

ASTER TALK

Interactive In-house Magazine
SEPTEMBER 2006

HI ! Asterians !!! The month that has just passed, saw lot of activities in Aster with number of dignitaries visiting us. Who ever has visited us were highly impressed the way Aster is organised in delivering quality technical products to its valued customers.

All SBUs were extremely busy, critically analysing their ongoing projects and ascertaining the technical and financial viability of projects which are in the final stages of negotiation. Planning is also being done to identify the correct resources to get involved with incoming projects. Aster is sure that Asterians with the dedications and hard work will achieve greater heights under the leadership and guidance of Mr.Uppala Kantha Rao.

Asterians celebrated Vinayaka chaturthi with religious fervour and gaiety, especially the tower manufacturing factory at cherlapally witnessed high spirited devotion with large number of people participation.

Vinayaka Chaturthi is a festival in honour of Ganesh, the god of good fortune and new beginnings. The elephant-headed son of Lord Shiva and Parvati is referred to as Ganapati. Celebrations can last one, five or ten days, and will conclude with the immersion in water of the idol of Lord Ganesha. Aster wish every Asterian and their families a happy vinayaka chaturthi and pray to remove all the obstacles in achieving greater heights.

Onam, is the traditional harvest festival commemorating a 'glorious past' when people of the state lived in peace, plenty, equality, brotherhood and friendliness under the mythical king Mahabali.

Bringing in the traditional fervour, houses were decorated with flowers to welcome Mahabali, who, according to legend, visits his subjects on the 'Thiruvonam' day of the month of Chingam of the Malayalam calendar. Aster wish every Asterians and their family a happy **Onam**.

News from Div desk follows:

ENGINEERING CONSTRUCTION & PROJECTS

Our New Projects-

- Karnataka – Supply, Erection and Painting of Towers
- Punjab & Karnataka - TSP Project

In addition to above new projects, our regular projects are also in full swing like :-

- AirTel-TN
- Ericsson- MH, HP, WB, J&K & Assam, Rajasthan
- Siemens- UP East
- Idea - UP West, MP, Chattisgarh, Kerala & Gujarat
- Reliance - Gujarat
- Hutch- MH, Punjab, Rajasthan, Kerala, Gujarat, Karnataka WB.
- Nortel – TSP in TN, Kerala
- Nokia- Haryana, AP
- BCL - WB, Orissa, Assam, Kerala & Gujarat
- Escotel – Kerala
- Reliance- Kerala
- BPL - TN

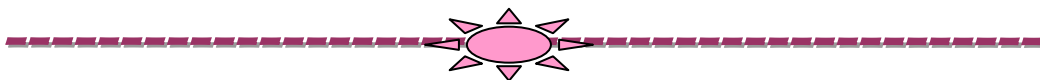
OPERATIONS & MAINTAINENCE

New Orders

- We have received the extension work order for “O&M of OFC Services in Northern Region of New Delhi” for 1 year
- We have got work order for Rectification work for “Malda” Stretch
- We have received the extension work order for O&M of OFC Services for “Vikarabad-Secunderabad-Nalgonda- Secunderabad -Falaknama Stretch”.
- We have received work order for “O&M of OFC Services for “5 sections in Mumbai Region”.

Projetcs

- We have got the Incentives from RAILTEL in “Etowah stretch” for well maintaining the OFC Route.
- Deployed the Teams for Gail Stretches



Engineering Services

On Going Project (I&C)

- Teams are working for **Installation & Commissioning of Nokia BTS** in Rajasthan, Maharastra, UP West & Tamilnadu. Also Installation of **Nokia BTS** in AP & Gujarat.
- Projects of **Ericsson BTS** are in progress in Karnataka & MP
- Dedicated teams are working for **Installation & Commissioning of Siemens BTS** in UP East, UP west & for **MW Hopes** only in TN, Karnataka, AP & Kerala.

- The **ECI project** is being well executed in Karnataka, Tamilnadu & AP. Our teams are also working as ECI Resource in Karnataka & Tamilnadu.
- Installation of **Lucent BTS** are on full swing in AP. Our teams are also working as resource to Lucent for switch installation in Karnataka.
- Installation of **NEC MW Hops** in AP, Gujarat, Rajasthan & Punjab.
- Installation of **Motorola BTS** in Punjab.
- Dedicated efforts are on by our teams for **Installation & Commissioning of Nortel BTS** in Tamilnadu.
- **Installation & Commissioning** of Nokia BTS are on in Bihar, West Bengal, AP, Maharastra, and TN & ORISSA.
- Efforts are on by our teams for installation of **Tekelec Switch**

ITES

- Our teams have completed successfully **Wi-Fi** at Komarakom Lake Resort with **Inscape Data Products** in the month of Aug 06.
- Have successfully installed Wi-Fi for **Sikka Broadband ISP** at Lucknow & demo is on for Video surveillance.
- Efforts are on to appoint resellers/channel partners/dealers for other States in India.

IN-BUILDING SOLUTIONS:

- Dedicated Teams are working in **In-Building Solutions** (IBS) Project in Bangalore, Hyderabad, New Delhi and Kolkatta Region.
- Completed successfully **IBS Project** in OMAN for **NAVRAS** Telecom.

NEW AGREEMENTS:

We are glad to expand our services –

- ✓ Electrical project - Electrification of BTS Shelter in **MP**
- ✓ IBS Project - IBS Survey work in **Gujarat**





"SAMBU" of ASTER NATURALS has good news to share with our Colleagues this month. Atlast there is an end to the long dry spell in most of the districts of Andhra Pradesh. Even though some North Coast Andhra and Telangana districts were affected by floods causing damage to properties and crops, still drought conditions prevail in most of Ramalaseema region, agro climatic situation overall, has improved in other districts. Markets have started responding and there have been good orders for Aster Agri Inputs. Aster Naturals is also successfully participating in the A.P. State Agricultural Department tender, for giving subsidy to formers. AZADON 1500 procured through this tender is being distributed to small and marginal farmers on subsidy. The programme is titled "POLAMBADI", designed to educate farmers on the use of Natural Products like Neem based pesticides & Bio-fertilizers. We have already supplied 10,000liters of AZADON1500ppm for this program and further orders for another 10,000liters are being received and executed. This is going to create good brand image in entire AP.

Aster Naturals has achieved remarkable results in increasing its range of products with in a short span of time. It has added ASTER ZYME in liquid as well as granular formulations, ASTER AMINO in liquid form. These two products play a key role in organic farming. ASTER has succeeded in making Neem Kernel Cake in pellet

form. In this form the product has good domestic demand and export opportunities. Now the following is the Range of Aster Natural Products.

1. AZADON 300ppm (Neem Oil based Insecticide)
2. AZADOON 1500ppm (Neem Extract Insecticide)
3. ASTER NEEM U-COAT (Urea & DAP Coating Agent)
4. ASTER NEEM ORGANIC PLEX (Fortified Neem Kernel Cake)
5. ASTER NEEM ORGANIC MANURE (Neem fruit powder with plant hormones)
6. ASTER NEEM KERNEL CAKE (Kernel Flakes, Powder & Pellets)
7. ASTER NEEM ORGANIC SPRAY (Instant powder for making Insect repellent spray)
8. ASTER GARDEN MIX (Specialty product for kitchen gardens)
9. ASTER ZYME L (Seaweed extract Liquid for Foliar spray)
10. ASTER ZYME GRANUALS (Seaweed granules for Soil application)
11. ASTER AMINO L (Hydrolyzed proteins of plant origin)

ASTER NATURALS is now confident of achieving immediate vertical growth in Andhra Pradesh since a viable and well representing distribution network is organized and make a horizontal expansion into other states like Karnataka, Maharastra, Punjab & Haryana during this year. While all the care is taken with regard to controllable factors that influence marketing, we hope that the Devine grace will be with us regard to uncontrollable factors, mainly rains.



However “hope is the seed of action”. We have sown good seeds of business and sure to reap rich harvests.



SOFTWARE DEVELOPMENT DIVISION

With ample work on hand to finish the previous month's projects in web services including this month's project to design and develop a website for "Shades", an optical boutique, Aster InfoTech has concentrated on application development. It has come up with a complete customized Customer Resource Management (CRM) application, an Open Source solution for managing any Organizations' sales force automation and customer support & service requirements.

It is being internally used to verify its accuracy before external release and so far it has been smooth sailing.

HR & ADMIN

A total of 163 team members have joined the Aster team during the month September 06. We welcome one and all and wish them a bright and rewarding future with Aster.



SECRET OF WORK

God created man to Work
Work is man's greatest duty.
Man can do everything,
Achieve anything, fulfill all desires by working.
Work is man's most dependable function.

If you are poor- Work
If you are rich – Work.
If failure discourages you – Work
If success encourages you – Work

You have been burdened with unfair responsibilities – Work
You have been entrusted with deserving responsibilities _ Work
You have not been paid fairly – Work
You have been paid handsomely _ Work

When dreams are shattered _ Work.
When faith falters _ Work.
When future appears bleak _ Work.
When hope seems dead – Work.

Work is the greatest stress – buster.
Work is the mightiest morale – booster.
Work is the best boredom – beater.
Work is equally effective disease – fighter.

If you neglect your Work,
You invite worry, fear doubt, and debt.
Work is the greatest solution for all Problems.
So Work, Work, Work.
And Work sincerely.
