

Time & Smiles



Special Edition May, 2017

COLLECTOR'S
EDITION



TWO DECADES OF SMILES



हार्दिक श्रद्धांजलि

श्रद्धेय केशर देवी सोती

(धर्मपत्नी स्मृतिशेष केदारमल सोती, चूरू)
(स्वर्गारोहण माघ शुक्ल चतुर्थी, मंगलवार, 31 जनवरी 2017)

वासंसांसि जीर्णानि यथा विहाय, नवानि गृह्णाति नरोऽपराणि ।
तथा शरीराणि विहाय जीर्णा न्यन्यानि संयाति नवानि देही॥

आपकी मधुर यादों को हृदय में संजोये हम आपके प्रति
हमारी हार्दिक श्रद्धांजलि अर्पित करते हैं -

<p style="color: red; font-weight: bold;">पुत्र</p> <p>रामकुमार, छबीलदास-सरोजरानी बनवारीलाल - सत्यभामा, सीता महेन्द्र- अनिता</p>	<p style="color: red; font-weight: bold;">पौत्र</p> <p>राजीव-सोना, शंकर-मीनू, त्रिलोचन-विशाखा, विनय-गरिमा, राहुल-दिव्या, रवि-गरिमा, गिरीश-सलोनी, अमित-सुरभि, विनित-किंजल</p>
<p style="color: red; font-weight: bold;">प्रपौत्र-प्रपौत्री</p> <p>केशव, साक्षी, ईशा, आर्यन, रोहित परिधी, अद्विका, वेदिका, दिव्या, अबनि हिमानी, अर्नव, देवांग, प्रणय, आयान, वियान</p>	<p style="color: red; font-weight: bold;">पुत्री-दामाद</p> <p>अमिता-अरुण, सरिता-दीपक शालू-प्रशांत, उमा-जितेन्द्र</p>

समस्त ए आर सी परिवार



एसोसिएटेड रोड कैरियर्स लिमिटेड

Editorial

In an age when nothing seems to last - TWO DECADES, like the one TIME & SMILES celebrates this year, makes us marvel at the simple fact of longevity. Time & Smiles, our Quarterly Bi-lingual House Journal, came into existence in 1997 when a need was felt to present a medium of creative self-expression to A R C'ites to express, exchange & share the best of their knowledge and information. Over the past couple of months, as we've been putting together a Collector's Edition representing our Journal's completion of 2 decades, we have spent a lot of time leafing through all the issues, from the first one, in April 1997 when the magazine was launched as **A R C TODAY**, up to the one in January 2005 when the name was changed to **TIME & SMILES**, to the present. Our Hon'ble Founder & CMD Shri R K GOEL is the man who established the magazine's identity and christened it TIME & SMILES, reflecting his perception that 'TIME' is 'LIFE' and 'SMILE' is 'GOD'. The title signifies the purpose of the magazine to fill the lives of people with smiles by spreading knowledge.

Dipping in and out of all the issues - more than 70 in the last two decades - themes of many issues caught our attention - "Where Teamwork Really Works", "Sky High Technology - to Change Ground Realities", "Education - Your Child's Right, Our Nation's Might", "Conserve Water, Preserve Life", "Training to unlock our People's Potential", "Swachch Bharat", "Mhara Haryana", and many others. Over the years our house journal evolved and today's magazine is different in many ways from yesterday's, but each one has its own story, its own charisma. There was a good response to the idea of publishing senders' photographs along with the articles. It was from January 2011 that we started giving Cash Rewards for 2 Best Articles. Ideas ran their course but many we still rely on even now. Nearly 5,000 complimentary copies of Time & Smiles reach our customers, well-wishers and A R C Family all over India. Many more people regularly check our company website for an e-Version of the magazine. What keeps us going is the constant appreciation we receive for the magazine, be it for the articles or A R C's activities.

In terms of subject matter, Time & Smiles covers, apart from the general articles in both English & Hindi, A R C related information, CSR Activities, Corporate Events, Awards & Recognitions, Milestones, Interviews with our major customers, Appreciation Letters from our readers, Transport-related articles, Educative, Economic and Business News, etc.

Many people are responsible for creating and sustaining Time & Smiles. But primarily, it takes teamwork. Over the past 20 years, many have worked for this magazine and have made their mark. Today we salute all of them and their efforts, and we thank our readers. If it weren't for all of them, we wouldn't celebrate today. Their contribution has been, still is and certainly will be crucial to everything that makes our journal a vibrant reality. We are looking forward for the SILVER JUBILEE CELEBRATIONS of Time & Smiles in 2022, which luckily coincides with A R C's GOLDEN JUBILEE CELEBRATIONS. Time & Smiles is for smiling people. It has been sharing smiles for the past 20 years and will continue to do so.



M. L. N. Murthy



D. Jyothsna Raj

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THE SAGA OF A LEGEND

Legends are not made, they are born. The beginning of every legend is humble and modest, thus was the beginning of ASSOCIATED ROAD CARRIERS LIMITED on 30th May 1972, a day which itself did not know, was registering the birth of a legendary company in the annals of the History of Surface Transportation. That was the day a team of young and dynamic visionaries under the leadership of Shri Ramkumar Goel took the first step in realizing their dream of 'building an organization that would revolutionize services in the Road Transport Horizon and contribute to the Nation's development in particular and serving the society in general'.

Completing 45 glorious years of service and stepping into the 46th year, A R C has come a long way on the road to success, a road which is visibly unending, a road that is self-laid with sincerity, hard work, dedication and discipline on the foundation of strong values.

Today, A R C takes pride for its over 45 years of contribution in Nation building. It facilitated millions of consignments to reach its farthest of destinations in time – intact and shaping up gigantic projects, which are today Nation's pride. A R C has emerged into India's 2nd largest ISO 9001-2008 Surface Transport Organization and evolved into a huge corporate conglomerate.

A R C's futuristic approach has driven it to hold the best of the infrastructure in the Industry – a Nation-wide network of 585+ outlets with 10,00,000 sq.ft. covered warehouse space, besides acres of open yards for heavy goods, in 400+ cities, covering over 5000 destinations. A large and strong force of own fleet fitted with GPS, containing Special Trailers, Open Trucks, Containerized vehicles, Standard Trucks and LCVs that carry more than 3 million tons of cargo worth over 10,000 crores every year and modern handling and safety equipments to ensure complete safety of cargo. State-of-the-Art Communication and Information Technology with 24x7 Track & Trace Facility. A 2500+ professional workforce that has made delight & satisfaction of 50,000+ customers its mission. These all have made **A R C, a synonym for Complete Transport Expertise.**

A R C has built an impeccable reputation for best serving the needs of customers, forged strong bonds and enjoying the unshaken trust of customer-relationship for decades.

EMPOWERMENT to EMPLOYEES, SATISFACTION to CUSTOMERS and SUPPORT to SUPPLIERS with adherence to work ethics at all times - has been the key to our success.

With annual turnover of about 1250 Crores, A R C's mantra is GROWTH, both in Capacity and Capability, with emphasis on:

- A R C on Schedule – An innovative & superior parcel service with nation-wide quick & quality parcel movement.
- Project Transportation and containerized transportation with bulk and general transportation.
- 3PL – Warehousing and Distribution.
- Shipping – Coastal and SAARC countries with international freight forwarding.
- Road-cum-Rail Transportation Services.
- Cold chain movement and Cold storage facilities.

A R C where, '**Perfection is a Passion – Trust a Tradition**' the future goals are just in the offing!!

प्रिय मित्रों,

बीस वर्षों के शानदार समापन पर अपनी गृह पत्रिका 'टाइम एण्ड स्माइल्स' को हार्दिक शुभकामना ।

टाइम एण्ड स्माइल्स - में दो शब्द हम सबके लिये अत्यन्त महत्वपूर्ण हैं । अनगिनत आनन्द के पल, आनन्दपूर्ण जीवन एवम् ईश्वरीय मुस्कान- यही वह संवाद है जो ब्रह्माण्ड हमें देता है । समय ही जीवन का सार है, क्योंकि जब आपका समय अच्छा होता है आपकी जिंदगी अच्छी होती है । मुस्कुराना जीवन के अस्तित्व का उत्सव मनाना है और ईश्वर को जीवन का उपहार देने के लिए कृतज्ञ होना है । यद्यपि मुस्कुराने का मतलब यह नहीं है कि जीवन पूर्ण है । यह आपके पास जो कुछ भी है और ईश्वर ने जो कुछ भी दिया है उसकी सराहना है । अतः यह कहना अतिशयोक्ति नहीं है कि समय ही जीवन का सार है और जीवन का लक्ष्य मुस्कुराना है जो ईश्वर का वरदान है ।

जीवन में मनुष्य के लिये दो प्रलोभन हैं - पैसा और हस्ती । सम्पूर्ण जीवन का नाटक इन्हीं दो वस्तुओं को पाने का है । जितना ज्यादा आप पाते हैं उतना ज्यादा पाने की ललक बढ़ती है और यही सारे दुःखों की जड़ है । इसे अपने जीवन पर नियंत्रण न करने दें । अपनी भावनाओं का अनुसरण करें, आपको ज्यादा खुशी मिलेगी । जैसा कि स्वामी विवेकानन्द कहते हैं - "अगर आपका चेहरा मुरझाया है, आप उस दिन बाहर न निकलें, अपने आपको कमरे में बंद कर लें । आपको क्या हक है कि आप अपनी इस बीमारी को बाहर ले जाएं ।" मुस्कुराहट से ज्यादा किसी भी चेहरे को और कोई चीज सुंदरता प्रदान नहीं कर सकती । मुस्कुराहट से ज्यादा ऐसी दूसरी कोई चीज नहीं जो हृदय को स्पर्श कर सके । जब लोग किसी अपने प्रिय के उन क्षणों को याद करते हैं, तो सबसे मूल्यवान चीज जो याद करते हैं वह उनकी मुस्कान ही होती है । मुस्कान एक शक्तिशाली संकेत है जो खुशहाली, मित्रता, गरमाहट, पसंदगी विखेरता है ।

गुलाब का फूल हमेशा काँटों में खिलता है जो यह संदेश देता है कि एक सुंदर जीवन चुनौतियों से भरा होता है । एक कवि ने एक बार लिखा - जीवन एक नदी है, खुशी एवम् प्रसन्नता इसके जल हैं । यह जीवन के दोनों किनारों को छूती हुई बहती है - दर्द और खुशहाली । जीवन की चुनौतियों को मुस्कुराकर स्वीकार करें, क्योंकि यह आपके शक्ति परीक्षण का समय होता है । अगर आप मुस्कुराते नहीं हैं, इसका मतलब है कि आपने अपने अस्तित्व के संघर्ष की पराजय स्वीकार कर ली है और अपने आपको कमजोर साबित कर दिया है । दिल खोलकर हँसें, उन क्षणों को संजोएं और दुःखों को अपने चेहरे पर मुस्कान के साथ नजरअंदाज करें । जब आप खुश और प्रसन्नचित्त होते हैं मुस्कुराहट आपके चेहरे पर प्रकट होती है । आपका मुस्कुराता चेहरा उनके लिये जीवन रेखा बन जाती है जिससे आप मिलते हैं । यह एक शक्तिशाली चुम्बक की तरह काम करता है । कोई भी आपकी मुस्कान को नजरअंदाज नहीं कर सकता । यहां तक कि भगवान भी नहीं, क्योंकि वह भी अपने बच्चों को हँसते देखना चाहता है ।

हमारा जीवन एक यात्रा है जो चमचमाती रोशनी एवम् घनघोर अंधेरा से गुजरता है । जैसे एक उफनती नदी घने जंगलों, पहाड़ों और दर्राओं से गुजरती हुई, चट्टानों से टकराती हुई समुद्र में जा मिलती है । इसी तरह जीवन पालना से कब्र तक चलती है । महाभारत में भगवान श्रीकृष्ण हमें शिक्षा देते हैं कि हमें जीवन की कठिनतम परिस्थितियों में भी हार नहीं माननी चाहिए । जीवन में दुःख हमेशा रहेगा । पर हमें जहां तक सम्भव हो सके खुशहाल जिंदगी जीने की कोशिश करनी चाहिए । रामायण के अनुसार भगवान हनुमानजी जब लंका जा रहे थे और समुद्र पार कर रहे थे तब उनके शिथिल साहस को जामबन्त ने जगाया और उन्हें उनकी शक्ति की याद दिलाई और हमें यह रास्ता दिखाया कि हर जीव में असीम गुप्त शक्ति है जो हमें जीवन के झंझावत में जीवित रहना सिखाती है । अपने जीवन का कप्तान खुद बनें और जीवन यात्रा पर निकल पड़ें ।

हम सबकी अलग-अलग आशाएँ, समझ, विचार, अनुभव एवम् भावनाएं हैं । जब हम अपने आपको भगवान के समक्ष पाते हैं, हम प्रार्थना करते हैं, उनसे अनुरोध करते हैं और कारण पूछते हैं, क्षमा मांगते हैं और आशीर्वाद मांगते हैं । कैसे भी हम जानते हैं कि भगवान हमारी सुनते हैं और यह अकेला हमें संतुष्ट करने के लिये काफी होता है । भगवान के चेहरे की मुस्कुराहट यह कहने के लिए पर्याप्त होती है कि हमें सुन लिया गया । भगवान ही वह कारण होते हैं कि हम दुःख में भी मुस्कुराते हैं । भगवान का यह दूसरा तरीका है हमें शिक्षा देने का कि हर हाल में हमारे चेहरे पर मुस्कान होनी जरूरी है । सभी देवी और देवता मुस्कान के साथ दर्शाये जाते हैं ताकि हम भी मुस्कुराएँ और खुश रहें ।

एक प्रश्न लोग हमेशा से पूछते आ रहे हैं, "क्यों मोनालीसा की पेंटिंग हमेशा के लिए सबसे मशहूर मानी जाती है?" और एक संभावित उत्तर इसका यह है, क्योंकि उसकी मुस्कान अद्भूत है । मुस्कान सबसे महान धरोहर है जिसे हर कोई पा सकता है । हमेशा मुस्कुराते रहो जिससे कि भगवान भी आपको दुःख देने से दो बार सोचे । ईश्वर को यह सोचने दें कि आपका चेहरा वह सर्वोत्तम स्थान है जहां मुस्कान स्थायी रूप से निवास कर सकती है ।

जैसा कि चार्ली चैपलिन ने एक बार कहा, "वह दिन बेकार है जो दिन मुस्कुराहट रहित है ।"

सर्वोत्तम सम्मान के साथ ।

आपका

Ram

रामकुमार गोयल



Dear Friends,

My Hearty Wishes to our House Journal TIME & SMILES for completing 20 wonderful years.

TIME and SMILE - these two are the most important for all of us. Infinite moments of joy, a lifetime of happiness and a divine smile - this is the message the universe delivers to us. Time is the true essence of life because when your time is up so is your life. To smile is to celebrate the very existence of life and to be thankful to God for the wonderful gift of life. Though smile does not mean that life is perfect, it's the appreciation of what you have and what God has blessed us with. So it's not an understatement to say that TIME is the essence of LIFE and the goal of this life is SMILE.

There are two temptations for man in life - Money & Status. The entire drama of life is to acquire these two things. The more you get, the more you want and this is the root cause of all miseries. Don't let these control your life. Follow your passion and you will be a lot happier. As SWAMI VIVEKANANDA says, "If you have a clouded face, do not go out that day, shut yourself up in your room. What right have you to carry this disease out into the world?" Nothing adds more beauty to a face than a smile. There is nothing that touches the heart more than a smile. When people recollect moments with someone dear, the most precious thing they remember is their smile. Smile is a powerful cue that transmits happiness, friendliness, warmth and liking.

A rose always blossoms in thorns giving message of a beautiful life with challenges. A poet once wrote, "Life is a river, joy and happiness are its water. It flows touching both the shores of life - pain and happiness." Accept life's challenges with a smile, because it is a testing time for your strength. If you don't smile, it means you have accepted defeat in your struggle for existence and will just prove yourself weak. Laugh your hearts out, cherish the moment and ignore the pain, all with a smile on

your face. When you are happy and cheerful, a smile appears on your face. Your smiling face is a lifeline for those you meet. It acts like a powerful magnet. No one can ignore your smile, not even God because God Himself wants to see his children smiling.

Our life is a journey through extremes of light and darkness. As an overflowing river crosses dense woods, hilly terrain, clashing stones and merges with the sea; similarly life goes on from cradle to grave. In Mahabharata, LORD SHRI KRISHNA teaches us that we should not accept defeat even in the most difficult situations in life. There will always be pain in life. But we should try to lead our life as happily as possible. In Ramayana, LORD HANUMANJI, while heading to Lanka, crosses the ocean when his dormant courage was roused hearing Jaamvanth reminding him of his strength, and shows us that there is a latent unmeasured power within every creature that makes us survive many trials in life. Be a Captain of your own life and drive the Life Journey.

Each of us has different hopes, realizations, thoughts, experiences, and feelings. When we find ourselves in the presence of God, we say prayers, make requests, and ask for explanations, forgiveness, or blessings. Somehow we know that God hears us, and that alone is most satisfying. The smile on the Lord's face is enough to tell us we have been heard. God is the reason we smile even when in pain. This is another way of God teaching us that we must have a smile on our face under all circumstances. All Gods and Goddesses are portrayed with a smile to make us smile and spread happiness.

A question people have always been asking, 'Why did the Mona Lisa become one of the most famous paintings of all time?' And one possible answer is this: because of her unique smile. Smile is the greatest asset one can have. Always keep smiling so that even God thinks twice before giving you pain. Let even God think your face is the best place where smile can reside forever.

As CHARLIE CHAPLIN once said, "*A day without laughter, is a day wasted.*"

With Best Regards,

Yours

RAMKUMAR GOEL

THE JOURNEY OF A R C from 1972-2017

The journey of any organization from its inception is guided by core principles. Just like when we travel by a car, our path is guided by the road so that we don't deviate from our goal. Similarly these core values are guiding principles which act as guiding path for the organization.

On this momentous occasion of **20th Anniversary of 'Time & Smiles'** I would like to take you through the journey of our wonderful organization from its inception in 1972 until now and show you how higher principles have chartered its path and have shaped our corporate strategy, innovation and ultimately growth of our company.

One of the first guiding principles which we consciously adopted when we started this company with three branches and one truck was that we wanted only ethical business. There is always the temptation to compromise on ethics for quick results, but we had decided right from the beginning that we will do only ethical business and till date we follow the same principle. This is one fundamental principle, which we follow very diligently even today.

Secondly we have always been customer centric from day one. We had the will to serve customers and earn their faith. This is the reason why customers have remained loyal to us over many years. Another principle which is very important is that of leadership and personal involvement. In any battle, the best Generals are those who lead their soldiers from the front. From day one we have been personally involved in each & every activity with our team.

Another strong principle which is at the core of our organization is that our people are seen first as humans and not just as resources. And as humans we take care of their various types of needs like need for security, emotional needs, recognition & self respect needs and this has created a great sense of belonging & loyalty among our employees for the company. 'Time & Smiles' has also played a very important role in this by providing a medium of communication between company & employees and enabling our team members to creatively express themselves.

During this journey from 1972, we have seen so many changes, be it economic & market changes or changes in needs of customer, changes in Govt. policies, etc. But inspite of all these changes, we have grown and will continue to grow. As Charles Darwin said, "It is not the strongest species that survive, nor the most intelligent that survive, but one most responsive to the changes". We started with FTL business than diversified into ODC movement and later we were Leaders in movement of projects. Then markets became more cost conscious and new projects became less & less, we shifted our focus on development of parcel business & A R C ON SCHEDULE. We have the flexibility to change in line with the situation and this has helped us to grow stronger even in the midst of adverse situations.

In this remarkable journey of our company, "Time & Smiles" has played a very critical role in various ways. It has helped us to consolidate our Brand Image as "The People with a Will to Serve" among our customers & other corporate houses. It has also acted as a bridge between company & employees by facilitating communication. It has also given opportunity to our people & their family members to express their creative abilities. Above all it has created amongst us, a sense of belonging to a family, belonging to our A R C family.

On this wonderful occasion, I would like to sincerely thank our CMD Shri R. K. GOEL Ji for giving us this WONDERFUL GEM called "TIME & SMILES" and also thank all people who have contributed to its growth. I am sure that in times to come "TIME & SMILES" will play bigger role in the journey of our company.



C. D. GOYAL
Joint Managing Director

▶▶ DIRECTORS' MESSAGE

It is with all humility and grace that we share 45 years of A R C's journey & reaching an Annual turnover in excess of 12000 million. It all started on 30th May, 1972 with a small office at Calcutta and now spreading across India with numerous Branches, Business Associates & Outlets. All possible due to incredible dedication & untiring efforts of all our team members at our Branches, Divisions, Regions & Corporate Office all along the journey.

Further, it is a pleasure to share our vision that with the implementation of Goods & Service Tax (GST), the speed of execution of our services will be much more. Further due to above, Policy driven & system oriented companies like us will scale greater heights in years to come.

It gives us great pleasure to share our views (achievements, visions, social & charitable activities, etc.) with our esteemed customers, team members, and the world at large through "TIME & SMILES" which completes 20 years.

Also, we heartily wish all the very best in future for walking shoulder to shoulder with us in our satisfied journey of 45 years.



B. L. SHARMA
Director



M. K. GOYAL
Director

Kudos to the successful publication of 2 Decades of our House Journal "TIME & SMILES". It is an important milestone in the history of its publication. Business in India is passing through a transition. Introduction of GST, reduction in the rate of interest, demonetization, slackness in red tapism, other economic reforms and above all the political stability have made India a coveted place for Foreign Direct Investment. This will certainly transform Indian economy and provide strength to the "Make in India" campaign launched by the Government of India. We have to change ourselves with the changing business scenario and have to render the best value added services to our esteemed customers to maintain an edge over the competitors. Customers delight and happiness is our mission and vision for the future.

We take pride in the success of completing 20 years of the publication of our House Journal "TIMES & SMILES". This has been possible due to the leadership of Respected Shri R. K. GOEL JI and the support of the Directors along with the untiring efforts of the team. I thank the team behind this success who have created an opportunity to share our views and achievements along with all the social activities in Healthcare, Education and National causes, we have done towards the betterment of the society. We also thank all our customers, friends and wellwishers who have appreciated the team's work in putting together the House Journal. We wish them the very best for the future of continuing the good work.



VINAY GOEL
Director



1997 April



1997 August



1997 December



1998 April



1998 August



1999 January



1999 June



1999 October



2000 January



2000 April



2000 July



2000 October



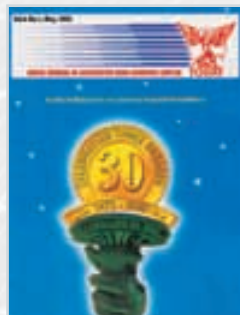
2001 April



2001 September



2002 January



2002 May



2002 September



2003 May

Smiles At A Glance



2003 September



2004 January



2004 May



2004 July



2004 October



2005 January



2005 April



2005 July



2005 October



2006 January



2006 April



2006 July



2006 October



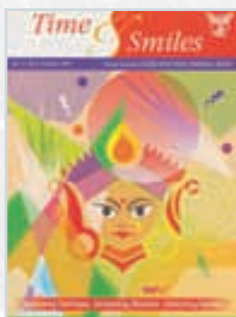
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2007 May



2007 July



2007 October



2008 January



2008 April



2008 July



2008 October



2009 January



2009 April



2009 July



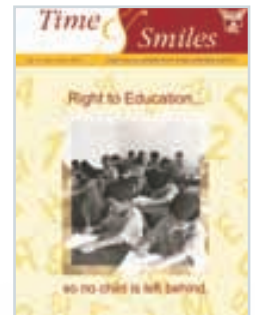
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2010 January



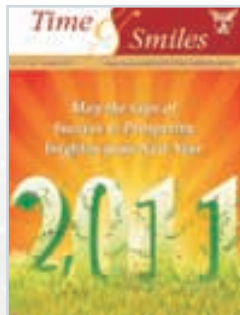
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2010 July



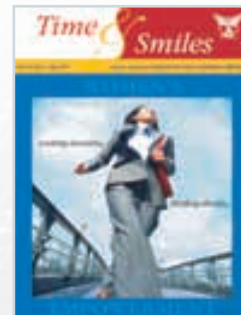
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2011 January



2011 April



2011 July



2011 October



2012 January



2012 April



2012 July

Smiles At A Glance



2012 October



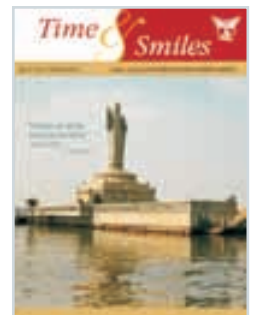
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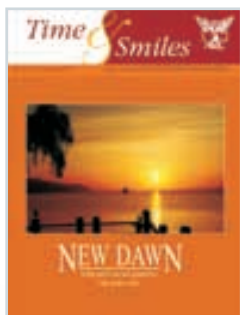
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2013 July



2013 October



2014 January



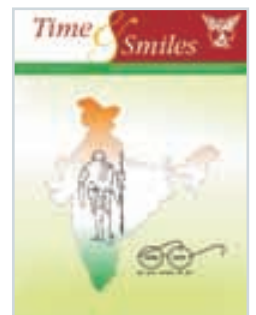
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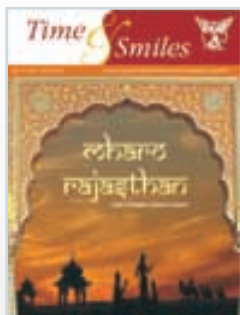
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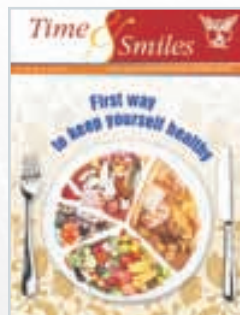
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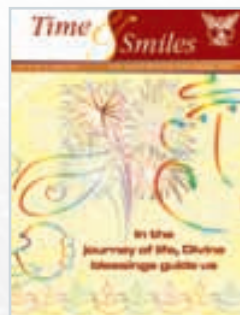
2015 January



2015 April



2015 July



2015 October



2016 January



2016 April



2016 July



2016 October



2017 January

H. P. BUDHIA
Chairman



February 22, 2017

Dear Sai Goolji,

Thanks for your letter dated Feb 16th. Also acknowledge receipt of January Publication of "Time & Smiles".

This house journal of ARC is always very well compiled with interesting material.

My heartiest congratulations to you for giving an opportunity of expression to all your employees and ARC team members.

Wishing very best always!

With best of wishes & regards!


H P Budhia

Sri R K Goel



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An ISO 9001:2008 Company

UNION ROADWAYS LIMITED

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S. S. AGARWAL
Chairman and Managing Director

To 17th March, 2017.

Dear Bro. Sri. R.K. Goel Ji,
Chairman & Managing Director,
M/s Associated Road Carriers Ltd.

The "Time & Smiles" house Journal published by ARC Ltd. is one of the best publications I read every quarterly. It is a unique magazine published from the reputed House of surface transport which mostly enlightens the readers about various aspects of personality development, literature, current affairs, Arts & Culture etc. That apart, this magazine updates the current rules, regulations and statutory obligations relevant to Transport fraternity. As a regular reader, I personally congratulate and appreciate in true letter and spirit, the commendable efforts of your goodself including the editorial team members for making it as one of the successful and leading house journals published in the art.

At the outset, the valuable articles that have contributed by its readers, customers and ARC family members in publication of Time & Smiles gives an insight of several health and entertainment aspects. It also gives a note of activities that are performed towards the spiritual, social and noble causes for upliftment of society as the corporate moral & social responsibilities taken up from time to time, by ARC family members.

I further extend with pleasure, my warm and heartfelt greetings on the occasion of completing two decades of Time & Smiles and for publication of its Collector's Edition. I also appreciate the magazine for its intellectual articles published bilingually in Hindi and English. I hope that under the path of your able guidance and dynamic leadership the publication of "Time & Smiles" will further reach its new peak of heights in the years ahead.

With best regards,

Yours


(S.S. AGARWAL)

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Phone: 2236 8910/11/12, Fax: 033-2237 5264, Res: 2287 9307, E-mail: kolkata@unionroadwaysltd.com



▶▶ COMPLIMENTS GALORE

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Kolkata - 700016.
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Fax : 40014850
E-mail : vnpkolkata@vnpaudit.com

Date : 11-03-2017

Shri Shri Ramkumarji,

Namaskar. Your letter dt. 16-01-2017 was received in time but due to awfully busy in number of professional assignments there is much delay in reply and hence beg to be excused.

ARC's house journal was being received earlier regularly but in last few months of 2016 those issues were missed. I have gone through new year's issue. It is worth reading. My only suggestions are (i) to include one page for 'Home remedies' which are easy and effective for common ailments like cough, constipation, minor pain in body, teeth, ear etc. which we call these as 'Dadi Maa's Nukha'. (ii) You may also think for specific problems being faced by an employee in doing his job relating to Co's business more effectively and to achieve client's satisfaction and their solutions. I still believe in the saying that "Client is King" (iii) In a paper from Delhi I receive, I find a good column of Sri Ramesh J Agarwal in each issue how he solved problems and how Logistic business can be made more user friendly, safe and cost saving. I am enclosing one copy of said magazine in your in-house journal on page should be of yours for this purpose narrating your experience us tackling specific problems.

Thank you and with love and respect.

Your
Shri Ram Kumarji Goyal

Encl. As stated.

Shri Ram Kumarji Goyal
Associated Road Carriers Ltd.,
Surya Towers, 3rd Floor,
105, Barter Patel Road,
SECUNDERABAD (A.P.)
Pin : 500003

Indian Educational & Cultural Academy (REGD.)

GANDHIAN HIGH SCHOOL

(Govt. Recognized)

RAJAKOT - Late Acharya Keshav Hariharan

Phone: 55189401

C. VK. ANANDA PRABHU
MR. ANAND KUMAR PRASAD, MD
RCGP

4 St. Vittal B Colony,
Chaitanyam Nagar, Near Post,
Secunderabad - 500 033

Respected Shri Ram Kumarji Goyal,
Hari Om! Salutations!

It has been always a great pleasure to read the journal "Times & Smiles". It is indeed a glittering multidimensional journal catering to the needs of people from all walks of life. You are indeed a versatile chairman and managing Director of ARC, who has been showing concern for all sections of society. The twenty years of publication of this journal reveal the commitment and dedication for the growth of the business organization. The writers have spent good time to scan the vital thoughts to fill the magazine with prominent information news and itineraries of various programmes of the organization. Times and Smiles has been a very informal education to all ages of employees and non employees of the organization.

You are following the teachings of Bhagwanjita . Service to man is Service to God . You serve the Devo and Devo will serve you back.

సమస్యలను పరిష్కరించుటకు దేవుని సేవ

మనము మనము దేవుని సేవ చేసినట్లుగానే మనమును దేవుడు సేవ చేసినట్లుగానే

The modern talents of the staff of ARC, were examined carefully, pruned and published from time to time in this Times and Smiles. However it gave a new fragrance of literature and decoration of thoughts. I admire the your planning and your staff for their thought provoking articles and poems published line to line.

I bring warm felicitations to the excellent team of House Journal of ASSOCIATED ROAD CARRIERS LIMITED for having published the Journal Times & Smiles gloriously for the past 2 decades. I pray Almighty to bestow the required grace for the continuity of this publication eternally.

With Regards
Tr. VK. AnandaPrabhu