

A day in the life

This month we highlight Sokat Vasaya, who is a director at Maharashtra Metal Works in India

Sokat Vasaya has been working in the canmaking industry for over 35 years. He is a director at family-run Maharashtra Metal Works, in Maharashtra state, India.

The canmaker manufactures a range of tinplate cans including aerosols, general line and fancy cans, as well as plastic bottles and containers, at its plants at Mumbai, Khopoli, Vasai and Gujarat.

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

My day-to-day activities include production planning, managing the finances and following up with sales channels. Meetings and interaction with clients also take place on a daily basis, but this is more like the fun part of the day. Monitoring production is also an essential activity.

What is the most exciting aspect of your job?

Marketing is an area that I'm really fond of and it always gives me a boost. It's always fun to make other people aware about the products.

How did you get into canmaking?

Let me take you back 35 years ago. It all started with second-hand containers, which I would buy in local markets to be reconditioned and sold to



filling suppliers. After acquiring some capital, we switched to manufacturing new cans at a small scale in India's Dharavi area. I can never forget my first order. Our first client was Raj Oil Mills, who ordered 15kg tin containers for edible oil.

What do you enjoy doing during your leisure time?

I like watching a series called 'Kapil Sharma' and other stand-up comedy shows. It helps me escape from all the worries for some time; after all, laughter is the best medicine. I also make sure to practise one hour of cardio exercises, which definitely gives me a splurge of energy.

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

I believe that honesty, hard work and high-quality products make up the formula for success in this industry.

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

All plastic containers being switched up to metal packaging and the canmaking industry becoming more sustainable.

How would you briefly describe yourself?

I am short-tempered, yet a sensitive and emotional person who values honesty above all.

Who's the person you most admire?

The former president of India A.P.J Abdul Kalama is one of my biggest inspirations, as I can relate to the struggle he went through. His thoughts are great motivators for me, such as "A man needs his difficulties because they are necessary to enjoy success".

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

"Don't spoil your relationship with anybody in your life, even if you don't like them. Rather, change your way." This advice was given to me by one of my clients, Mr. Dave, and I have applied it in every aspect of my life. It has made me value various relationships and realise that one should never let their anger overpower themselves.

What would be the title of your autobiography and why?

'Slumdog Millionaire'. Working my way up from nothing to being a director at a renowned company is truly a 'rags to riches' story.

What's your favourite holiday destination and why?

Amsterdam. The vibe and feel of the city are so lively and make me feel energised. It is a complete refreshment from my daily routine. But to be honest, the trip will not be fun if my wife doesn't accompany me.

What do you do for fun?

Hanging out with my friends and sharing experiences with each other. Another thing I like doing for fun is mentoring my daughter in the business.

What's your favourite canned product?

Brooke Bonds tea and Cadbury chocolates.

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