

JKspotlight



May-June 2014 Volume : 1
Issue : 15

Resolute Foundations to rapid network expansion

- First dispatch from J.K. Cement Works, Jharli



HIGHLIGHTS

First Dispatch from
J.K. Cement Works, Jharli



Environment Day
Celebrations





New Kiln at J.K. Cement Works, Mangrol

A new kiln was inaugurated at J.K. Cement Works, Mangrol. A pooja was performed by Mr. D Ravisankar - President (Projects, Nimbahera) at Kiln burner platform on 26th May before lighting up the Kiln. On this occasion, Mr. M.L. Goyal - Sr. V.P (Comm., Nimbahera), Mr. N.K. Misra - Sr. V.P. (Projects, Nimbahera) and officials from various department were also present. After the pooja, the kiln was fired and heated up for 72 hrs and then the clinker was produced on 29th May. This is an achievement in the history of the Company that the clinker was produced in the 19th month from the date of 1st concrete. The focus is now on cement production by June end or early July.



Mr. D. Ravisankar - President (Projects) performing the pooja along with other executives



Mr. D. Ravisankar lighting up the kiln

Bankers Joint Inspection of J.K. Cement Works - Nimbahera and Mangrol

Joint Inspection of J.K. Cement Works, Nimbahera and Mangrol was conducted by executives from the lenders of J.K. Cement Ltd., Allahabad Bank, Andhra Bank, Indian Overseas Bank, United Bank of India along with company officials on 24th May.



Visit to Radhakrishna Temple, Nimbahera



Inspection of Mangrol Plant



Inspection of Nimbahera Plant

FROM THE **editor's** desk**Dear colleagues and friends,**

First and foremost, let me congratulate each and every one of us for yet another inspired milestone on the roadmap of cementing our position in the Industry. I am sure that the first split grinding unit - J. K. Cement Works, Jharli will boost our retail volumes and enable us to achieve even better brand visibility.

The focus in this issue of Spotlight is on our newest split grinding unit at Jharli, Dist., Jhajjar, Haryana that will cater to major markets like Delhi, Haryana & Punjab. I am sure that this new unit will boost our output, helping us to cater to different markets and increase our visibility in the Industry.

The 79th Birthday of our Chairman - Dr. Gaur Hari Singhania was celebrated in a modest and simple event at Kamla Tower. He shall continue to be a vast source of inspiration to the J.K. Cement family.

Another important focus in this issue is the World Environment Day celebrations that took place across all our centres. As dedicated corporate citizens committed towards nourishing and nurturing the environment, we renewed our commitment towards conservation and improving the environment.

Our spotlight for this issue is on Mr. C.P. Jhagdawat - V.P. (Commercial and Admin, Gotan) and Mr. Mukesh Gupta, owner of M/s Mamodia Marketing, Delhi. Both these gentlemen have been vital contributors towards the Company's success story.

Spotlight has emerged as a stimulating platform for your creative expression. The response we have received from you has only grown and I would like to thank you for your enthusiastic participation and look forward to your valuable feedback.

Best regards,

Raghavpat Singhania
Special Executive
J.K. Cement Ltd.

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Celebrations

Annual Function of Shri Radhakrishna Temple - Nimbahera

The Nimbahera family celebrated 24th Annual function of Shri Radhakrishna Temple, situated in its premises on 4th May with traditional gaiety and enthusiasm. On this occasion, the temple, temple premises and idols were beautifully decorated.

In the morning, Mr. M.L. Goyal - Sr. V.P. (Comml., Nimbahera) & Smt. Renu Goyal, performed a special worship of Lord Radhakrishna, Lord Yadureshwara Mahadev and Lord Hanuman. Mr. K.K. Jalori - Unit Head, other company executives, their family members and a large number of devotees were also present.

In the evening, the idols of Lord Radhakrishna were taken out for a 'Shobha Yatra' in a nicely decorated chariot. Large number of devotees from Nimbahera and nearby places, students of Kailash Vidya Vihar and horse and camel riders participated in the *Shobha Yatra*, amidst *bhajans* and religious songs played by the brass band party.

Two exhibitions "*Shri Krishna Ki Baal Leela*" and "*Shri Krishna dwara Nand Baba ki Raksha*" were attractions of the Shobha Yatra. For convenience of the devotees facilities of cold drinks and drinking water was arranged along the way by J.K. Cement Shramik Sangh, J.K. Officers' Club, Staff Club and devotees. Colony residents received the Shobha Yatra with devotion and faith and paid their respects. On returning to the Temple, Mr. Jalori along with a large number of devotees worshipped the idols followed by *prasad* distribution.

A Bhajan Sandhya was performed till midnight by "Shankar Lakkha & Party" in the temple premises. The entire function was screened by local T.V. "NBH Channel" and "Nakoda Cables". Shri Radha Krishna Sewa Sammittee expressed its gratitude towards all for making the programme a success.



Exhibition on Shri Krishna ki Baal Leela



Mr. K.K. Jalori - Unit Head, Mr. M.L. Goyal with other devotees bringing the Idols



Mr. M.L. Goyal - Sr. V.P. (Comml.) and Mrs. Renu Goyal performing pooja

Birthday Celebrations

of Respected Chairman - Dr. Gaur Hari Singhania at Kanpur

Seldom are people, with a legacy, as profound as Dr. Gaur Hari Singhania - Chairman, J.K. Cement Ltd. Born on 12th June, 1935, he is one of those who will be eternally known as one of the founders of modern India. He has made remarkable contributions in the field of health, education and social service, not only in Kanpur, but to other parts of the nation as well. He is a great visionary, businessman and a skilled entrepreneur.

The 79th Anniversary of Dr. Singhania was celebrated in a modest



Dr. Gaur Hari Singhania - Chairman with the staff at Kamla Tower

and simple event at Kamla Tower. Mr. Yadupati Singhania - MD & CEO graced the occasion and presented a bouquet to him. The celebrations began with cake cutting followed by wishes and greetings from all Executives and HODs. On this day all employees wished him a long and healthy life ahead.

Prominent citizens of Kanpur from various walks of life, such as sports, culture, social service, education conveyed their best wishes for his long life. The legend would inspire generations of entrepreneurs in India in the years to come.

Mr. Yadupati Singhania - MD & CEO presenting a bouquet to Dr. Gaur Hari Singhania



Stockist Meet - White Cement (East Zone)



Mr. V. P. Singh - Advisor felicitating Mr. Mukesh Todi of M/s New Jaipur Marble House for highest sales in Wall Putty



Mr. Jugal Changotia of M/s Inter Dominion Sales Agency being awarded for highest sales in White Cement for West Bengal



White Cement Marketing Executives and other staff members at the meet organised from 3rd-5th June



Mr. Arun Kapoor of M/s Green Agency being awarded for highest sales in White Cement for Bihar

EVENTS

MURTI STHAPNA FUNCTION -
DHANAPPA, GOTAN

J.K. White Cement Works, Gotan renovated the old Hanuman Temple at Dhanappa village, in 2006, in the vicinity of our Limestone mines, approx. 15 kms from Gotan Plant. To commemorate the auspicious day, the company celebrates *Murti Sthapna* function on 24-25th June.

As a tradition, *Satsang* and *Ratri Jagran* were organised in the Temple premises including *Havan Pooja* and *Maha Prasad (Jangar)* for the devotees who visited the temple.

Sunderkand Path: a chapter in the '*Ram-Charit-Maanasa*': the

life story of Lord Rama was conducted by a team of pundits from Merta city. The next morning, Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - V.P. (LKSEC) performed the *Havan Pooja*, with the guidance and blessings of Pandit Shri Rakeshji Maharaj from Merta city and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyamdas Temple. During *Mahaprasad*, Head of Departments along with other employees as well as villagers rendered their services for arrangements. About 7000 villagers from Gotan and nearby villages participated in the function.



Mr. B.K. Arora - President (Works) & Mrs. Sushma Arora - V.P. (LKSEC) performing the pooja

Photo Contest organised by
Wacker Chemie - Gotan

One of our major chemical suppliers for Wall Putty, M/s Wacker Chemie AG, Germany, recently celebrated 75 years of their product '*VINNAPAS®* Dispersions'. Wacker Chemie AG is a German multinational chemical company

having presence across the globe and is one of the top five construction chemical companies of the world.

To commemorate the occasion, Wacker Chemie organized a worldwide photo competition for their customers. The participants were required to take pictures of the miniature container provided by Wacker Chemie, against an interesting background or as part of a landscape. These photos were to be uploaded on the Wacker Chemie website to publish it in the competition's picture gallery. Out of the 31 entries worldwide, top ten images were selected based on online voting. Three winners were chosen by lucky draw from the top ten entries.

Mr. Bharat Doshi - Officer (Commercial, Gotan) participated in this competition and won the second prize viz. Apple I-pad mini. The prize was presented to Mr. Bharat Doshi by Mr. B.K. Arora - President (Works) and Mr. Abhinav Mathur - Sr. Business Manager (Wacker Chemie India). Mr. Anil Badgotri - A.V.P. (Commercial, Gotan) was also present on the occasion.





WINNING ENTRY

CONSOLIDATION IN CEMENT INDUSTRY - THREAT OR OPPORTUNITY

The Indian cement industry has been undergoing consolidation phase since the last decade. The last decade has seen many mergers and acquisitions like Holcim acquiring stakes in Ambuja Cement and ACC in 2007. The French major Lafarge also joined the consolidation spree by acquisition of Tata Steel Cement Plant in 1999 followed by the takeover of Raymond Cement Plant in 2001 and then acquisition of L&T concrete business in 2008. One of the reasons behind the ongoing consolidation scenario is overproduction. The cement sector grew at a rate of about 10% annually during 2011-2012 to 2013-2014. The total capacity nationally was to add up to 450 MTPA, in the hope of demand from infrastructure sector, the production was increased but anticipated demand did not materialize. This resulted in sharp decrease in the prices, making survival of small companies very bleak. As Greenfield projects are becoming difficult to set up because of land acquisition, mineral lease, environmental and operational problems, estimated cost comes around \$150/ton which is very high and return period of capital invested comes

after approximate 3 years. That is why big players are acquiring existing plants to reduce the costs. To access limestone reserves, mining rights, railway siding takes about 5-6 years, but small existing companies allow rapid access to these facilities.

Consolidation will result in increased competition as mergers and acquisitions increase production capacity, which in turn reduces production cost. When a company takes over another, it takes over its geographical reach and increases its market shares increasing revenues in a short time simultaneously reducing transportation charges.

The mergers and acquisition positively impact operational efficiencies, higher competitiveness, better research and development leading to better quality product which in turn ultimately helps health and safety. Consolidation is expected to augment the growth of cement sector and boost the Indian economy.



Mr. Aakash Ranjan
Civil - Project, Mangrol

Winning Entries

1st Runner Up

**Consolidation in the Cement Industry:
Threat or Opportunity**
Mr. Vinai K Gupta - Sr. Officer (IT, Kanpur)

2nd Runner Up

**Consolidation in the Cement Industry:
Threat or Opportunity**
Mr. Pankaj Motwani - Engineer (Electrical Dept.)

Participating Entries

Consolidation in the Cement Industry: Threat or Opportunity

1. Mr. Mohsin Khan - Engineer (Instrumentation, Jhajjar)
2. Mr. Mrityunjay Kumar - Civil Engg Dept. (Muddapur)
3. Mr. C.S. Dashora - Dy. Manager (HR, Nimbahera)

Expectations from the new Central Government

1. Mr. Juned Khan - Sr. Officer (HR, Nimbahera)
2. Mr. Robin Gupta - Sr. Engineer (Mechanical, Muddapur)
3. Mr. Mrityunjay Kumar - Civil Engg Dept. (Muddapur)
4. Mr. C.S. Dashora - Dy. Manager (HR, Nimbahera)

**The topics for September '14 issue are:
(Max 300 words)**

1. Educate a Girl, Educate a Nation
2. Importance of Delegation at the workplace

Last date for submission of entries is
1st September, 2014

Please send your entries to
nitish.chopra@jkcement.com
shivapriya.iyer@jkcement.com

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

Commissioning of J.K. Cement Works, Jharli

First Dispatch from the plant



Special Executives - Mr. Raghavpat Singhania & Mr. Madhavkrishna Singhania along with Mr. Harish Agarwal and other staff members during inauguration of Cement Grinding Section

In its pursuit of excellence, the Company has embarked on new and exciting beginnings. MD & CEO - Mr. Yadupati Singhania's vision and determination has put J.K. Cement Ltd. on a roadmap of capacity creation and expansion with the aim to further strengthening its position in the Industry and cementing its relationships with the channel partners and customers.

J.K. Cement Ltd. has a strong national market presence. Haryana is a key market and with the setting up of J.K. Cement Works, Jharli, Mr. Singhania's long nurtured dream has come to fruition.



Mr. Madhavkrishna Singhania - Special Executive during the bhoomi puja

1st Commercial Dispatch of Cement - 4th June 2014

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1st Dispatch of Cement to Jharli temple - 31st May, 2014

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8 Inauguration of Cement Grinding Section - 12th May 2014

9 Load trial of Cement Mill circuit - 26th May 2014

6 33 KV Power line charged - 14th April 2014

7 No Load Trial of Mill Circuit - 5th May 2014

4 Erection work started by M/s. Ayoki - 25th June 2013

3 Fabrication work started by M/s. Ayoki - 18th April 2013

5 Electrical & Instrumentation work started by M/s. Maharaja - 17th September 2013

2 First Concreting done - 14th January 2013

1 Bhoomi Puja - 23rd November 2012

COVER STORY

The Company has put up a split grinding unit of 1.5 mtpa at Jharli, Dist., Jhajjar, Haryana with an investment of Rs 400 Crore. Modern machinery is being sourced from renowned cement machinery manufacturer M/s Thyssen Krupp. The plant is sourcing its raw material from both internal and external sources such as fly ash from NTPC power plant and clinker for grinding from Nimbahera and Mangrol. This site is very well connected by rail & road and the necessary infrastructure is available for operation of this plant.

The journey has not been easy. The foundation stone was laid by Mr. Madhavkrishna Singhania - Special Executive in November 2012 with the blessings of Mr. Yadupati Singhania. Obtaining clearances from various Govt. departments was a herculean task for the team headed by Mr. Harish Agarwal - Unit Head. Reminiscing about the journey, Mr. Agarwal says, "With great persuasion and team effort we could obtain all the Govt. requirements effectively. Clearance for power from electricity board and laying of about 9 km power line passing through villages was the most difficult task for us. Loose soil condition & high ground water level troubled us in excavation of various foundations. Working during extreme weather conditions was also a challenge."

Mr. R.C. Shukla - President (Marketing, Grey Cement North) states, "This unit will substantially decrease response time and help us better serve the customers in the prime market belt of Haryana, which would also help build the confidence of the distributors in the zone."

Under the inspired guidance of Mr. Madhavkrishna Singhania, Mr. D. Ravisankar - President (Projects), Mr. K.K. Jalori - Unit Head (J.K. Cement Works, Nimbahera) and with the support received from Nimbahera's Project Engineering Team, the project implementation team successfully established the split grinding unit. This was achieved within the stipulated time against all odds. On 31st May, Mr. Harish Agarwal flagged off the first truck of cement. The project was completed maintaining zero accidents, zero theft, zero Industrial Relations issue and minimum dispute with local villages. Also, around 2000 plants were planted and a green belt was created all along the factory boundary wall.

Catering to major markets like Delhi, Haryana & Punjab will be more effectively and logistically viable from this grinding unit. Mr. Arun Khurana - Head (Logistics) remarks "With the first split grinding unit, the Company is now equipped to match steps with competitors in service and provide a differentiated experience to the network. This would give boost to our retail volumes and help us achieve the aspired positioning for our brand"

Mr. Madhavkrishna Singhania says "The Company is now geared up to cater to different markets with the commissioning of J.K. Cement Works, Jhajjar and tread a new growth trajectory".

With such expansion plans, the Company is poised to scale new heights of excellence in product, customer orientation and technology leadership.



Mr. Harish Agarwal flagging the 1st Cement Truck Dispatch from J.K. Cement Works, Jharli on 31st May 2014



Mr. A. K. Saraogi - CFO & President (CA) during a plantation drive





PEOPLE POWER TRAINING PROGRAMMES

RTC Activities : MAY & JUNE

1. 'Leadership Development Program for Young Managers' : May 02 -03

Twenty two Executives from J.K. Cement Works, Nimbahera and Mangrol attended the program. In the inaugural session, Dr. R.P. Singh - A.V.P. (HR & RTC, Nimbahera) and Mr. Michael Ekoh - Corporate HR (Delhi) were present and discussed the program outlines and expectations of participants from the training program.

Accelerated Management Programme presents the participants with learning experience which helps them:

- Understand their role as a leader
- Enhance their ability to Coach
- Develop Supervisory Skills
- Enhance their team management skills
- Problem solving and decision making
- Planning and delegation
- Develop an Organizational Focus
- Leadership development



Participants from the training program

2. 'Operation & Maintenance of Gearboxes & Alignment' : May 07 -09

Organized for Supervisors/Technicians, this program was attended by eleven Participants from Aditya Cement, Birla Cement, J.K. White Cement, J.K. Cement Works, Nimbahera and Mangrol. A team of RTC faculty conducted the program. The important implementable points discussed were:

- Gearbox alignments
- Gearbox assembling and dismantling
- Vibrations in machines
- Alignments methods
- Gearbox inspection methods

3. 'Effective Communication & Presentation Skills' : May 14 -15

Seventeen participants of Frontline/Middle Management from J.K. Cement Works, Nimbahera and Mangrol



Program on Frontline Mining Supervisors in progress

attended the program conducted by Mr. C Sumant - Head, I Growth, Indore.

4. 'Frontline Mining Supervisors' : May 20 -23

Twenty Participants in the category of Engineers/ Supervisors from Binani Cement, Trinetra Cement Ltd., Gujarat Sidhee Cement, Saurashtra Cement, J K Lakshmi Cement, Wonder Cement, J.K. White Cement and J.K. Cement Works, Nimbahera and Mangrol attended the program. A team of RTC faculty conducted the program.

5. 'Quality Control – Chemical testing of cement': May 26 -28

A team of RTC faculty conducted the program for Supervisors/Chemists. Eight Participants from Aditya Cement, Birla Cement, Wonder Cement, J.K. White Cement, J.K. Cement Works, Nimbahera and Mangrol attended the program.

6. 'Maintenance and Repair of VRM & Ball Mills' : June 25 -27

Nine Supervisors/Technicians from Aditya Cement, Birla Cement, Wonder Cement and J.K. Cement Works, Nimbahera and Mangrol attended the program conducted by a team of RTC faculty.



Participants of Leadership Development program

Orientation Programme for Newly Appointed Marketing Executives - J.K. Cement Works, Muddapur

An orientation programme was conducted for newly appointed Marketing Executives at Muddapur from 22nd to 28th May. Around 34 Marketing Executives attended the programme. The team was welcomed and greeted in the opening meeting by Mr. Antriksh Kumar Jain - Unit Head.

Mr. S.K. Jain - Head (O&M, Muddapur), Mr. Vimlesh Marghade - Dy. General Manager (Prod. & QC), Mr. Michal Ekoh - Head (Training, Development), Mr. Rajesh Sharma - Manager (HR, Kanpur) briefed the participants on the Company profile, taking them through the journey of J.K. Cement Works, Muddapur. Mr. S. K. Jain, Mr. Vimlesh Marghade and Mr. Nitant Shah - Regional Head (CTS, Pune)

explained the basics of cement manufacturing and accompanied the team for a plant visit to exhibit the practical dynamics of cement manufacturing.

Mr. Vimlesh Marghade and Mr. Prasanna Namannavar from Quality Control Department took a session on the basics of cement explaining the history of Grey Cement, the manufacturing process of Grey cement, BIS Specifications, specifications for cement testing procedures, quality parameters, etc.

Mr. Girish J. Bakshi - Head (ER, Muddapur) and Mr. Nishant Hosur - Assistant Manager (HR, Muddapur) briefed the participants regarding HR Policy, etc.



Marketing Executives with Mr. Rajesh Sharma - Manager (HR) and Mr. Michael Ekoh - Head (Training & Development)

Leadership Training Programme - J.K. Cement Works, Muddapur

A full day training programme on Leadership development was held on 27th May at J.K. Cement Works, Muddapur. The training programme was conducted by Mr. Michael Ekoh - Head (Training & Development, Delhi). The programme was inaugurated by Mr. S.K. Jain - Head (O&M, Muddapur). A large number of Sectional Heads/

Departmental Heads attended the programme.

Mr. Girish J. Bakshi - Head (ER, Muddapur) discussed about the feedback on the training with all the participants.

The programme was co-ordinated by Mr. Nishant Hosur - Assistant Manager (HR, Muddapur).



Participants and staff members with Mr. Michael Ekoh - Head (Training & Development)

White Cement Marketing Team awards the '**Employee of the Month**' to the top performers in their respective zones every month. Here we have the winners for the month of May & June.



Mr. Manoj Gupta - Marketing Executive (Jabalpur), May



Mr. Mohd. Mushahid - Sr. Marketing Executive (Agra), June

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

**New Joinees
May - June 2014**



Mr. Maheem Kachhwaha
V.P. (Mines) J.K. Cement Works
Nimbahera



Mr. Amit Kumar Jain
Manager (Logistics) J.K. Cement Works
Nimbahera

* Manager level & above only.



Productivity Kalash Award 2011-12 - Gotan

J.K. White Cement Works, Gotan was honoured with one of the most venerated awards, the Productivity Kalash Award for the year 2011-12, by the Rajasthan State Productivity Council on 24th June at Jaipur. Mrs. Margaret Alwa - Honourable Governor of Rajasthan presented this prestigious award to Mr. B.K. Arora - President (Works). Mrs. Alwa was the Chief Guest for the function organized at Rajasthan Chambers of Commerce. J.K. White Cement was adjudged the best for its admirable performance in terms of Productivity, Operational Excellence, Quality, Safety and Cost efficiency etc.

Apart from these, the Company has established a unique image in the area owing to its unparalleled efforts in employee care and its contributions to Corporate Social Responsibility and industrial health and safety. Over the years, the Company has ensured a healthy working environment with harmonious relations between the workers/employees and the Management.



Mrs. Margaret Alwa - Honourable Governor of Rajasthan
presenting the award to Mr. B.K. Arora - President (Works)

Spotlight on Mr. C.P. Jhagdawat

(Excerpts from an interview with Mr. C.P. Jhagdawat - V.P. (Comm. & Admin., Gotan)

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

Before joining J.K. Cement Ltd. in December 1988, I had been working in a bank, a highly respected profession in those days. On completing ICWA, I submitted my resignation and joined J.K. Cement. I was confident about my capabilities and willpower to undertake any challenging job and was inducted in commercial department, to look after MIS and costing work. The management appreciated my work, esp. my contribution towards development of MIS system at Gotan and as a result I was selected for the prestigious Chairman's Audit for Quality Award (CAQ) in 1992. It was a very proud moment for me and motivated me further to work out and implement various management systems in the Organization. I could also bring tremendous improvement in procurement planning, standardization and other commercial and legal aspects.

Q.2) You have been involved in projects ranging from liaisons to handling commercial related legal cases and computerization at the Gotan unit. Please share with us your experience of working on key projects and challenges that you have had to face in the process.

My main focus was on streamlining the various commercial and administrative activities including standardization of critical aspects of all departments. We were the first in introducing complete computerization in the Gotan unit. I took personal interest in developing the network driven MIS system rather than manual system. One of the most challenging jobs post computerization was acquiring all essential Licenses, Registration and Consent to operate the Sick Unit (closed for the last 14 years) of Nihon Nirmaan. The first-ever dispatch from a reopened unit commenced within 45 days of acquiring the plant, a memorable moment for us looking at the constraints we faced. Handling the issue of ex-employees of Nihon was also a herculean task since we had to maintain peace and harmony in the factory.

Another memorable moment was when we were able to reap the benefit of Interest subsidy and Electricity duty incentive under RIPS 2003 on acquiring Nihon. Recently, I was given the task of developing MIS system of our new plant at Fujairah. Things were not easy, but with my vast experience, I could establish it within two months.

Q.3) Being the commercial Head of our Gotan Unit, what is your take on the culture of cost consciousness in the Company? How significant is financial prudence and what kind of commercial compliances are being followed at the plant level?

Cost control and cost reduction were our prime objectives while designing

the MIS system, which became a continual practice at Gotan. The assignment covered the best commercial practices, internal controls, procurement policy and compliance of legal laws. Every year, we review our benchmark and set new targets.

As a result of consistent efforts towards cost cutting and a better MIS system and productivity, our Gotan Unit bagged many prestigious awards every year like Productivity Excellence Award, Best Employer Award, and 9th National Award of excellence in cost management from esteemed institutions of India like Indian Institute of Cost & Management. E&Y also recognized and appreciated our efforts on Cost Management and MIS. This speaks volumes about our dedication towards cost reduction and bringing laurels to the organization.

Q.4) Gotan has been at the forefront of Corporate Social Responsibility and you have played a pivotal role in various CSR activities. What is the driving force behind such endeavours?

J.K. Cement Ltd has always been at the forefront of shouldering Social obligations in its true sense. J.K. White Cement Works, Gotan has earned a name esp. from the public at large apart from govt. authorities and the employees. At Gotan, we strive to render any sort of help - be it for the welfare of villagers, taking care of Health/ Medical help and Education, Upgradation of skills etc. Our aim is to reach the poorest of the poor. Some of our permanent CSR activities are conducting Eye Camp, blood donation camp, free R.O. water supply, renovation of schools, providing free bus services for school children of villagers, distribution of tri-cycles, blankets, uniforms to students, extending financial help to the poor & needy. A corpus Fund has also been created by us in our school for taking care of education of children of Kargil Martyrs of Nagaur District including their boarding & lodging. The vision and wisdom of MD Sir supported by the good governance and leadership of our Unit Head Mr. B.K. Arora and the guidance, support and advice of Mrs. Sushma Arora is the driving force behind these achievements. I am proud to hold the post of the Secretary in our School for the last many years and I discharge my duties under the guidance and able leadership of Mrs. Sushma Arora - Vice President (LKSEC). Last but not the least, all these achievements were possible due to the professional freedom and the good work environment created by the Unit Head as well as the support by top management and the confidence reposed in the team.



Mr. C.P. Jhagdawat

Spotlight on Mr. Mukesh Gupta

M/s Mamodia Marketing, Delhi

M/s Mamodia Marketing has been one of the most prominent stockist for Grey Cement. Their association with the Company dates back to 1976, panning over three generations, when the flagship plant had just been established. During this long journey, they served as a transporter at Nimbahera, Kund (Haryana) & as Sales Promoter for the whole of Delhi during 1985-86. Mr. Mukesh Gupta later worked as a Sales Promoter for Bareilly Dump also. Presently, Mr. Gupta is a Sales Promoter for East Delhi depot with his son Mr. Siddharth Gupta. They have been felicitated time and again for their exemplary performance.

Q.1) Three generations of your family have worked with the Company and your association with J.K. Cement Ltd. dates back to 1976. Please share with us your journey and thoughts about the Company and its people.

Our association with the Company began while my father late Mr. Hanuman Prasad Gupta & myself were under the name M/s Hanuman Prasad & Co. At that time, cement was sold under levies and only 1000 Mt cement/quarter was allocated to an agency. Therefore to increase our volume, we took another agency namely M/s Mineral & Metal Mktg. & Cement Sales.

In the year 1982, when partial decontrol was allowed in Cement, I was selected as a C & F agent at Delhi, the first operational depot. Since then, my business has increased many fold. We were the highest cement

sellers in Delhi for the FY 1982-83. At the annual function at Hotel Siddarth, Delhi our then whole time director Mr. Yadupati Singhania honoured my father and presented him with a Hero Honda motorcycle. It was indeed the best moment for my family.

Q.2) What according to you is the perception of our brands amongst the customers? What do you think differentiates us from other players in the market?

According to us, quality and consistent supply has been the brand's advantage since its inception. There have been no quality complaints and this speaks volumes about the consistency of the brand.

Q.3) What is your mantra for success?

Our relationship with the dealers has been exceptionally good leading to long term business relations. Hard work and honesty have been keystones of our service since the last 40 years.

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

We wish that the new generation protects the Company from all odds and takes the Company to greater heights in the coming years.



Mr. Mukesh Gupta

Corporate Social Responsibility

Laying the foundations of a better world

Environment Day

The J.K. Cement family has always been dedicated towards nourishing and nurturing the environment. It has been not only an essential component of our social and cultural responsibility, but also an important consideration during planning and execution of all our projects. On the occasion of World Environment Day 2014, the J.K. Cement family renewed its vows to ensure better environmental conditions.



Gotan

A plantation drive aimed at developing a green belt was organized at J.K. White Cement Works, Gotan on the World Environment Day, led by Mr. C.P. Jhagdawat - V.P. (Commercial and Administration) and departmental heads. Later, Dr. Ranjeet Bagariya - In-charge (Environment Department) presented a review of the Company's long term policies regarding environment conservation. Dr. Bagariya expressed his views on importance and need of sustainability, resource conservation, reuse/ recycle/ reduce and waste management. Mr. C.P. Jhagdawat emphasized on this year's theme of World Environment Day, "Raise your voice, not the sea level", saying that every individual should contribute some time



Mr. C.P. Jhagdawat - V.P. (C & A) planting a sapling

towards conservation of environment and nature. Mr. Jhagdawat said environment and health should not be compromised for development; and commitment is required towards conservation of environment to support the requirements of the coming generations.



Dr. Ranjeet Bagariya - Environment Department taking a presentation the Company's policy on Environment Conservation

Nimbahera & Mangrol

The Nimbahera family celebrated the World Environment Day with the commitment for conservation & development of environment on priority. Chief Guest Mr. K.K. Jalori - Unit Head planted saplings and inaugurated the plantation programme at Regional Training Centre, Nimbahera in the presence of large number of employees. On this occasion Mr. S.K. Rathore - Head (Tech. & IR, Nimbahera) and Senior Executives - Mr. K. M. Jain, Mr. Maheem Kachhwaha, Mr. B. Srinivas, Mr. M.S. Shekhawat, Mr. A.K. Srivastava, Mr. V.K. Gangwar and President & Secretary of J.K. Cement Shramik, Mr. Nahar Singh and Mr. P.K. Saxena, also planted saplings. World Environment Day was also celebrated at Mangrol. Saplings were planted by Chief Guest Mr. N.K. Misra - Sr. V.P. (Projects, Mangrol) along with Mr. C.P. Dak - Sr. G.M. (Civil, Mangrol), Mr. M.P. Chaurasia - Sr. G.M. (Mech., Mangrol), Mr. S.K. Burad and a large number of employees with the commitment to nurture them into trees.



Mr. N.K. Misra - Sr. V.P. (Projects) with the Executives and staff watering the sapling at Sushila Nagar, Mangrol

Mr. K.K. Jalori - Unit Head watering the sapling with the team of Horticulture section



Muddapur

J.K. Cement Works, Muddapur celebrated the WED programme at the plant site. Mohd. Arif Maniyar - (Environmental Officer, Karnataka State Pollution Control Board) was the Chief Guest. Mr. S.K. Jain, Mr. Girish Bakshi, Mr. K.C. Khandelwal, Mr S.K. Das and other executives along with the workers were present.

On this occasion, trees were planted as a part of the ongoing drive for plantation by J.K. Cement Ltd. While the company has already planted thousands of trees earlier and also organized a programme related to World Environment Day theme i.e "Raise your voice, Not the sea level", a slogan writing competition for company employees and workers was organised. To spread awareness about air pollution and vehicle emission, a testing programme was also arranged.

The programme was inaugurated by Mohd. Arif Maniyar and other guests by lamp lighting. Mohd. Arif Maniyar informed everyone that World Environment Day (WED) is the United Nations' principal vehicle for encouraging worldwide awareness and action for the environment. The winners were felicitated by the Chief Guest and other guests.



Mr. S.K. Jain - Head (O&M) felicitating one of the winners of Slogan Writing Competition



Mr. S.K. Jain watering a sapling at the site



Staff members of J.K. Cement Works Jharli on Environment day

Jhajjar

As a part of our social and cultural responsibility, Environment Day was celebrated at J.K. Cement Works, Jharli with the motto of conserving and nurturing the environment. Being responsible citizens of the nation, all the staff members and workers pledged to take care of the plantations and

plant-life. On the occasion 100 saplings were planted at the plant site. A conference was held with the staff members headed by Mr. Harish Agarwal - Unit Head. He informed everyone that 1000 more saplings will be planted in the current year. Staff members suggested their views on developing the greenery in and around the plant area.



Mr. Harish Agarwal - Unit Head along with staff members planting a sapling on the Environment Day

Kanpur

A tree plantation drive was organised at Kamla Nagar Township on 17th July. Around 50 saplings including Gulmohar, Mango and Neem were planted in and around the township in the presence of the City Magistrate to improve the environment in the city of Kanpur.

Mr. Lalit Khanna - V.P. (Solar Housing and Infrastructure) and other staff members during the plantation drive



Corporate Social Responsibility

Medical check-up camps - Nimbahera

J.K. Cement, in association with Chitrangan Mobile Unit of R.N.T. Medical College, Udaipur organized a medical camp at Rajeev Gandhi Sewa Kendra, Arniya Joshi on 22nd May, in which the team of Dr. Rajendra Kumar Samar - Physician, Dr. Anjali Agarwal - Ophthalmologist, Dr. Aditi Maurya - Gynaecologist, with para-medical staff Mr. Amba Lal and Mr. P. K. Mahatma carried out medical check-up and consultation of 127 patients. The patients were also given medicines free of cost. Dr. S. K. Choudhary - Sr. Supdt. (Medical) and Mr. Ashish Kumar Ojha - Compounder provided necessary assistance.

J.K. Cement Works organized another free medical check-up camp at Village Bamania in association with Chitrangan Mobile Unit of R.N.T. Medical College, Udaipur on June 25. At the outset, Mr. S.C. Kurmi - Vice President (Power Plant) and Mr. M.C. Goyal - Manager (Elect.) extended a warm welcome to Dr. Rajendra Samar, Dr. Anurag Talesara (Orthopaedic), Dr. Anuradha Khanna (Gynaecologist), Dr. Bhanu Pratap (E.N.T.) and para-medical staff. During the camp, medical check-up of 237 persons was carried out and medicines were given to them free of cost.



Free medicine distribution to patients



Physician carrying out medical checkup during the camp



ENT Specialist attending to a patient

Drinking Water Supply to Villagers - Jharli

As a part of its social activities, J.K. Cement Works, Jharli added one more feather to its crown by installing a Jet pump on the road connecting Jharli and Sunderheti village. A water tank for supplying drinking water to the villagers was also built and regularized. For this purpose, a water tanker will be used for supply of water in Jharli village.



झाड़ली में टैंकर से बुझा रहे हैं लोग प्यास



सारासरीबास : झाड़ली गांव में पिछले एक साल से पानी की समस्या बनी हुई है। प्रशासन द्वारा पेपजल स्कंद का समाधान न होने पर अब लोगों को मदद के लिए निजी कंपनियों आगे आई हैं। इस प्रकार टैंकर के जॉय गांव के लोगों को प्यास बुझाई जा रही है। इस कार्य में जे.के.सीमेंट वर्क्स के लिए आगे आई है जो आरओ के पानी को सफाई गांव में दे रही है। झाड़ली के युनिट ईड हरिश आग्रवाल ने बताया कि झाड़ली गांव में पानी की समस्या को देखते हुए उन्होंने कंपनी की तरफ से तीन पानी के टैंकर गांव के उन स्थानों पर जहां पानी की किल्लत है रोजाना भिजवा कर समस्या से निजात दिलाने के लिए प्रयासरत हैं। ग्रामीण जयप्रकाश, मुकेश, संदीप भोग सिंह, मोहन, अजीत सिंह का कहना है कि उन्होंने इस समस्या के लिए प्रशासन से भी कई बार गुहार लगाई, लेकिन उनकी समस्या का कोई समाधान नहीं हो पाया।

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