

## **FROM A LABOURER TO A MARKET LEADER – SUCCESS STORY OF SHRI. D.N. KATHURIA, AN ILLUSTRIOUS ENTREPRENEUR**

Shri D.N. Kathuria is currently the key Director of M/s. Shivani Locks Pvt. Ltd. located in Faridabad and engaged in the manufacture of latches for years which includes door locks, door stickers, window regulators etc. He commands almost 80% of the national market and has export tie-ups with some of the world's best known brands like Ford and General Motors of USA and Kiekert AG of Germany. His is a very illustrious story of rags to riches.

Shri Kathuria came from Pakistan in 1947 as a result of the partition. Back home his father was a small time worker in NWFP in Pakistan. Upon reaching India, he took up labour work in industrial unit located in Faridabad; completed an ITI Course a few years later. While he was working in American Universal as a small worker, one day he went up to his boss, the owner and expressed his desire to start on his own. Upon the boss's suggestion, an electroplating unit for automobile parts was started in his small house.

A sticker that he was for quality, he soon got orders for precision components for fans and other machinery parts from Khaitan, Escorts and Eicher, some of the best industries in the town. His sincerity and concern for quality brought him into contact with M/s. Maruti Ltd. which was being established in Gurgaon near Faridabad at the behest of M/s. Eicher Ltd. M/s. Maruti gave him components for development as that was the period of indigenisation at Maruti. He set up a unit in partnership, M/s. Venus Metals, in Sector 24; this was his first plant for auto components. Soon he had a 500 sq. yds plot in Sector 3. By 1988, he had indigenisation of door latches units in cars. He became a major supplier to TELCO and Eicher and M & M who are the largest manufacturers of automobile in the country.

With liberalization, he came in contact with multi-national companies and entered into a technical collaboration with the biggest German Firm, Keykert AG.

He improved upon the German Technology and then became a vendor for Ford and General Motors. He was approached by MG Howers of UK, one of the biggest names in auto industry in the world and got an order. He improved upon their design and set up R&D Centre with all infrastructure in house. His exports to UK were Rs. 50 crore per year.

Currently at the age of 70, he is planning to set up a large-scale plant. A very ordinary person became a major market supplier and started supplying automobile components in the country and the world only because of his sincerity, hard work and love for quality.

## **EMPLOYMENT GENERATION AND NIESBUD – SUCCESS STORY**

A Placement Cell is functional at the Institute under the overall supervision of the Director (PIS) of the Institute. The incumbent who has strong linkages with the industries, development agencies including financial institutions has been nominated as the Nodal Placement Officer.

The main functions of the Placement Cell are to organize regular interface/meetings/liaison with the representatives of the industries and associations for ensuring the maximum absorption of the Institute's participants. There has been an increase in rate of absorption recently owing to the increased activities of the Cell which include constant interaction inter-alia with the following: -

- i) M/s. Orient Craft Ltd., Gurgaon;
- ii) M/s. Shahi Exports, NOIDA;
- iii) M/s. Texil Exports, NOIDA;
- iv) M/s. New Delhi Export House, NOIDA and
- v) M/s. Orient Craft, Bhiwadi (Rajasthan)

M/s. Orient Craft, have opened a new unit at Bhiwadi (Rajasthan) for which their HR (Head), Shri P.N. Dravid, has assured to absorb about 150 trainees of the Institute at supervisory and operational levels in the new Unit during his visit to the Institute on October 25, 2008.

The Institute has provided training through conduct of ESDPs/SDPs to 1130 persons during the reported period which included 562 persons in the garment related fields. Out of these 562 persons, 123 trainees have already found employment in the Sector and for the remaining and participants of other training programmes of the Institute, efforts are underway for assisting them in securing suitable wage-employment.