

Marathon @ Cadbury

It's 5 PM on a Friday evening and a group of employees from Cadbury India rushes to the Mahalaxmi Race Course. Must have some money riding on a horse, you think. Actually, they're not going there to watch horses racing, but to do a little racing themselves. The 150 or so 'Cadburians' are training for the upcoming Standard Chartered Mumbai Marathon in January. Putting them through their paces are four trainers. After each lap, the group is forced to stretch. "Stretching is a must," one of the trainers barks at an employee, who can only think of lying flat after every single lap.

Managing Director Anand Kripalu leads from the front (see picture). "This is the third year we are participating in the marathon and most of us are addicted to it," he says. Kripalu himself had run the half marathon last year, but can't run this year because of a back injury. "But I'll

definitely be there to cheer my team," he asserts.

The employees are from across functions and hierarchies. But on the turf, there are no such separations. And that's exactly what it's all about. "It allows everyone to interact outside the office and builds personal chemistry," says Kripalu. "In the long run, this translates into better productivity at the workplace."

The Mumbai Marathon is just one of the many fun activities at Cadbury India. The company actually has a fun calendar for the entire year. An Engagement Manager facilitates these activities, which include an annual indoor-cricket tournament, *garbha* during Navratri, caption contests, and the much-awaited Cadbury Day, every January. That day, which is packed with fun and games all through, is something every employee looks forward to eagerly. Doubtless, there will be lots of chocolates on offer, among other things.

—Ajita Shashidhar

