

Krishna God and friend

*Shree Krishna - A child, a brother, a charioteer, a warrior,
a disciple, a guru, a cowherd,
a messenger, the beloved of the gopis....*

*Throughout his life, Krishna played so many roles.
Never allowing the smile to fall from your face.
This is perhaps his greatest teaching to us.*



NITIRAJ ENGINEERS LTD.

News Letter

VOL-24 ISSUE-8 November 2024

*From the desk of
CEO.....*

Dear Friends,

*Shri Krishna,
the able Administrator
and Aliquant Teacher.
His life is source of joy and
inspiration for all of us.*



Rajesh Bhatwal

Quality Policy

We at Nitiraj Engineers Ltd. are committed to Design, Develop, Manufacture and Service Electronic Weighing Scales, Currency Counting Machines, Auto Fare Meters, and Electronic Systems to meet Customers Requirement and Satisfaction.

This we shall achieve through the process of continual improvements in Product performance, Customer Satisfaction, Development of employees and implementing Quality Management System in all the areas of organisation to achieve Market leadership

This policy shall be reviewed for continuing suitability and shall be revised if needed

Date : 1 July 2015

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*Rajesh Bhatwal
CEO*



Krishna

God and Friend

Salvi P. K.

Krishna, a fighter - without a rival, as a statesman - most shrewd, as a social thinker -very liberal, as a teacher - the most eloquent, as a friend - never failing, and as a householder - the most ideal".

Krishna faced adversity but each time he sailed through it. In the end, he left behind a unified strong civilization.

His life as an avatar of Lord Vishnu is common lore in Indian homes. Temples dedicated to him are common across the country. Thousands of books have been written on his life and every home has a copy of the Bhagavad Gita. To understand Sri Krishna in his entirety, it is important to also look at his life beyond his divine aspect. Role-modeling him makes him an inspirational human being and brings out lessons from his life. He was a political leader and military strategist par excellence. His knowledge of dharmic statecraft and actions as a politician serves as an important guide to future public leaders of India.

Here is a quick overview of the context of Sri Krishna's early life. Sri Krishna was born to Vasudeva who was a chieftain of the Yadava clan Vrishni and a minister of King Ugrasena who ruled Mathura. Sri Krishna's mother was Devaki who was the daughter of Devaka, brother of King Ugrasena. Ugrasena's son Kansa usurped the throne from his father through a coup and put all his father's confidants including Vasudeva and Devaki in prison. Sri Krishna was born in the prison of Mathura but was smuggled out and brought up in Gokul, across the Yamuna. Sri Krishna's life was in turmoil right from his birth. He faced several threats on his life right

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Sri Krishna the able administrator:

Sri Krishna established the Yadava kingdom at Dwarka (present-day Gujarat), and he also helped establish the Pandava kingdom at Indraprastha (present-day Delhi). Both these kingdoms flourished during their times and became model kingdoms. Understanding their governance models would need a separate book in itself, but here is the background.

Sri Krishna the military strategist: Sri Krishna had a knack of choosing his battles wisely, strategizing a victory, and winning them with limited resources. As a young boy, he took up the challenge of battling his uncle Kansa and killed him. When he understood that he couldn't defeat the mighty Jarasandha one more time, he decided to protect the people of Mathura instead and migrate them to Dwarka. He is called Ranchhod for this reason. He later smartly challenged Jarasandha for a 1-1 duel and killed him using the mighty Bhima. Rather than install an outsider as ruler of Magadha, Sri Krishna replaced Jarasandha with his son Sahadeva, as the new ruler, and gained Magadha's support to Indraprastha.

Before the war in Kurukshetra, Duryodhana approached Sri Krishna for support from the Yadava clans. Sensing foul-play, Sri Krishna said that Arjuna and Duryodhana could choose between him and his Narayani army. Arjuna chose Sri Krishna and Duryodhana got the Narayani army.

Through this maneuver, Sri Krishna ensured that the Yadava army was weakened without his guidance while his support was with the Pandavas. His strategy in making the numerically weaker Pandava army win against the Kauravas in the Kurukshetra war is well known. Sri Krishna's military strategies are a subject of stand-alone study – winning battles from impossible positions – all for a larger cause of establishing a Dharma Rajya.



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Sri Krishna the political mentor:

We know about Sri Krishna's timeless guidance to Arjuna on the battlefield of Kurukshetra through the Bhagavad Gita. Sri Krishna also guided the naturally reluctant ruler Yudhishtira in establishing his just rule and running the administration. After setting up Indraprastha, Yudhishtira did not want to expand his kingdom further. Sri Krishna convinced him to expand his kingdom and establish a unified, large, and strong state for the protection of Dharma. After the ghastly destructive Kurukshetra war, Yudhishtira was heartbroken and did not want to rule. It was Sri Krishna who encouraged him to see beyond his personal tragedies and look at what the people of Bharatvarsha needed. They needed security, stability, and prosperity. Sri Krishna took Yudhishtira and the other Pandava brothers to Bhishma to learn Rajadharma directly from the master himself. Sri Krishna had chosen the Pandavas (over his own Yadava clan) as the ones who would establish Dharma Rajya over Bharatvarsha and mentored them through all challenges to make it happen.



Sri Krishna the political unifier:

Throughout his life, Sri Krishna built political alliances across Bharatvarsha to establish Dharma Rajya. Once he left Gokul for Mathura, he never looked back. The boyhood was over and now was the time for the political unification of Bharatvarsha. He won the favor of the most powerful kingdom of Magadha by making Sahadeva, son of Jarasandha, the ruler after killing Jarasandha. He convinced Yudhishtira to conduct the military quest of Rajasuya Yajna after establishing Indraprastha. Arjuna was sent to the north, Bhima to the east, Nakula to the west, and Sahadeva to the south. Several kingdoms came into the Pandava fold through this. Similarly, post the Kurukshetra war, most of the kingdoms were left without their kings and armies. Bharatvarsha had become weak and needed a strong ruler to reestablish Dharma Rajya. Sri Krishna convinced the reluctant Yudhishtira to conduct the Ashwamedha Yajna to establish his supremacy as Chakravarti Samrat and protect the future of Bharatvarsha.





Sale in September 2024

FIVE TOP BRANCHES

Raigarh
Dhule-Mktg.
Berhampur
Buldhana
Akola

TOP ZONAL MANAGER

Dilip Kumar Panigrahi
Balangir, Jeypore, Bhwanipatna, Malkangiri,
Umerkote, Sambalpur & Padampur

TOP FIVE SALES EXECUTIVE

Sales Executive	Branch
Pravin Laxman Soni	Raigarh
Subrat Sadhan Bala	Umerkote
Vijay Kumar Nishad	Raigarh
Ravindra P. Chaudhari	Buldhana
Lalit Madhukar Chaudhari	Dhule-Mktg.

*Find
a Way
not
an Excuse.*



Circulars -

No. - Date	Subject
Circular No. 18 1.10.2024	Sales & Service Revenue Incentive Scheme for October-2024. Period 1.10.2024 to 31.10.2024



Appointments & Promotions

Appointments - October 2024

- **Manoj Shankar Pawar**
Appointed as Quality Inspector in Quality Control T.T.I
Department at MIDC Factory.
- **Mushtaq Inus Patel**
Appointed as Executive in Administration Department
in Head Office.
- **Yashraj Ravindra Bedase**
Appointed as Quality Inspector in Quality Control T.T.I
Department at MIDC Factory..
- **Prem Namdeo Salve**
Appointed as Machine Operator in Printing
Department at MIDC Factory.
- **Virochan Dixit**
Appointed as Area Sales Manager in Marketing
Department at RM Branch..
- **Om Yatin Gujar**
Appointed as Section Head in NC (Repairable-Electrical)
Department at MIDC Factory..
- **Sandeep Kumar Agrahari**
Appointed as Area Sales Manager in Marketing
Department at RM Branch.
- **Rajesh Himmat Sadarao**
Appointed as Personal Assistant in Administration
Department in Head Office.



New Dealers Appointments October 2024

- **Gayatri Enterprises** - Ambagarh Chowki (Chhattisgarh)
- **Sonal Scale Company** - Satara (Maharashtra)
- **Maa Sheetala Hardware Store** - Datia (Madhya Pradesh)
- **Maa Dhanteshwari Electronic Kanta** - Sukma (Chhattisgarh)
- **Ram Snahey Enterprises** - Balotra (Rajasthan)
- **Baramati Scale Company** - Baramati (Maharashtra)
- **Balaji Scale Company** -Miraj (C)
- **M/s. Sapan Helo Solutions** - Balsore (Odisha)
- **Sanjay Kumar Madanlal Dhut** - Mandsaur(Madhya Pradesh)
- **Sai Enterpries** - Majalgaon (Maharashtra)
- **Sakhare Agencies** -Vaijapur ((Maharashtra)
- **S.M.M. Weighing Electronics & Others** - Hooghli (West Bengal)
- **Shree Karni Scale Electronic** - Nokha (Rajasthan)
- **Accurate Solution Sales & Service** - Shirala (Maharashtra)
- **The Weigh Instruments** - Delhi (Delhi)
- **JM International** -Karimpur (West Bengal)
- **Sourabh Enterprises** - Giridhi Sadar(Jharkhand)
- **Shree Traders** - Padampur (Odisha)
- **Silapathar Scales** - Silapathar (Assam)

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In closing: By keeping the goal of establishing Dharma Rajya above everything else, Sri Krishna, the adorable child of Gokul, became a civilisational leader. Right through his life, he faced adversity but each time he sailed through it. In the end, he left behind a unified strong civilisation-state governed on the basis of Dharma. Divinity was attributed to him even during his lifetime and continues to this day. Looking at him as a public leader gives us lessons that can be applied in today's context and serves as an inspiration for all aspiring leaders of the future.

Krishna

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Mayanpur - Krishna Iskcon Temple

Krishna's instructions were not just for monks. He advised everyone to his capacity. His instruction to Arjuna, in fact, was to remain in the world, performing his dharma. "His life was a perfect example of how to remain unscorched in the midst of the worldly fire," "It is like keeping a piece of chocolate on your tongue without salivating. ... He shows how to succeed in life while remaining in the midst of obstacles. The Lord doesn't advise us to turn away from our relationships in order to attain Self-realization. He explains that we should be free from all attachments while still maintaining loving relationships and upholding our family responsibilities."

Lord Krishna left his physical form at 125 at the hands of a hunter. But he died as he was born and as he lived—with a beatific smile upon his face. In fact it is said that his final act was to bless the hunter who had accidentally shot him. Such was his love.

"Throughout his life, Lord Krishna had to face different crises that arose like waves, one after the other. Even then, not once was his countenance clouded by sorrow. He faced every difficulty under the sun, but there was no place for sorrow in Sri Krishna's presence. He was the embodiment of bliss. In his company everyone rejoiced, forgetting all else. In his presence they tasted the bliss of the Self. Even now, after all this time, doesn't the mere thought of him fill us with bliss?"

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