



# NIHON MON NEWS LETTER

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April - June 2014

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**ABK - AOTS DOSOKAI**  
Tamilnadu Centre, Chennai



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A Cultural, Technical & Trade Bridge Between Japan & India



## The Modi-Abe Partnership...

Things are different this time around. India has a new government. So, what beckons in the close relations between continental Asia's two largest democracies?

Both countries now have dynamic, tech-savvy and relatively young leaders who share a good rapport with one another. There is a new upbeat optimism for a growing Indo-Japan strategic partnership with a proclaimed 'No Red-tape, only Red-carpet' route for investors. May this 'friendship' spell great fortunes for our wonderful countries!



At ABK AOTS Dosokai, we indeed know how Indo-Japanese friendships can translate impressively into economic, cultural and community development. Our numerous friends and well-wishers from Japan have always been admirably supportive of all our attempts to further our relationships and this has been the nucleus of our success.

For all the Japan and football lovers....it must have been disenchanting to follow the fortunes of the Japanese football team at the FIFA World cup in Brazil. The Nippon Daihyōmay have not fared well in its three group matches but am sure have won many Brazilian and world hearts with their spirited soccer display and their innovative blue rally towels that later transformed into trash bags to take away the garbage they had produced. An innovation that the world's sport spectators could well emulate!



Talking about Japan and Brazil in the same line, I am reminded of a time when a few of our members witnessed the Asakusa Samba Festival in Tokyo. The Samba parades and rhythms still reverberate and I was told that this was the closest we could get to experiencing Brazil without actually being there. We couldn't agree more!

I am confident that this issue of Nihon-Mon shall provide you, as always, an insight into what we do and the results of the tireless efforts of our members and staff. The 'Talk your way to Japan' is around the corner and even before that, our honourable Prime Minister will soon talk his way to Japan when he visits his beloved friend 'Kakka' Abe.

O genki de,

*B. Harikumar*  
*Editor*

## 4<sup>th</sup> SAFJUA Speech Contest in Japanese Language

--- 21 March 2014 ---



Ms. Vedha Narayanasamy of our centre received the First Prize in the South Asian Japanese Language Speech Contest held at Bangladesh on 21 March 2014



Group photo taken during the South Asian Japanese Language Speech Contest held at Bangladesh on 21 March 2014 along with Chief Guests



## Summer Camp

--- 28 April ~ 3 May 2014 ---

As part of the year long activities "Waku Waku Club" conducted the Summer Camp about Japan for the students to get more experience about Japan in Chennai via culture, language, song, dance, games and origami from 28 April to 3 May 2014 between 10.30 a.m. and 1.30 p.m. at our centre.



Japanese Language Teachers training program in progress conducted by Ms. Yumi Watanabe from Japan Foundation



Group photo taken during the Origami Demonstration



Students practice to buy the fruits from stall by using Japanese numerical

## Mr. Naoki Hasegawa, Global Business Development Office Nikkei Business Publications, Inc, Japan Guest visited our Centre

--- 30 April 2014 ---



Mr. Akira Hatayama gave demonstration to students about how to use chop stick



Mr. Naoki Hasegawa, Global Business Development Office  
Nikkei Business Publications, Inc, Japan visited our Centre  
on 30 April 2014



Students practice Origami during the Summer Camp

## Origami Workshop

--- 19 ~ 23 May 2014 ---

As part of the year long activities ABK – AOTS DOSOKAI, Tamilnadu Center organized the ORIGAMI WORKSHOP comprising of basic folding techniques, Boxes, Baskets, Balls, Greeting Cards, Birds, Animals, Flowers, & Bouquet, from 19<sup>th</sup> to 24<sup>th</sup> May 2014 at our centre.



Session of the Origami Workshop



Session of the Origami Workshop



Ms. Saeko Miyasaka, Japanese Language Faculty of our center garlanding Ms. Kayoko Furukawa, Consul, Consulate General of Japan at Chennai during the Origami Workshop



Ms. Kayoko Furukawa, Consul, Consulate General of Japan at Chennai handing over the Certificate to the participant during the Origami Workshop



Group photo taken during the certificate awarding ceremony of Origami Workshop

## SHODO- Calligraphy Workshop

--- 24<sup>th</sup>&25<sup>th</sup> May2014 ---

As part of the yearlong activities our ABK – AOTS DOSOKAI, Coimbatore Chapter has conducted a **SHODO (CALLIGRAPHY) workshop in Coimbatore** by Shodo Expert Mr. Jun Imai from Pune.

We also conducted the **SHODO Workshop** by Shodo Expert Imai Sensei at our centre for our Japanese Language School Students on 24<sup>th</sup> & 25<sup>th</sup> May 2014.



Mr. Jun Imai explaining about the Shodo- Calligraphy



Mr. Jun Imai explaining about the Shodo-Calligraphy



Group Photo taken during the Shodo- Calligraphy by Mr. Jun Imai on 24 May 2014



Session of the Shodo Calligraphy Workshop

**Ms. Masami Sahara, &  
Mr. Kaswan Madan Mohan,  
Education & Career Information  
Research Centre of License  
Academy Co. Ltd,  
Japan visited our centre**

--- 26 May 2014 ---



Ms. Masami Sahara, & Mr. Kaswan Madan Mohan, Education & Career Information Research Centre of License Academy Co. Ltd, Japan visited our centre on 26 May 2014. Discussing with them is our education Programme coordinator M.P. Dinesh for the October Japanese language schools Fair in Chennai

**Mr. Hisashi Kanda, Research &  
Project Planning Group, HIDA  
Research Institute, HIDA, Japan  
visited our centre**

--- 27 May 2014 ---



Mr. Hisashi Kanda, Research & Project Planning Group, HIDA Research Institute, HIDA, Japan visited our centre on 27 May 2014



**Mr. Shinobu Yamamoto, Office of  
International Policy, Policy Bureau,  
City of Yokohama, Japan  
visited our centre**

--- 11 June 2014 ---



Mr. Shinobu Yamamoto, Office of International Policy, Policy Bureau, City of Yokohama, Japan visited our centre on 11 June 2014



## Mr. Hitoshi Suzuki, Director, Kanagawa Division, JETRO Singapore visited our centre

--- 11 June 2014 ---



Mr. Hitoshi Suzuki, Director, Kanagawa Division, JETRO Singapore visited our centre on 11 June 2014

## 11<sup>th</sup> International Machine Tools Exhibition - ACMEE 2014

--- 19 ~ 23 June 2014 ---

ABK – AOTS DOSOKAI, Tamilnadu Centre participated in the 11<sup>th</sup> International Machine Tools Exhibition - ACMEE 2014. It is the biggest exhibition on manufacturing technology being organized by Ambattur Industrial Estate Manufacturers Association (AIEMA) and AIEMA Technology Centre at Chennai Trade Centre, Chennai, Nandabakkam, Chennai from 19<sup>th</sup> to 23 June 2014



11<sup>th</sup> International Machine Tools Exhibition - ACMEE 2014 from 19-23 June 2014



Our stall in 11<sup>th</sup> International Machine Tools Exhibition - ACMEE 2014 from 19-23 June 2014

## Cross Functional Teams Competition

--- 21 June 2014 ---

As part of our yearlong activities on Japanese Management Techniques we conducted “**Cross Functional Team**” competition for industries in Tamilnadu on Saturday 21 June 2014 at our centre. Totally 41 presentations were made from 26 companies.

The best Presentation from M/s. Wabco India Pvt. Ltd, M/s. Brakes India Pvt. Ltd & M/s. Lear Automotive India Pvt. Ltd, were awarded Diamond Award by Mr. Kiichi Morioka, Senior Investment Advisor, Business Support Centre Chennai (BSCC) Japan External Trade Organisation (JETRO), Chennai.

We thank the Juries Dr. R. Balakrishnan, Mr. P. R. Padmanabhan, Mr. K. Ganesh & Mr. B. Palaniappan for their unstinted support.



Section of the delegates



Our President Mr. G. Chandramohan welcoming the participants of Cross Functional Teams Competition in Progress



Display of awards for the Cross Functional Teams Competition



Cross Functional Teams Competition in Progress



Mr. Kiichi Morioka, Senior Investment Advisor, Business Support Centre Chennai (BSCC) JETRO, Chennai addressed the participants during the Certificate Awarding Ceremony.



Cross Functional Teams Competition in Progress



## "Asia Monozukuri Conference 2014 - Innovation in Automotive Industry"

--- 18 September 2014 ---

HIDA/AOTS Alumni Societies of India, and Nikkei BP will jointly organize a conference series themed under "MONOZUKURI" in four Asian countries (Thailand, India, Indonesia, and Vietnam). We would be grateful if this conference would promote the understanding of strengths and virtues of Japan's Monozukuri, and help us to contribute toward the development of local manufacturing sectors.

### Conference in India

#### **Hosts:**

- The Overseas Human Resources and Industry Development Association(HIDA)
- AOTS Alumni Societies of India
- Nikkei Business Publications Inc.(Nikkei BP)

#### **Special Cooperation:**

- The Associated Chambers of Commerce and Industry of India (ASSOCHAM)

#### **■Schedule and Conditions**

**Date:** September 18, 2014 10:00 hrs -15:30hrs  
(Networking Reception 13:30-15:30)

#### **Venue:**

TAJ PALACE Hotel,  
Shah Jehan, Sardar Patel Marg,  
Diplomatic Enclave New Delhi 110021  
TEL.: 011 - 26110202

#### **Entry Qualification:**

Executive / Manager / Engineer in Automotive Sector  
<150 people only by email>

**Participation Fees:** Free of Charge for both  
Conference and Networking Reception

## MONOZUKURI

The Japanese word *monozukuri* has a literal meaning of "production" — "*mono*" is the thing that is made or created, and "*zukuri*" refers to the act of making. Monozukuri, however, has meanings beyond the literal; it can be best compared to the word "craftsmanship" in English, which describes the making of an object with particular skill, care or artistry.

There is, however, a difference between the two concepts: "craftsmanship" emphasizes the skill and attentiveness of the maker, whereas monozukuri focuses more on the qualities of the object being made and less on the qualities of the person making it. This subtle difference reflects the Japanese sense of responsibility for the inherent value of the materials of production and the Japanese culture's deep respect for the world at large, both animate and inanimate.

In the Japanese tradition of monozukuri, the craftsman takes great care using resources not to be wasteful or frivolous. When an item or human effort is taken into use, there needs to be a benefit for the society in the result — while, at the same time, the balance between production, resources and the society should be maintained. You could even say that monozukuri is the older sister of the concept of sustainable manufacturing.

### Our Events for the Next Quarter July ~ Sep 2014

#### **6 July 2014**

Japanese Language Proficiency Test (JLPT) Exam  
Vellammal Mat. Hr. Sec. School, Chennai

#### **23 August 2014**

Talk Your way to Japan – Speech Contest in Tamil for Corporation & Government Higher Secondary Schools students in Chennai at our Centre

#### **30 August 2014**

Talk Your way to Japan – Speech contest in Japanese for the students of our centre our Centre.

#### **30 August 2014**

Japan Night – Vol. 4

#### **6 September 2014**

Talk Your way to Japan – Speech contest in Tamil for Higher Secondary School Students in Tamilnadu at our Centre

#### **13 September 2014**

"Talk Your Way to Japan " Speech Contest in English for College students in Tamilnadu at our Centre

#### **20 September 2014**

Prize distribution ceremony of Talk Your Way to Japan – Speech Contest , Hiyoshi Environmental Awards – 2014 at Our Centre