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VIJAY YATRA :: STORY OF A SUCCESSFUL JOURNEY



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DR. VIJAY GAJANANDA VAIDYA

Chairman

Vaidya's Organization of Industries and Trading Houses (VOITH)

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This book
is dedicated with respect
and affection
to the memory of
my father
Satya Man Vaidya
&
mother
Masinu Shrestha Vaidya



Vijay Gajananda Vaidya's legacy is ours

whether we agree with everything he stands for or not
what we are today, both for good or for ill,
we owe in great measure to one man

THIS IS HIS STORY



MESSAGE



I would like to congratulate Chairman Dr. Vijay Gajananda Vaidya, President Suraj Vaidya, and all other members of United Traders Syndicate (UTS) on the fortieth anniversary of UTS.

UTS is one of our most loyal and trustworthy partners. The company has long conducted its business under the maxim of “customers first.” It has gained great trust from customers in Nepal, and has also contributed to the development of local communities as a good corporate citizen. I am very proud of these achievements.

Chairman Vaidya has displayed his abilities in a variety of fields, including acting as chairman of the VOITH group and contributing to cultural exchange between Nepal and the Philippines as Honorary Consul General, the Consulate of The Republic of the Philippines in Nepal. I respect him not just as a businessperson but as a human being.

When I visited Nepal in November 2000, those at UTS heartily welcomed me. I can clearly recall the impressive experiences I had during the visit even now.

During the visit, I was immensely charmed by the beautiful nature and the warm kindness and pureness of the people of Nepal, including, of course, the staff of UTS. I strongly felt that we should further commit ourselves to manufacturing environmentally friendly vehicles to protect the marvelous environment and people of Nepal.

We at Toyota will make further efforts to manufacture better and better vehicles and hope that the members of UTS will continue to extend to us their kind support and cooperation. Finally, I wish prosperity, health, and happiness for all of you at UTS.

A handwritten signature in black ink that reads "Shoichiro Toyoda". The signature is fluid and cursive, with a long horizontal stroke at the end.

DR. SHOICHIRO TOYODA
Honorary Chairman, Toyota Motor Corporation

CONGRATULATIONS



I would like to pass on my sincere congratulations on the occasion of the 40th anniversary of the founding of United Traders Syndicate.

I am convinced that making economic and social contributions in the concerned countries and regions as well as enriching the hearts of customers and society as a whole through the provision of vehicles is a mission that should be fulfilled by all in the automobile industry.

UTS has for many years met this challenge in Nepal and I would like to express our deepest gratitude to the company for its efforts in this regard.

I firmly believe that UTS, as “a good corporate citizen,” will continue to work for the benefit of customers in Nepal as well as the broader Nepalese society.

I wish all at UTS further prosperity.

Thank you.

A handwritten signature in black ink, which appears to read 'K. Watanabe'. The signature is fluid and cursive, with a long horizontal stroke at the end.

KATSUIKI WATANABE
President, Toyota Motor Corporation

MESSAGE



Congratulations on the fortieth anniversary
of the establishment of UTS.

As the partner who, from the beginning, has worked together with you in the auto industry in Nepal, we would like to offer our sincere congratulations.

Looking back on history, the partnership between UTS and Toyota Tsusho Corporation started 40 years ago when Chairman Dr. Vaidya first met our Hong Kong representative. Since then, your company has overcome many difficulties and enhanced Toyota as the top runner in the auto industry in Nepal, which we appreciate very much.

We take great pleasure in being a business partner of the VOITH group which is rapidly progressing by expanding its activities both globally and multilaterally regardless of industry and national borders. We look forward to a future in which we will grow together.

Please accept our best wishes for the continued success and growth of UTS.

Thank you.

A handwritten signature in black ink, reading "J. Shimizu". The signature is fluid and cursive, with a large, stylized "J" and "S".

JUNZO SHIMIZU

President, Toyota Tsusho Corporation

Foreword

The earnest and sincere efforts we put in over the past 40 years to move forward with a concept and vision towards a clear goal for the nation's prosperity and development through industry and trade have today been very successful. When we first ventured into this field with an insignificant investment of some seven hundred dollars, we then did not possess any basic business experience whatsoever. However, we were successful in creating a glorious history of achievement based on strong willpower, visionary concept and hard work.

During this period, we have focused our investment towards "Results – for all and for all time". We have concentrated our special interest and attention on the preservation of the natural resources and heritages for the benefit, satisfaction and rights of the future generation. Our concept of the nation is manifested in the art, culture, environment, soil and people lying within distinct geographical boundaries. It is our assumption and belief that the country can prosper only if these are preserved, developed and protected. The development we seek is basically enhancing the economic status of the farming community through the sustainable use and preservation of the natural heritage based on these values and beliefs. We are striving to bring joy and success into the community of the common farmers through professional development and modernization of the agricultural sector.

The life of the ordinary village farmer is intolerably difficult because of the lack of commercial development of the agricultural sector, deficiency in granting adequate concession and facilities for farming from the state and dearth of development-

oriented politics. As a result, the farmers have been forced to move to the cities. If the state were to move forward with the objective of commercially developing the agricultural sector through adaptation of modern technology and techniques and relieving it from all sorts of taxes, then the efforts of private business and industrial organizations like VOITH would be even more fruitful.

Basing its belief that the nation's economic development cannot be made possible without the extensive establishment of industry and business based on agriculture, VOITH has been focusing and mobilizing capital, expertise, technology and efforts in this area during this period. It has been our stance and principle from the very beginning that we shall not enter into any production that causes harm to human health or adversely challenges the natural heritage.

During these 40 years, VOITH has abided by the concept and principle of green environment in the field of industrial and business development. Many among those engaged in the business sector tend to consider only immediate cash gains as real profit and feel secure and satisfied when that cash has been safely placed in their bank accounts. They are inclined to consider that through this act alone, the future of their coming generation would be secure and happy. But VOITH believes that only by creating a green natural heritage can profit in the true sense be attained and only through that can the future and benefit of the coming generation be assured.

We have neither failed nor given up on our beliefs and objectives. This success and glorious reputation

have been attained through the concept which we have set for ourselves. We feel proud when we pay the various taxes and duties levied by the state. In course of this, we are aiming to become the highest taxpayer in the country. Guided by the principle of “Little Things We Do”, VOITH has not only concentrated its investment and pledge in the industrial and business sector but has also contributed in a special way to the fields of education, health, environment and art, literature in the spirit of social service. These societal contributions have established VOITH’s identity beyond the confines of an industrial and business entity as an organization involved in social activities rendering fruitful social service.

Behind VOITH’s success lie the clear and visionary concept, commitment and collective performance of all those working here. The dedicated roles of my very enterprising and dynamic sons Suraj and Suresh and daughter Susan who are highly educated and competent as well as of all those working here have been the prime driving energy responsible for the achievements of this organization.

Greatness comes from vision, from the spirit of tolerance, compassion, unity of the mind and heart, and living with our culture in the spirit of a Nepali. We have to aim deliberately at the VOITH philosophy, which seeks fundamental transformation of the VOITH structure so as not to be dominated by individuality.

DR. VIJAY GAJANANDA VAIDYA
Chairman
Vaidya’s Organization of Industries and Trading Houses (VOITH)

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We must aim at a VOITH society based on co-operative efforts where there is opportunity for all. We should not forget the habit of working together. We should not indulge in futile talk or long lectures. Talks should be business-like, and then we should go out to work.

In today’s world, we must look more towards ourselves. We as the VOITH family must stand on our own feet through our own effort, hard work and labor. ❀

WV

FROM VISION
TO REALITY

vision

VAIDYA'S ORGANIZATION:

From Vision to Reality

Today, VOITH, or Vaidya's Organization of Industries and Trading Houses, has established itself as one of Nepal's leading industrial houses. Established in Kathmandu 40 years ago by an enterprising young man, Vijay G. Vaidya, VOITH has so far invested in dozens of industrial and business ventures. Over the years, his commitment and contribution to social service have been just as admirable.

This success has, however, not come about easily. Behind the success lie the vision, courage, commitment, perseverance and hard work of Vaidya. In recent years, his well-educated sons Suraj and Suresh and daughter Susan have been helping him realize his vision.

At the heart of VOITH lies United Traders Syndicate (UTS). It was established in 1967 to distribute vehicles manufactured by Japan's Toyota Motor Corporation in Nepal. On the solid foundation built by the success of UTS have risen other ventures. Thus, VOITH's history begins with UTS, the reason why the first chapter of this book is dedicated to the company. ❀

Four decades with TOYOTA MOTOR CORPORATION

From a very small age, Vaidya was always on the lookout for new things to do. As a student, he was known among his friends for his innovative brain and courage. Just when he was about to finish school, he got involved in the uprising against the Rana hereditary prime ministers who had ruled Nepal for 104 years. He might have been very young then, but his mature beliefs and courage won him the confidence of Nepal's senior leaders. He was a link between King Tribhuvan and the democratic leaders, passing on messages and letters from one to the other. He was, therefore, arrested and put behind bars.

But after democracy was established in the country in 1951, he distanced himself from politics. He came to the conclusion that his participation in active politics

would not help realize his dream of doing new things. He wanted to redefine his life. Establishing democracy was the main objective of the rebellion against the Rana oligarchy; he never wanted to be a full-fledged political activist.

Vaidya was good in studies from a very small age. In 1957, he passed his M.A. in Economics from the University of Kolkata, India in first division. He spoke good English and loved the language. Born in the heart of the capital and having studied abroad for many years, he, however, never had an opportunity to see the real face of Nepal.

After finishing his studies, he worked for two years at the Ministry of Foreign Affairs as an officer, but he couldn't quite adjust himself within the narrow parameters of the government job. He wanted to travel and see the country's real picture. So in his quest for such an opportunity, he joined USAID (United States Agency for International Development) as an officer in the early part of 1959.

USAID was involved in different activities across the nation, and it was an occasion to see and understand Nepal. During his tenure in USAID, he travelled to all the districts of Nepal on foot and stayed with almost all the ethnic groups of Nepal. But after working there for more than six years, he got disenchanted with the job. He thought maybe a foreign job would add some spice to his life. So he moved to the US and worked at the Asian Research Society in Washington D.C. for two years from 1963-65. But America, too, failed to interest him. So he decided to return home and work as per his plan, vision and abilities.



LEFT TOP: Vaidya with Honorary Chairman of Toyota Motor Corporation Dr. Shoichiro Toyoda.



LEFT: A GREAT FRIEND: Vaidya at a dinner with his great Chinese friend Chaing who had advised him to represent Toyota Motor in Nepal.

After working for 11 years in different capacities in various institutions, he came to the conclusion that working under his own leadership and vision would alone give him the job satisfaction that he was seeking. It is said that dissatisfaction leads to greater success, and it is, perhaps, this disenchantment with his service in the various institutions that Nepal today has an entrepreneurial industrialist like Vaidya.

“All these years, I have worked for others. Now I will work for myself and my country,” he told himself. “And while travelling to the nooks and corners of the country, I have seen Nepalese in extreme poverty. Therefore, I must provide them with employment opportunities if their tears are to be wiped away. But

met a Chinese businessman named Mr. Chaing, a name that had been recommended by Mr. Wangjeng, a Chinese based in Kalimpong, India.

Vaidya told Chaing very frankly that he wanted to do business but had no idea how to go about doing it. During the very first meeting, Chaing told Vaidya to enter the vehicle business and advised him to go to Toyota Motor Sales. Vaidya liked the idea as he always wanted to do business in hi-tech stuff. Chaing was kind enough to write a letter to Toyota Motor.

On December 18, 1967 Vaidya boarded the American President Line and was on his way to Japan with a mission with US\$ 700 in his pocket. It was his first

trip on a ship, but he did not experience any discomfort. He considered every new task not a challenge but an opportunity. He knew the future lay in one's ability and perseverance.

After seven days on the sea during which time many passengers suffered from sea sickness, he reached Yokohama port, from where he proceeded to Tokyo. He spent the night at the Prince Hotel Shivapark, a five-star hotel. The next day, he went to the Nepalese Embassy to meet the envoy, his old pal Bharat Raj Rajbhandari.

social service cannot be carried out with empty pockets. That is why I must engage in business and industry.”

Vaidya decided to enter the field of business, but he had no prior experience. None of his forefathers had been into business. But he was determined. He was convinced that the fruit of labor and perseverance would always be sweet.

In a bid to learn about how business is done and to get expert advice, he flew to Hong Kong in June of 1967, where he stayed in a hotel at Chungking Mansion, a multi-storied business complex. Here he

When Vaidya revealed his reason for coming to Tokyo, Rajbhandari was thrilled but was sceptical if Toyota would trust someone from Nepal who had no business experience. However Vaidya was certain he could convince the Toyota staff.

On the third day of his arrival in Tokyo, Vaidya rang up Toyota Tsusho Kaisha Ltd. and was told to meet the personnel in charge of the Middle East and Southeast Asia division. As instructed, Vaidya held talks with the company's senior officer Nagaisan. When Nagaisan questioned how many thousand vehicles he would be able to sell in Nepal, Vaidya was taken aback and also offended. So he bade



HISTORICAL MOMENT: The agreement that set the stage for collaboration between Toyota Motor Sales and United Traders Syndicate in 1967.

goodbye, hoping to take up the matter at a latter date. In the meantime, he decided to scout for other more feasible business opportunities.

But he was again invited for a meeting by Toyota. The talks were inconclusive, but were heading in a positive direction. On the seventh day, an agreement was reached to sell six vehicles in as many months. To celebrate the signing of the agreement, Vaidya threw a party at the Prince Hotel. About 40 guests, including Toyota's managing director Kimura and other senior officials, attended.

Upon returning to Nepal, he spent a month studying about Toyota Motor. He had brought with him color charts and catalogs from Japan. He wanted to learn about the types of vehicles Toyota made, the comforts that came with them and other special features. In the second month, he started contacting prospective customers – businessmen, diplomatic missions, the donor community and government officials.

In 1967, he set up United Traders Syndicate (UTS) to distribute Toyota vehicles in Nepal. For three-four months, Vaidya did all the work alone and was engaged in it for 10-18 hours daily. Three months later, he brought in an assistant Gautam Das Shrestha. Through sheer hard work and effective dealing, he managed to sell 97 vehicles in six months – 91 more than the target.



Vaidya's first introduction to the Philippines was in 1967 during his maiden trip to Japan on a ship. He had met many Filipinos on the ship (pictured on either side of Vaidya), and had exchanged views on promoting friendship between the two countries. Today Vaidya is the Consulate General of the Philippines.

Within six months of starting the automobile business, Vaidya rented a small bungalow at Bahadur Bhawan where he set up his office. Within a year, a workshop was added, and he began selling spare parts as well. By 1970, he had sold 353 vehicles. So his business dealings with Toyota Motor Corporation grew from strength to strength to the satisfaction of both the sides.

But his success has had bitter experiences. There were moves to destroy his business. Rumors were circulated and letters written to Toyota Motor to drive a wedge between it and UTS. Despite all these attacks, the foundation and trust between the two sides could not be shaken.

Forty years later, Toyota continues to remain a dominant vehicle brand in Nepal. Toyota is highly impressed by Vaidya's working style, capability, business ethics and dealings. ❀

CHAIRMAN

VIJAY GAJANANDA VAIDYA

VOITH's Chairman Dr. Vijay Gajananda Vaidya is a man with a versatile personality. Business may be his forte, but he has dabbled in politics in his youth, published articles on sociology, business development and political issues, gone on safaris in Africa, and in the early part of 1959, even tried climbing Mt. Lhotse, the world's fourth tallest peak at 8,516 m, but was forced to return just 200 m short of the summit due to bad weather.

Vaidya is the Honorary Consul General of the Republic of the Philippines. On November 24, 2006, he was conferred the Doctor of Humanities *honoris causa* by Central Luzon State University.

He is a member of Nepal Scout International and the Rotary Club of Nepal and is a Paul Harris Fellow. He is also the founder of the Nepal Mountaineering Association which was established in 1968.

Vaidya is widely travelled, both inside and outside the country. During his years with USAID in the late 1950's and early 1960's, he traversed the entire length and breadth of roadless Nepal on foot. And his career and business callings in the last four decades have taken him to practically all points of the earth.

He's brushed shoulders with presidents, prime ministers, the rich and the famous, and other distinguished personalities. And three of such meetings have been especially inspirational.

One was an audience with Indian Prime Minister Pandit Jawaharlal Nehru in 1951 at Hyderabad House in New Delhi. Vaidya was then barely 15, but had been involved in the uprising against the Rana oligarchy and had subsequently been put behind bars. It was pure fate that he should be summoned to Delhi together with such freedom fighters as Tanka Prasad Acharya, Chuda Prasad Sharma and Khadga Man Singh Basnet.

It was a brief meeting with Nehru, but his towering personality would leave an indelible impression on Vaidya. He was quite young and did not know the rules of etiquette that had to be followed while meeting such a high dignitary.

"At long last, when I was ushered into the prime minister's august presence, I was simply carried away by his charisma and intellectual bearing," says Vaidya.

In 1963, he had an opportunity to meet US President John F. Kennedy. It was a brief encounter lasting just five minutes. "But it was a face-to-face encounter, and my joy knew no bounds."

And his third most joyous moment has been welcoming Dr. Sochihiro Toyoda, Honorary Chairman of the world-famous Toyota Motor Corporation, who accepted his invitation to visit Kathmandu in 2000. ❀



Toyota Motor Corporation has a tradition of honoring very successful and distinguished personalities by having them sit on this chair. Seen here are Vaidya with Dr. Toyoda (R), Mrs. Toyoda and other distinguished officials of Toyota Motor Corporation.

United Traders Syndicate

Set up in 1967, United Traders Syndicate (UTS) is the sole distributor of Toyota vehicles and genuine parts in Nepal.

Toyota Motor Corporation is a leading automaker, offering a full range of models from mini vehicles to large trucks. Besides its 12 plants and 11 manufacturing subsidiaries and affiliates in Japan, Toyota has 51 manufacturing bases in 26 countries and locations.

Toyota is the world's second largest automobile manufacturer, selling 5.3 million vehicles each year in more than 160 countries, including Nepal, and generating US\$ 179 billion in annual sales. Toyota is also a Top 10 Fortune Global 500 business, and has the honour of being considered the world's most admired car company. The company is today the undisputed market leader in Asia, the best-selling car in the USA and the leading Japanese brand in Europe.

As the distributor of Toyota in Nepal, UTS has maintained its status as a market leader since the very beginning because of the continuous visionary leadership at the helm of the company. This despite the fact that all major Asian and European automakers have a distributor in this tiny but fiercely competitive market.

MISSION

The mission of UTS is to build on our reputation for integrity, excellence, experience and leadership as the nation's finest business organization by

- Continuously improving the quality of our works and services
- Constantly striving to exceed each customer's expectations
- Maintaining our dedication to the highest moral principles
- Providing our people with a challenging secure and safe environment in which to achieve personal career goals.

Vaidya with Executive Vice-president Ishizaka and Senior Managing Director Okabe of Toyota Motor inaugurating the VOITH complex at Sinamangal.

CUSTOMERS

Toyota owners are high-profile people and organizations ranging from embassies, expatriates, INGOs and NGOs to business enterprises and executives of big corporate houses. They are regular seekers of Toyota's after sales services as well.

HUMAN RESOURCE

Business excellence demands top talent. At Toyota, we provide an environment that fosters creativity, honesty, professionalism and a desire to succeed.

The people are the key to Toyota's achievement, and they are behind the continuous improvement and innovation seen there. Toyota believes in the three C's for harmonious growth – Communication, Consideration and Cooperation.

UTS has a workforce of 40 professionals in the Sales, Marketing, Spare Parts, Accounts and Administration Departments. Located within the office complex at Sinamangal in Kathmandu is Sujaki Auto Workshop and Training Centre, the only authorized Toyota Service Centre in Nepal. It employs 29 skilled workers.

UTS ACHIEVEMENTS

Throughout the decades, UTS has been able to remain a market leader in Nepal. Some of its laurels include:

- UTS received the "Toyota Marketing Effort Award" in 2000 for outstanding performance.
- UTS received the Exhibitor Award for the First Auto





HRH Prince Basundhara during the inauguration of the first showroom of Toyota.

Show held in 1998 and Second Auto Show in 2000.

- UTS received a “Double Star” Parts and Performance Certificate in 2000, which is part of the Customer Service Award Program of Toyota Motor Corporation, Japan.
- UTS also received the “Double Star” Service Performance Certificate from Toyota Motor Corporation, Japan for three consecutive years - 1999, 2000 and 2001.
- UTS received “A Recognition of over 30 Years of Dedicated Partnership” in 2001 from Toyota Motor Corporation.
- UTS received the “Toyota Marketing Award for Excellence (Vehicle)” in 2004 for its outstanding performance from Toyota Motor Corporation.

SERVICES

Toyota owes its success to its customers who are always placed first according to its tradition. In line with Toyota’s philosophy of Customer First, UTS has always emphasized customer satisfaction by rendering qualitative products and services. It moves along with the belief that a “one-time customer is a life-time customer”.

Toyota four-wheelers are sold from four different cities around the country including Kathmandu. UTS has dealership agreements in Pokhara, Nepalgunj and Biratnagar.

3S STRATEGY (Sales, Service and Spares)

United Traders Syndicate has been continuously introducing a variety of marketing and promotional strategies in the ever-changing dynamic and

challenging environment. It has introduced such schemes as the Golden Touch, Warranty, Free Servicing and Auto Loan to retain its current customers and attract other potential buyers.

The 3S Strategy is one of the successful marketing and promotional strategies adopted by UTS.

SALES

Any trader or, for that matter, any automaker’s main and foremost objective is sales. In fact, its main emphasis is on maximizing sales along with the best possible after sales service.

UTS has been successful in keeping its position as leader in the four-wheelers made in Japan since the company’s inception in 1967. UTS offers an Exchange Facility during the Dashain Festival to boost its sales.

SPARE PARTS

Availability of spare parts is a major factor that leads customers into going for a particular brand. Of course, the quality of the spare parts plays just as vital a role. Sujaki Auto Workshop and Training Centre provides a wide range of genuine spare parts directly imported from Japan.

SERVICES

The responsibilities of United Traders Syndicate do not end with the sale of a vehicle. Rather sales is just the initiation of a whole range of services. UTS calls these services “Post Sales Services” or “After Sales Services”.

Sujaki Auto Workshop is manned by a team of highly experienced mechanics trained in Japan. The workshop is equipped with highly sophisticated machinery.

Besides these post sales services under one roof, UTS also provides road services to customers in the unfortunate event of their vehicles breaking down on the way. This service at present is available only inside the Kathmandu Valley. ❀

Ties that Bind

Ties between UTS and Toyota Motor Corporation go much beyond the sale of vehicles in Nepal.

An exchange of visits by high ranking officials from both the sides has helped take relations to newer heights.

In 2000, Dr. Shoichiro Toyoda, Honorary Chairman of Toyota Motor Corporation, himself was on a visit to Nepal at the invitation of Vijay G. Vaidya, Chairman of Vaidya's Organization of Industries and Trading Houses (VOITH) of which UTS is a part.

At a special function, Vaidya had gifted Dr. Toyoda a statue of Lord Buddha. The idol has been adored and kept in one of the most beautiful shrines specially built as a memory to mark the relationship between the manufacturer and distributor.

During Vaidya's visit to Japan at the invitation of Dr. Toyoda, he had the privilege to witness the peaceful site chosen for the statue of Lord Buddha. "That was one of the most unforgettable moments of my life, a moment of joy," says Vaidya. "This is the hallmark and greatness of Dr. Toyoda." ❀



The handshake in 1967 that would bring Toyota cars to Nepal.



Honorary Chairman of Toyota Motor Corporation S. Toyoda and Mrs. Toyoda with Vaidya.

TOYOTA

Moving Forward Always

Toyota Motor Corporation was founded by Kiichiro Toyoda in September 1933 as an offshoot of the Toyoda Automatic Loom invented by his father, Sakichii Toyoda. A year later, the division produced its first A 1 prototype engine, which was used in the first prototype passenger car in May 1935 and the G1 truck in August 1935.

Toyota Motor Corporation was set up as an independent company in 1937. Although Toyoda is the name of the founding family, the company name was changed to simplify the pronunciation.

The name Toyota may be synonymous with cars, but it is still in the textile business and still makes automatic looms and electric sewing machines.

Beginning with the commercial production of a handful of passenger cars in 1936, it produced its 100,000th vehicle in 1947 and its millionth in 1962. By 2006, it was the second largest producer of vehicles in the world, with a total production of 9.018 million units. In 2006, the Fortune Global 500 ranked it as the eighth largest company by revenue (US\$ 179 billion).

Toyota's headquarters are based in Toyota City, Japan. It has factories throughout the world, where vehicles are manufactured or assembled for the local markets, including the Corolla. Apart from Japan, Toyota has manufacturing or assembly plants in the United States, Australia, Canada, Indonesia, Poland, South Africa, Turkey, the United Kingdom, France and Brazil. And more recently, it has invested in Pakistan, India, Argentina, Czech Republic, Mexico, Malaysia, Thailand, China, Vietnam, Venezuela and the Philippines.

Toyota invests heavily in cleaner-burning technologies and was the first to produce a hybrid gas-electric vehicle. The Toyota Prius is the top selling hybrid car in the United States. For the fourth straight year in 2007, it ranks as the most satisfying vehicle in the

United States. This is based on the percentage of respondents who said they would buy the same model again, according to Consumer Reports' latest auto reliability and survey rankings.

According to Consumer Report magazine, Toyota has the strongest brand image among automakers in the United States, ahead of Ford.

Apart from Prius, Toyota now has two other hybrid vehicles - Highlander and Camry. By 2010, the popular minivan Toyota Sienna is expected to join the hybrid lineup. By 2030, Toyota plans to have its cars, trucks and SUVs to have a Hybrid Synergy Drive option.

In terms of vehicle sales, revenues and volume, Toyota is moving closer to becoming the industry front-runner. In 2007, it is poised to become the world's largest automaker, overtaking the current leader General Motors Corporation. But Toyota's focus is not so much on the numbers. "Whenever I say 'front-runner', I always add the phrase 'in terms of quality'," says Toyota Motor Corporation President Katsuiki Watanabe. 卐



Guiding Principles at TOYOTA

- 1 Honor the language and spirit of the law of every nation and undertake open and fair corporate activities to be a good corporate citizen of the world.
- 2 Respect the culture and customs of every nation and contribute to economic and social development through corporate activities in the communities.
- 3 Dedicate ourselves to providing clean and safe products and to enhancing the quality of life everywhere through all our activities.
- 4 Create and develop advanced technologies and provide outstanding products and services that fulfill the needs of customers worldwide.
- 5 Foster a corporate culture that enhances individual creativity and teamwork value, while honoring mutual trust and respect between labor and management.
- 6 Pursue growth in harmony with the global community through innovative management.
- 7 Work with business partners in research and creation to achieve stable, long-term growth and mutual benefits, while keeping ourselves open to new partnerships. ☸



When Kathmandu Began to Roll

Automobiles have an exotic history in Kathmandu. Looking at the capital's roads today clogged with motor vehicles of all kinds, it would be difficult to believe that some decades ago, the cars that ran on its streets had to be imported on the backs of coolies.

Until 1956, no motorable road linked the capital with the outside world. This meant that anything coming in or going out had to be carried on the backs of people. Coolies trudged over the mountain trails hauling goods like textiles, sugar, grains and machinery with a tumpline across their foreheads. Travellers walked or rode in palanquins that porters carried on their shoulders.

Even though there were no roads in or out of Kathmandu, a privileged few rode cars on the city streets. These automobiles too were brought in by human beasts of burden. The vehicle would be stripped of its wheels to cut weight. It was then strapped to a framework of wooden poles under which two dozen men huffed and puffed to drag it over the hills into the city.

The footpath over Chandragiri ("the mountain of the moon") was Kathmandu's main supply line and link to India. This ancient trade route began at Thankot. Starting from behind where the police checkpoint stands now, the trail wound up the steep forested slope to the top of Chandragiri Pass at 2,280 meters. After a three-hour climb, travellers crossed over the valley rim and descended the mountain's southern slope.

The route then led to the village of Chitlang, a two-hour walk. Chitlang was then also known as "Little Nepal", perhaps for its artistic shrines reminding one of Kathmandu. Another two hours of hiking and travellers arrived at Markhu where they stopped for the night. Markhu now stands beside the Kulekhani

reservoir which presents a spectacular sight. Remnants of the old ropeway connecting Matatirtha and Dhorsing can still be seen on the way.

The next day, travellers trudged up another ridge to Chisapani and on to Bhimphedi, from where they bounced over a dirt road in a lorry through Hetauda to the train station at Amlekhgunj. Built in 1928, the railway chugged through the thick Terai jungle to the Indian border town of Raxaul. The entire trip from Kathmandu took four days.

The days of walking came to an end in 1956 with the construction of the Tribhuvan Highway. An engineering marvel, the road twisted and turned over endless ridges and connected Kathmandu with Birgunj. Its hairpin bends and hair-raising elevation became part of travel lore.

The completion of the Tribhuvan Highway put Nepal's transportation system into high gear. Trucks began growling over the highway soon after, relieving coolies of their backbreaking labour. Nepal Transport Service, established in 1959 by a Tuladhar family of Kathmandu, operated the first passenger service in Nepal. Its blue Tata Mercedes-Benz bus, bearing the license plate number 98, ferried travellers between Kathmandu and Amlekhgunj.

The bus was too large for comfort on the Tribhuvan Highway's tight curves, and some months later, they decided to put it in service in Kathmandu. Thus began Nepal's first modern mass transport system. The bus carried commuters between Rani Pokhari in Kathmandu and Mangal Bazaar in Patan. Until then, Kathmandu's urban transport consisted of a few jeeps and some rickety lorries. Subsequently, Nepal Transport Service added a number of Tata Mercedes-Benz, Chevrolet and Bedford buses to its fleet.



Porters carrying a vehicle over the Chandragiri mountain.

If Kathmandu's mass transport system started in 1959, taxicabs, converted from second-hand private cars, had been around from some time. But they had no meters and did not cruise. In the late 1960's, a company called Scootway System blazed the trail for a modern taxi service. The taximeter fitted in their cabs was a wondrous novelty, and first-time customers watched the fare with growing nervousness as the machine clicked away.

Scootway System's taxis drew attention for their striking appearance too. The cabs had a tiger's head painted on the hood and stripes all over. The government subsequently required that other taxicabs also be decorated in similar livery, and Kathmandu was soon crawling with "tiger taxis".

The late 1960's also saw more Kathmandu residents buying motor vehicles for private use. They were becoming more discerning motorists too, and wouldn't drive around in second-hand jalopies anymore. In a few short years, Toyotas were ruling the roads of Kathmandu. ❀

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SERVING,
CARING, GROWING

STANV

VOITH

Serving, Caring, Growing

WHAT IS VOITH?

VOITH, or Vaidya's Organization of Industries and Trading Houses, is one of the most dynamic business houses in Nepal. It is dedicated to integrity, excellence and leadership. It represents a wide range of integrated trading houses, industrial enterprises, services, construction activities and educational academies.

VOITH is committed to the development of the country in its entirety and, therefore, supports those business activities that help shape the future of Nepal. The organization has been giving priority to industries that contribute to the social upliftment of the Nepalese people. Hence, labor-intensive and agro-based industries are VOITH's preference, as we are convinced that such undertakings help raise the living standard of Nepal's poorest people, the bulk of whom are farmers.

The VOITH organization today employs more than 7,000 people, and prides itself in its staff who



represent some of the best managerial potential in the country.

WHAT IS THE PHILOSOPHY BEHIND VOITH?

VOITH believes that business should be based on the principles of integrity, sound management and sound return of value to the customer, and not merely on the pursuit of profit.

Serving, Caring, Growing with one aim and one goal is what this organization is all about. Customer satisfaction is our overriding objective, and all staff members are asked to contemplate on their own how best to achieve this. It is a challenging job, but one that can be overcome through integrity and the pursuit of our objective. This calls for a spirit of faithfulness in the heart, sincerity in action and attaining results through the trust of our customers.

It is the earnest conviction of the management that its greatest assets are its staff and the good wishes of its satisfied customers. This aspect of VOITH's efforts will never be compromised.

Through the kind of business activities we promote, we envision a Nepal that will one day be economically prosperous, socially advanced, politically integrated and spiritually dynamic.

HOW IS VOITH MANAGED?

A Board of Directors, headed by its Chairman Vijay G. Vaidya, sets the overall policy and management guidance to each of VOITH's divisions – Trading and Services, Industry, Construction. Each division is headed by an Executive Director.

Regular staff meetings guarantee total managerial involvement in the day-to-day operation of VOITH as well as its future planning needs. ❀



Real Estate Business

VOITH's Chairman Vijay G. Vaidya has always tried his hand in ventures where others have refused to tread. He invests in a project only after making a detailed assessment of its long-term effects and rationale. Monetary returns from the investment are not his sole motive for starting a venture. He is very concerned about the cultural and humanitarian aspects of any undertaking.

Five years after starting his distributorship of Toyota, he ventured into the real estate business. Having travelled to many developed countries and witnessed how organized urbanization there was, he wanted to see if that could be replicated in Kathmandu and other towns also. Buying and selling of land in the Kathmandu Valley was then unorganized. The real landowners were being swindled and did not receive a suitable price for their property. On the other hand, such unsystematic buying and selling of land posed a challenge to establishing planned settlements.

So in a bid to encourage planned settlement and contribute to the capital's beauty and give a proper price to the farmers for their land, Vaidya ventured into the real estate business. He started by buying 142 ropanis* of land at Budhanilkantha, 150 ropanis in Patan, 40 ropanis at Bansbari and various other plots in a dozen places. He also took the real estate business to Biratnagar, Chitwan, Hetauda and Birgunj.

He tried to sell these lands with the concept of town planning in mind. But there was neither any commitment to nor thought about town planning. He wanted housing colonies to sprout on the open lands around the towns so as to ease congestion in the core areas.

He himself built his house at Budhanilkantha at a height on the outskirts of Kathmandu, and many people were surprised to see him do so. But after he came up with his residence at Budhanilkantha, other people were encouraged to build houses and live there. This has greatly benefited the local people.

Say the local people, "After Vijay G. Vaidya moved here, we have not only received a fair price for our land, it has also contributed to the development of physical infrastructure in the locality."

Vaidya, however, remained in the real estate business for only five years. He decided to quit the business due to the unhealthy competition. At that time, he had demanded from the government a master plan on urban development with laws to make the sale and purchase of land transparent. His concept of introducing apartment buildings in Kathmandu could not be realized in the absence of relevant laws and investors.

In the past four or five years, well-planned apartment buildings have been mushrooming in the capital, and have taken the form of a large industry. Vaidya had envisioned such apartment blocks 35 years ago, but he was too ahead of his time. ❀

* 19.6 ropanis = 1 hectare

TAWACHE BRICK AND TILE INDUSTRIES

VOITH's First Joint Venture

In 1984, Tawache Brick and Tile Industries was established at Tankisinwari, Morang in east Nepal.

There were four motives behind setting up the industry – to make use of indigenous raw material, provide mass employment, supply machine-made bricks and tiles to people living outside the Kathmandu Valley, and run a joint venture industry in Nepal.

Although Vaidya started United Traders Syndicate in collaboration with Toyota of Japan, it, however, was not a joint venture company. Tawache was set up with the joint investment of Chinese Water Electric Company. Until then, there was no industry producing machine-made bricks outside the Kathmandu Valley. Tawache gave the people living in eastern Nepal access to such bricks with which to build their homes.

Being the first of its kind, one would have expected such machine-made "Chinese" bricks to have a greater market than the traditionally made bricks. Yet, it was a struggle trying to convince the people of the utility of the Chinese bricks. Although prices were kept to a minimum, it took VOITH four years to prove that the Chinese bricks were better than the traditional ones.

The industry employed about 400 people. Spread over 64 bighas* of land, it produced about 20 million bricks a year. But after nine years of operation, Vaidya decided to pull out of the venture. One of the reasons was that the large pits that formed after digging out the soil gave the land an ugly look, and the land's productivity was declining. Also since the price of land was going up, Vaidya did not think it appropriate to keep on digging up the soil to make bricks. So he decided to call it quits and relocate the industry elsewhere. (The brick and tile factory was consequently located at a place called Simariya.) He wanted to start a new business in its place.

After pulling out of the industry, Vaidya also made a commitment that he would never invest in a venture that impacts the natural environment. Over the years, his strong commitment is seen in the concern for the conservation of nature, environment and bio-diversity.

Despite the many challenges, the brick and tile industry was running well. The Chinese investors were happy with Vaidya's organization till the very end. They were highly impressed by Vaidya's professionalism, a management that was commitment to the workers' welfare, and business ethics. So

although the industry was eventually shut down, there were very cordial relations between the Chinese company and VOITH.

The first joint venture with a Chinese company was a success. And on this trust and foundation has been established VOITH's second joint venture. Two years ago, China's Wellhope Agri-Tech (P.) Ltd and VOITH joined hands to set up Nepal's largest animal feed industry at Kalyanpur, Bharatpur. ❀



* 1 bigha = 0.67 hectare

FISH FARMING

All along, Vaidya has always put emphasis on agro-based industries that focus on local resources and skills. He is of the firm belief that unless agro-based industries are set up on a large scale, it will be difficult to develop Nepal economically. So he says the country should strive to introduce modern technology and inject huge amounts of capital in agriculture.

That is why in 1991, VOITH began Agri Breeders to promote fisheries as an industry in Nepal. It is Nepal's largest fishery using modern technology. Spread over 25 hectares at Tankisinwari, Morang, the fish farm produces 200 metric tons of fish a year. In the next few years, VOITH intends to add a training center to impart skills, technology and know-how on fish farming.

Agri Breeders was set up to raise those species of fish that are highly popular in the world, and to make fish farming highly lucrative to farmers by introducing modern technology. So far it has been involved in producing fingerlings, but in the days to come Agri Breeders will also be raising fish for sale in the market.

VOITH has been on the lookout to introduce the latest technology and practices in fish farming from around the world. Filipino experts will be arriving here shortly to promote the Tilapiya fish known for its taste and quick returns on the investment. Some

Nepalese are also pursuing their studies in this field in the Philippines.

Those who lost their jobs after Tawache Brick and Tile Industries was shut down have found work at Agri Breeders. Around 150 employees, including fish experts, are involved in the farm. There are 14 ponds, which are to be expanded in the years to come.

Although farmers in eastern Nepal have been into fisheries for a long time, modern technology and commercialization have not caught up with them. Agri Breeders has been set up to help with the commercialization of fish farming.

Getting fingerlings in time was always a problem. In the last 15 years, Agri Breeders has produced about 10 million fingerlings for sale. This has drastically cut down on imports from India. It raises such species as the Common Carp, Grass Carp, Big Head, Silver Carp, Indian Naini and Mac, and it has been rearing the Tilapiya fish on an experimental basis. Very shortly, the farm is all set to start raising Catfish from the Philippines on a commercial scale.

Agri Breeders is helping the farmers to become entrepreneurs. Apart from making available fingerlings to the farmers in time, Agri Breeders is also involved in securing an appropriate price for the fish grown. Vaidya is looking forward to setting up a fishery school in the near future. ❀



TEA Greenery in the Naked Hills

In 1985, in his quest for a new venture and area of development, Vaidya's eyes fell on the eastern hills of Nepal. After making a study tour of Ilam, Panchthar, Bhojpur, Sankhuwasabha and Dhankuta districts, which he had visited many times while working for USAID in the late 1950's and early 1960's, he decided that he would envelop the naked hills with greenery and place prosperity in laborious hands.

Vaidya has always shown keen interest in the establishment, expansion and development of agro-based industries that provide massive employment. His other commitment has been to the conservation of the natural heritage and sustainable development. He was resolute that tea held the key to meeting all these aspirations, besides giving a boost to the national economy and earning foreign exchange.

Nepal is truly an ideal place for growing tea. The tea grown here is not only of a very high quality, it also brings a taste of the spectacular hills on which it is grown. Growing tea also helps control soil erosion and protect water sources. Thus, in 1989, VOITH took the step to invest in the tea sector.

Tea has brought prosperity to Darjeeling in West Bengal, and it has carved itself a niche in the world market. Why then is it that we have not been able to do so when we have a better climate and hills than Darjeeling for growing tea? He would often contemplate on this aspect while traveling to Darjeeling during his sons' and daughter's education at St. Paul's and Loreto Convent. After years of studying, analyzing and seeking advice from experts, it was with great confidence that he entered the tea business.

He named the tea estate Guranse after the national flower, the Rhododendron. Tea gardens were set up in the hills of Dhankuta's Hile, Dharmashala, Kuwapani and Nigale. The estates started producing tea in around 1995. Guranse is at the forefront of the organic

orthodox tea produced in Nepal. The tea produced here is exported to Japan, Germany, Spain and Malaysia.

Experts had been invited to study if Dhankuta would be an appropriate place to grow orthodox tea. Its soil was tested in Britain, Germany and India. The experts said that for reasons of climate and water source, it was better than Darjeeling.

Although plans were made to grow tea on 8,000 ropanis of land, Guranse Tea Estate covers 5,000 ropanis. Situated as it is at a height of 1,000-2,100 m, it is one of the world's highest tea gardens in the world. Guranse tea has been certified by renowned and official organizations of the world.

Among Nepalese teas certified by international standard organizations, Guranse tea is the best. In 1990, it received the Honor Certificate for quality at the Second China International Tea Exhibition. Similarly, the Australia-based National Association for Sustainable Agriculture (NASSA) has certified that the tea is bio-organically grown. NASSA is a member of the International Federation Organic Association Movement (IFOAM). Guranse tea has also received the ISO 9001:2000 standard. Guranse Tea Estate is a member of the Speciality Tea Institute (STI), a division of the Tea Association of the USA.

The many certificates and honors that Guranse has received is a testimony to its high quality. The tea estate boasts one of Asia's most sophisticated tea processing factories. No chemical fertilizer is used to grow the tea, and, thus, enjoys a special identity of its own in the world market. VOITH intends to double production in the next 10 years and establish it as one of the highest quality teas in the world.

VOITH's other tea ventures in eastern Nepal are Mai-Ilam Tea Estate and Nirvana Tea Processing and Packaging. ❀

MAI-ILAM GURANSE TEA ESTATE INDUSTRIES

Mai-Ilam Guranse Tea Estate Industries is a sister concern of Guranse Tea Estate. Certified by TUV Rhineland, Germany as ISO 9000:2000 in 2001, it is a venture with various partners like Leafull Corporation, Japan, and small farmers of Ilam. This institution was established with a mission to generate rural employment and income for small farmers living in this very remote district of Nepal.

The tea processing factory was established in 2003 and is situated at Jasbire, 18 km from Ilam Bazaar. It has a production capacity of producing 120,000 kilos of readymade tea per year.

The factory is centrally located, and the green leaves are collected from small farmers in the region, where more than 600 small tea growers are involved daily.

The ecology, climate, altitude and the virgin fertile

soil of this region is most suitable for growing high quality orthodox tea. The green leaves are plucked from very young and healthy bushes at altitudes ranging from 1,500-2,100 m above sea level.

Production starts from March and continues till November end. According to the season, the tea is classified into Spring Flush, Summer Flush, Monsoon Flush and Autumn Flush.

One hundred percent of the production is exported to Germany, Japan and India.

Every effort is made by the management to educate the small tea growers on tea farming so as to ensure high quality tea bushes and quality plucking. This enables Mai-Ilam Guranse Tea Estate to produce the finest high grown Himalayan Orthodox black tea. ❀



NIRVANA TEA PROCESSING AND PACKAGING INDUSTRIES

This tea warehouse company was started in 2005 with the objective of creating standard Nepalese orthodox tea. It has a mission of becoming the No. 1 company catering to the niche quality market by the year 2010. The company has been established to source, evaluate, offer, purchase, stock, blend, promote and sell Nepal orthodox tea using modern technology and facilities.

The company is located in Biratnagar and its products include bulk tea (both CTC and orthodox), single

estate tea, custom/house blends, herbal infusions and pure herb tea blends.

Nirvana Tea processes Himalayan herbs and flowers found in Nepal with tea. Research and development is carried out to meet the growing demand for the tea in consultation with experts from Darjeeling and Kolkata. The blended tea is exported mainly to Europe, the USA and India. ✂



MODEL DEVELOPMENT OF HILE

Nepalese tea traces its origins to 1863 when the Chinese Emperor Mu Tsung presented a precious gift of a variety of tea seeds to Nepal's Prime Minister Jung Bahadur Rana. A year later, Colonel Gajara Singh Thapa was put in charge of starting the first tea plantations in eastern Nepal. Although Nepal has come a long way in this sector since then, the government's policy has, unfortunately, not been very encouraging. As a result, tea entrepreneurs and farmers have little to cheer about.

Says Vaidya, there is plenty of scope for growing tea and coffee for export in the hills of Nepal, and both the government and the private sector would do well to pay adequate attention to this sector. Tea has become modern man's life culture.

Tea apart, Vaidya wanted to unleash the integrated development of Hile in Dhankuta. He saw great scope in developing the area as a tourist center with its scenic rolling tea gardens, while encouraging entrepreneurs to set up resorts and hotels. But first,

he decided to set up a school of international standard where students from different parts of Nepal as well as neighboring India would come to study.

He had forwarded a master plan to the then government to allow him to use the training center built by the British Government at Pakhribas and Uttaranpi to set up the school. He had proposed buying or leasing the buildings and premises for the school. But the government was uncooperative, to say the least. It was also hesitant to give permission to set up the school there.

He had even invited educationists from the United States and Britain as well as a manager who had been involved in an institute providing quality education. However, his dream of not only growing tea, but also developing tourism and education in the area could not materialize. Due to the government's indifference, political instability and absence of peace in the country in the latter years, Vaidya had to shelve the project. Had the plan been implemented, Hile today would have seen much progress. Although

A VOITH official explaining modern tea growing practices to members of the local community.



the integrated development of the area did not become feasible, there are other reasons for VOITH to be satisfied:

- In line with Vaidya's commitment and aspiration to provide employment to as many people as possible, especially those in the low-income bracket, the tea estate and factory has provided work to 5,000 persons.

- There is growing entrepreneurship among the farmers. They have been growing tea on the slopes of the hills and earning anywhere up to a hundred thousand rupees annually.

- The farmers are learning commercial skills and becoming productive. The message that tea gives good returns has spread among the farmers. VOITH makes available clones of tea bushes as well as technical advice to those farmers interested in growing tea.

- Nepalese tea has been growing in stature and maturity. Today it has received global recognition and acclaim.

- Apart from enhancing the natural beauty of the area, the tea gardens have contributed to ecological balance.

- It's made it easy for the farmers to bring their tea leaves to the factory and also get a good price for them.

- Tea exports have helped lessen the trade deficit, even if the contribution is very little.

A few suggestions of VOITH for the development of the tea industry:

- There should be extensive and deep study about the feasibility of growing tea across the country.

- Loans must be available at concessional interest rates for tea farming, and incentives to export tea in the international market by air.

- An environment for export should be created by removing all kinds of duties on tea.

- Political stability and peace are the pre-requisites for the development of any sector. Thus, sustainable peace that also supports production must be created.

- In a bid to establish Nepalese tea in the international market and popularize it, the government should organize international standard tea fairs.

- A culture of honoring and encouraging the highest and best producer and contributor should be established.

- In places where tea gardens already exist, the state should prepare plans to promote tourism as well as other local attractions.

- There must be a mechanism to monitor tea production and its market to discourage unhealthy competition and to maintain quality. ☞

EXPORT OF NEPALESE SNOW PEAS TO JAPAN

Vijay Gajananda Vaidya is a man of vision and ideals. He is of the conviction that “there is nothing man cannot do”. Forty years ago, he made a resolve to bring prosperity in the lives of farmers by channeling their sweat and farming skills towards a commercial objective.

Nepalese farmers have just two assets – their land and their hard work. After contemplating for years how these two, together with their skills and planning, can be made more productive, Vaidya came to the conclusion that growing vegetables on a commercial scale and selling them in the international market were the only ways to improving the living standard of the farmers.

Fifteen years ago, he started commercial vegetable farming as an industry at Kalyanpur in Chitwan and Palung, Daman in Makwanpur. After five years of trying to arrive at a price for the hard work put in by the farmers, he was convinced that if the government were to provide incentives and subsidies to farmers and facilities to bring their quality produce to the world market, the farmers would change the face of Nepal.

Vaidya is, perhaps, the first Nepalese entrepreneur to export vegetables grown by farmers to Japan. The Japanese loved the vegetables grown in Nepal. Vaidya had imported seeds of special peas from Japan. Since the snow peas were grown as per the taste, demand and method of the Japanese, Nepalese sweet peas found a good market in Japan. The peas grown without using chemical fertilizer sold for US\$ 18-22 a kilo.

Japanese love goods that are well packaged, but in those days, there was no such packaging technology or facility in Nepal. It was, thus, not possible to package the peas as per the demand of the market. Hence technology and technicians were brought in from India and the products packaged to meet a minimum standard.

Although vegetables grew well here, it was not easy to export them. It is difficult to export goods by sea, and air transport simply pushes up the cost of the product.

Despite the many obstacles, challenges and costs involved, Nepalese peas were well sought after in Japan. But on February 17, 1995, a big earthquake measuring 7.2 on the Richter scale struck Kobe city in Japan in which 6,000 people died. The quake also destroyed the Japanese company that was importing Nepalese snow peas, bringing an end to the Nepalese export. In three years, Vaidya had exported about 200 metric tons of snow peas to Japan.

Vegetables were grown on 400 ropanis of leased land at Palung in Makwanpur. Most of the peas were exported to Japan, while the remaining were sold in Kathmandu. A few agricultural scientists, technicians and local farmers were involved on the farm. This way, the local people not only got a good price for leasing out their land that was not put to productive use, but they also found employment on the farm. They also could see and experience for themselves how vegetable farming is done using modern technology and methods. As a result, a few farmers of the locality have established themselves as commercial agricultural entrepreneurs.

During the five years he was in business, he was more concerned about the number of farmers who would benefit than the profit he could make. Many of the trained farmers in Chitwan and Palung are today involved in commercial vegetable farming. This gives Vaidya a lot of satisfaction. He lost money in his bid to introduce commercial vegetable farming in Chitwan, but he says this was compensated by the skills and knowledge gained by the farmers.

Vaidya had no intention of carrying on with vegetable farming for a long time. He was involved in it solely because he wanted to give the farmers a message and some know-how. So after five years in the business, he detached himself from it.

Vegetable farming done on seven bighas of land at Kalyanpur was exemplary. Students from Nepal's various agricultural campuses and farmers from different parts of the country descended here to see and learn. Vegetables that grew well in Japan, China,

Malaysia, the Philippines and Singapore and those that gave good returns were grown here. It functioned very much like a training center.

Since chemical fertilizers were not used, the vegetables were slightly more expensive than the vegetables found in the market. Then finding a market for these bio-organically grown vegetables was a problem.

Says Vaidya, "The skills, methods, seeds and technology that I introduced have been well established. Farmers are now attracted to commercial vegetable farming. What more satisfaction and profit can I expect?" ❀

POULTRY FARMING IN AGRICULTURAL INDUSTRIALIZATION



VOITH is committed to the commercialization and modernization of agriculture so as to raise the economic status of the farmer and make them financially independent. Since VOITH is convinced that only when farmers turn entrepreneurs can they increase their income, it has invested in commercial vegetable farming, animal husbandry, fisheries, tea and poultry. For VOITH, profit is not the main motive behind these investments. It is more into spreading the message that commercialization of agriculture can improve one's income. In a bid to create entrepreneurs out of the farmers and provide big returns on small investments, VOITH has invested in a feed industry at Kalyanpur, Chitwan in south central Nepal.

NEPAL WELLHOPE AGRI-TECH

A joint venture with China's Liaoning Wellhope Agri-tech company, it is Nepal's largest feed industry. It started commercial production in July 2007 even before its formal inauguration on November 13, 2007 by Vijay G. Vaidya, Chairman of VOITH, and Weidong Jin, Chairman of the Chinese firm. The modern plant produces 60 tons of high quality feed for broiler and layer chickens as well as for ducks and pigs.

Farmers maintain that poultry tends to grow twice as fast with the feed produced by this industry compared to others. As a result, farmers in increasing numbers are being attracted to poultry farming after seeing their income increase very fast. In just 45 days, a chicken weighs 2.5 kilos, which is not





possible even in two months with other feeds. Since the industry is unable to meet the demand of the farmers, it is looking forward to adding more machinery to increase production to 200-250 tons a day.

The industry is being managed by a joint team headed by Executive Director of VOITH Suresh Vaidya. The Chinese team has shown great satisfaction with its collaboration with VOITH.

Vaidya had been on a tour of Japan, China and the Philippines in the last few years to study how the poultry industry could be developed. He came to the conclusion that a feed industry was a pre-requisite

for a strong base in this business. Vaidya has certain reasons and convictions for entering the poultry industry in a big way.

CONSUMER PERSPECTIVE

- Chicken is good for health
- Even though the standard of living of the Nepalese is low, they can afford eggs and chicken
- High nutritional value
- Products can be transferred from one place to another and helps check the outflow of foreign exchange

INCOME PERSPECTIVE

- Farmers can raise poultry on their farm with little capital and reap good income
- Other enterprises can be run simultaneously
- Provides good employment and helps in poverty alleviation
- Poultry grows twice as fast with quality feed and helps raise the income of farmers

Vaidya is thinking of setting up similar feed plants in other parts of the country as many farmers have been attracted to raising poultry in a relatively short period of time. VOITH intends to set up manufacturing units in Biratnagar, Pokhara, Kathmandu and some places in west Nepal soon.

Very shortly, a broiler and layer poultry farm is coming up in Biratnagar in southeastern Nepal. Also the country's largest industry producing chicks of different varieties is coming up to supply chicks that are cheap and bring high returns to farmers. ✂





LITTLE THINGS
WE DO

little

LITTLE THINGS WE DO

Anyone trying to prove his work by heart, word and deed will dedicate his entire attention and time to it. VOITH is one such organization that is committed to contributing to the broad spectrum of social service. Based on the philosophy “Little Things We Do”, it has tried to establish itself in social welfare and exercise. To many, VOITH has even come to symbolize social service. Some of its activities include:

HERITAGE CONSERVATION

Nature has endowed Nepal with its bounty by which it is known to the rest of the world. Whether it is Mt. Everest, the world's tallest peak, or its more than 6,000 rivers and rivulets, or its rare animals and birds, Nepal's natural beauty and resources are simply fascinating. Its natural heritage apart, Nepal's historical, cultural and religious identity has also carved a place for itself on the world map. VOITH strongly believes that these heritages should be conserved and developed as they are Nepal's identity with which to introduce itself to the international community.

VOITH's Chairman Vaidya has been actively involved in the conservation and development of Nepal's natural heritage. Business and industry might be his primary field of interest, but his commitment to the development and conservation of nature and its endowments is total. Because of his strong inclination to conservation, many people mistake VOITH for an organization dedicated to the conservation of the natural heritage.

GREEN HOME, OFFICE

The design and structure of Vaidya's residence at Budhanilkantha itself is testimony to his commitment to the natural heritage. Through conservation of water and care of plants and flowers, and making of a habitat for wild animals and birds, he has converted his residence into a center of natural heritage conservation. Everyday, he dedicates himself to the conservation of the natural heritage. He feels he is missing something that day when he cannot spend

some time with nature, or do something for its upkeep. Not only his residence, VOITH's head office at Sinamangal in Kathmandu and other offices and industrial premises spread across the country are replete with greenery. One would think these office and industrial premises are a natural conservation zone. Through the decades, he has made a commitment not to take up any industrial or business venture that directly impacts nature.

PRIVATE NATIONAL PARKS

Vaidya strongly feels that the state alone cannot conserve and protect Nepal's jungles and wildlife. The private sector as well as the community should, hence, be involved. However, he is dismayed that the state has evolved neither policy nor laws to involve the private sector in the conservation of Nepal's wildlife and their growth. The state has set up a number of national parks and conservation zones across the country. But, he says, experience has shown in a number of countries that private sector involvement enhances conservation efforts.

Although he has not been involved in conservation on a large scale, Vaidya has taken up the exercise of taking care of a number of wild animals. At his business complex in Biratnagar in east Nepal, he has been involved in breeding some wild animals since 2003. He has been raising them from a commercial point of view rather than doing it as a hobby. With the permission of the Nepalese government, he has been looking after 17 chitals (axis deer), seven



lagunas and a host of birds in this private wildlife conservation and development area. The laguna, related to the monkey, is an endangered animal.

He wants to breed animals that are facing extinction in the jungles and also fetch a good price in the international market. Vaidya's interest in this activity was aroused after visiting such farms in a number of countries. For each of the animals, he has paid Rs. 15,000 to the government. VOITH spends anywhere between Rs. 200,000-500,000 annually for the upkeep of these animals. He began with three chitals and two lagunas; today there are 17 chitals and seven lagunas. If these animals keep on reproducing at the current rate, there will be a hundred of them in the next five years.

Hundreds of visitors come here to study and observe the farm every year. VOITH intends to bring in local as well as foreign experts to expand the venture. Very shortly, it is starting a crocodile farm with license from the government.

ONCE A MONTH ...

Once a month, all the members of the VOITH family must chip in a day to the conservation of nature and contribute to the creation of a cleaner environment.



Regardless of where the employee works, s/he must participate in the activity. You will find the staff of VOITH's head office at Sinamangal taking part in the conservation and clean-up of the Pashupatinath Temple complex or in maintaining the numerous bus stop gardens the organization has built from Maitighar to the Tribhuvan International Airport.



VOITH also encourages its employees to actively contribute in some way to the conservation of the environment. VOITH is to build more bus stops and help with the greenery on the Ring Road in Kathmandu in the near future. On its annual day celebrations and other special days, VOITH makes it a point to contribute to the preservation of the environment and natural and cultural heritage.

ZOO CONSTRUCTION

In its bid to contribute to a social cause, VOITH has built physical structures at the country's only Central Zoo at Jawalakhel in the capital. It has renovated the Entrance Plaza, and built the enclosure for the Asiatic Lion and a habitat for the Siamang Gibbon brought from Malaysia. VOITH spent Rs. 4.7 million building these facilities that have greatly improved the appearance of the zoo, which attracts more than a million visitors annually.

The Central Zoo is not only thankful to VOITH but considers these structures to be the most inspirational contributions in its history. This is the single largest contribution made to the zoo by any private sector organization. The zoo is an important medium of wildlife conservation, and also provides entertainment as well as opportunities for research and study to the visitors. VOITH is willing to help should the government be interested in setting up zoos in places outside the capital. VOITH feels that the authorities must change their thinking and ways of working if they want to develop and expand the zoo. There is no alternative to involving the private sector.

CONSERVATION ACTIVITIES

Vaidya is deeply saddened and worried by the growing destruction and poaching of wildlife in Chitwan's jungles. He is disturbed by the wanton poaching of rhinos and other endangered animals in the Chitwan National Park that is known for its unique animals and birds.

After contemplating how VOITH could help in the conservation of these animals, it decided to gift a jeep fitted with modern communication equipment. At a function held in December 2005 at the Garden of Dreams in Keshar Mahal, VOITH handed over the vehicle to the park.

VOITH has provided assistance to individuals and organizations actively involved in the conservation of the natural heritage. Vaidya is convinced that achievements in the field of nature, environment and bio-diversity have a positive impact on one's life.

He says the death of more than a dozen conservationists in a helicopter crash at Ghunsa in Taplejung on September 23, 2006 was the saddest moment of his life and a dark day in the history of Nepal. It was Dr. Harka Gurung, Dr. Chandra Gurung and Dr. Tirtha Man Maskey who had inspired and nudged Vaidya into entering the field of conservation, and he had always consulted and sought expert advice from them.

In close consultation with the World Wildlife Fund (WWF), VOITH has felicitated Ram Preet Yadav with a gift of Rs. 50,000 and a certificate of commemoration for his active role in the conservation of the natural heritage, especially in the protection of wildlife in the Chitwan National Park. VOITH has likewise felicitated Harka Man Lama with Rs. 50,000 for his role in tiger conservation. Similarly, VOITH has provided a scholarship to Iswari Aryal, daughter of Narayan Bahadur Aryal, an employee of the Parsa Wildlife Reserve, who was killed in an ambush in November 2005.



SPORTS

VOITH's Chairman Vaidya himself was a famous cricketer in his college days when he served as captain of the cricket team while pursuing his education at Scottish Church College in Kolkata. Hence it is only natural that VOITH should play its bit to encourage and support the development of sports in the country.

Since the start of VOITH's ventures, it has been helping local clubs and sports organizations with sports equipment and construction of physical infrastructure. Through the medium of sports, VOITH has been helping various social organizations.

In 2005, it organized the Toyota Kathmandu Marathon, and the proceeds went to the Scheer Memorial Hospital at Banepa, 26 km to the east of Kathmandu. In the same year, it organized the Toyota Women's Motor Rally, and the money that was raised was given to a primary school at Hile, Dhankuta in eastern Nepal.

Since 2006, VOITH has begun awarding a Toyota car to the most outstanding football player of the year. This is the largest award given to a sportsman in Nepal, which should go a long way in encouraging sportsmen



in the country. In 2006, Upendraman Singh bagged the Toyota car. In 2007, ace player Hari Khadka has been selected by an evaluation committee to receive the Yaris Toyota car worth Rs. 2.5 million.

VOITH also funded the participation of tae-kwan-do player Sangina Vaidya at the Athens Olympic Games in 2004. Sangina had won a gold in the South Asian Federation Games in the event.

VOITH has provided financial assistance for the development of hockey in Nepal. In close collaboration with the Hockey Association of Nepal, VOITH organized a hockey tournament annually for five consecutive years in the 1970's. VOITH set up a revolving fund of Rs. 400,000 to organize the tournaments and made available additional funds to manage them. ☞



EDUCATION AND HEALTH

In accordance with its philosophy “Little Things We Do”, VOITH has played its part in the field of education and health. Apart from helping out at the informal and individual levels, VOITH has provided assistance at the institutional and formal levels too. Funds have been made available to dozens of people unable to pay for their health care.

An ambulance was donated to the Avyudaya Multipurpose Cooperative at Kalyanpur, Chitwan to provide services to the poor.

In the education sector, VOITH's activities range from provision of scholarships to building libraries and paying the salaries of school teachers.

SATYA MA AND JASUTARA MEMORIAL ACADEMIES

It has established two social organizations – Satya Ma Memorial Academy and Jasutara Memorial Academy – to distribute awards in the field of education, health, language, literature, culture and to provide scholarships as well as to carry out various social welfare activities.

These two social organizations have as their head VOITH's Chairman Vijay G. Vaidya. Although both the organizations were formally registered only in 2003, they have been active in the field of social service for over a decade. The Satya Ma Memorial Academy was set up in memory of Vaidya's parents Satya Man and Masinu Devi, and is dedicated to honoring those who have made special contributions to the welfare of Nepal and the Nepalese people.

In a bid to assist in the education sector, Jasutara Memorial Academy has provided scholarships to various students. The beneficiaries include Jeevan Kumari Gautam, a blind student from Jhapa in eastern Nepal, who is pursuing her Bachelor's degree at Tri-Chandra Campus in Kathmandu; Anil Kumar Shrestha of Sindhuli, which is about 80 km east of Kathmandu, is studying mechanical engineering at Kathmandu University; Avantika Pyakurel of Nuwakot in the north of Kathmandu, is studying in secondary school; the

son of conservationist Ram Preet Yadav is enrolled in the Army School; and Ujjwal Kandel is studying in Chitwan, Bharatpur.

The academy has also sent students to pursue higher education in the Philippines. Currently, Uma Niraula is studying veterinary science at Central Luzon State University; Sahara K. C. agricultural business management; Binita Neupane nursing; Dipendra Basnet and Suav Juwa civil engineering; Amrita Pahadi biology; and Gajendra Lamsal fisheries.

The academy is named after Vaidya's youngest daughter, Jasmine, and daughter-in-law Taraneh (wife of VOITH's President Suraj), who died in the Thai Airways plane crash in July 1992.

Vaidya has been involved in education from a young age when he taught as a volunteer right after finishing school. As Chairman of VOITH, he has continued to nurture this passion. Accordingly, Vaidya has built a primary school at Anandpur in Chitwan. He has also built a classroom for People's Campus at Paknajok, Kathmandu at a cost of Rs. 400,000.

In appreciation of Vaidya's huge financial contribution to a primary school at Hile in the hills of eastern Nepal, it has been named Vijay Primary School. VOITH has also been paying the salaries of two additional teachers and providing financial assistance to two students in the school.

VOITH has been providing financial help to dozens of schools across the country. In Chitwan, it has constructed a Reading Room besides providing books and magazines. It has made available Rs. 1 million to Mothers' groups to create awareness and expand literacy.

VOITH's contribution in the field of religion is just as noteworthy. It has built a Ganesh Temple at Kalyanpur, Chitwan, a Mahadev Temple at Tankisinwari, Morang and Bishranti Mandir at Mulghat, Dhankuta.

LANGUAGE, LITERATURE AND CULTURE

In addition to serving the Nepali language, VOITH has been involved in the preservation and conservation of the languages and cultures of Nepal's different communities. VOITH helped with the publication of renowned litterateur Saru Bhakta's *Samay Trasdi*, which was released amidst a grand function in Kathmandu. Similarly, it helped publish the book *Arniko*, written by Satya Mohan Joshi. *Arniko* is based on the life and contributions of this great historical artist and architect of Nepal. The book, containing pictures of art works dating from ancient times and printed in Bangkok in an attractive format, is a collector's item.

VOITH also helps organize programs related to language, literature and culture. Through its academies, it has been honoring different personalities for their contribution in various fields. It has so far honored Neer Shah (films), Dr. Saphalya Amatya (heritage conservation), Huta Ram Vaidya (environment, Save the Bagmati campaign), Keshav Sthapit (development), Renchin Yonjan (environment), Indira Yakthumba (education), Anuradha Koirala (social sector), Fatteman Rajbhandari (music), Harka Man Lama (conservation), Ram Preet Yadav (conservation) and Laxmi Sharma (business).

The Satya Ma Memorial Academy has established the Satya Ma Award that is given away every five years. It carries a purse of Rs. 500,000. Similarly, there are two annual awards – the Satya Smriti Award worth Rs. 151,000 and the Ma Smriti Award of Rs. 101,000. These awards are given, at the recommendation of a high-level evaluation committee, to those making valuable contribution and showing leadership qualities in the fields of economic development, science, conservation, literature, music, performing arts, environment or education.

In the years to come, VOITH will be involved in the conservation of languages of minority communities that are on the verge of extinction. VOITH is of the firm conviction that unless the languages and cultures of Nepal's various communities are preserved and developed, Nepal will lose its identity. ☘

VIJAY ACADEMY OF HEALTH AND SCIENCE

Since its inception, VOITH has been unwavering in its mission to introduce new technology and products so as to contribute to the economic development of Nepal. As long as sufficient technical and professional manpower cannot be produced in the country, it is not possible to play an effective role in nation-building. Due to the phenomenal development in information technology and the transport sector as well as globalization and an open economy, it is imperative that goods and services of any country are competitive. In a competitive market, only companies that produce quality goods at the least price possible can succeed.

VOITH has, thus, entered the field of producing technical and competent manpower that will not only meet national needs but will also make its presence felt in the international market.

Most of the advanced countries or those that have achieved great success economically have given top priority to quality education, with special emphasis on producing technical manpower. It is against this backdrop that VOITH had long been planning to set up educational institutions that provide quality education. This vision will be realized in July 2007.

VOITH has founded Vijay Academy of Health and Science at Tankisinwari, Biratnagar in east Nepal that will provide certificate level courses in Nursing in the first phase. In the years to come, it will also train nurses at the bachelor's and post-graduate levels. In the future, the academy will take the shape of a university.

There has been a flood of nursing colleges in the country in recent years. However, it is not VOITH's intention to join this bandwagon. It wants to establish Nepal in the international market as a source of highly trained, quality manpower. The academy spreads over 10 bighas of land.

Technology, teaching methods and professors from renowned universities of the Philippines and Australia will be involved in the institution set up with the investment and management of VOITH. This will be the first nursing institute of its kind that has the participation of international technology, teaching methods and teachers. Visiting professors from the Philippines and Australia will be here to teach. Students will conduct their internship at various hospitals in Nepal and in Australia and the Philippines. The curriculum, teaching methods and



laboratories will conform to the standards of internationally renowned colleges.

Towards this end, a committee comprising technicians and professors from the two countries was formed, and their suggestions and recommendations were debated and discussed before finalizing the course. Thus, one can rest assured that the curriculum will be of a very high standard.

Although admission to the academy has not been called yet, it has already received a lot of inquiries from students of India and other countries. However, preference will always go to students from Nepal.

Apart from nursing courses, the students will also be studying French, Japanese and English languages in view of the international market for nurses. They will also be proficient in information technology, which will make it easier for Nepalese graduates to find jobs abroad. VOITH is confident that their salaries will not only be attractive, but that they will also be highly respected because of their qualification. So far, although Nepalese nurses have found jobs abroad, they have not been receiving good salaries and other facilities largely because of the language problem and also because their educational level does not meet international standards.

Although there were many profitable ventures where VOITH could have invested, it decided on this academy. It will be many, many years before it even breaks even. It sees nursing as a chapter in its vision for a prosperous Nepal. Nepal has been spending millions of rupees annually to train nurses abroad. This academy will, thus, not only save foreign exchange, it will also make it feasible for those who can't afford an education in foreign lands to study here at a much, much lower cost.

Until now, very few entrepreneurs have ventured into setting up an institution of this scale and quality outside the capital. In the next few years, VOITH has chalked out plans to set up a similar institute in west Nepal. ☸



VISION FOR
THE FUTURE

100%

VOITH'S VISION FOR THE FUTURE

Vaidya's Organization of Industries and Trading Houses (VOITH) is committed to building an economically able, peaceful and civilized Nepal rich in culture, legacies and values that every Nepali can be proud of. It hopes to achieve this through the promotion of agro-based industries and conservation of the natural heritage and their sustainable use with the participation and understanding of both the state and the private sector.



VOITH is founded on the principles of perseverance and sincerity, and expresses its admiration for the self-esteem and independence of its employees and collaborators. The organization shall always be dedicated and effortful towards

satisfying the Nepalese people by providing high quality products and services.

VOITH is committed to the modernization, commercialization and diversification of the agricultural sector on which nearly 80% of the Nepalese population depends for its livelihood. It seeks to raise the income, production capacity and entrepreneurship of the farmers so as to contribute positively to the national economy.

VOITH seeks to promote the production of cholesterol-free and healthy meat in the country. Hence, it intends to attract farmers to fishery and poultry and encourage the consumption of fish and chicken. The consumption of such meat is not only good for health, it also saves on the capital that goes into importing livestock such as goats and pigs from neighboring countries. Poultry and fish will improve the income of the farmers, while lessening the diseases caused by the consumption of red meat.

VOITH, in its bid to support the farmers as well as industrialization, is involved in the production of animal feed using modern technology in different parts of the country. It is committed to introducing proven technology, farming methods and seeds for producing vegetables, fruits and cash crops.

VOITH shall engage in extensive tea plantation in different parts of the country to bring greenery to the barren hills and prosperity to laborious hands. This will raise the income of the farmers while providing massive employment opportunities. The production of high quality tea will help the country to carve a niche for itself in the world market. VOITH sees great opportunity in integrating tea production with tourism and other industries. VOITH shall be actively involved in importing advanced technology and standards in processing and packaging tea.

VOITH is of the conviction that the state and the concerned sectors should strive to attract foreign investment and technology to produce goods that meet not only national demands but can also be exported. However, it is important to see that this does not pose a challenge to nationalism, national independence or national security.

VOITH is committed to the conservation of the natural heritage and bio-diversity. VOITH shall honor those making outstanding contributions in the conservation of the natural heritage and its sources as well as its sustainable use.

VOITH, in keeping with its principle "Little Things We Do", shall always be active and dedicated to social service. It shall be involved in activities ranging from conserving the ecosystem to providing scholarships to students to study in Nepal or in foreign lands.

VOITH serves as the basis for goodwill among the country's citizens, sustainable peace, the country's prosperity and national unity.

VOITH, as per its belief that there is nothing that cannot be done, will provide continuity to the novel activities which should serve as a source of inspiration for all.

VOITH is confident that an industrial revolution is feasible in the country within a decade at the initiative and participation of the private sector. But for this, the state should start a campaign to give top priority to developing infrastructure nationwide and introducing timely policies for industrial development.

VOITH attaches great importance to the production of skilled manpower in the field of education, health and technology. With this vision, VOITH has taken up the task of producing technical human resource that meets international standards. The Vijay Academy of Health and Science has been established in eastern Nepal. In the near future, it will be offering Master's degree in Nursing in collaboration with a renowned university of the Philippines.

VOITH is of the opinion that major roads in the cities as well as national highways must be upgraded and their beauty enhanced. The organization shall give continuity to maintaining greenery on the roadsides. VOITH shall work to enhance the greenery along the Ring Road in Kathmandu.

VOITH shall strictly observe the laws and regulations of the state and sincerely pay all kinds of taxes, levies and fees on industries and businesses. VOITH wants to establish itself as the country's largest taxpayer of the country.

VOITH greatly values nationalism, national values and traditions. In the days to come, it seeks to introduce Nepal in the international market by supplying goods that have originality and quality.

VOITH shall make its contribution to the development of the nation's art, culture, music and literature. It shall set up awards to encourage those contributing greatly in these fields.

VOITH is sure that industrialization in the country can quicken if there is political stability, sustainable peace and appropriate policies and regulations. The state should frame policies to involve the private sector after making a thorough review of the condition prevailing in the country and its exercises at industrialization. Only then will there be vigor and the spirit towards industrial development.

VOITH feels that the state should respect the role and contribution of entrepreneurs. Should they become confused and pessimistic, industrialization is bound to fail. ☞

THE

FELICITATIONS

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Hearty Congratulations



I am happy that Vaidya's Organization of Industries and Trading Houses has entered its 40th year. It is through the country's economic development that the people's happiness is decided. It is for all to see how important the role of Vaidya's Organization has been in helping the country's growth. A respected and trusted organization that for 40 years has been moving forward can provide even more services to Nepal, and its efforts at expanding into the fields of education, health and environment are touching.

When the education sector produces quality manpower, industry will foster. And if industry can help raise the standard of education, its quality will also improve. So there is an important relationship between the two. Kathmandu University acknowledges the growing interest of VOITH in the development of technical-oriented education.

My hearty congratulations on the 40th anniversary of VOITH.

PROF. DR. SURESH RAJ SHARMA
Vice-chancellor, Kathmandu University

Source of Inspiration



It's the kind of ideals, vision and efforts of VOITH's Chairman Vijay G. Vaidya that makes it possible for writers, litterateurs, artists, patriots and intellectuals of this poor country to survive and contribute to raising the glory of this country in the world. It's my wish that other business organizations, entrepreneurs and industrialists will also work not only for Nepal's material development but also tread the path shown by VOITH and its chairman and contribute to the spiritual and mental growth and development. VOITH has inspired other organizations. The Satya Ma Memorial Academy and Jasutara Memorial Academy set up by VOITH have been honouring writers, artists, experts on culture, litterateurs and environmentalists. I greatly respect and value the activities of these organizations. I wish VOITH that carries out such inspirational and effective activities great success.

DR. SAPHALYA AMATYA

Archaeologist



Exemplary and Worth Emulating



We would like to extend our hearty felicitations to Vaidya's Organization of Industries and Trading Houses (VOITH) on its historic 40th Anniversary.

During these 40 years, the contributions of VOITH made in different fields in society, inspired and directed by its principle “Little Things We Do”, are highly appreciative. By not limiting itself to industry and trade, its many activities in the fields of education, health, sports, art, literature and nature conservation are exemplary and worth emulating.

In this context, as the Director of the Central Zoo, I express my heartfelt gratitude to VOITH for the support it has rendered in the past to the development of the Zoo. It would be pertinent to mention here that through its assistance, VOITH has won the admiration and trust of the nearly one million visitors who come to see the Zoo every year.

Today, zoos are no longer limited to being a place for entertaining the public, but a place for protecting animals facing extinction, where apart from study and research, awareness activities on conservation are carried out for the public. In this sense, the country's zoo, too, motivated by this objective, has been playing an important role in the protection of biodiversity. Hence, apart from enhancing the interest and curiosity of the people towards conservation, our entire attention is focused on developing the zoo as a center of conservation education. That is why we are committed to going hand in hand with industrialists, entrepreneurs, businessmen and the private sector that are highly conscious in a bid to make our conservation activities more effective. In this context, we appreciate the co-operation and interest of the VOITH family in conservation activities, and look forward to fruitful cooperation in developing the zoo into a wildlife conservation information center.

Finally, on VOITH's entry into its 40th year, we express our hearty congratulations from deep within to the organization for its progress.

R. K. SHRESTHA
Director, Central Zoo

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Entrepreneurship is an Art



VOITH stands for Vaidya's Organization of Industries and Trading Houses. Today it is 40 years old. We call it the age of maturity. I am a person unrelated and unknown to the field of industrial business. My relations with the founder of VOITH, friend Dr. Vijay Gajananda Vaidya, are of a personal nature.

First of all, I was highly impressed by his personality that shows keen interest in the beauty of things. Even today, I am awed by his love for the arts and highly-cultured ethos. You can see this thinking in Vaidya's home and surroundings. I see it in the architecture of his house, surroundings, office, and the skills in perfecting any work of creation or construction. This idea helps to lay the basic foundation for improving the business structure.

It's my hope that the VOITH family will become an indispensable part of the country and create a sky under whose roof a lot of people can find shelter.

The sun rises from the east, and fate starts with industry. Entrepreneurship is also an art, a new tradition that gives a culture to industrialization. It is my sincere wish to see the country prosper through the industrial progress and expansion of Gajananda and the VOITH family.

KRISHNA CHANDRA SINGH PRADHAN

Scholar



Inspiration to Others



The contribution of Vaidya's Organization of Industries and Trading Houses to Nepalese society is exceptional. Particularly, various activities aimed at social transformation receive national importance, and that is what VOITH has done. If industry, factories, trade and business are what support a nation's prosperity, especially its economic development, then music, literature and art are what strengthen the nation's inner soul.

From deep within, I respect the encouragement and pace provided by VOITH to our society. I am a person from the field of music. I have received a lot of love from this organization. It has always encouraged me. There can be no two opinions that VOITH will continue to encourage other creators and artistes in the future.

I appreciate the untiring efforts of my friends at VOITH at honoring national artistes. Your cooperation encourages us singers, composers, writers, artists and those dedicated to the nation even more.

The contribution of VOITH in the social sector serves as an inspiration to other business organizations. I am confident that VOITH's souvenir issue will reflect the national ideals. Once again, in great admiration of your work, my greetings to you on your 40th Anniversary.

FATTEMAN RAJBHANDARI

Artiste



for a living planet®

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Mr V.G. Vaidya
Vaidya's Organisation of Industries and Trading Houses
Kathmandu
Nepal

20 March 2007

Re: Congratulations for 40 years in Nepal

Dear Mr Vaidya,

Please accept my heartiest congratulations on the 40th year of Vaidya's Organisation of Industries and Trading Houses (VOITH).

This is a tremendous achievement that shows the world that business and industry can flourish in Nepal with the right combination of leadership, passion and perseverance. While VOITH has undoubtedly contributed to the economic health of the nation, it has been an important forerunner in corporate social responsibility. The "Little things we do" campaign, support for sports, culture and the especially the environment has been of exceptional note.

WWF Nepal is proud to have been a partner with VOITH in the "Drive for Anti-poaching" in 2005 where we strengthened the conservation of rhinos in Chitwan National Park through the gift of a vehicle, which has been of critical importance in patrolling the protected area. This initiative marked an important step in WWF Nepal's journey in involving national business and industries to join hands with conservationists. We look forward to future endeavors where VOITH and WWF Nepal can further contribute to a living planet.

WWF Nepal wishes VOITH every success as it enters into its 40th year.
Congratulations yet again.

With best wishes,


Anil Manandhar
Country Representative
WWF Nepal



The Car I Admire

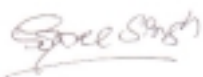


My driving experience began in 1963 in my school days. I experienced driving a Toyota after my father bought a Corona in January 1969. This was the first Toyota brand car launched in Nepal by United Traders Syndicate, and I was very fascinated with its look and comfort.

Since 1969, I have been driving this car, and I have had a wonderful experience. I have driven it in Nepal and in many places of India with my parents and family, where I enjoyed a trouble-free and comfortable drive even in difficult terrain in remote places. Even after the car became old due to the passage of time, I had no problem getting spare parts. I enjoyed very smooth and trouble free service. However, I was very particular about its upkeep and timely maintenance. At present this car has been kept as a role model with United Traders Syndicate.

With the great experience of Toyota, I again bought a Toyota Echo in January 2006, and I realized the advancement in technology developed by Toyota. The car is superb in comfort, has a spacious interior, is powerful, stylish and at the same time, is fuel efficient.

Today, Toyota has established itself as a global leader in car technology and simply gives great driving pleasure.



GOPAL SINGH

First Toyota vehicle owner in Nepal



VOITH's Exemplary Contribution to Football



On VOITH's entry into its 40th year, I, Upendraman Singh, would like to extend hearty congratulations to the family on this historic occasion. As is known to all, VOITH has not concentrated its investments only in the business and industrial sectors, but has also contributed to the development of education, health, environment, sports, arts and literature. I am confident it will continue to do so in the future.

Sports is underdeveloped in Nepal. VOITH has realized this, and the special contribution it has made in the field of football serves as an historic example for other companies. I think this contribution has attracted football players to the game, which is the first step towards its development. VOITH must play its bit in building many of such steps and will do so.

After being selected as the TOYOTA Best Football Player of 2006, I have had the opportunity to be especially close to VOITH. I shall cherish the many times that I have been invited as a player to participate in VOITH's various programs, and the cordiality and love shown to me.

Once again, allow me to extend my hearty greetings to VOITH on its 40th anniversary.

UPENDRAMAN SINGH
Best Football Player, 2006



Workers Turn Entrepreneurs at VOITH



I've spent 24 springs with VOITH, and one reason for my long association with the organization is its working style. The Chairman's directives, vision, working style and courtesy to embrace all employees, regardless of their status, as members of the VOITH family are what greatly impress me. There is no discrimination between the employees and the employers.

I owe my success in life to the guidance and incentives I received from the chairman and other directors. They also helped me to acquire a higher education. It is because of this that I, an ordinary employee, was able to establish myself as an entrepreneur, no matter how small. I am, thus, most grateful to VOITH. Although I am no longer an employee of VOITH, it was kind enough to accept me as the authorized dealer of United Traders Syndicate for the eastern region.

This organization, which has made a name for itself in the international field too, has helped create thousands of entrepreneurs and provided a livelihood to thousands of people in the last 40 years. It has provided assistance to hundreds of students to receive an education in school and institutions of higher learning. It is my conviction that the nation should properly evaluate the contributions VOITH has made in different fields - environmental conservation, development of Nepal's arts and culture and the social and economic sectors.

I am convinced that should the nation emulate the success of Vijaya G. Vaidya and his team in establishing successful entrepreneurial houses, then the country will take the right course.

BHIM GHIMIRE

Ex-employee, VOITH



31 Years with VOITH



How time flies. Only a few months back, I was honored for being with VOITH for 31 years. I am now 50, which means I have spent the best years of my life with this organization. Walking down memory lane, one still remembers how the organization began with an office in a rented building. Today, it not only has offices in Kathmandu – at Sinamangal and Lazimpat – but also in Bharatpur, Birgunj, Biratnagar and Dhankuta. There were only about 10-12 employees then, including those in the workshop. Today the organization's staff has grown to hundreds.

I joined VOITH as a simple accountant with little experience. It was here while on the job that I learnt more about accounting, banking and motor cars. And the learning opportunities continue to this day. One aspect of working here is that there is no feeling of master or employee. All the employees work like a family in true team spirit under the Chairman. My father was a government officer, and I could very well have joined government service. But then I wasn't sure if the cordiality, self-respect, facilities and opportunity to be part of an organization's success would be there elsewhere. Experience has shown that the management's confidence in and respect for its staff are key to attaining the goals set by VOITH.

BED BAHADUR SHRESTHA

Senior Employee



Most Cherished Moment



joined the organization 25 years ago as Assistant Manager of the Vehicle Sales Department of United Traders Syndicate (UTS), selling Toyota vehicles and supporting the Tender Department.

From UTS, I've seen VOITH's activities expand. To be part of this growth and a member of the VOITH Family has been my most cherished moment.

Doing business, especially exporting goods, is never easy, but we were ready to face the challenges. We were exporting to Japan snow peas cultivated in Palung on the outskirts of the Kathmandu Valley. It was a venture undertaken by VOITH in the 1990's.

The peas had to be ice packed in special Styrofoam boxes imported from Japan. The refrigerated peas had to arrive in Kathmandu early in the morning by 8 so that they could be custom checked and loaded on the Thai Airways flight to Bangkok the same day. The fresh peas would arrive in Tokyo the next day. This way, we were exporting four-six tons of snow peas at a time.

What I especially like about being with VOITH is the opportunity to work independently and with full job responsibility. This has empowered me to make decisions on my own, which has developed leadership qualities in me. The organization has taught me to learn from my errors in judgment and be better equipped and more confident in what I do.

KAILASH RAJBHANDARI

Deputy Director, UTS



My Experience with VOITH



I started my career with VOITH as a receptionist in 1996, which I consider as the door to any company.

Working directly under the Chairman, I have learnt many things. Although I faced many difficulties, his guidance has helped me reach where I am today. Since he is a self-made man, he expects every individual to realize this and strive for it.

At VOITH, we work as members of a family. We work as a team, as only when we work in a team can we make things happen. I remember those days when we all watched the World Cup under one roof, had dance parties, went on picnics or cleaning campaigns - things that I believe happen only at VOITH.

People working at VOITH are different. What makes us different is that we are not only dedicated to our principles, we are also taught about our social responsibility, and given opportunities for growth.

REKHA SHAH KARKI
Senior Manager, After Sales and Service



VOITH is the Shrine of Knowledge



It is knowledge that gives wholeness to a person's physical existence. Dedication and sincerity bear out the intellectual strength, beauty and success of an individual.

Dedication and sincerity combined with knowledge help one to successfully attain any goal. Having worked in Vaidya's Organization for some years, I have understood the real lesson and value of knowledge, sincerity and dedication.

From my understanding and experience, VOITH in itself is a shrine of knowledge. VOITH's respected Chairman Vijay Gajananda Vaidya's work approach, concept and advice have always been encouraging and worth emulating.

Presently, I am studying for my Post Graduate Degree in Agricultural Business Management in the prestigious and the largest university in the Philippines, Central Luzon State University. VOITH has been supporting my entire education for the last four years. It's not only me, there are six other students pursuing different courses in this university through VOITH's Jasutara Scholarship.

By financially supporting us in our education with such a huge investment, he has dreamed of a beautiful, prosperous and successful Nepal. While sending us to the Philippines for our studies, he repeatedly told us, "Do not think of staying in foreign countries after completing your education. Contribute to the development of your country."

VOITH is also a school that teaches discipline and social contribution. We had the opportunity to learn a lot from this organization. While sending us here for our studies, Vaidya Sir had said to us, "If you work hard with dedication and diligence, then my support to you would be like watering a plant. Otherwise, it will be like pouring water in the sand." This sentiment of his has provided us with inspiration and courage here.

Students from different countries are studying here in this university in the Philippines. When they hear that an industrialist-businessman of Nepal has been providing such scholarships to students, they really commend his role.

SAHARA K.C.

Central Luzon State University, Philippines

Agricultural Business Management, Graduate degree student



VOITH Shares Vision of Knowledge



I was born blind to a farmer's family in Budhabare, Jhapa in eastern Nepal. When I was small, I was taken to Dharan and Kathmandu for treatment, but I never got my vision. I studied in Braille till Class 8 at Gyan Chachhu School at Dharan. Since the school did not have higher classes, I joined Buddha Adarsha Secondary School in Jhapa, from where I completed my SLC (School Leaving Certificate).

The United Mission to Nepal (UMN) was my first support in providing me an opportunity to gain an education in college. With UMN's help, I did my Intermediate in Arts from Padma Kanya College in Kathmandu. But the UMN refused me a scholarship for further studies, and my parents were not in a position to finance my education in the capital.

In the meantime, I got in touch with VOITH through different channels. The organization showed its willingness to help me realize my dream. With VOITH's support, I am now studying for my Bachelor of Arts degree, and my life has taken a new turn. I am no longer in despair, and I am doing well in my studies also.

Although my mother passed away during this period, I have been able to overcome my sorrow as the organization has become my new guardian. I am confident that the organization will provide me all the support to earn a doctorate degree. I have heard that VOITH provides scholarships and financial assistance to many other students. This way, it has been sharing the vision of knowledge. Thus, VOITH has become a source of inspiration for poor students from disadvantaged communities and those who are differently abled. I have high regards for this organization and would like to express my sincere thanks to it.

JEEVAN KUMARI GAUTAM

Blind student currently pursuing Bachelor's degree



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PHOTO GALLERY

note

The Beginning Years







The Beginning Years



Ties with Toyota









UTS: Then and Now



Vaidya Family











Decorations and Honors



His Majesty King Gyanendra decorating Vaidya with the prestigious Gorkha Dakshin Bahu III Class.



Vaidya addressing the function as the chief speaker after being conferred the honorary doctorate degree by the Central Luzon State University of the Philippines.

Visits Abroad







With Leaders and Dignitaries







Social Welfare







Social Welfare Activities





The VOITH Family





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