

SUCCESS STORY

On 26th June 2004 M/s. M.C Enterprises, Manjeri exported one container of Ceiling Fans to Colombo. This was achieved by a result - oriented entrepreneur Mr. M.C. Saleem, During the year 2004 large quantity of low quality electrical and electronic products was imported to India with cheaper prices. Mr. Saleem found that though the imported products are low in price, the quality is very poor. This gave an opportunity to Mr. Saleem who thinks in a different way. Why can't we produce high quality of products with comparatively competitive price and penetrate the markets even the foreign markets. The idea comes true when it worked with determination and hard work and it made him a successful exporter of Ceiling Fans. Thus it could be realized the export of the first container of Ceiling Fans to Colombo first time in Kerala.

Mr. M.C. Saleem 34 years old was born and brought up at Chaliyam, a sea shore village about 15 Kms south of Calicut, in Kerala. After his secondary education he entered business field. Then he was only 16 years of age. In Calicut city M/s. FARADAY ELECTRICALS dealing with electrical accessories gave him good start. Finding success he established different firms in Calicut and Manjeri over a period he could identify himself as an ELECTRICAL MAN. He could command easily dealership and distribution-ship of branded fans and electrical appliances. He also became a licensed electrical contractor.

The entrepreneurial mind of Mr. Saleem did not allow him to confine with the existing business ventures. He enters into new areas of expanding his business ventures. So he started a supermarket at Manjeri during the year 1991-92. Though it was a wonderful idea its acceptance in semi rural area is not much better. The end result is the failure of the unit.

The urge for success further motivates Mr. Saleem and he started a Hotel with a difference. But it also became an utter failure. At that time he was in big crises and closed all the doors before him.

His entrepreneurial quality did not stop him and he reviewed his position and decided to focus on marketing of electrical fans. For that he purchased non-branded fans from Hyderabad and Calcutta and marketed it in his own brand. Soon he realized that the manufactures did not maintain quality that affects his credibility in fan distribution. Then he thinks to start a fan -assembling unit. He procured the materials from various parts of India and assembled the fan and sold it. It also didn't reach the expected level. At that time the People's Plan started by the then Government of Kerala. He was trained in quality and efficiency under the People's Plan and he set up his dream venture of M/S MC enterprises at Manjeri on 1st January 2001 as a Small Scale Industry. Ceiling fans were marketed in the branded name of CHEMMAT FANS.

Mr. Saleem soon understood that 'Quality could not be ensured by the system of procuring various parts of fans'. This led him to the conclusion that all manufacturing activities should be brought under one roof. Thus a full - fledged fan manufacturing unit came into functioning at Narrukkara, Manjeri giving full time direct employment to 40 persons, distributed in technical and administrative wings. Mr. Saleem is getting ample support from his life partner Mrs. Husna Saleem who is the General Manager of the Company. Instilled with confidence Mr. Saleem launched his long cherished product C.G. FANS (CHEMMAT GOLD) C.G. FANS have received the following approvals and accreditations.

- 1) Manufacturing export license
- 2) ISO 9001:2000 Certification
- 3) PWD approval
- 4) SIDECO approval
- 5) Certificate from export inspection agency
- 6) Membership from Engineering Export Promotion Council.

It is to be particularly noted that C.G. Fans have been subjected to the stipulated tests under IS 374-1979 of the Central Electrical Testing Laboratory, Chennai and certified as a fan consuming much less electrical power.

His thirst for success did not stop at this stage. He visualized a global market for C.G. Fans, and efforts made in this direction were fulfilled. C.G. Fans had the rare honour and recognition that a 'house stuffed' twenty feet container of fans were exported from Kerala for the first time. C.G. FANS are now being exported to countries like Colombo, Dubai, Qatar, Saudi, etc. from where they are also re-exported to African countries.

Now CG Fans is at the growing stage. New strategies have been developed. Recently, Mr. Saleem made tie up with a reputed NGO working in Calicut district named Centre for Overall Development Thamarassery and decided to start a project for physically handicapped in Kozhikode district. Here 100 youths, men and women have been trained to take up the manufacturing of C.G. FANS and the unit is expected to commence production soon. The project is sponsored by DIC Calicut and banks have cleared the scheme. This step of decentralising the production will help him to give more concentration on marketing and brand development.

C.G. FANS are growing further. Efforts are being made to obtain CE marking and International Bar Code. They are at the hands reach.

Mr. Saleem was honoured with NEHRU AWARD 2004 for the outstanding young industrialist. The award was presented at Calicut by Hon'ble Central Minister, Mr. E.Ahammed. Mr. Saleem is now 34 years old and has big dreams. How do you achieve all these? Mr. Saleem does not hesitate to say. YES: Team work, proper system, harmonious family life, hard work, well wishers, God's blessings and above all the determination to win and to win. He also expresses his gratitude to the officials of

SISI, Thrissur specifically Shri. Mohanan Nambisan, Asst. Director for assisting him to improve the quality of the system and to get the ISO 9000 Certification.

It is sure that the life experience of this young and energetic entrepreneur will accomplish the goals of his life. Contact address of Mr. Saleem is

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Shri. M. C. Saleem receives the Nehru Award 2004 for outstanding young Industrialist from The Hon'ble Minister of State for External Affairs Shri. E. Ahammed.