Let the winds lift your banners from far lands  
With a message of strife and of hope:  
Raise the Maypole aloft with its garlands  
That gathers your cause in its scope....

...Stand fast, then, Oh Workers, your ground,  
Together pull, strong and united:  
Link your hands like a chain the world round,  
If you will that your hopes be requited.

When the World's Workers, sisters and brothers,  
Shall build, in the new coming years,  
A lair house of life—not for others,  
For the earth and its fulness is theirs.

- Walter Crane, The Workers' Maypole, 1894A

10-05-2017 – Wednesday

Buddha Purnima  
This auspicious day marks the birth of Lord Buddha.
ANNUAL BUSINESS MEET SUMMIT 2017–18
CONQUERING THE SUMMIT.

SHRIRAM CITY convened its Annual Business Review for Financial Year 2017 on 10th April 2017 at Hotel Leela in Chennai. The occasion saw 500 team members from the Business, Collections and Operations sides of SHRIRAM CITY’s core activities across India attending the event. Apart from reviewing what went right during the year and what could be improved upon, the senior management of SHRIRAM CITY also gave away awards to the outstanding performers for the year whose endeavors have made the Company one of the leading retail financiers in the country.

The program for the day began with an invocation in the form of a Bharatanatyam performance by Ms. Medha Hari. This was followed by an inspiring address by Mr. R. Thyagarajan, Founder Chairman, Shriram Group, who urged the assembled colleagues to not rest on their laurels but to strive for greater customer satisfaction. He stressed the importance of being alive to competitive pressures in the future.

The Best Performing Branches then received their awards from Mr. Thyagarajan, and must cherish the occasion because it is an honour for them those who received the awards from Mr. RT. The Executive Directors of SHRIRAM CITY who have been at the vanguard of SHRIRAM CITY’s success were then felicitated by Mr. RT.

Mr. Y.S. Chakravarti, ED & COO thereafter made a detailed presentation of various aspects of the Company’s business during the year. The efforts of the States that outperformed others were lauded, while the others were told to pull up their socks if SHRIRAM CITY were to retain its position among the leading NBFCs in the country. Awards were then presented to the Best performing branches based on geographical city category “A”, “B” and “C”.

Mr. Ravi Subramanian, ED also made a detailed and enlightening presentation on the newer SME vertical operating in Gujarat, Maharashtra, Central India and parts of South.
Mr. Ravi Subramanian, ED  Speech
Standing ovation for having done 50 Lac TWs
A presentation on SHRIRAM CITY’s Two Wheeler business was made by Mr. Niranjan Rao, ED, and he exhorted all colleagues connected with the business who were present to ensure that SHRIRAM CITY sustains its position of being the Numero Uno financier in Two Wheelers.

After the lunch break, awards were presented to the performers in the new SME vertical. This was followed by a presentation by Mr. R. Chandrasekar, ED & CFO on the Finance and Technology initiatives undertaken during the year in order to further drive down cost of funds and towards implementation of IMPS, among other achievements.

Details of the Parivartan program and its success in the pilot Branches were discussed. Mr. Chakravarti advised an early rollout of the program in the rest of SHRIRAM CITY’s branches in order to ramp up growth in cross-sold products as well as towards achieving greater efficiencies in Collections. A brief presentation was also made on how Life insurance products could be cross-sold to a larger number of SHRIRAM CITY’s loan customers.
The Generals of the SHRIRAM CITY Army – the Executive Directors – then addressed the audience and infused a sense of enthusiasm among the team-members to go out and achieve greater successes in the year 2018.

The Bulls Eye (targets for 2018) was then presented, and there was firm sense of conviction amongst those present that these targets would be achieved, if not surpassed.

The event concluded with a Vote of Thanks from Mr. G.M. Jilani, ED.

The evening saw the team members being regaled by a scintillating musical performance by INDOSOUL – A Fusion Band. There was much "spirited" revelry as the night progressed, and the curtains were brought down on another successful year, with the promise that next year would be the best yet.
OVERVIEW OF INTERNAL AUDIT AS A FUNCTION IN SHRIRAM CITY

Internal Auditing is an independent, objective assurance and consulting activity designed to add value and improve an organization’s operations.

The role of Internal Audit is to provide independent assurance that an organization’s risk management, governance and internal control processes are operating effectively.

Internal Auditors have a professional duty to provide an unbiased and objective view. Internal Auditors must be independent from the operations as they evaluate and report to the highest level in an organisation: Senior Managers, Dept. / Function Head, Executive Directors and Board of Directors.

Internal Auditors deal with issues that are fundamentally important to the survival and prosperity of any organisation. Unlike external auditors, they look beyond financial risks and statements to consider wider issues such as the organisation's reputation, growth, its impact on the environment and the way it treats its employees.

In sum, Internal Auditors help organisations to succeed. Internal Auditors do this through a combination of assurance and consulting. The assurance part of our work involves telling managers and Dept. / Function Head; how well the systems and processes designed to keep the organisation on track are working. Then, we offer consulting help to improve those systems and processes where necessary.

Internal Audit is a very sociable career and as they get to meet new people on a daily basis, who work at all levels, right from Executive Directors to the Managers and frontline staff. But like all professions, Internal Audit has its own skills (such as industry experience, process experience, accounting knowledge, etc.) and its own qualifications (such as CA, CMA, CIA, CISA, CIMA, CS, CFE, CRM, etc.), technical standards and codes of practice.

Internal Auditors should also start writing about positive observations in audit reports and should have more focus on operational or performance auditing. Internal Auditors should also start undertaking training session and act as a technical guide, for the non-audit staffs.

It is important to think of the Internal Auditors as the organisations critical friend – someone who can challenge current practice, champion best practice and be a catalyst for improvement, so that the organisation as a whole achieves its strategic objectives. Internal Auditors should not be regarded as a cost driver/ cost centre, in fact they should be recognised as revenue driver / profit center as they provide suggestions/ recommendation for process efficiencies and business sustainability.

Shriram City has around 260+ Internal Auditors (in-house) and all of us are very thankful to the entire Shriram City family for providing us with necessary support and guidance.

Contributed BY
Mr. Mohit Surana DGM, Chennai
Time and time again, we are admonished that we do not listen. In any communication lecture, you would invariably be told that of all the skills of communication the most vital one is the art of listening. The trouble is, almost all our life we have ended up as listeners and there is a certain amount of boredom, lack of motivation and prejudice against the speakers and or topics, that we have developed over the years. Part of the reason can be attributed to ineffective teachers who bored us to tears, part of the reason could be that we were forced into listening to boring lectures on boring subjects and the rest of the problem could be attributed to sheer indifference we have developed over the years. Criticism whether from parents, teachers, friends, well wishers, colleagues or bosses, have just hardened us to pay a deaf ear to the feedback received. All in all, over the years, we have become indifferent, immune and largely deaf to any forms of communication especially those that we dislike, disapprove or dread.

However, it is never too late to change and begin afresh. Bear these facts in mind when focusing on listening. The first thing to remember is that listening is not a passive activity but an activity one must actively engage in. This means we need to take the effort of listening. The next thing to keep in mind is that when listening all our senses are engaged. While the ears absorb the spoken word, every other sense also absorbs the signals relevant to them. Hence any form of distraction be it noise, smell, weather changes, movement etc. influence the quality of our listening. The third and most important element of listening is to understand the essence of listening; which is wanting to hear. Unless we want to hear, find a motivation to hear, pay attention to the entire communication and not be selective in our listening, we could misunderstand, partially understand, miss out on key information or interpret the communication conveniently.

Once we begin to appreciate and adopt good listening skills the process of our personal improvement and growth would be enhanced dramatically. This is because we learn to value the lessons, however unpleasant or critical that we interpret from the communication signals received from around us. We also begin to value and respect our strengths by listening to the positive and encouraging responses we get. The value we derive from listening is maximized when we explore opportunities, dare to take risks, begin to change, learn to appreciate and never get discouraged.

Remember that the word LISTEN comprises of the same alphabets that form the word SILENT. So the more silently you absorb the communication that is around the better your listening skills. Make the world your GURU by simply listening to everyone and everything around. Absorb, learn, implement, change!

Try these:

- What is your favorite joke that you enjoy sharing with friend’s. Did you notice that it is how keenly the other person listens to you, that makes the joke effective. More importantly the joke may have something absurd and illogical that actually triggers the punch of the joke. Conventional listening, where logic and order are essential do not trigger the response as much as the non auditory visualization does.

- Here are some non auditory listening challenges
  1. Take a standard deck of cards and find out the only one eyed king in it. Also note the subtle differences between the Jocks as also the four different queens in the deck.
  2. Ask a friend to prepare a bag full of assorted articles. Without seeing the articles but by merely putting your hand in the bag and feeling the articles try and identify each of them.
  3. Blindfold yourself and ask a friend to hand over various currency notes into your hand. Identify the denomination of those notes.

How often have you entered your house, smelled the food being cooked and decided what kind of a meal to expect?
12 Common Negative Phrases You Need To Stop Saying!

Are you aware that negative thoughts and words can thwart an individual’s growth as well as reduce the chances of achieving success at any undertaking? Therefore, it is an excellent idea to substitute negative words with positive ones and live the life you truly want. Do not allow words to create unnecessary limitations in your life. Here are 12 popular negative phrases that you need to remove from your vocabulary immediately!

I Can’t…

Any thought or statement that begins with I can’t is false. Usually, when people utilise the term “I can’t” what they actually mean is “I choose not.” The more times you start your statements with I can’t, the more you will experience limitations in your life. So, whenever you find yourself saying I can’t, stop for a moment and get tuned in to what’s happening around you.

You may be scared, feeling unable or incompetent, or thinking of previous experiences where you failed, or thinking of present circumstances and situations that are preventing you from performing a particular task. No matter the reason: ask yourself, “would you like to be able?” If you answered yes, then do the following:

1. Get a sheet of paper and write down all the ways it may be possible to accomplish the task.
2. Write down how you will feel when you have accomplished the task. Doing so will motivate you to perform the task.

Therefore, instead of saying “I can’t”, a more empowering phrase would be “I choose” or “I can.”

I Am Not Good Enough

Who says you’re not good enough? Saying things like this to yourself will only put you down. This will not bring you any benefit whatsoever. Begin to believe in yourself and your capabilities to achieve success at any task. Instead of saying I am not good enough, you should be saying, “I’ve got what it takes” or “I deserve the best!”

Whatever Will Be Will Be

This is another phrase that is masquerading as true but really not. “Whatever will be will be” is a pretext not to take action. What this phrase basically means is that your future is written already and you cannot influence tomorrow, regardless of what you do now. This is actually a big lie. The truth is that irrespective of what has occurred previously in your life, and regardless of what’s happening in your life right now, your future is shaped by what you do today. There are no ifs or buts about that.

Whenever you invoke “whatever will be will be”, you have already relinquished your power and will to the circumstances and individuals around you. Always remember that while circumstances and individuals can influence your actions, they do not decide what you will do. Only you can decide your fate in life. Therefore, instead of saying “whatever will be will be” try saying, “if it is to be, it is up to me.”

That Is Impossible

Many people say this when they hear something that’s different from what they believe. Individuals who live to maintain the status quo usually believe that any knowledge that does not support the status quo should be disregarded or ignored. What you should understand is that there is nothing that is impossible.

There are lots of possibilities within the universe, that precisely whatever can occur has a good chance of occurring somewhere sometime. The fact that evolution and change takes place continually counteracts the likelihood of exhausting possibilities. Whenever you hear something that is unusual or something that is different, instead of saying “that is impossible”, you can say “I believe in miracles”.
I Am Alone

It is true that no one can make it in this world all alone. You will always require help from someone. Everyone is fighting their own battle in life; however, every individual is different and is dealing with different circumstances and problems. It would be good if you can find someone with whom to share your burdens.

If you cannot, do not drown your mind in negative thoughts. Bear in mind that everyone feels depressed sometimes and it is fine to feel that way. Therefore, you should stop saying, “I am alone”, and start saying, “The universe/God is always there”.

What People Say And Think About Me Matters

When did you last do something for yourself without bothering about other people or social standards generally? If you know that no one is judging you, what will you do? People will talk about you regardless of what you do. So why bother? If they do talk about you that means you are interesting! Do not give people the chance to destroy your dreams and aspirations. So, rather than thinking, “what people say and think about me matters”, you should start saying, “I am neither too little or too much, I don’t have to prove myself to anyone”.

I Will Take Care Of This Later

It is said that the pain of being disciplined is less than the sting of regret. If you put off doing something you ought to do now, you may never accomplish that task. You should stop procrastinating because tomorrow never comes. Thus, rather than saying, “I will take care of this later”, you should start saying, “I am taking care of it right now”.

I Do Not Deserve To Be Loved

The golden rule says that you should love your neighbor as yourself. But how will you love others if you cannot find it in your heart to love yourself. One good thing regarding love is that it is abundant. Rather than saying, “I do not deserve to be loved”, you should say “I love myself and I deserve to be loved”.

I Cannot Forgive Him/Her

Stop bearing grudges against other people. Do not live life with bitterness in your heart. Holding grudges will only make you ill and sabotage your own happiness. One is not saying you should forgive others because they were wrong or right. Practice forgiveness because you deserve to free yourself from other individual’s insensitive choices. Thus instead of thinking, “I cannot forgive him or her”, you should say “I forgive… I release her/him with love”.

If Only I Had More

Be thankful for the things you have now. Perhaps, you want to buy a pair of designer shoes because you like the way they look. Remember that there are individuals who do not have any shoes at all. So instead of saying, “if only I had more” you should start saying, “I am grateful for everything I have”.

I Am A Failure

If you say you are a failure or a loser then you create the failures. Every blunder that you commit teaches you a lesson. There is a trail of failures behind every success story. Thus, you should learn from your failures and try again. Instead of saying “I’m a failure”, you should be saying “I am a learner”.

What If It Does Not Work?

Fear is the main driver of this damaging phrase. Individuals who fear change often say this because they need a reason not to make progress. This provides them with a way out – someone or something to blame apart from themselves.

One is not saying you should not research as well as crosscheck your facts. However, when you are doing that, you should be looking for explanations to the problems that you come across. Instead of saying, “what if it does not work?” You should start asking, “what if it works?” By so doing, you will have a mindset of possibilities and solutions.
Rules of DYKS

The details and rules of the Do You Know Series are as follows:

Each issue will contain 3 multiple answer questions
All replies to be sent to DYKS@shriramcity.in only.
The mails should be sent from the official mail ID of the employee.
The response mail should be as follows;

The name of the employee from each state and from whom the first correct response comes will be published in the subsequent issue of ‘Breeze’.

State wise correct response to quiz in April 2017 Issue

<table>
<thead>
<tr>
<th>SI No</th>
<th>State</th>
<th>Number of Responses</th>
</tr>
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<tr>
<td>1</td>
<td>Maharashtra</td>
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<tr>
<td>2</td>
<td>Karnataka</td>
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<tr>
<td>3</td>
<td>Tamil Nadu</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Tamil Nadu (H.O)</td>
<td>1</td>
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<tr>
<td>5</td>
<td>Gujarat</td>
<td>2</td>
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<tr>
<td>6</td>
<td>West Bengal</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>Uttar Pradesh</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Uttarakhand</td>
<td>1</td>
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</table>

State wise 1st correct response to quiz in April 2017 Issue

<table>
<thead>
<tr>
<th>SI No</th>
<th>State</th>
<th>Name of Employee</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Maharashtra</td>
<td>Mr. Atul K. Kale</td>
</tr>
<tr>
<td>2</td>
<td>Karnataka</td>
<td>Mr. Samuel Prakash. G</td>
</tr>
<tr>
<td>3</td>
<td>Tamil Nadu</td>
<td>Ms. Tharani. N</td>
</tr>
<tr>
<td>4</td>
<td>Tamil Nadu (H.O)</td>
<td>Mr. Senthil Kumar. C</td>
</tr>
<tr>
<td>5</td>
<td>Gujarat</td>
<td>Mr. Maulik D Shah</td>
</tr>
<tr>
<td>6</td>
<td>West Bengal</td>
<td>Ms. Soma Chakraborty</td>
</tr>
<tr>
<td>7</td>
<td>Uttar Pradesh</td>
<td>Mr. Gaurav Kumar</td>
</tr>
<tr>
<td>8</td>
<td>Uttarakhand</td>
<td>Mr. Anshu Tyagi</td>
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Answers to Quiz of April 2017 issue

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What is the minimum Deposit amount for the Cumulative Deposit in Shriram City?</td>
<td>C. Rs.5000</td>
</tr>
<tr>
<td>2</td>
<td>What is the time limit of Premature Withdrawal of Deposits?</td>
<td>A. 3 months</td>
</tr>
<tr>
<td>3</td>
<td>Which of the following rates decided by the RBI is called “Policy Rate”?</td>
<td>B. Repo Rate</td>
</tr>
</tbody>
</table>

DYKS - May 2017

1. In which year did Shriram Housing start its Business Operations?
   a. 1999
   b. 2001
   c. 2005
   d. 2011

2. Reserve Bank of India performs financial Supervision function under the guidance of the BFS. BFS stands for?
   a. Bill for Financial Supervision
   b. Banking for Financial Supervision
   c. Bureau for Financial Supervision
   d. Board for Financial Supervision

3. DICGC is fully owned subsidiaries of RBI. What is the meaning of “I” in DICGC?
   a. International
   b. Investment
   c. Industrial
   d. Insurance
Think Big!
You can do anything!