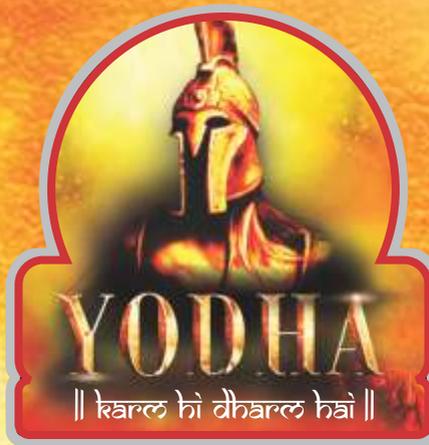


# JKspotlight

Towards Perfection – Our Tradition

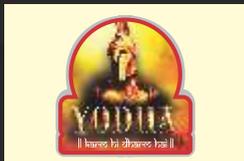
Mar.-Apr. 2016 Volume : 1  
Issue : 26



## *Annual Dealer Conference Series Grey Cement*

### HIGHLIGHTS

Annual Dealer Conference  
Series - Grey Cement



Annual Review Meet  
2016





## J.K. Wall Putty TVC bags Gold at Asia Pacific Customer Engagement Forum and Awards

The new TVC for J.K. Wall Putty, 'International Wall Painting Championship', conceptualized by Basic4 Advertising Pvt. Ltd., was awarded the Gold at the fourth Asia Pacific Customer Engagement Forum and Awards (ACEF). Our entry was chosen among the 410 entries (including brands and agencies) to be awarded this prestigious award for customer engagement & brand excellence. The award was presented at a gala event on 29th April at Westin Hotel, Mumbai attended by the who's who of the marketing and advertising fraternity.

The ACEF Awards are organized by a team of professionals from India, Sri Lanka and UAE and are guided by the Advisory Board members from Branding, Marketing and Creative Agencies based in India, US, Australia, Singapore, UAE and Sri Lanka. The award aims to elevate customer engagement initiatives and practices in the ASIA PACIFIC region by showcasing the best campaigns, activities and initiatives as benchmarks for others to emulate.

This award is yet another notable addition to the brand journey of Wall Putty adding to the accolades that we have earned this past year.



Branding and Communication Team and the team of Basic4 Advertising Pvt. Ltd. receiving the Award

## Going STRONG Going SOCIAL



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## FROM THE editor's desk

### Dear colleagues and friends,

The past few months have been quite eventful and it gives me immense pleasure to share these recent happenings with you all.

The focus in this issue of Spotlight is our recently organized Annual Dealers Conference Series - Grey Cement. Themed 'Yodha', these meets are not only an opportunity to celebrate the champions who have made our growth story possible, but also an occasion to set even higher aspirations.

Our Business Organisers for Grey Cement have been critical in J.K. Cement forging its name as a major contributor in the Industry. To acknowledge the achievements of our esteemed channel partners, a grand event, the first ever, was organised in January, named 'Shaam Shandaar'. The meet helped us further strengthen our bonds of partnership.

The other major story this issue is the Annual Marketing Review Meet, 2016. A meeting ground for champions, J.K. Cement has always aimed at achieving newer milestones, together. The meet set the tone for everyone to gear up for new challenges and re-commit to ensure better teamwork for greater growth.

This year has indeed been a year of achievement for our brands. Our TV commercial for J.K. Wall Putty, featuring the International Wall Painting Championship has been recognized by the Asia Pacific Customer Engagement Forum and Awards with Gold in the Television (For Product Advertisement) category.

The Company has now ventured into the dynamic social media space with the launch of the official Facebook Page and Twitter handle. Find us on facebook and follow us on Twitter to stay connected and discover some interesting and engaging content.

In this issue, the spotlight is on Mr. Atul Bagla – V.P. (Corporate Finance), Kanpur, who has been an integral part of the J.K. Cement family for many years, valued greatly for his sincerity and dedication, and Mr. Jitendra Aggarwal of M/s Aggarwal Traders, a prominent stockist of White Cement in Delhi. Both these gentlemen have been vital partners in our company's growth story.

As a part of the company's philanthropic directive, extensive CSR activities were conducted across different centers of the Company. Your enthusiastic support to Spotlight has helped convert it into a prominent communication platform for all of us. I thank you for your fortifying response that encourages the entire team to continue the good work, and hope that you will keep sending in your suggestions and contributions.

Best regards,

**Raghavpat Singhania**  
Special Executive  
J.K. Cement Ltd.

## CONTENTS

Awards & Accolades	2	Impressions	12-13	Cover Story	18-21
Editor's Desk	3	New Dawn	13	Events	22-25
Celebrations	4-6	Cricket League 2016	14	Annual Review Meet 2016	26-27
Leaders Speak	7	Project Nirmaan	16	People Power	28-30
Annual Business Organisers Meet	8-9	Spotlight on Mr. Atul Bagla & Mr. Jitendra Aggarwal	17	Innovative Branding	31
Off Site	10-11			CSR	32-36

## Celebrations

### Holi



#### KANPUR

##### Kamla Nagar

The festival of colours was celebrated with great joy by the residents at JK Staff Colony, Kamla Nagar Colony.

The festival started with *Holika Pujan* as per the rituals and traditions early in the morning, where *Holika dahan* was performed and the *pooja* was performed by the Purohit and attended by the residents.

The next morning Holi was played with colours and water. Everyone jumped into the celebrations, playing

along and having a good time. Everyone greeted each other with tilak and colours. Children played with water guns and balloons. Music was also organized and everyone danced and celebrated the festival enthusiastically. Holi celebrations are incomplete without Gujiyas and Thandai.

This was the very first time that such an event was organized at colony premises and the residents appreciated the efforts and enjoyed the celebrations. The event was organized under the guidance and leadership of Mr. R.P. Tomar, Kamla Nagar Colony In-charge and was well co-ordinated by Administration and Maintenance team.



#### GOTAN



Mrs. Sushma Arora - VP (LKSEC) and Mr. B.K. Arora - President (Works) performing pooja

Gotan has been celebrating Holi in its distinctive way for the past ten years, without *Gulaa* and colors. Holi was celebrated with great fervour and enthusiasm this year as well.

The *holi-dahan* was performed on the evening of 23rd March. Mr. B.K. Arora - President (Works) performed the pooja with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam das Temple.



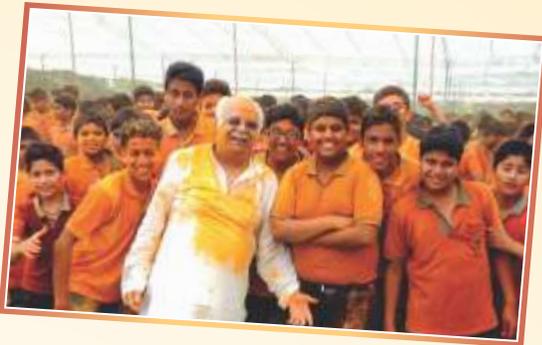
The Staff at plant and LKSEC along with their families and LKSEC students were also present. The respective head of departments also graced the occasion.

The *Holi-Milan* programme began with the exchange of holi greetings with sandal (*Chandan*) and Saffron (*Kesar*) with *Kewra* water. On this occasion the students of L.K. Singhania Education Centre, Gotan



Lunch organised on the occasion





Mr. B.K. Arora - President (Works) along with the students of LKSEC during the Holi Sneh Milan function

presented Holi Geef, dance and poetry. Post the cultural programme, lunch was arranged for all. The water shower was a distinctive arrangement.



Mrs. Sushma Arora - V.P. (LKSEC) enjoying the Holi Sneh Milan function along with the students



## FUJAIRAH

Holi is the happiest and most colorful festival. It marks the beginning of the spring season.



Holi was a fun celebration at J.K. Cement Works, Fujairah with colours, sweets and camaraderie. The festival was a great opportunity for the employees to strengthen their bonds.



## Mahashivratri

### NIMBAHERA

The Nimbahera family celebrated Maha Shivratri with great reverence and faith. On this occasion, a large number of devotees worshipped idols of Lord Shiva and family at Shree Bheemkeshwar Mahadev Temple. In the afternoon 'Abhishek' was performed by devotees under the guidance of Pt. Girish Ji. In the evening, "Maha Aarti" was performed in the presence of Mr. M. Kachhwaha – Head (Mines) Mr. M.S. Shekhawat – A.V.P (HR & ER) and a large number of devotees, followed by *prasad* distribution.

The festival was also celebrated at Peepleshwar Mahadev Temple. 'Bhajan Sandhya' was organised for the devotees.

In the series, Rudrabhishek of Lord Yadureshwara Mahadev was performed at Shri Radha Krishna Temple situated in Kailash Nagar Colony 1. Mr. K.M. Jain – Head (Commercial) along with his family performed the *Abhishek*.



Mr. M. Kachhwaha - Head (Mines), Mr. M.S. Shekhawat - AVP (HR & ER) offering Pushpanjali at Bheemkeshwar Mahadev



Mr. K.M. Jain - Head (Commercial) performing Abhishek of Lord Yadureshwara

## GOTAN

On the pious occasion of Mahashivratri, *Rudrabhishek* ceremony was organised in the plant premises on 7th March.

The ceremonial proceedings started before sunrise with chanting of mantras from holy Vedas. Mr. NL Thanvi invited 71 learned *Pandits* from Jodhpur and Phalodi to perform the *Rudraasthadhyaayi Paath* in accordance to the Yajur Veda. Mr. B.K. Arora - President (Works) performed Lord Shiva's *abhishek* with Milk, holy Ganga water, Rose water, *Kewra* and *Panchamrita* with the guidance and blessings of Mahant Shri GariebDassji Maharaj of Ramdas Shyamdasji Temple.

Aacharya Dinesh ji Thanvi performed the *Pooja* and *bhajans*. Pandit Bhhor Baas Thanvi along with the team of pundits sang the hymns of Phaagun and Holi.

Students and staff of LKSEC also performed the *abhishek* of Lord Shiva along with the Company officials and their families. *Mahaprasad* was arranged for the fasting devotees. The respective head of departments along with the employees were also present on the occasion.



Mrs. Sushma Arora - V.P. (LKSEC) and Mr. B.K. Arora - President (Works) performing the Rudra Abhishek



Bhajans organised on the occasion



Distribution of prasad

## Industrial Visit of Students to China - Gaur Hari Singhania Institute of Management & Research, Kanpur



Students inside the Bao Steel Plant, Shanghai



Students at Volkswagen Plant, Shanghai



## LEADERS SPEAK

### Towards new directions

#### Re-organising Procurement as a key function

– Mr. Yagyesh Gupta  
Chief Procurement Officer



*The J.K. Cement family has risen to great heights of success guided by visionaries with profound experience. Here, we introduce the torchbearers of the company, under whose guidance we expect to post even greater achievements.*

Mr. Yagyesh Gupta has joined J.K. Cement Ltd. as Chief Procurement Officer. In his previous assignment, he was heading Purchasing and Industrial Ecology functions as well as Executive Committee Member (Excom) for Cement business of Lafarge India. He has a rich experience of 24 years in the cement industry. He has worked in different functions: Industrial Engineering, Project Management, Industrial Ecology and Purchasing including verticals of Fuel & Raw Materials, Services and Projects. He also had a 3 year stint in Kuala Lumpur (Malaysia) as Strategic Sourcing Director for Asia Region.

He started his career with Raymond Ltd. (Cement Division) of JK Group as GET after completing his engineering and then became a part of Lafarge Group in 2001 after divestment of cement business by Raymonds to Lafarge.

❖ **Considering your vast experience in the Cement Industry in India and South East Asia, what according to you are some of the emerging trends in the area of procurement ?**

Procurement function is no more viewed as back-office support function. It has started getting higher prominence it needs across systems, processes and people to deliver results. With the pressing need to improve cost efficiency in challenging market conditions, companies are

reorganizing the procurement function as a key function in the organization to lead cost management across the spend. Challenging the status quo, doing things differently, bringing innovation and collaboration with operations to implement innovative ideas are some new ways of working in the procurement function. Both aspects of procurement/ purchasing: Sourcing and Transactional/ Operational procurement, are managed with clear differentiation to have strategic thinking in sourcing for selection of supplier and process efficiency. Category management approach in strategic sourcing is being deployed in many companies to leverage the consolidation of volume and synergies across all manufacturing locations/ cost centers for cost efficiency as well as creating opportunities to bring more in the value chain. In addition to Category management, systematic supplier management processes, reliable IT systems/ e-sourcing tools and strong talent building are the new trends in the area of procurement.

❖ **With the Procurement function being reorganized and consolidated in the Company, what are the techniques and best industry practices that you plan to introduce?**

Our objective is to consolidate and develop synergies across all manufacturing set-ups, wherein Project Nirmaan acted as a catalyst. For us, leveraging best talent pool, one homogenous process guided by robust policy and ability to manage change will be the key levers to sustain this transformation journey. Procurement/ P2P is one of the verticals in Project Nirmaan. This will bring new processes with industry best practices. Category management of key spend will be a key change. Structured competitive bidding including e-auction will also be emphasized.

❖ **What are the key challenges and opportunities that you foresee going forward?**

As mentioned earlier, there will be opportunities of creating synergies across the plants and spend to become more cost competitive in difficult market dynamics. Making the procurement organization ready to manage expansion of business will be another opportunity. Change management will be the key and accordingly clear communication, setting expectations and hand holding, training & coaching will be some of the important requirements during this business transformation.

## First Ever Annual Business Organisers Meet - Grey Cement

At J.K. Cement, we believe that our channel partners are indispensable pillars of our growth story. Celebrating our partnership and acknowledging their achievements, the first ever meet for our Business Organisers of Grey Cement was held at the magnificent ITC Grand Bharat, Manesar.

The grand event organized for our esteemed channel partners, in January, was named 'Shaam Shandaar'. The event was organized at the ITC Grand Bharat, voted as one of the best properties in the world. Set against the majestic Aravalli Hills and away from the hustle bustle of the city, the property, a scenic delight, was a perfect backdrop for the event.

The meet hosted our Business Organisers from UP, Delhi, Punjab, Haryana, Rajasthan, MP and Gujarat and also their spouses. It not only included discussions on business, but some leisure activities for a memorable time.

The gala evening was an enthralling experience. The attendees were treated to the mesmerizing Ghazals performed by Delhi's finest ghazal exponent, Zulfikar Khan. The entertainment arranged also



Shrinathji Sales Corporation - Winner, Gujarat



Hira Lal & Co - Winner, Punjab



Mr. Madhavkrishna Singhania - Special Executive addressing the gathering



ITC Grand Bharat - Manesar, Gurgaon



included a performance by singer Tulika Ganguly of Indian Idol fame.

Separate events were also organized for the spouses of the Business Organisers. Their cooking skills were put to test at the Cook It Up challenge, while they were imparted essential information on various kinds of foods and their importance during the Nutrition Talk.

This opportunity helped us further strengthen our bonds of partnership with our channel partners and together we re-determined to achieve higher and enable the Company scale new heights of success.



RS Trading & Co - Winner, Haryana



V.K. Cement Vyapar Pvt. Ltd.  
- Winner, Delhi



Salcon Enterprises  
- Winner, MP



Durga Trading Company  
- Winner, UTR



Naveen Distributors-  
Winner, Rajasthan





## Annual Stockist Meets - White Cement

**UP East (Lucknow)**  
3<sup>rd</sup> - 4<sup>th</sup> March

### Off Site

M/s Kapoor Marketing being felicitated by Mr. Niranjan Mishra – President (Marketing) for being the winner for Wall Putty and White Cement in UP East. Also seen in the photograph are Mr. Mohan Sharma – A.V.P. (Marketing), Mr. Shailesh Gupta – A.V.P. (MIS) and Mr. Nitish Chopra - Head (Branding & Communication)



M/s Ruchi Trading Co. being felicitated by Mr. Niranjan Mishra – President (Marketing) for being the 1st runner up for White Cement & Wall Putty in UP East

M/s Dosodia Traders being felicitated by Mr. Niranjan Mishra – President (Marketing) for being the 2nd Runner Up for White Cement & Wall Putty in UP East.



**MP & Chhattisgarh (Khajuraho)**  
26<sup>th</sup> - 28<sup>th</sup> April

M/s Cement House being felicitated by Mr. Niranjan Mishra – President (Marketing) for being the 2nd Runner Up for White Cement in Chhattisgarh. Also seen in the photograph are Mr. Puneet Agarwal – G.M. (East 2 – Patna, Marketing), Mr. Shailesh Gupta – A.V.P. (MIS) and Mr. Neeraj Sharma – Sr. Manager (Marketing)



M/s TechPro Marketing being felicitated by Mr. Niranjan Mishra – President (Marketing) for being the winner for Wall Putty in MP. Also seen in the photograph are Mr. Rajeev Kumar – Sr. G.M. (Marketing) and Mr. Shailesh Gupta – A.V.P. (MIS)

M/s Keshrimal Jain Chunawala being felicitated by Mr. Niranjan Mishra – President (Marketing) for being the winner for White Cement in MP



### Grey Cement North

#### Thailand Tour 2<sup>nd</sup> - 6<sup>th</sup> April



Company Officials and dealers in Thailand

#### Dubai Tour 24<sup>th</sup> - 28<sup>th</sup> April



Company officials and dealers during the tour

### Annual Sports Meet - Padam Club, Muddapur



### Sports Meet - Gaur Hari Singhania Institute of Management & Research, Kanpur

A two-day annual Athletic Meet was organized at Dr. Gaur Hari Singhania Institute of Management & Research, Kanpur in February.

Dr. (Prof.) Rakesh Premi, Director inaugurated the Athletic Meet organized by Students of GHS-IMR and congratulated them for organizing the 2nd sports event at GHS-IMR, Kanpur.

The bevy of events for the day included 200 metre boys/girls heats, Shotput (girls/boys/ faculty-staff), Cricket Match, 200 m finals (Girls/boys), 400 m (heats) (girls/boys), Badminton (girls/boys), Table Tanis (girls/boys), Tug of War, Chess etc. Mr. Shashi K Dikshit - Faculty & Sports Co-ordinator conducted the event along with the students of GHS-IMR.





## WINNING ENTRY

### Intolerance – Reality or Media Hype?

We are a country that has been developing and progressing despite our diversity in states and communities. We have overcome cultural differences that have been poles apart but somewhere between all the courtesies people share, lingers a feeling of intolerance over the beliefs of those different from their own.

History can attest to the fact that whenever communal clashes over intolerance crept up, it was politicians that took advantage of the situation. Now that social media does all the work of spreading the news, politicians spare the speeches and only react by blaming each other. This makes us think if rising intolerance is a reality that bred from our irresponsibility or just a political gimmick to take advantage.

Rising intolerance is a mix of both – reality and political gimmick. However, intolerance was conceived when political powers began being misused. Reality took its toll and common men participated in the fight on social media, being utterly irresponsible of the outcome and the dirty laundry digging began to grow.

Only if all of us could start being more human and less pseudo

religious, tolerance and respect for each other is not the hardest thing to achieve on earth; not for a country that has lived through slavery with its diversity intact.

Media must function within certain limitations if at all they care for the media ethics. They need to analyze and sort out relevant subjects to be projected on to the screen and to the limit to which it should be exposed to the external world. Undue exposure of every point does not do all that good. It is what is being built up today in the form of agitations and frustrations across different parts of the country.

Media, as we all are only too aware, is an inescapable part of the modern life. It not only informs but also influences our perceptions and forms our opinion. The influence spreads far and wide, not limiting itself to only readers of print or viewers of electronic media, through word of mouth, especially in a

country like ours where literacy and access to electronic media is limited. A question that is not as old as the chicken-and-egg one but still as relevant is whether media influences the society or the society influences the media?



**Mr. Bandari K**  
Shift Engineer  
Fujairah

### Winning Entries

1st Runner Up  
**Intolerance – Reality or Media Hype?**  
Mr. Mrityunjay Kumar  
Civil Engg. Department, Muddapur

2nd Runner Up  
**Intolerance – Reality or Media Hype?**  
Mr. Vishal Rana  
Technical Officer (Grey Cement)

### Participating Entries

#### Going Digital – The New Success Mantra for Brands

1. Mr. Bandari K – Shift Engineer, Fujairah
2. Mr. Mrityunjay Kumar – Civil Engg. Department, Muddapur

#### Importance of Business Ethics

1. Mr. S. Nath – Head of Department, English (LK Singhanian Education Centre, Gotan)
2. Mr. Nishat Hashmi – Graduate Process Engineer, J.K. Cement Works, Fujairah

The topics for July '16 issue are:  
(Max 300 words)

1. Importance of training and development in an organisation
2. Is justice delayed justice denied?

Last date for submission of entries is  
25<sup>th</sup> June 2016

Please send your entries to  
[nitish.chopra@jkcement.com](mailto:nitish.chopra@jkcement.com)  
[shivapriya.iyer@jkcement.com](mailto:shivapriya.iyer@jkcement.com)

\*Decision will be taken as per the discretion of the Editor.  
Please send original articles only to avoid copyright violation.

## Excellence honoured by Business Head

Kiln is the heart of a cement plant and crucial to its functioning. In recognition of the efforts of the members of Technical Team at Nimbahera to save the running time of kilns and the saving in costs, Mr. Rajnish Kapur - Business Head felicitated Mr. Ashok Shrimali - Sr. Manager (Mech.), Mr. S.K. Rathore - Unit Head gave away mementos and appreciation letters to Mr. Deepak Garg - Engineer (Mechanical) and Mr. Gulab Singh Jhala - Fitter on 18th March. Mr. P.R. Choudhary - Technical Head was also present on the occasion.



Mr. Rajnish Kapur - Business Head presenting a memento to Mr. Ashok Shrimali - Sr. Manager



Mr. S.K. Rathore - Unit Head presenting a memento to Mr. Deepak Kumar Garg - Engineer



## Jaipur Office Inauguration



Mr. Suhas Jain - A.V.P. (Strategy) during the aarti



Mr. Deepak Mehra - President - Marketing (Grey Cement) at the ribbon cutting ceremony on 19th February

## CRICKET LEAGUE 2016



VS



The HR, Admin and Branding departments came together to organize a cricket match between teams from Delhi and Kanpur, at Delhi, on 19th March. The Kanpur Legends, as the Kanpur team was named came all prepared for D Day, to challenge the Delhi Yodhas. The Delhi Yodhas and Kanpur Legends were ably led by Mr. Narinder Dutta – Sr. G.M. (Marketing) and Mr. R.P. Tomar – G.M. (Corporate HR) respectively. Family members of the employees at Padam

Tower were invited to attend the event. It was a collaborative effort that provided a great opportunity for the staff to strengthen their bond and enjoy some good time with their families. It was an action packed event that had enough excitement for everyone. A host of activities were also planned in the Kids' corner along with sumptuous Street Food.

The clash of Delhi Yodhas and Kanpur Legends made for an exciting match. The Delhi Yodhas emerged as the winners.



Kanpur Legends

Mr. Abhay Kushwaha - D.G.M. (Marketing, Delhi) being awarded the Man of the Match Trophy

The Winning Team - Delhi Yodhas

## Launch of Kailash Vidya Vihar's Website - Nimbahera

Mr. S.K. Rathore - Unit Head formally launched the website of Kailash Vidya Vihar ([www.kvvschool.org](http://www.kvvschool.org)) on 19th March. Mr. M.S. Shekhawat – A.V.P (HR & ER) Lt. Col., Raj Shukla – G.M. (Security), Mr. P.C. Bhandari – Principal (JK Institute of Technology), Mr. H.C. Khichi - Principal, Kailash Vidya Vihar and staff members of Kailash Vidya Vihar were also present on the occasion.



Mr. S.K. Rathore - Unit Head inaugurating the website launch

## J.K. Organisation's ITIs the first ever ITI to get ISO 29990:2010 Certification

It is a matter of great pride that all the three ITIs run by JK Organization - JK Institute of Technology Private ITI, Nimbahera,(Rajasthan), JK Industrial Training Centre Pvt ITI, Kanpur (UP) & JK Centre for Technician Training Pvt ITI, Kanpur (UP) have now become the 1st Private ITIs of the Country to have got ISO 29990:2010 certification.

This International Standard specifies basic requirements for providers of learning services in non-formal education and training like vocational Training, life-long learning and in-company training (either outsourced or in-house).



## Three Day Advanced Technician Training Program at IIT Kanpur Central Workshop – JK Centre for Technician Training, Kanpur

As per the MOU of JK Centre for Technician Training with IIT Kanpur regarding the advanced workshop Training, A Three Day Technician Training Program for the UPSDM trainees concluded at IIT Kanpur on 20th December.

A total of 50 trainees of different schemes UPSDM, PMKVY & ITI Trainees getting training in Mechanical fitter & Electrician Trade under UPSDM got an opportunity to learn advanced skills from the experienced staff members of the central workshop & the department of Mechanical Engineering. The trainees will also get a certificate from IIT Kanpur.

This is the 1st of it's kind of any association of a vocational Training Centre with an esteemed Institute like IIT Kanpur.

The entire course was conducted & co ordinated by the staff members of JKCTT Kanpur & IIT Kanpur under the supervision Mr. Lalit Khanna - Head of Operations, JKCTT and Prof

Sameer Khandekar, Head of Central Workshop, IIT Kanpur.

Mr. Lalit Khanna stressed on the need of small projects to be developed by these trainees for improving the quality of Technical cadre & enhancing the chances of Self-Employment.



## Project NIRMAAN



### Project Nirmaan – Reaching the end of Phase 2

Project Nirmaan, over the last couple of months, has made excellent progress with regard to defining the 'To be' processes for Order to Cash, Plan to Produce, Record to Report and Procure to Pay process streams, aligning different stakeholders at both the plants and the Head Office and implementing Quick Wins that were identified in the first phase of the Project.

Over 216+ processes and 30+ policies have been defined keeping in mind the leading practices of the Industry.

With the dedicated efforts of the staff and their commitment to the project, Phase 2 is nearing completion. Standardized processes have been agreed by all the plants ensuring common understanding. Leading practices have been seeded during process design enabled by leading technologies.

#### Key Events

1. Conference Room Pilots - Batch 2 process conference room pilots were held in Delhi for Order to Cash, Plan to Produce & Record to Report, P2P work-streams. Stakeholders across plants were invited to discuss and align on different processes
2. Leading Practice Session for Plan to Produce - Leading practice session on Manufacturing excellence was conducted by Accenture SME - Mr. Saurabh Bhatnagar on 18th April. Mr. Bhatnagar is a Managing Director with Accenture Management Consulting and is a Product and Process Innovation Expert with several patents to his name in the field of Digital Operations, Growth Strategy, Business Agility and Operations Efficiency. More than 20 leads from the functions of Production, Maintenance and Quality, including Technical Heads from the plants and Plant Heads attended the session. Cases related to Manufacturing Excellence and use of Digital technology were discussed covering areas like Quality, Maintenance, Energy, Throughput, Trainings, Yield, Safety and Supply Chain.
3. Project Nirmaan at Annual Review Meeting - Project Nirmaan Order to Cash (O2C) team interacted with the Sales and Marketing team in the Annual Review Meeting held in April. Sessions were conducted for the teams of White Cement, Grey Cement North and Grey Cement South. The Project Team presented the updates on Nirmaan, including key changes in the O2C process and understood the expectations of the larger group.
4. Project Nirmaan Team at J.K. Cement Works, Fujairah - Project Nirmaan team visited Fujairah in the last week of April and 1st week of May to share the To be design for processes in Order to Cash, Record to Report, Plan to Produce and Pay to Procure. Some key areas that the team is working on include gaps identified with route courses, quick-wins roll out plan and processes roll out plan.



Conference Room Pilots



Leading Practice Session



Project Team at Fujairah

### Project Nirmaan – Phase 3

The next critical part of the project will be to undertake the implementation of the policies and the processes that have been defined. Over the next couple of months, the project team would engage with respective stakeholders in the J.K. Cement fraternity to finalize the roadmap for technology implementation.

## Spotlight on Mr. Atul Bagla

(Excerpts from an interview with Mr. Atul Bagla - V.P. (Corporate Finance, Kanpur))

### 1) Please shed some light on your journey with the Company. What is the most fond memory of your association?

I have been associated with the Organization for the last 26 years. Just after qualifying CA in 1989, I joined J.K. Cement and was deputed in the Corporate Finance department of JK Synthetics Ltd. After a few years, due to mounting losses of Man Made Fibre Units of JK Synthetics Ltd, we could not pay the dues of banks and financial institutions. Cement unit, which was a division of JK Synthetics did not remain immune to the problems in the Company. This was the most challenging time. Ultimately the Company was declared a Sick Unit by BIFR and restructuring of the Company was necessary to rejuvenate the cement division. It was my privilege to be a part of the core team formed for restructuring of the Company.

To raise the funds for making payment to the lenders of JK Synthetics was a daunting task. I still cherish the memories of 4th Nov. 2004 when we arranged Rs. 450 crores to repay the dues of the lenders of JK Synthetics Ltd. which enabled us to demerge Cement units from JK Synthetics Ltd. to a new company – J.K. Cement Ltd.

It was a unique case of financial re-engineering and this herculean task was accomplished with the vision and guidance of our Chairman & Managing Director, Mr. Yadupati Singhania and the dynamic leadership of Mr. A.K. Saraogi - President (CA) & CFO.

Demerger of cement units to JK Cement Ltd. had brought new opportunities and also new challenges. The uphill task before the Company was to achieve sustained high growth for which infusion of fresh funds were required. This was very challenging especially in view of the fact that the Cement Units had just been hived off from a sick company.

We were able to raise the borrowed funds as well as funds from capital market in year 2006 for various capex plans of the Company. Subsequently funds were also raised for three major projects i.e. our plant at Karnataka, Fujairah and Mangrol / Jharli at quite economical cost, that too with our inhouse team, without any assistance from any outside agency. Over a period of time we have crossed many milestones. The unstinted support of the banks has helped us to be a premium mid-size cement company having a turnover of more than Rs. 4000 crores and capacity to produce 10.5 Mn ton of Grey Cement, besides having White Cement, Wall Putty and Captive Powers Plants.

### 2) Internal fund management is crucial for smooth functioning of

an organization. What according to you are some essential elements required to ensure proper management of funds. Please share with us some challenges that you have had to face in this regard.

After the demerger of cement units to J.K. Cement Ltd., I was assigned the important job of Finance and Treasury including funds management. The challenge of internal funds management is to maintain a fine balance to ensure that the Company always has adequate liquidity and at the same time there are no idle funds lying in the system. We have to ensure that every rupee of the Company is suitably deployed for gainful purposes.

Besides internal funds management, it is also very important to maintain discipline while raising any borrowing from outside. The challenge is not only to raise the adequate funds at a reasonable cost, but to ensure that we are not over leveraged to be saddled with excessive borrowings. I feel that we have maintained a proper balance and the Company is reasonably leveraged to fulfil its requirement of funds.

### 3) What according to you is the significance of credit ratings? How will you evaluate J.K. Cement's borrowing cost vis-à-vis other players in the Cement Industry?

Our Credit Rating is AA- (Double A Minus) for long term bank facilities and A1+ for Short Term Facilities which is the best rating in this segment. AA- Rating conveys that the instruments with this rating have high degree of safety regarding timely servicing of financial obligations. Such instruments carry very low credit risk. The Credit Rating plays a significant role in recognition of the Company to the outside world including bankers, investors, business associates etc. Rating has a significant bearing on the Interest rate offered by the banks. AA- Rating vindicates the sound financial status of the Company.

All our borrowings have been raised at quite competitive costs compared to our peers in our segment – whether it be long term borrowings by way of term loans and debentures or working capital limits. This has been made possible with the continuous pursuit to look out for cheaper sources of funds. In this direction, we have taken initiative to further reduce our borrowing cost and have successfully refinanced our term loan which entails replacement of existing term loan by cheaper term loans at lower cost with extended maturity profile.



Mr. Atul Bagla

## Spotlight on Mr. Jitendra Aggarwal

M/s Aggarwal Traders, Delhi



Mr. Jitendra Aggarwal

Mr. Jitendra Aggarwal of M/s Aggarwal Traders, Delhi is a prominent stockist of J.K. White Cement since 2000. Mr. Aggarwal is assisted by his son, Mr. Vikas Aggarwal in the business. An exclusive dealer of

J.K. White Cement, he has been awarded continuously for achieving the highest sales in Wall Putty and White Cement in Delhi region.

### 1) Please throw some light on your association with the Company. What are your thoughts about the J.K. Cement culture and the people?

I started my cement business in 1973. Our association with J.K. White Cement started in 2000 and since then we have been growing alongside the Company. We are being felicitated continuously for the highest sale in Wall Putty & White Cement in Delhi region. I am proud of the Company culture and the people. The Company officials have supported me throughout and have played an important role in my success.

### 2) What is your mantra for success? Please share with us any challenges that you have had to face in promoting our brand.

Our mantra for success is customer relationship & timely service to retailers. When I started the business of White Cement, competitors were very aggressive and dominant but with the help of company policies, the marketing team, branding activities, ensuring timely supply and developing good relationships with the retailers, we have now gained a significant share & maintain a dominant position in the market.

### 3) What according to you differentiates our brand from the others?

J.K. White Cement is the best in quality. Company officials' ability to sense the market situation and take prompt action differentiate it from other brands. Company's market friendly policies ease our process of doing business in the market.

### 4) What message would you like to give to the J.K. Cement family?

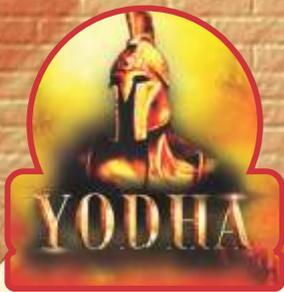
In order to grow & prosper we should always be one step ahead of competitors. With a proactive approach and strong brand presence we can continue to maintain a dominant position in the market.

# Celebrating the champions of our national success

## Annual Dealer Conference for Grey Cement

At J.K. Cement Ltd we have always been passionate about constantly performing at our best and setting new milestones. Our growing network of dealers has always been the pillars of our success. To celebrate their relentless perseverance and showcase our ever-growing aspirations, a grand celebration was held in Delhi, Jaipur and Hyderabad. Themed 'Yodha', the Annual Dealer Conference for Grey Cement, covered 1500 channel partners spanning across 6 days. The meets, held in March and April catered to dealers across Delhi, UP, Haryana, Punjab, Rajasthan, Gujarat, M.P., Karnataka, Kerala, Maharashtra and Goa.

These meets felicitated top performing dealers in their respective regions, showing our appreciation for the association and the relationship that we share with them. Besides the award ceremony, the gala evening also treated



**Our channel partners are the torchbearers of our success story, taking the company towards greater heights of profitability through their indomitable spirit.**

**Mr. Rajnish Kapur**  
Business Head (Grey Cement)



Winner, Delhi - Shri Shyam Ji Agency

## Cover Story



Winner, UP - Rameshwar Cement Agency



Winner, Haryana - Om Cements



Winner, UP - Aggarwal & Co.



Winner, Delhi - Saraswati Metstone India P Ltd



Winner, Rajasthan Zone 2 - Gyani Building Materials



Winner, MP - Gupta Sanitary

the dealers with some breathtaking performances by Indian and International artists. Highlights of the evening were the performances by Prahlad Acharya, Shadow Artist and Bad Salsa of India's Got Talent Fame. The fascinating use of shadows to narrate stories left the audience spellbound. The enthusiasm & agility of the kids (Bad Salsa) made the dance performance even more special and was greatly appreciated.

The daunting task of coordinating the logistics for the meet for around 1500 attendees was meticulously handled by the Branding and Communication department. The dealers were enthralled with the grandeur and scale of the meet and went back with some great memories.

Our dealers are the superstars of our nation-wide success story. These dealer meets have been

part of a long standing tradition of recognising our valued dealers, who are the face of our growing network and go a long way in further strengthening our association with them.

Winner, Rajasthan Zone-1 - Pipara Sales



Winner, Kerala - TAS Marketing



**Our strong business partner community has had a very crucial role in the success of our Company. We hope to continue this excellent partnership to achieve even higher market share.**

**Mr. Deepak Mehra**  
President, Marketing  
(Grey Cement)



## Cover Story



Winner, Goa - Mag Cement



Winner, Gujarat - Pitolwala Cement Depot



Winner, Maharashtra - Sarvesh Cement Shoppy



Winner, Karnataka - Manjunath Traders



## EVENTS

# 45<sup>th</sup> National Safety Week Celebrations

### Nimbahera & Mangrol



Safety oath

The Nimbahera and Mangrol family celebrated National Safety day on March 4, with the commitment to give top priority to safety as a part of work culture of the Company.

At Nimbahera, Chief Guest Mr. S.K. Rathore – Unit Head hoisted the safety flag, and Mr. B.M. Pradhan administered the safety oath. In their inspiring address, Mr. P.R. Choudhary, Mr. R.K. Bajaj and Mr. D.V. Sharma



Mr. R.B.M. Tripathi - A.V.P. (O & M) viewing the safety exhibition

requested all employees to use safety appliances at all places, observe safety rules and inspire others for the same.

At Mangrol, Mr. R.B.M. Tripathi - AV.P. (O & M), Mr. S.K. Khandelwal – A.V.P. (Power Plant), Mr. S.K. Burad - Sr. GM (TP) and Mr. D.K. Patel – G.M. (Production) were the Guests of Honour.



Mr. C.S. Dashora reading a poem on safety

An exhibition on safety was the highlight at both the plants wherein the visitors were made to understand the various safety appliances on display. On this occasion, the employees observing safety norms throughout the year were rewarded and a safety directory was released at Mangrol.

Practical demonstration of using safety belt while working at height



### Gotan



Employees taking the safety pledge



Demonstrations on fire fighting techniques



Mr. B.K. Arora - President (Works) felicitating an employee

Gotan celebrated the 45th Safety Week from 4th March to 10th March. During this week various contests were organised for employees on poetry, essays, slogans and posters on the theme of safety. Apart from the accident and fire mock drills, safety awareness sessions and demonstrations were organised during the week. Departmental and interdepartmental meetings on issues related to safety were

also held. During the week, a meeting was held to felicitate the winners of various contests.

Mr. B.K. Arora – President (Works) gave away the prizes for best essay, poem, posters and slogans. The program concluded with demonstrations on fire fighting techniques, precautions and the uses of fire extinguishers by Mr. R.K. Sharma – Security Chief.

**Muddapur**

On this occasion, a Safety Marathon was organized which saw participation from more than thousand employees across departments. The safety Marathon was inaugurated by Mr. A.K. Jain - Unit Head. He also hoisted the Safety Flag and addressed the gathering, explaining them the importance of Safety in our lives.

Various activities & competitions like First Aid Training, Fire Trainings, Mock Drill, Environment Safety Awareness Programmes were conducted for all the employees, contract workers & Sir Padampat Primary School students.

On 10th March, Safety Week conclusion ceremony was organized where the winners of various competitions were felicitated. Safety Week celebrations were a grand success thanks to the enthusiasm and support of all departments.



**Jhajjar**

45th National Safety Day was celebrated on 4th March at J. K. Cement Works, Jharli with great enthusiasm. Mr. Harish Agarwal - Unit Head in his speech, emphasized on wearing PPEs and every individual to take responsibility for safety. Many staff members shared their views on safety and health consciousness. Mr. Manoj Srivastava - Safety Officer, Jharli emphasized on wearing helmet, safety belts and shoes and urged the workers to make it a habit. All the workers and officials took the Safety pledge on the occasion.

During the Safety Week, several safety programs and activities were conducted at the plant including display of posters, training programs, mock drills, exhibition on safety equipments etc.



Mr. Manoj Srivastava - Safety Officer presenting his views on the occasion of National Safety Week



Prize distribution

Mr. Sunil Khurana - Deputy Director, Industrial Safety and Health, Haryana at the exhibition stall

**Women's Day Celebration - Kanpur**

Corporate HR at Kanpur celebrated 'International Women's Day' on 8th March as a part of employee engagement initiatives.

A half day workshop was organized for the women which was followed by lunch for them, as a gesture for valuing them and saying thank you for their association and contribution towards the Organization. The theme of the celebration was "We care for you". As a part of celebration, chocolates and roses were distributed to all the women.

The workshop was inaugurated by Chief Guest, Mrs. Pravina





Awasthi - HOD, Teachers' Training Department, PPN College. In her address, she emphasised on equality and women empowerment. This was followed by a lecture on "Prevention of Sexual Harassment at Workplace" by Mrs. Anita Mishra, who is a freelancer for various newspapers and magazines, such as, Navbharat Times, Hindustan, Jansatta, Dainik Jagran, Kadambini, Retpath etc. She is the Secretary of Writer's association, Janwadi and founder member of Kanpur Book Club.



This was followed by an awareness lecture on health problems jointly by Dr. Nidhi Khanna, BPT Consultant and Physiotherapist (Practicing since 8 years, and running her own clinic in Kanpur) and Dr. Surbhi Saxena, who is a consultant pathologist in Kanpur. They addressed the women on various health related problems, their symptoms and made them aware about the related tests to be done.

Mr. Raja Pareekshit Tomar - General Manager (Corporate HR), presented the vote of thanks. The event was organized with the support and guidance of Mr. A.K. Saraogi - President (Corporate Affairs) and CFO.



Mr. C.S. Saini watering a sapling

## 16th Mines Environment & Mineral Conservation Week 2015 - Nimbahera

The 16th Mines Environment & Mineral Conservation Week was celebrated under the auspices of Indian Mines Bureau, Udaipur Region from March 14 to March 20. In the series of programmes, the inspection team inspected the various mines of the Company. On this occasion, a function was organized in Mines Department, Nimbahera in Kailash Vatika on 16th March. The Hon'ble Guests for the event lighted the ceremonial lamp and viewed the environment exhibition. This was followed by a melodious song presentation by girls of Kailash Vidya Vihar and administering of oath by Mr. Surendra Purohit.



Mr. Y.K. Dashora being rewarded for his poem on safety

In his address, Mr. S.K. Rathore said that it is a challenge before the industry to maintain environmental balance with multi-dimensional development. Out of 170 hectares of mining land of our all the four mines, the plant has developed forests in about 68 hectares. Cautioning about global warming, he inspired all to commit themselves for plantation of more and more saplings and develop them. The programme concluded with the vote of thanks by Mr. R.C. Purohit.

## Fire Service Week - Jhajjar

The Fire Service Week (FSW) is observed nation-wide under the guidance of the Fire Advisor, Ministry of Home Affairs, and Govt. of India during April 14-20.

With the objective of improvement of the On-site Emergency Plan and fire prevention/control and creating awareness among employees at the plant, Safety Department, Jharli organized the Fire Service Week from 14th April to 20th April.

During the Safety Week several programs and activities were conducted at the Plant. These included awareness programs, fire safety and fire fighting demonstrations. Mr. Manoj Kumar Srivastava - Safety Officer, Jharli was the overall coordinator of the Fire Service Week program. All staff members and workers actively participated in the program.



Mr. Vikas from SLV Securities Pvt. Ltd., Gurgaon conducting the training program

## J.K. Cement Works, Fujairah participates in the 4th Fujairah International Forum For Industrial Rock & Mining Expo

The 4th Fujairah International Forum For Industrial Rock & Mining Expo UAE was organized by Fujairah Natural Resources Corporation and inaugurated by H.H. (Dr.) Sheikh Rashid Al Sharqi. 32 companies across 26 countries participated in the expo including Lafarge Cement, Sharjah Cement, Fujairah Cement Industries, Saif Bin Darvesh, Oryx Industries, Fujairah Rockwool Factories etc. Mr. Abeed Hussain - Dy. Manager (Mining) and Mr. Shahid Khan - Sr. Officer (Civil) represented J.K. Cement Works, Fujairah (FZC) at the expo.



Mr. Abeed Hussain (left) and Mr. Shahid Khan briefing HH (Dr.) Sheikh Rashid Al Sharqi

## Successful completion of Project Swachha - Jhajjar

Project Swachha - the unique initiative of the Jharli team launched on 4th January to make the Plant clean and green successfully concluded on 29th February. The Eight week mission has been a success.

The Project was divided into four teams namely, Tippler Monsters led by Mr. D. K. Sharma, Grinding Black Wolves led by Mr. Roopendra Singh, Packing Red Hawks led by Mr. Amit Singh and

Office Ravens led by Mr. U. K. Paul. All the teams participated actively and the competition was close. Tippler Monsters emerged as the winners while Grinding Black Wolves and Packing Red Hawks occupied the first runner-up and second runner-up position respectively. Trophies were given away to the respective teams by Mr. Rajnish Kapur - Business Head and Mr. Harish Agarwal - Unit Head. Project Swachha has truly lived up to its mission.



Mr. Rajnish Kapur - Business Head felicitating the winner of Project Swachha



The first runner-up of Project Swachha being felicitated



The second runner-up of Project Swachha being felicitated

## BANKERS MEET

A meeting of Term and Working Capital Lenders was held on 8th March at Hotel Crowne Plaza, New Delhi. Bankers reviewed the performance of the Company for the quarter and nine months ending December 2015. The meeting was attended by Bank officials and the Company Officials.

Subsequently, another meeting was organised to execute the Loan documents for Muddapur Unit under SBI Consortium. Signed documents were also exchanged between SBI and J.K. Cement Ltd.



Signed documents being exchanged between SBI and J.K. Cement for Muddapur



Bank officials and the Company Officials at the meet



# ANNUAL REVIEW MEET - 2016

## WHITE CEMENT



J.K. Cement Ltd has been a meeting ground of achievers, always ready to conquer new challenges. As another eventful year came to a close, the J.K. Cement family got together once again to introspect and renew their vows for achieving even higher goals in the coming year.

The Annual Marketing Review Meeting for the year 2016 held in April was a time to reflect on the year gone by and gear up for new challenges and opportunities. As the torch-bearers of the brand J.K. Cement, got together as a team to brainstorm, new targets and strategies were laid

down to ensure that the Company continues in its path of growth even in the coming year.

The White Cement Marketing Team had a great time at Smash Cyber Hub, Gurgaon with some fun activities like bowling and cricket. These activities allowed for great opportunities for the members to bond. The winning teams were felicitated with awards.

The Team Building sessions for the Grey Cement Marketing Team included several unique and interesting activities like Walking Scooter, Net Crawl, Master Web



## GREY CEMENT - NORTH



and Domino Challenge designed on the theme of Change Management. These activities emphasized on coordination, focus, planning and successful execution and were aimed at incorporating in the members, the sense of camaraderie and team spirit.

The participants, who had been divided into teams

displayed boundless energy as they enthusiastically participated in each task.

The Team Building activities brought out the best in the team members. With Annual Review Meet 2016, the J.K. Cement family cemented inter-personal bonds and emerged as a stronger team with renewed determination.

## GREY CEMENT - SOUTH





## PEOPLE POWER TRAINING PROGRAMMES

### RTC Activities - FEBRUARY

#### 1) Training program for Workmen Inspectors: 8<sup>th</sup> – 20<sup>th</sup>

The programme was organized at RTC in association with Mr. B.P. Ahuja - Dy. Director, Directorate General of Mines Safety, North West Zone, Udaipur. The program was designed and developed by a panel of expert faculty of RTC as per the guidelines and recommendations of DGMS. Mr. R.C. Purohit - AVP (Mines), who chaired the inaugural session, elaborated on aims and objectives of the program and importance of Workmen Inspectors in mining sector. Mr. M.K. Bokadia - Head (Mines), Wonder Cement was the Chief Guest for the program. In his address, he emphasized on mines safety and challenges faced. A group of thirteen participants from Ambuja Cement Ltd., Darlaghat (HP) ; Ambuja Cement Ltd., Bhatapara (CG) ; Ambuja Cement Ltd., Kodinar (Gujrat) ; Binani Cement Ltd., Pindwara (Raj.) ; Vedanta Group – Rajpura Dariba Mines, Rajsamand ; R K Marbles Ltd., Morwad and J.K. Cement Works, Muddapur (KN) and Nimbahera attended the program. Best mining practices were included in the program. The Valedictory session was chaired by Mr. S.K. Rathore - Unit Head.

#### 2. Maintenance of bearing & reliability : 8<sup>th</sup> – 9<sup>th</sup>

The programme organized for Engineers/Supervisors was attended by ten participants from Vikram Cement, and J.K. Cement Works, Nimbahera and Mangrol. OEMS Experts Mr. Chetan Singh Tomar and Mr. Anudeep Mehta from SKF India Ltd. and Mr. Arvind Soni from Vikram Cement conducted the program.



Mr. R.C. Purohit - A.V.P. (Mines) addressing the inaugural session of training for Workmen Inspectors

#### 3. Root cause analysis for breakdown in Cement Industry (GM 07): 10<sup>th</sup> – 11<sup>th</sup>

Mr. Suneel Rahator, Director – Breakthrough Consultants, Mumbai conducted the program for Frontline / Middle Management executives. Thirteen participants from J.K. Cement Works, Nimbahera and Mangrol attended the program.

#### 4. Finance for Non-Finance executives: 11<sup>th</sup> – 12<sup>th</sup>

Eighteen senior/middle management personnel from J.K. Cement Works, Nimbahera and Mangrol attended the programme conducted by Mr. Peeyush Chitlingia - Director, Finshiksha, Bangalore. During the program, the discussions were mainly held on -

- Interpreting financial reports and making decisions based on



Dignitaries, faculty and participants of training programme for Workmen Inspectors

available data

- Manage inventory and receivables
- Create an accurate budget
- Cost of a product or service
- Analyze customers
- Understand your income taxes
- Communicate your contribution to the bottom line.

#### 5. Quality control physical testing of cement: 17<sup>th</sup> – 19<sup>th</sup>

Nine Testers/Gaugers from Aditya Cement, J.K. White Cement Works, Gotan, Birla Cement Works, and J.K. Cement Works, Nimbahera/ Mangrol attended the need based program conducted by RTC faculty.

#### 6. An Orientation to cement manufacturing process : 18<sup>th</sup> – 21<sup>st</sup>

The program was organized for marketing professionals of J.K. Cement by Mr. N.K.Dewat, Mr. D.K.Dhakar, Mr. S.S. Bakshi, Mr. R C Vyas, Mr. N.S.Anjana and Mr. Ratan Singh Rathore of J.K. Cement. Thirteen participants attended the programme.

#### 7. Specialized Training Programme on Variable speed AC Drives at Nirma Cement: 19<sup>th</sup> – 20<sup>th</sup>

Mr. Mahendra Singh - Dy G M – Elect and Mr. Sahdev S Charan, Manager – Instt , J.K. Cement Works, Nimbahera conducted the program. A group of forty three participants from Nirma Cement, Jaitaran attended the program. Mr. Atul Shrivastava - DGM-Elect., Nirma Cement chaired the inaugural session. During the programme, the following topics were covered :

- VFD and fault diagnosis techniques
- Better operations of VFD
- Trouble shooting
- Selection of switchgears and motors
- Fault findings in VFD
- Better understanding about motors & protection systems
- Reduce plant breakdowns
- Drives, firing and motor behaviour
- Rectifier and Inverter part of VFD
- LRS in main drive
- Switching can convert DC into AC Inverter
- Basics of AC Drives and Motors

Chairing the Valedictory session, Mr. G.K. Chouhan - Unit Head, Nirma Cement focused on maintenance of plant machinery, smooth operations, as a prime concern and motivated the participants to add value to their work by implementing and sharing their knowledge learnt from the program.



Mr. S.K. Rathore - Unit Head presenting certificate to a participant

**8. Operation & Maintenance of HT Motors: 22<sup>nd</sup> – 23<sup>rd</sup>**

The programme organized by Mr. H. A. Ghanekar, Ex-Director – BHEL, Bhopal and Mr. Tapan Chunder, HPE Consultants, Bhopal was attended by nine Engineers/ Supervisors from Birla Cement Works ; Vikram Cement ; J.K. White Cement Works and J.K. Cement Works, Nimbahera and Mangrol.

**RTC Activities - MARCH**

S.No.	Program Title	Target Group	Program Type	Dates	Faculty
1	NavChetna - An Employee Development Program	Supervisors/ Workers	Management	11-12	Dr. SK Jain, BCW, Dr. Sadhana Mandloi, Vision School of Mgt.
2	Heat & Mass Balance	Engineers/ Supervisors	Process	8-9	Mr. Aasheesh Gupta & Mr. Rajesh Mathur
3	Electrical Relay Management at Nirma Cement	Engineers/ Supervisors	Electrical	18-19	Mr. MC Upadhyaya, BCW; Mr. Mahendra Singh, & Mr. RS Tanwar
4	Operation & Maintenance of Gearboxes	Technicians	Mechanical	1-24	Mr. H.V. Parashar, Mr. S. Nagda, Mr. Pranshu Sharma
5	Finance or Non- Finance Executives	Sr Line/Middle Management	Management	14-15	Dr. K.M. Nayak - The Change Mgt, Vapi
6	ISO 9001 Awareness Training Program	Teachers	Technical	12	Mr. S. Bapat - LRQA



Participants of Nav Chetna - An Employee Development Program



Participants of the program 'Finance for Non-Finance Executives'

**Employee Suggestion Scheme – Fujairah**

The HR Department launched the Employee Suggestion Scheme in J.K. Cement Works, Fujairah on 10th March. A presentation in this regard was given by Mr. Rajesh Khanna and Mr. M.A Faisal. Suggestions can be submitted by the employees online and also via suggestion boxes.

Suggestion boxes have been placed in different areas for the convenience of staff to share their suggestions and opinions with the suggestion committee. The employees are geared up for the scheme and looking forward to the implementation.



Mr. MA Faisal giving presentation on suggestion scheme to the employees



Mr. Rajesh Khanna briefing employees regarding suggestion scheme

## We heartily welcome them to the J.K. Cement family and look forward to a fulfilling and mutually rewarding association

**New Joinees**  
Mar. - Apr. 2016



**Mr. Sudhir Kanoongo**  
Sr. Manager - Secondary Logistics  
Jaipur



**Mr. Palak Ketan Vasavada**  
Marketing Manager, Grey Cement  
Surat



**Mr. Balendu Gaur**  
Sr. Manager - Quality Control  
Jharli



**Mr. Durgamadhav Mohanty**  
General Manager (IT),  
New Delhi



**Mr. Lokeshwar Verma**  
GM - Marketing, Grey Cement  
Ahmedabad

\* Manager level & above only.

## Trainees felicitated for their exemplary performance - JK Centre for Technician Training, Kanpur

On the occasion of 67th Republic Day, JK Centre for Technician Training organized a program for felicitating the Trainees for excellent performance in different categories earned during the course of the training.

The Program was chaired by Guests from the Industry in Kanpur, Mr. Sunil

Vaish (Vice President, IIA), Mr. Naveen Khanna (Divisional Chairman, IIA) & Mr. Tarun Khetrpal (Former President, IIA), Mr. G.R. Ambwani (PCRA Lectures & Consultant to the Industry) Mr. Lalit Khanna - Head of Operations, JKCTT & Mr. Md. Umar – Superintendent, JKCTT Pvt (ITI).

The guests distributed the certificates and gifts to 20 trainees for their exemplary performance in quiz competition, sports activities, projects completed, attendance & in academics for the course - Electrician, Fitter & Welder Trades.



# innovative branding at लद्दाख रथोद्योतुड लद्दाख

॥ पुज्जोत ॥



Religious melas are the largest gatherings where millions of people congregate to have a glimpse of and seek blessings of the God they worship. The Branding Team came up with some innovative and out of the box ideas for creating brand presence at the Khatu Shyam Mela (Also known as Phalgun Mela) and the Ujjain Kumbh Mela.

When people come to such enormous religious events, they want to take away memories and in today's world, possibly even a selfie. With millions of people trying to catch a glimpse of Mahakaleshwar in Ujjain, it is practically impossible to get a chance for darshan due to the long queues and throngs of people. The Branding Team made a humble effort by creating a replica of the Mahakaleshwar Temple on the Ramghat (the holy place for a dip). The temple replica attracted people due to the catchy and creative caption 'Ek Selfie Prabhu ke saath' which means 'a selfie with the Almighty'. Approx. two million people benefited by this unique idea and got the chance to feel closer to God. At Khatu Shyam Mela, the team not only created a selfie corner but also installed a 'Jal Seva Kendra' for the devotees.

The devotees left with memories of their experience and conveyed their heartfelt gratitude and best wishes to the brand.



॥ क्खतु इन्धुयल ॥



## JK Centre for Technician Training, Kanpur becomes the training partner for Construction Skill Development Council of India

JK Centre for Technician Training, Kanpur added one more feather in its cap by becoming the training partner of Construction Skill Development Council of India (CSDCI) which is a Sector Skill Council (SSC) of NSDC (National Skill Development Corporation).

Thus, the Institute will now work as a training partner for Pradhan Mantri Kaushal Vikas Yojna (PMKVY) for imparting training to the youth & assisting in placement of Electrician Courses as well. The Institute is already working for PMKVY in Fitter-Fabrication and Welder courses with Capital Goods Skill Council (CGSC).



## Corporate Social Responsibility Laying the foundations of a better world



### Earth Day - Jhajjar

Earth Day is celebrated worldwide on April 22. It was first celebrated in 1970, and is now coordinated globally by the Earth Day Network and celebrated in more than 193 countries every year.

We at J.K. Cement Works, Jharli care about the environment.

The team at Jharli celebrated Earth Day by planting trees at different locations in the plant premises. On this occasion,



Mr. Surjit Rana - Head (Logistics), Jharli with the staff on the occasion of Earth Day

many staff members shared their views on Going Green. The staff took oath of planting as many trees as possible and to contribute towards reducing the wastage of plant bi-products.



Team Jharli on the occasion of World Earth Day

## Health Check- Up Camp - Kanpur

Considering the wellness of staff and their family members, a medical camp was organised in the JK Staff Colony, Kamla Nagar premises on 12th March.

The camp was organized with a view to target preventive and diagnostic approach in three main areas - General Health, Gynaecology and Optometry.

The health check- up camp was free of cost for all. However, an additional facility of concessional pathological tests by DiagnoLabs was available to the employees and their family members for various tests including CBC, S Lipid profile, Blood Sugar (F), BUN, S. T3, S. T4, S. TSH, S. Creatinine, Uric Acid, Calcium, LFT and ECG. Many experts were available for free check up of the visitors, including:

- Optometry check-up by eminent Optometrist
- Free Gynaecological check-up by gynaecologist for females
- General Check-up

The objective with which the camp was organised was fulfilled. This camp was organized in association with Sharma Nursing Home. Efforts of volunteers like Mr. Brijesh Singh, Mr. Amish Agnihotri and Mr. Om Prakash was commendable. Capt. (Retd.) K.K. Singh, Mr. Mukesh Shukla were also present on the occasion. The camp was successfully conducted under the guidance of Mr. R.P. Tomar - Kamla Nagar Colony Incharge and was very well organized by Dr. Prashant Singh - Company Medical Officer.

The medical team wishes to conduct more such camps to help serve the community in a better and healthier manner. This endeavour of Sharma Nursing Home Team, Team of DiagnoLabs, Medical Team of JK Cement Ltd. was well received and appreciated both by the patients and the Management.



## Free Medical Check-Up Camp - Nimbahera

J.K. Cement Works, Nimbahera organized a medical check-up camp at Atal Sewa Kendra, Gram Panchayat Karunda in association with Chitranshan Mobile Unit of R.N.T. Medical College, Udaipur on March 18. At the camp, Dr. Anurag Talesara - Orthopaedic Surgeon, Dr. Bhanu Pratap - E.N.T. Specialist and Dr. Saroj Pareek - Gynaecologist carried out medical examination of around 211 patients (40 general, 40 orthopedic, 96 gynecology and 35 E.N.T). The patients were given medical consultation and free of cost

medicines. Free E.C.G. and blood sugar tests of patients were also done during the camp. Mr. Amba Lal - R.N.T. Medical College, Dr. S.K. Choudhary and his team of nursing staff extended necessary assistance to the Doctors.



Blood sugar testing



Disbursement of free medicines at the camp

## Surbhi Training Centre - Nimbahera

J.K. Cement Works, Nimbahera, in a function organized at Village Mangrol on February 23, inaugurated sanitary napkin manufacturing machine and exhibition of products manufactured by Surbhi Training Centre under 'Surbhi Female self-reliance and Self-Help Group Activities'. Mr. Ved Prakash - District Collector graced the occasion as the Chief Guest, while Mr. S.C. Kripalani –MLA, Mr. Hemendra Nagar - SDM, Nimbahera, Mr. Ashok Jat - Dy. Pradhan, Pandhayat Samiti, Nimbahera and Mr.S.K. Rathore - Unit Head were the Guests of Honour.

The motto of the project is to make available safe and hygienic napkins to women and also to make them economically self-reliant.

The Project Coordinator Ms. Shweta Rathore, presented a group dance highlighting female self-reliance through this project. Speaking on the occasion, Mr. Yogesh Gupta of Jagriti Sewa Sansthan said that in the next five years the project will be expanded to all the 35 Panchayats of Nimbahera.

Project Sparsh is a unique initiative of its kind in the State. Mr. Rathore expressed hope that Surbhi Self-Help Group will continue to conduct such programmes in the future as well.

The programme ended with a vote of thanks by Mr. R.B.M. Tripathi – A.V.P. (O & M, Mangrol)



Mrs. Neelam Rathore - President (Surbhi Club) lighting the ceremonial lamp



Trainees of Surbhi Ladies Self Help Group with products manufactured by them



A trainee being presented a beauty kit

## Veterinary Medical Check-up Camp - Mangrol

J.K. Cement Works, Nimbahera in association with doctors of JK Trust Rural Development Scheme and livestock taming farmers, organized a medical check-up camp on 4th March at Sub Health Centre, Mangrol under its livestock protection campaign. In the camp, around 79 cattle owners got their tamed animals medically checked and were provided necessary medicines free of cost.

Regional Project Officer, Dr. Vijay Kumar Pareek, Dr. AlokMankar - Asstt. Project Manager, Mr. Suraj Mal Teli - District Inspecting Officer, Mr. Omendra Singh Solanki - Rural Development Officer and Mangrol Center In-charge Mr. Raj Mal Prajapat extended their valuable services during the camp. Social activists in Mangrol village and a large number of villagers, who were present during the camp appreciated the efforts of the Company in organizing such a camp.





## Corporate Social Responsibility

### Oral Cancer Awareness Camp - Gotan

J.K. White Cement Works, Gotan is recognized for its unparalleled efforts towards employee care and Corporate Social Responsibility. The plant organized an Oral Cancer Awareness Camp on 20th and 21st February, conducted by a team of doctors from Bhagwan Mahaveer Cancer Hospital, Jaipur.

The employees at the plant and LKSEC students attended the camp that was inaugurated by Mr. C.P. Jhagdawat – V.P. (Commercial and Administration). Mr. Jhagdawat, while addressing the audience expressed gratitude to the team of doctors for extending their support for the cause. A team of Oncologists consisting of Dr. Priyanka, Dr. Sajal Goyal and Dr. Harish from Bhagwan Mahaveer Cancer Hospital conducted the medical examinations.

It was an informative session which also included an audio-visual presentation on Cancer Awareness. Dr. A.K. Saxena, Dr. Ankur Arora and Dr. Umesh Sharma along with the plant dispensary team assisted the visiting team during the camp.



Dr. Sajal Goyal, Mahaveer Cancer Hospital during the awareness session



Dr. A.K. Saxena addressing the gathering



Medical examination at the camp

### Medical Health Check-Up - Fujairah

J.K. Cement Works, Fujairah organised a medical health check-up camp for all the employees in collaboration with Thumbay Clinic, Ras Al Khaima, UAE. Thumbay Clinic has various branches in Dubai, Sharjah, Ajman, Umm Al Quwain and Ras Al Khaima. The team including the manager, doctor, nurses and chemist conducted the camp. The camp was a good opportunity for all the employees to understand their current health condition and brought awareness about their fitness levels. All the employees were given their medical reports and they found the camp useful.



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