

**N**issar Vasaya is managing director of Maharashtra Metal Works Pvt Ltd. He began his career more than 35 years ago making 15kg cans for groundnut oil and now manages all areas of the company.

**What are your day-to-day activities and responsibilities?**

As a businessman in a small and medium-sized enterprise (SME), I am in charge of all departments. Being in a family-run business, you need to have thorough knowledge of all areas, therefore I am involved in everything. For example, I look after the purchase of raw materials, installation of new machinery and lines, implementation of new product designs, and finance.

**What is the most exciting aspect of your job?**

I love to work and every part of my job gives me immense pleasure. As an entrepreneur, I am my own boss. I make the decisions: I choose with whom to do business and on what; I decide what hours to work, as well as what to pay and whether to take vacations. This freedom to control my destiny outweighs the potential risks my business carries.

**What is the most enjoyable part of your job?**

Creative freedom and personal satisfaction. Every day we work with different kinds of products that need packaging. I particularly enjoy innovating, especially when it comes to developing containers for products not previously packaged in metal.

**How did you get into canmaking?**

Initially my father was in the business of reconditioning second-hand barrels. I used to work part time, and on the shop floor, while studying at university. However, reconditioning barrels did not interest me much, so I got into the manufacture of 15kg cans and purchased a machine to make them. Our first factory was in Asia's largest slum, called Dharav. Our business did

# A day in the life

*This month we highlight Nissar Vasaya, who works at Maharashtra Metal Works Pvt Ltd in India*



well for five years and then we got into the manufacture of round and rectangular cans. Later, we started doing sub-contract work for Indian businessman Ajitabh Bachchan's canmaking company Trupu. We grew slowly and learned how to make cans for various markets. Eventually we began supplying cans directly to customers.

**What would be the title of your autobiography and why?**

'The Kadka company to the rescue', with the sub-title: 'We are kind, humorous and we always find a way to work things out'.

**What does it take to be a success in the industry?**

Knowledge, hard work, consistency and humility. There was a time when tinplate traders would not do business with us because we were too small. We were known as a 'Kadka company', which means one with very little capital. My brother and I took it in good humour and eventually our hard work and consistency paid off.

**How would you describe yourself in three words?**

Hardworking, humorous and humanitarian.

**Who's the person you most admire?**

My wife. Most of the time she is better at management and finance than me! We cover up each other's flaws and work together to give back to the community.

**What's the best piece of advice you've been given, and who was it from?**

My late father said that no matter what happens you have to work on your ethics and be honest if you want to do business in the long run. Struggle is a central part of life and defeat or victory are in the hands of God. However, struggle is an essential part of life and should be accepted with joy.

**What's your favourite can or canned product?**

The Jim Beam guitar can.

**What developments do you see happening in the industry over the next five years?**

In the west, the benefits of metal packaging are well known, however, in India that concept is yet to be explored to its full potential. For example, pesticide and insecticide packaging has shifted to non-recycled PET containers. Therefore, I can see growth for metal packaging in the Asian market due to the concerns being raised about plastics pollution and its lack of sustainability. Consumers are becoming more aware about this and want sustainable packaging, such as cans.



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