



# Training at DAHBASHI ENGINEERING

**“The Strength of an organization ultimately depends on its capacity to develop people.”**



Training has become the talk of the town and everybody has become a self-proclaimed Guru, ready to train without having an iota of knowledge of the particular work environment of the people they are so willingly contracted to train by the powers-that-be.

It may seem from the quantity of e-mails pouring in from all kinds of training houses from various corners of the globe (and generating an unending stream of spam!!!) that probably  $e=mc^2$  is being applied to

the training function and lo and behold, the manpower is ready and trained to deliver the goodies.

The collective environment to achieve a common objective differs in each organization, many a times it is strongly influenced by the corporate philosophy or the individual at the helm of affairs. The function of the training then acquires a new dimension, namely to address this collective need. The role of the training houses in this context is then merely that of a ven-

dor selling off-the-shelf goods which may or may not suit the collective needs of an organization.

In present day situations, when customers have become extremely demanding and perceptive of quality of services, the need for providing specialized service attains paramount importance. This requires a collective effort to deliver the services to a customer's satisfaction and underlines the training needs at a corporate level to keep the competition at bay.

If the corporate body realizes this need and is ready to translate this to microscopic levels in the organization, then one can say that the organization has reached a milestone in its quest for quality manpower.

In the light of the above, **DAHBASHI ENGINEERING** is an interesting case. While it has always taken a keen interest in training, it has of late, decided to upgrade its thinking by graduating from a need-based to a more futuristic one. The baseline .....page 2

## DEC FITS OUT ALMARAI'S ALYOUM PROJECT !

**DIESEL EQUIPMENT COMPANY**, our joint venture partner in Saudi Arabia, has recently completed the

kitting out of the Battery Charging Area in **ALMARAI'S ALYOUM** Project, a new poultry cold store on

Old **Qassim / Hail Road**, approximately 650 kms. away from Riyadh.

The Materials Handling Equipment was awarded to Al Khorayef, the LINDE dealer and **DEC** was successful in bagging the supply of traction power for the **MHEs** which comprise

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criterion in **DAH BASHI ENGINEERING** for its manpower is to “**make a sale**” at all levels, be it external or internal, at the very top or at the bottom most rung of the ladder ! The profile of the **DAH BASHI ENGINEERING** manpower being unconventional makes the task of deriving training needs a wee bit more challenging.

Just because the management decided to set up a **Training Department** in **1998** does not

mean that the training function was non-existent earlier. Right from inception, the training function has been omnipresent and the organization has grown from strength-to-strength, learning on-the-job, right at the cutting edge. Firmly believing in hiring young and “**raw**” recruits it could mould into the company philosophy and methodology, the organization shied away from taking on formally qualified manpower. In retrospect, this has provided a “**trained-on-the-job**”, flexible manpower. This is probably the

most important aspect (out of quite a few) that has resulted in **DAH BASHI ENGINEERING** embarking upon a standardized form of working that makes training easier and helps in a person being well-versed (in the group’s procedures and proprietary information systems) and fully operational within a short period of time.

Considering the motley of personnel profiles in the company, deriving training needs seems to be not only a challenging and but also a daunting task. If

the emphasis is on sales (**Products & Services**), then the main objective is to “**enable a sales person**” to start performing his duties as efficiently and quickly as possible. In such a scenario, deriving the training needs from past experiences seems to be a method in itself. This method is tested in operation at all levels in each external audit of **QMS** and has been accepted as a measure of its success.

**Mudar Hussain**  
Manager E / Q / T

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a healthy mix of **Counter-balanced Fork Lift Trucks, Reach Trucks, Low-Level Order Pickers** and **Powered Pallet Trucks**.

Headquartered in **Riyadh, Almarai** (Arabic for “**pasture**”) is the largest integrated dairy foods company in the world. Set up in **1976**, the company is involved in the production and supply of **dairy, infant foods, bakery, soft drinks** and



**poultry products.**

**Alyoum** (meaning “**today**” and thereby implying fresh products on a daily basis) is the poultry arm of the business.

Since each of the Materials Handling Equipment was equipped with a spare Battery, a suitable Battery handling system, along with Battery Charging Stands with rollers, was proposed. The entire fitment was supplied





As we have oft-repeated, the ability and the expertise available in-house to provide a turn-key solution for the customer's entire **Traction Power** needs has stood us in good stead ever since **DAHBASHI ENGINEERING** came into existence **28** years ago and will no doubt, continue to do so for years to come.

jointly by **HOPPECKE-DAHBASHI ENGINEERING**. The MHE Batteries are all handled by manually-operated Battery Changing Units which run along the length of the Battery Charging Bay on a set of guide rails, extracting and depositing the Batteries to-and-from the units.

A **De-ionizer** for the generation of topping up de-mineralized water is mounted on the wall behind the Battery and Charger stands.



Full marks to **Ashok** and his team, with special commendation for **Lino**.....they have again come up trumps and done a wonderful job !

**Chandan Vaidya**  
Manager – Materials Handling Division



# February birthdays 2013 ! March birthdays 2013 !

Rohith Ravindranatha Kurup EQT 03/02	Mohammed Asief Service 09/02
Rajesh Lama Service 08/02	Shaik Chan Basha DXB Stores 10/02
Rhymn De Leon Rivera Service 08/02	Radhika Mathur MIS 12/02
Fahad Ali M. Ali Dahbashi H.O. 09/02	Mofiz Uddin Service 14/02
Chinta Bahadur Sunar HR 21/02	

Mustansar Murtaza Baig DXB SALES 02/03	Bom Bahadur Sunar MZDBRH 12/03
Saha Alam SERVICE 02/03	Sha Alam HR 15/03
Huzefa Yasooob Ali MIS 03/03	Afreen Bi Aga ADMIN 15/03
Mani Kumar Sunar SHJBRH 04/03	Antonette Cabus Pesino HR 17/03
Mohamed S. Thozhukkattil DXB SALES 07/03	Deepak B.K. HR 21/03
Nandakumar Kumbalakuzhi SERVICE 08/03	Hemanta B. H. Mudiyansele 24/03
Purna Lal B.K. SERVICE 10/03	Rupert Anthony James MHD 25/03
Abdul Ghafoor ADHBRH 11/03	Mohammed Yousuf Deodurga SERVICE 26/03
Thagendra Bahadur Sunar MHD 12/03	Shailesh K. V. Karammal ADHBRH 31/03
Usman Ejaz Kunda MHD 12/03	Vishnu Raghunath Parab SERVICE 31/03

Courage is doing what you're afraid to do. There can be no courage unless you're scared.

**Eddie Rickenbacker**

The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint enough to keep from meddling with them while they do it.

**Theodore Roosevelt**

The secret of joy in work is contained in one word -- excellence. To know how to do something well is to enjoy it.

**Pearl S. Buck**

The real leader has no need to lead -- he is content to point the way.

**Henry Miller**