



# NIHON MON NEWS LETTER

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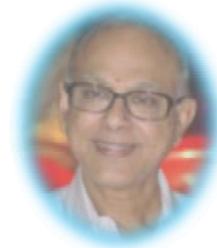


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**A Cultural, Technical & Trade Bridge Between Japan & India**



## The fourth edition.....

As they say in Japan, *keizoku wa shikara nari* (Continuance is a sure sign of strength). It is time for the fourth edition of e-Nihon Mon and it was another challenge for us to share with you our plentiful activities within the space of this newsletter!

We are thrilled, if it is an indication of the quality and quantity of our work portrayed by this newsletter, that the previous copy of e-Nihon Mon has found a prominent place in the official website of Japan India Association and we are deeply indebted to H.E Mr. Yoshino Mori and H'ble Mr. Hiroshi Hirabayashi to have accorded an important place for our newsletter.

The past three months have seen many activities in our Centre and these activities revolved around Language Training, TQM, Japanese Management Training and of course, our visitors from different parts of Japan. We are now preparing for our important annual events like 'Quiz on Japan' and 'Talk your way to Japan' that will be held in the months of July & August 2010 respectively and please be assured of our efforts to make these events create progressively higher benchmarks.

Chennai has always been seen an important Indian destination for trade and cultural links with Japan and we heartily welcome the commissioning of the new JETRO office in Chennai. On behalf of the Chairman, President and members of ABK - AOTS DOSOKAI, Tamilnadu Centre, we welcome Mr. Shinya Fujii, Director General – JETRO Chennai and his team to Chennai and assure them of our cooperation in furthering our countries' ties.

As you may already be aware, The Japan Foundation and The Consulate General of Japan in Chennai have placed great confidence on our team to conduct JLPT (Japanese Language Proficiency Test) examinations every year, for the last eight years. We are happy to inform you that these exams will now be held in July & December, every year and by the time, this newsletter is in your mail box, we would have had the opportunity to conduct the JLPT examinations for the month of July 2010

This quarter also saw the plant inauguration of Renault Nissan Automotive India Pvt. Ltd at Oragadam on 17 March 2010. Inaugurated by The Honourable Dr. Kalaingar M. Karunanidhi, Chief Minister of Tamilnadu & Dr. M. K. Stalin Deputy Chief Minister of Tamilnadu and was presided over by Mr. Carlos Ghosn Chairman & C.E.O Renault Nissan Automotive India Pvt. Ltd.

We wish to thank Renault Nissan Automotive India Pvt. Ltd for using our Japanese Language Support Services continuously from July 2008 onwards and we wish Renault Nissan Automotive India Pvt. Ltd every success and we are confident that they would find Tamilnadu as the best location in India with very hospitable people to support them to realize their goals.

We wish you a happy time ahead and please do write to us at [rangaots@gmail.com](mailto:rangaots@gmail.com) with your response and suggestions.

Dewa Mata....Domo Arigato Gozaimashita!

*Hari & Paddy*  
*Editors-in-Chief*

## Events of this Quarter

**Visit by Mr. Toru Arakawa and Mr. Mizoguchi of JMA Consultant Inc. India Office to our Centre.**  
---8<sup>th</sup> April 2010---



Meeting with Toru Arakawa San & Mizoguchi San of JMA Consultant Inc. India Office at our centre with our Committee Members



Meeting with Toru Arakawa San & Mizoguchi San of JMA Consultant Inc. India Office at our centre with our Committee Members



Group Photo taken with Toru Arakawa San & Mizoguchi San of JMA Consultant Inc. India office during their visit to our centre

## Japanese Support Services

### Translation & Interpretation

Most of the major companies in and around Tamilnadu are utilizing our Japanese language expertise for Translation and Interpretation services.

### Japanese Management Techniques

Various training modules on Japanese Management Techniques, and Japanese business etiquette and Cross Cultural communication are being conducted at our centre and other Industrial establishments by Dr. R. Balakrishnan, Director – Training of our centre and our team of Consultants. For any needs please contact us.

### Japanese Language Proficiency Test (JLPT)

The New Japanese Language Proficiency Test, (JLPT) will be held twice year on the first Sunday of July & December annually. Our centre has been identified for conducting the forthcoming Japanese Language Proficiency Test for N1, N2 & N3 for the first time for entire South India on 4<sup>th</sup> July 2010,

### Cross Cultural Communication

Inter Cultural Workshop – “Cross Cultural Communication with Indian Engineers” for Mitsubishi – Fuso Japan by ABK - AOTS DOSOKAI and Eternal Technologies on 4<sup>th</sup>, 6<sup>th</sup>, 14<sup>th</sup>, and 16<sup>th</sup> April 2010.

We do a similar workshop on “Cross Cultural Communication with Japanese for BMW in Bangalore

### Question Bank CD's on Quiz on Japan

We have dispatched 375 CD's on Quiz on Japan in English free of Cost. 200 CD's to Schools in Chennai and 175 CD's to people who wanted to know about Japan and her people.

## Teacher Meeting followed by a farewell lunch hosted in honor of Tanaka San.

---10<sup>th</sup> April 2010---

The teachers meeting was held on 10th April 2010 at 11.00 a.m. at our premises. The meeting was followed by a farewell lunch hosted in honor of Tanaka San.



Japanese Language Teachers meeting in Progress



Mrs. Nirmalabhaskar- Director, Japanese Language School of our centre handing over memento to Ms. Eriko Tanaka – Young Japanese Language Teacher from Japan Foundation



Group Photo taken during the Japanese Language Teachers Training Program



Visit of Mr.Hirabayashi-President, Japan-India Association (JIA) to our centre, brought in our e-Nihon Mon has been displayed in Japan-India Association (JIA 's) web site.



## Yearlong Japanese Management Training Programmes

---April ~ June 2010---

Monthly Two Programmes are being conducted at our Center by our Industrial Consultancy Division. We also offer in house Training Programmes to Industries in Tamilnadu on various Japanese Management areas and shop floor improvement techniques.

We also offer a special programme called as **"Cross Cultural communications and working with the Japanese"** for Indian IT and manufacturing companies and Indian staff of Joint Venture companies.

Total Productivity Maintenance (TPM) held at our centre on 10<sup>th</sup> April 2010, with 30 Participants from 8 various Companies.

Eliminating 3MU (MUDA, MURA & MURI) using Gemba Kaizen held at our centre on 8<sup>th</sup> May 2010, with 26 Participants from 8 various Companies.

Single Minute Exchange of Dies (SMED) held at our centre on 22<sup>nd</sup> May 2010, with 16 Participants from 8 various Companies.

Total Safety Management (TSM) in shop Floor (in Tamil) at our centre on 5<sup>th</sup> June 2010, with 35 Participants from 7 various Companies.





Dr. R. Balakrishnan – Program Director is seen during a Japanese Management Training Program at our centre



Participants of the Japanese Management Training Program



Group photo taken during the Management Training Program

## Our Activities that support Industries

---17~21 June, 2010---



Our participation in the 9th International Machine Tools & Auto Components Exhibition at Chennai Trade Centre from 17 ~21 June 2010



Our stall in the 9th International Machine Tools & Auto Components Exhibition at Chennai Trade Centre from 17 ~21 June 2010

## Interesting Thinking in - Japan

### Wabi Sabi

#### Imperfect, Impermanent, Incomplete

Be here now.

Wabi sabi is a Japanese aesthetic praise for the transience of life. It is a combination of metaphysics, spirituality, and state of mind, behaviour, and materiality.

Rational view of wabi sabi has been purposely prevented. Hence most Japanese understand the feeling of wabi sabi yet it is difficult to articulate. Some critics even think wabi sabi should remain as tricky to define as a part of its specialty.

To experience wabi sabi the recipe includes three main ingredients: imperfection, impermanence and incompleteness.



All things are imperfect

Wabi sabi states there are flaws in everything. The colours are irregular, a fence is sloping, people get wrinkles and scarves, and a potato is a shape of heart... It is relative though are these flaws. To go even further, do flaws even exist? In my opinion, a "flaw" makes perfection.



It brings personality worth acknowledgement. It results to something unique to be appreciated instead of wasting and covering due to claimed flaws.



All things are impermanent

The purest form of wabi sabi is found at the borders of nothingness. All the things are moving either towards

or away from nothingness. However, nothingness is not an empty space but a vivid possibility.

One of the greatest comforts of life is impermanence; things change. Whether it is a fast change or almost unnoticeable, nothing is forever. Greatest piece of art corrode, cities are buried, each species become extinct.



One can choose whether be afraid of it or use it as an opportunity to live in the present moment regardless of the circumstances. However, it does not mean a passive let go and let it happen, washing one's hands of it. For example Finland has a great system of profoundly separate four seasons yet people act to accelerate the global warming to destroy the beauty of nature. On the other hand, if it were destroyed regardless of the efforts, realizing the impermanence can help to accept the change.

All things are incomplete

Completion is an unknown concept in wabi sabi. Everything is in a constant, endless cycle of becoming or dissolving towards nothingness.



Life circulates. Once a new house, then paint is peeling; a helpless newborn, a helpless elderly. What today feels like an ideal environment may one day be the opposite.

The ingredients sum up to a wonderful opportunity to value the environment as it is while acknowledging nothing is forever. What is to be protected and saved; what is to be replaced.



The ideal of wabi sabi is a perfect immateriality. If there was less would it leave us more space for happiness? Perhaps nothingness of a potential to acknowledge what one has to be satisfied. That seems to be the message from the elderly gone through the war and the happiness and hope that come across from the developing areas which by the Western standards should be a completely misery.

Wabi sabi is the opposite of the Western ideal of spectacular beauty obvious to the eye. It is humble and modest, almost hidden. No wonder wabi sabi has increased its popularity in the hardcore West of rush and materialism.

In fact, initially wabi sabi departed radically from the Chinese culture of perfection and pretentiousness ideal in the 16th century and earlier. Whereas now wabi refers to the philosophy and a way of life and sabi to the aesthetical ideal, both meant originally rather the opposite, e.g. the misery of living. Around the 14th century, the meanings of both words started to convert into more positive aesthetic values.

Wabi sabi is centralized to simplicity, nothingness being the ultimate simplicity. Simplicity refers to the bare essence of things without destroying the poetry. For example, hierarchical outlook is unacceptable; poor and rich are equals in the wabi sabi aspect. Materially simpler lifestyle provides space for richer inner life. Cleared, simplified environment emphasizes the essence of things and people, and would most likely lead to a happier and all the way richer life.

Consider wabi sabi as a plain and natural art of living. It helps to get rid of all unnecessary yet to live in today's world of materiality and comfort. Being present clarifies that life is ultimately what we make out of it.

However, it can be difficult to recognize that from the outermost success-hunt.

Environment is imperfect. Environment is impermanent. Environment is incomplete. The good environment does not have to be an achievement or required improvements. Why to wait the future when everything is available in every single moment?

One perspective of the beauty of wabi sabi is coming to terms with what you perceive ugly. Challenge yourself.



## Our Events for the Next Quarter July ~ September 2010

### 4<sup>th</sup> July 2010

Japanese Language Proficiency Test (JLPT). For the first time we are organizing the new N3,N2 and N1 format July Tests.

### 10<sup>th</sup> July 2010

One Day Training Programme on “Office 5S” at our centre.

### 17<sup>th</sup> July 2010

Quiz on Japan – 2010 (Preliminary)

### 24<sup>th</sup> July 2010

Quiz on Japan – 2010 (Semifinals)

### 31<sup>st</sup> July 2010

Quiz on Japan – 2010 (Finals)



### 7<sup>th</sup> August 2010

Talk your way to Japan – Speech Contest in Tamil for Corporation & Govt. Hr. Sec. School in Chennai.

### 14<sup>th</sup> August 2010

Talk your way Japan – Speech Contest in Tamil for Hr. Sec. School Student in Tamilnadu.

### 15<sup>th</sup> August 2010

Announcement of results for the Drawing Competition.

**15<sup>th</sup> August 2010**

Talk your way to Japan – Speech Contest in Japanese of Nihongo Gakko of our centre.

**21<sup>st</sup> August 2010**

Talk your way Japan – Speech Contest in English for College students in Tamilnadu & Prize distribution Ceremony.

**24<sup>th</sup> ~ 30<sup>th</sup> August 2010**

The 14<sup>th</sup> Japan – India Student Conference (JISC)

**28<sup>th</sup> August 2010**

One day Training Programme on “KOBETSU KAIZEN” at our centre.

**1<sup>st</sup> September 2010**

Dispatch of winner's drawing of Drawing Competition to Japan.

**4<sup>th</sup> September 2010**

One Day Training Programme on “Lean Daily Work Management” (LDWM) Practices at our centre.

**11<sup>th</sup> September 2010**

One Day Training Programme on Japanese Success through “9 PRODUCTION TOOLS” for the shop supervisors at our centre.

**23<sup>rd</sup> ~ 25<sup>th</sup> September 2010**

Comparative Cultural / Historical Study through Multi-Colored India & Japanese Stamps

**TACNITI and ABK – AOTS DOSOKAI Offer Consultancy Services to Industries in Tamilnadu.**

**Prof. Norio Suzuki is a management Consultant and Takes care of AOTS “ The Program on Production Management for Kaizen Facilitators in India”**

Prof Suzuki's Profile is Given below:

**Prof. Norio SUZUKI, Chief Executive Officer, Consulting Bell Office**

**Prof. Norio SUZUKI graduated from Keio University, Faculty of Science and Technology in 1978. While working for YAMAHA MOTOR CO., LTD., he gave instructions on improvement**

**activities at the production site, IE improvement, and factory improvement in and outside of Japan. Since leaving the company, he has made good use of his experience in his consultant activities, which focus on the improvement of production sites both in Japan and abroad. He has also served as lecturer for AOTS's management training courses, conducted seminars on improvement at the job site organized by the Institute for Small Business Management and Technology, JMA Management Center Inc., The Japan Institute of Industrial Engineering etc.**

**His services as Consultant is offered by TACNITI and ABK- AOTS DOSOKAI to industries which are in a Growth path and are anxious to improve their Production Management Practices.**

**He visits regularly Chennai and Delhi offering consultancy to some leading Indian Industries.**

**Companies who wish to make use of his services May contact our General Secretary Mr. R. Sundaram, E-mail**

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Prof. Norio Suzuki



Prof. Norio Suzuki , C.E.O, Consulting Bell Office, Japan, Faculty Gemba Kaizen Program during the session