL group and was established in 2004. The company is a manufacturer, exporter and dealer of white sugar. It has five unified complexes in the country manufacturing sugar, Co-generation power, distillation and other organic manure products. The company uses high technology to produce the best quality of white and refined sugar and is sold by NSLSL as per the central government norms. The chief consumers are the Food Corporation of India (FCI) and private sugar wholesale traders across Karnataka and Kerala with approximately 501 to 1000 employees (www.nslsugars.com).

**REID AND TAYLOR, NANJANAGUD**

Reid and Taylor is an associate company of SKNL. It has been designing the world’s fashion for more than 170 years. During 1830s an innovative Scottish cavalier-Alexander Reid used Cheviot wool and made Cheviot cloth that became popular. With the demand for the cloth increased another person Joseph Taylor joined Alexander Reid to support him financially and in creating premium quality cloths which is well known today as Reid & Taylor. The company was introduced in India in 1998 by SKNL. It is the earliest company in India where the customers can get both fabrics and apparel from the same brand. Over the years Reid and Taylor has transpired itself as a prominent and most preferred company in the suiting segment with more than 1000 people striving hard to take it to yet another level (www.sknl.co.in/reid_taylor_india.aspx).
HABIB OIL AND GRAINS PROCESSING, MYSORE-OOTY ROAD

Habib Group was inaugurated in 1967 in Mysore, Karnataka. “Habib Oil & Grains Processing” was merged in 1995 and it has become a well-recognized processor, exporter and supplier of rice since then. Refusal to usage of harmful pesticides ensures that the products are healthy and safe. It is one of the leading processors and suppliers of variety of rice such as raw rice, ponni boiled rice, Karnataka rice, parboiled rice long grain, idli rice, Indian rice, broken rice and yellow corn which is greatly needed by other food industries. Quality assurance, Advanced packaging, Industry leading prices, On-time delivery are the key factors for the company’s success. The company is consistently in the path of progress and has a turnover of Rs 10-15 crore with approximately 50 people working for the company.

THE SOUTH INDIA PAPER MILLS LTD. NANJANAGUD

The Printing and Packaging Division of The South India Paper Mills Ltd was introduced during 2007-2008 in order to deliver outstanding products to paper based packaging material industries. The company has advanced board and box making equipment to enrich the quality of Linerboard and Fluting material and also has newly reinvested in the paper division. The paper plant is located in Nanjanagud, Karnataka and has a potential of about 200 MT/day. Company’s USP- “The Company’s support extends beyond supplying quality corrugated products into suggesting cost optimization by redesigning the packaging and suggesting changes that bring down the overall cost of packaging for its regular customers” (www.sipaper.com).
**USHA LEXUS HOTEL, MYSORE**

Usha-Lexus Hotels and Resorts are an association of India’s meritable "The Usha-Lexus Group." Ever since 1992 Usha-Lexus Hotels and Resorts have spread their fame across the country and operate in seven regions like Mysore, Bangalore, Goa, Khajuraho and Manali. These hotels are intended for both business travellers and tourists and offer world-class facilities and luxuries. Apart from world-class luxuries Usha-Lexus Hotels and Resorts also contain eminent restaurants where the patrons can relish regional cuisine from India and various other regions. Company’s Vision- “The Company's vision is to set a benchmark in the hospitality industry by providing high standards of comfort and luxury for the discerning business and leisure travellers”. Company’s Mission- “To perfect the fine art of hospitality by providing our guests with state-of-the-art facilities and impeccable service we aim to make every stay a memorable one” (http://www.ushalexushotels.com/mysore).

**SOUTHERN RAILWAYS MYSORE DIVISION**

South Western Railway came into existence by integrating restructured Hubli division from South Central Railway with Bangalore & Mysore divisions of Southern Railway. Its headquarters is located in Hubli and started operating from 1st April 2003. This railway region covers routes passing through Karnataka, Andhra Pradesh, Goa, Maharashtra and parts of Tamilnadu. During the year 2013-2014 the revenue for Indian railways was approximately Rs.1441.67 billion(US$23 billion) which involves Rs.375.0 billion (US$6.1 billion) from passenger tickets and 940 billion(US$15 billion) from cargo (www.swr.indianrailways.gov.in).
The Government Sandalwood Oil factory was set up by the emperor of Mysore Nalwadi Krishna Raja Wodeyar and Diwan Sir, M. Visvesvaraya in the year 1916 in Mysore. The firm was set up to excerpt sandalwood oil from sandalwood and introduces the world-class natural sandalwood oil globally. This was presented to the world by Government Soap Factory, Mysore. The company’s approximate turnover in the year 2011-12 was Rs. 262 crore. The company’s vision statement: "Karnataka Soaps & Detergents Limited will leverage latest soap manufacturing technology and information technology by imbibing professional management techniques to improve its functional activities, transparency, business and to transform itself into a modern, professional organization in the FMCG market in India and also to spread its fragrance in the FMCG global market" (www.mysoresandal.co.in, http://blog.gice.in/industrial-visit-to-karnataka-soaps-and-detergents-limited/).