

JK spotlight



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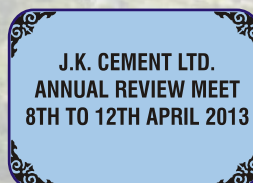
"Coming together is a beginning. Keeping together is progress. Working together is success."



**Annual Review Meet 2013
- Kuala Lumpur, Malaysia**

Highlights

Annual Review Meet
Malaysia



White Cement
Dealer Meet
Mumbai





Launch of E-Bulletin

J.K. Centre for Technician Training

J.K. Centre for Technician Training was established with an objective of developing skilled technicians through diversified courses to meet the requirements of both organized and unorganized sector and to instill self employment skills in people through a large number of self employment oriented courses. A new initiative that has been launched by JKCTT Team is the E-Bulletin.

E-Bulletin, launched in the month of April, is a bi-monthly online magazine. It focuses on the glimpses of the events that have been organized over a period of time. Courses offered, curriculum, dignitaries that visited the campus, visit to IIT

Kanpur, placement status etc. were the main highlights of this issue. The issue was circulated to different stakeholders that include Companies, Management, Internal staff etc.



Rendezvous with Special Executive

Congratulations Mr. P.K. Panwar!



Mr. P.K. Panwar
Dy. G.M. (Mech.)
J.K. Cement Works
Nimbahera



Our heartiest congratulations to him for his coveted win. He will spend an entire day with our Special Executive - Mr. Raghavpat Singhania. His engaging entry won him a well deserved, all expenses paid indulgence in the high life. Mr. Panwar will get the golden opportunity to interact with Raghavji and discuss innovative ideas and new initiatives that may bring a positive change in the Company. So watch this space to get an in-depth account of his exploits on this unforgettable day!

Thank you all for your enthusiastic participation in the contest and we hope your contributions will keep pouring in for future opportunities to win, featured in this space.

FROM THE editor's desk



Dear colleagues and friends,

Every year, it is our endeavour to take the Annual Review Meet a notch above the previous year. I can say that in the recently concluded Meet in Kuala Lumpur, Malaysia, the magic synergy of business and pleasure has worked wonders for us as one large family. It gave all of us a wonderful opportunity to look back and evaluate ourselves, proactively think of the road ahead for 2013-14, and generally celebrate our team spirit.

Following in the footsteps of our successful meet in Delhi, another meet for white cement dealers was held in Mumbai. Our brand ambassador Shri Chhutkanji was in his elements as he gave away the prizes to our star stockists. Besides the thrills and the exciting performances, it was a great opportunity to strengthen our bonds with our channel partners. I'd like to congratulate the organizing team for putting up a stellar performance.

The joyous festival of Holi brought out the best in all of us, in every colour of camaraderie, across all sections of the organization.

It is indeed a matter of immense pride that J.K. Cement Ltd has been awarded as 'Best Employer' in the category of more than 500 Employees, by the Employer's Association of Northern India. What makes this victory really sweet, is that we were up against leading names from the industry.

The Spotlight this time is on Mr. A.K. Jain, Unit Head of our Muddapur plant and Mr. Subash Rathod of M/s Rathod Cements. A champion of process & quality control as well as man management, Mr. A.K. Jain is the spearhead of growth, for that unit. Mr. Rathod our superstar stockist from Pune, has been a vital part of the J.K. Cement family since 2009 and the deep, abiding association has only grown stronger over the years.

As an ongoing endeavour to constantly enhance skill-sets, various training programmes were held, at different levels.

As always, I look forward to your enthusiastic participation in making Spotlight a veritable bridge of free flowing communication among all of us.

Here's looking forward to the new financial year with the resolve to do even better, what we do best. I wish you all the best and look forward to your contributions for Spotlight.

Best regards,

Raghavpat Singhania
Special Executive
J.K. Cement Ltd.

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Celebrations

Holi Celebrations

Padam Tower - New Delhi



Gotan

Gotan has been celebrating Holi in its unique way for the past ten years, without *Gulaal* and colours. If diwali is about lights and festivities, holi is about colours and vivacity. Holi was celebrated with full fervour and enthusiasm.

The holi-dahan was performed early morning. Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - V.P. (LKSEC) performed the puja, with the guidance and blessings of Pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam Das Temple.

The employees along with families of company and LKSEC staff and



Group from Chhattisgarh performing on the occasion



Holika Dahan



Company officials enjoying holi



the students were also present. The Holi Milan programme started with people exchanging holi greetings with Sandal (*Chandan*) and Saffron (*Kesar*) with Kewra water. On this occasion, a group of singers from Chhattisgarh enthralled the audience with their performance. The water shower was a distinctive arrangement.



Nimbahera & Mangrol



Mr. K.K. Jalori - Unit Head along with other company executives on the occasion



Holika Dahan

The festival of colours was celebrated with great enthusiasm and joy at Nimbahera and Mangrol. On this occasion the devotees performed Vedic pooja of 'Holika' at Nimbahera. Mr. K.K. Jalori - Unit Head, Mr. S.K. Rathore - Head. (Tech. & I.R.) Mr. N.K. Mishra - Sr. V.P. (Projects), Mr. A.K. Srivastava - President and Secretary, Officers Club and Mr. Sushil Nagori along with a large number of colony residents gathered to participate in this celebration. The programme ended with dinner and a game of housie. At Mangrol, J.K. Club conducted some contests on this occasion and a film screening was also organized for everyone.

Company officials enjoying the festival of colours



Mahashivratri - Gotan



On the pious occasion of Mahashivratri, *Rudrabhishek* ceremony was organised at Gotan on 10th 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) and Mrs. Sushma Arora - VP (LKSEC) performed Lord Shiva's abhishek with milk, holy Ganga water, rose water,

kevda and *panchamrita* with the guidance and blessings of Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam Dasji Temple. The students and staff members of LKSEC also performed the abhishek of Lord Shiva along with the Company officials and their families. Mahaprasad was arranged for the fasting devotees. Mr. C.P. Jhagdawat - VP (C&A), Mr. Rajeev Sharma - VP (Technical) and the respective head of departments along with employees were also present on the occasion.



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





PEOPLE POWER TRAINING PROGRAMMES

RTC TRAINING PROGRAMMES

1. Program on 'Operation and Maintenance of Transformers & Switchgears': March 13-15

The program was organized for Supervisors / Technicians / Electricians which was attended by nine participants from different cement plants of the region. Various practical problems and case studies were discussed during the program.



Training session in progress

Mr. Mahendra Singh - J.K. Cement & Mr. S.D. Vyas - Birla Cement Works were the faculty at the program. The program was appreciated by the participants.

2. Program on 'Operation and Maintenance of Gearboxes and Alignment': March 20-22

Fourteen participants from Aditya Cement; Birla Cement; Binani Cement; J.K. Cement; Orient Cement, Jalgaon and Lafarge Cement, Bhawaliya attended the program. During the training program a plant visit of Wonder Cement was arranged by RTC.

Mr. H.C. Gupta - Vikram Cement; Mr. P.K. Panwar, Mr. Kishor Sharma and Mr. H.V. Parashar from J.K. Cement Works served as the faculty during the program.

3. Visit of Delegates from Reliance Cement Company, Mumbai: March. 19

Mr. Bimal Roy - Sr. Vice President (HR) and Mr. Swapnil Gadekar - Manager (Trg.), Reliance Cement Company, Mumbai visited our plant and Regional Training Centre, Nimbahera and appreciated the infrastructure of RTC and training packages.

Plant Orientation Program for Outsourced Employees – Grey Cement South Marketing

Our Training & Development team conducted a Plant Orientation Program for Outsourced Sales employees of Grey Cement South Marketing at Muddapur Plant.

The programme was conducted in 2 batches from 12th April - 18th April. The objective of the training was to share the glorious achievements of the Organisation, the Company's

philosophy, culture and values. The training also included a discussion on Cement as a material, Production and Quality Control, Logistics, Manufacturing Process and Quality Control System. The participants felt that the training programme was very helpful in gaining practical knowledge about Cement Industry.



Batch 1 and Batch 2 at the plant orientation programme at Muddapur

Personality Development Program - White Cement & CTS (South)

Mr. Michael Ekoh – Head (Training & Development) conducted a Workshop on Personality Development for White Cement & CTS Teams of Kerala, Tamil Nadu & Andhra Pradesh at Kerala (22nd and 23rd April) and at Chennai (25th and 26th April). The main theme of this training was Positive Attitude and Team Building.

The training commenced with great enthusiasm, as everybody was quite keen to interact and know more about the

training subject matter. In all, 25 participants at Kerala and 21 at Chennai attended the workshops. The workshops saw enthusiastic participation from all members and the concepts of team synergy & bonding were practiced through experiential learning. The workshops were well appreciated by the participants and the effectiveness of the program will be proactively monitored throughout the year.



Mr. Michael Ekoh – Head (Training & Development) conducting the training programme



Activities conducted during the training programme



ADVANCE TRAINING BY MAHINDRA NAVISTAR FOR TRAINEES OF J.K. INSTITUTE OF TECHNOLOGY

Mahindra Navistar, a leading producer of automobiles in India selected JKIT's Motor Mechanic trade for imparting free training at our site using their own machinery and trainer. Initially Mahindra Navistar imparted training to our Automobile trade trainees from 16 Feb to 11 March. Mr. Sirish Jingham, the trainer deployed by MNS conducted the program.

The training was designed in such a way that it served as a reference while doing the maintenance, so that the objective of doing things "First time Right" is achieved with quality and agility.

Mahindra Navistar offered placements to all trainees of this trade after their NCVT exam at their works in Pune and various locations across the Country. JKIT is in the process of signing a MOU for training with Mahindra Navistar.



Practical demonstration to trainees of JKIT



Training session in progress

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

New Joinees
Mar. - Apr. 2013



Mr. Arun Sharma
Sr. Manager (Legal)
J.K. Cement Ltd.
Delhi



Mrs. Anju Malhotra
Sr. Manager - Sales (HR-North)
J.K. Cement Ltd.
Delhi

* Manager level & above only.

Training on Project System (SAP) for J.K. Cement Works, Jhajjar

A Training on Project System (SAP) was organized at Padam Tower from 23rd April to 25th April. It was organized by Mr. Praveen Mehra - Sr. Manager (I.T.) and facilitated by SAP consultants. The training was attended by following Commercial staff of J.K. Cement Works, Jharli –

1. Mr. P.R. Jain
2. Mr. Atul Daga
3. Mr. Arun Gupta
4. Mr. Vinod Patidar
5. Ms. Anshika Bansal

The purpose of this training was to make them understand the process and procedures that are involved in commercial and project activities and can be handled effectively through SAP.

Mr. Ashok Cherian - CIO, Mr. Harish Agarwal - Project Head, J.K. Cement Works, Jhajjar and Mr. Rashid Khan - Sr. GM (I.T.) were also present during the concluding session of the training programme.

Reward Scheme - Grey Cement South

Under 'Employee of the month' scheme, the following employees were awarded :

- For Dec 2012 - Mr. Rakesh Patil, DMO – Sindhudurg
- For Jan 2013 - Mr. Rhuturaj Arjun Mane, ADMO – Sangli

They were awarded with “Employee of the month” badge and a monetary reward of Rs. 10000.

Under Powerplay of the month Scheme (Team award) :

- For Dec 2012 - Sindhudurg District Team
- For Jan 2013 - Aurangabad District Team

Team members of these districts were awarded with a Trophy and monetary reward of Rs. 5000 each.



Mr. Rakesh Patil, DMO - Sindhudurg with Mr. Nilesh Puri - Sr. Manager (HR)



Mr. Manish Bahuguna - Head, Marketing congratulating Mr. Rhuturaj Arjun Mane, ADMO – Sangli



Off Site

Trip to Goa

Company Officials and stockists on a cruise in Goa during the tour organised from 7th to 9th March



Trip to Dubai



Company Officials, stockists along with their families in Dubai during the tour organised from 21st to 24th March

Spotlight on Mr. A.K. Jain

(Excerpts from an interview with Mr. A.K. Jain - Unit Head, J.K. Cement Works, Muddapur)

Q1. Please throw some light on your journey so far. Also, share with us the most fond memory of your association.

After my Graduation from University of Roorkee, I decided to be an entrepreneur and enter the shoes of my father's Socio-political spectrum. My Uncle who was Director-Technical at Modi Cement Project lured me into a proposition of 150 Crores Project experience at zero risk, and hence I joined Modi Cement. The experience was great. I applied the fundamentals of engineering which I was equipped with and trusted my ability which made me a better professional. After Modi Cement, I joined Udaipur Cement and did very good technical work and earned kudos from the top management. I joined J.K. Cement Works, Nimbahera in 1996 in the Process Department. I got to develop myself in different roles as ISO Auditor, Energy Manager and Auditor, RTC Trainer, in virtually every segment in Process and Quality Control. In September, 2009, the management reposed trust in me and I was transferred to J.K. Cement Works, Muddapur where I was given the role of Unit Head in 2012.

Q2. As the head of J.K. Cement Works, Muddapur what are the challenges that you have faced in your role. Also, what is your vision as the Unit Head?

J.K. Cement Works is the first large plant in the industrially backward area of Muddapur. Due to ignorance of the people living in the area, we faced a number of hurdles from the villagers like blocking of limestone trippers, demanding compensation, etc. when I took charge as Head of Muddapur plant. However with continuous interactions with the local leaders, politicians and villagers as well as by undertaking a number of CSR activities for the public by way of arrangement of drinking water during summer season, constructing roads, temples, schools and community centres, financial assistance to poor & needy people for education, we were able to convince the villagers and control the agitation of villagers.

My vision as Unit Head of Muddapur Plant is to make the plant as the most flourishing unit of J.K. Organization in the near future.

Q3. With the launch of J.K. Super Grip, the Company has added a brand new product to its portfolio. What future do you foresee for J.K. Super Grip?

The Batching plant for packing of Super Grip cement has been developed in-house with limited financial cost. Moreover since raw materials which make up Super grip cement is available in the plant itself without any extra cost, I feel that the production of Super Grip cement is economical. I strongly believe that the diversification and addition of new value added product range will definitely help in increasing the turnover & profitability of the organization further.

Q4. You served as the Head – Quality and Production before taking on the responsibility of the Unit Head. What do you think about the quality policy of the company?

In the present competitive market scenario, quality of the product is very crucial to compete with other players in the market. Moreover looking at the present quality of the limestone deposit, the cement manufacturing process has become very critical and availability of reliable resources is another constraint. Considering the above, J.K. Cement Works, Muddapur has installed Robo Lab with required number of sampling points in the plant, which is not only helping us in getting reliable & consistent results, but has also helped us conserve the minerals for better blending of the available high grade/low grade limestone and extend life of the mine by judicious blending. Our quality is competitive with the other competitors in the cement sector. Our mission is consistent supply of best quality cement from Muddapur plant to accomplish customer satisfaction.



Mr. A.K. Jain

Spotlight on Mr. Subhash Rathod – M/s Rathod Cements, Pune

Mr. Subhash Rathod of M/s Rathod Cements has been associated with the company since 2009. The Rathods initially started a pharmacy and then started taking cement dealership. Today the firm has an annual turnover of Rs 70 cr. and is doing 20,000 MTs business out of which 50% is Trade. Today, they have a strong retail network and were also awarded the top performing stockist in Pune for the financial year 2012-13.

Q1. What are your thoughts about the J.K. Cement culture and the people?

It has been a wonderful journey thus far. We are treated like a family member of the J.K. Cement family rather than the Company's Business Associates.

Q.2 You have been associated with the Company for a reasonable time. How has your experience thus far been? Did you have to face any challenges initially?

The Company launched itself in the South in 2009 and that is the time when we took dealership of J.K. Cement. The experience has been good this far and owing to good pricing, visibility and the service, J.K. Cement has built a respectable position in a short span of their presence in the market compared to the competitors.

Q3. You have been the top performing stockist in Pune for the financial year 2012-13. What is your success mantra in Marketing? How are you able to sustain your position in the market?

From being at the second position last year to emerging as the top performing stockist in the the financial year 2012-13, is a very good feeling. Our dedication and hardwork has paid off. The simple mantra that we follow is conducting one on one interaction with every retailer and providing them with the desired service.

Q5. What message / suggestions would you like to give to the J.K. Cement family?

Overall, the Company has a very good reputation in the market. As long as the company takes initiatives to understand the issues faced by stockists, they will continue to prosper. In our opinion, if the relationship with channel partners is strengthened even better, J.K. Cement can surely become the No.1 player.



Mr. Subhash Rathod



for J.K. White Cement Works, Gotan

Best Employer Award 2011

Excellence in employee-care initiatives has been the focus at J.K. Cement. This fact was reinstated when J.K. White Cement Works, Gotan was honoured with the Best Employer award for the year 2011 by the Employers Association of Rajasthan. J.K. White Cement, Works was conferred with the award for the second time in the row, having bagged it in the year 2010 as well.

This award is presented to the 'Best Employer', one in each of the three categories of large, medium and small industries. Honorable Industries' Minister Mr. Rajendra Pareek along with Mr. A.K. Jain – President, Employers' Association of Rajasthan presented the prestigious award to Mr. B.K. Arora – President (Works) in the large-scale industries' category. Mr. Arora received the award with Mr. Rajeev Sharma – VP (Technical) and his team in a grand ceremony in Jaipur.

A Panel of Judges review various companies' contribution on Health & hygiene, Safety & Accident Prevention measures, Environment, Corporate Social Responsibility, production, sales, cost cutting initiatives and Industrial relations etc, as the parameter for this esteemed award.



Mr. B.K. Arora - President (Works) receiving the 'Best Employer Award' with Mr. Rajeev Sharma - VP (Technical)

Outstanding Productivity Award 2010

J.K. White Cement Works, Gotan was honoured yet again with one of the most prestigious awards, the Outstanding Productivity Award for the year 2010-11, by the Rajasthan State Productivity Council on 4th April at Jaipur. Honourable Minister for Mines and State Excise, Mr. Rajendra Pareek presented the award to Mr. B.K. Arora – President (Works). All the major industrial groups from Rajasthan graced the award ceremony.

Mr. Arora received the award along with Mr. CP Jhagdawat – VP (C&A) and Mr. Rajeev Sharma – VP (Technical). J.K. White Cement was adjudged the best for its admirable performance in terms of Productivity, Operational Excellence, Quality, Safety Cost efficiency etc.

Apart from these, the Company has made unparalleled efforts in the arena of employee care, 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.



Mr. B.K. Arora – President (Works) receiving the award from Mr. Rajendra Pareek - Minister for Mines and State Excise. Also seen in the photo are Mr. C.P. Jhagdawat – VP (C&A) and Mr. Rajeev Sharma – VP (Technical)

J.K. Cement bags the Best Employer and HR Brilliance Award

It is indeed a matter of pride and joy that J.K. Cement Ltd has been awarded as 'Best Employer' in the category of more than 500 Employees among the nomination of various corporate houses like Hindustan Unilever Ltd, Kansai Nerolac Paints, Netplast Pvt. Ltd., India Thermit Corporation, Amitech Industries etc. This award was announced by the Employer's Association of Northern India (EANI).

In addition to this award, Mr. R.P. Tomar - General Manager

(Corporate HR) has been awarded with the "HR Brilliance Award" as the HR Professional of the Year 2012 by EANI.

These prestigious awards were given away on 30th March by the Union Minister for Coal, Govt of India, Mr. Shriprakash Jaiswal & Mr. Sitaram Meena (I.A.S) Commissioner & Director of Industries, UP at the Award Ceremony organized at Merchant's Chamber of Uttar Pradesh, Kanpur.

Best Employer Award being presented to Shri Yadupati Singhania - MD & CEO. Also seen in the photo are Mr. R.P. Tomar - GM (Corporate HR), Mr. VDV Singh - VP (Corporate HR) and Mr. A.K. Saraogi - CFO & President - CA



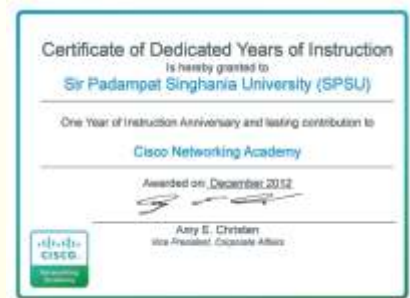
The Best Employer Award being received by Company Executives

Appreciation for J.K. Cement Works, Muddapur

J.K. Cement Works, Muddapur has been awarded for Highest Revenue Payment for the Year 2012-13 and systematic Management of Taxation maintained (Adhering strict compliance of all Rules & Regulation of the Department) in Dharwad Division issued by Mr. V.B. Deshpande, Assistant Commissioner of Central Excise, Customs & Service Tax Dharwad Division, Belgaum Commissionerate. An Appreciation letter in this respect has been handed over by Mr. Vijay Bellary - Superintendent of Central Excise, Customs & Service Tax, Bijapur Range, Dharwad Division, Belgaum Commissionerate to Mr. A.K. Jain - Unit Head.



Sir Padampat Singhania University awarded CISCO Certificate of Excellence



World's leading networking system provider CISCO awarded the Certificate of Excellence to SPSU for its CISCO Network Academy. The University is an authorised Centre of Excellence for CISCO Network Academy, and stands among Top 10 CISCO Network Academies across India.

13th Mines Environment & Mineral Conservation Week Award - Kanthariya Clay Mines

J.K. White Cement's Kanthariya Clay Mines was adjudged first in overall performance in the 13th Mines Environment & Mineral conservation week 2012 for Udaipur region organized at Udaipur.

Besides the best in overall performance award, Kanthariya mines was also adjudged the best for Publicity & Propaganda, in Plantation and also best in measures taken to control and minimize pollution. Mr. Sudhir Shrotrya - GM (Mines) received the award from the Chief Guest, Mr. C.S. Gundewar - Controller General Indian Bureau of Mines.





BUILDING STRONG BONDS OF SUCCESS

Annual Review Meet 2013 - Malaysia

Each year, the company endeavours to take the Annual Review Meet a notch above the previous year. This year, the team members got a much needed respite in beautiful Kuala Lumpur, Malaysia and soon they came to think of it as a home away from home.

Malaysia's uniqueness not only lies in its diverse culture but also its geography. Rugged mountains reach dramatically for the sky while their rainforest-clad slopes sweep down to flood plains teeming with forest life. Cool highland hideaways roll down to warm, sandy beaches and rich, humid mangroves. And it all comes together harmoniously to form a mesmerizing destination.

The team was captivated by the magnificent Petronas Twin Tower. The itinerary was a perfect mix of business and pleasure, giving ample time to the team members for sightseeing and relaxation.

At the very onset, our Special Executive, Mr. Raghavpat Singhania briefed everyone about the theme of this year's review meeting. He explained eloquently that the J.K. Dream Team signifies the Management's faith in each team member and the conviction in their capability to take the Company to greater heights.



Day 1



The first day saw the arrival of the White Cement Team. They spent a relaxing day at leisure, and then ventured out for local sightseeing. They visited the majestic Kings Palace and KL Tower, where they were taken to the observation deck which gives an astonishing 360 degree view of the City.

Cover
Story

Day 2

It was an early day for the team members as the conference for White Cement was scheduled on Day 2. This year the discussions were held zone wise. The meetings consequently, were more focused and productive with this division. The White Cement team had a special reason to celebrate during this meet as they had achieved their targets for both White Cement and Wall Putty with dedication and hard work. But at the same time the team had to gear up for the next financial year as the targets set by the Management were ambitious. The Zones that were not engaged in the meeting were given the opportunity to go to Genting Highland, a resort comprising hotels, casinos and a theme park in Pahang. Everyone enjoyed the thrilling rides and also visited the world famous casinos to experience the glamorous lifestyle of the jet setters.



Day 3 saw the arrival of the Grey Cement teams. During the day, members of the White Cement teams donned their serious suits as they were engaged in the conference, but come nightfall everyone put on their party hats for a fun cocktail dinner. The highlight of the evening was surely the Antakshri where everybody let their hair down and participated joyfully, playing with a sense of friendly competition. Dumb Charades was also played with great enthusiasm. It was an evening full of laughter, fun and merrymaking.

Day 3





Day 4

The team building session was conducted by 'Take a Break Consulting' who also conducted the Team Building sessions in the past ARMs. The activities conceptualised this time pushed the mental and physical capabilities of the team. Shri Raghavpat Singhania was the moderator for the activity and this made it all the more interesting and fun. There was an overflow of energy and enthusiasm among the members. There was a hidden takeaway and learning behind each exercise. The team building program brought the team together and highlighted the significance of 'Many in body, but one in mind'.

Finally, the much-awaited evening of the Gala Dinner arrived. Shri Raghavpat Singhania gave an inspiring welcome note. He congratulated everybody for the effort put in by them and also reinforced the goals of the company. From there on the emcee, Nitin Arora led the entire team into an exciting night. The glittering event was a perfect blend of International Performances and Indian Tadka. The evening started on a high note and



only got better from there. Fun filled games like 'Know Your Boss' and 'Guess the Celebrity' left everyone asking for more. International dance artists from Russia as well as the world famous illusionist, John Danger, kept everyone spellbound with their antics. The young musical sensation, Bhavya Pandit rocked the evening with her amazing performance and had the revelers dancing to her tune. The merriment went on till the wee hours of the evening.





Day 5 was the departure day for the White Cement team and the Grey Cement Teams prepared themselves for a day of conferences and meetings to discuss the performance of the last financial year and the road ahead. The two North zone Teams participated in the meeting for the day while the Grey South team headed off to Genting Highland for an action packed day of exhilarating rides & re-energizing time.

Day 5

Now it was Grey South's turn for a day of intense meetings and conferences with the Management and the North teams to head to Genting Highlands for a day with a perfect mix of leisure and excitement at the theme park and casinos. In the evening, everyone let their hair down for cocktails and dinner. The air was filled with a sense of melancholy for it was the last night in Kuala Lumpur, and yet there was palpable enthusiasm among the team members to get back and begin another year of success and achievement.



Day 6

The last day was shopping time for the Grey Cement team before they headed back to India.



Day 7

The Annual Review turned out to be a dream Meet for our dream team. A perfect amalgamation of work and leisure, the entire 7 days were filled with excitement, fervor and festivities, where everyone participated whole-heartedly and with great enthusiasm. We hope that we continue to grow and prosper as a team in the times to come.



WINNING ENTRY

Importance of brand building in today's competitive environment

Branding is the personality of a business. A brand should have a certain look, feel and swagger about it. It should create a relationship that effectively communicates a message that will resonate with the correct audience. It is not just a trademark or a logo but it is a continuous message, image or feeling that has ubiquitous presence which would eventually help in carrying and retaining the business in the top position.

For the success of any business, brand building is very crucial. Brand building helps the company in making an impression in the mind of its potential customers. Nowadays, business is known more through its brand. That's why the gigantic companies are focusing more on brand building. It is important in the prevailing business environment that more than products, the brand should be popular amongst the masses. Companies now are using various forms of brand building strategies and some have gone

even one step ahead and have hired a brand building consultant in order to stand out in the crowd in today's competitive environment.

Branding is mostly about becoming the only viable choice on the customer's mental shopping list and this subtle but important truth forms the epitome of everything that it takes to create a brand. In order to create a brand one should try designing the branding aspects for the customers and not for the Company. The whole idea behind building a brand is to build a long lasting impression over the section of people that have been targeted by the Company.

Branding, however, takes time but in the long run it pays, eventually and proportionately to what efforts are being put in. One might think about the cost incurred in brand building but the returns that it can give are simply unimaginable.



Mr. Anurag Tiwari

Mechanical Department,
J.K. White Cement Works, Gotan

Winning Entries

1st Runner Up

Importance of Brand Building in today's competitive environment

Mr. Atul Daga
CA Trainee, J.K. Cement Works, Jharli

2nd Runner Up

Importance of Brand Building in today's competitive environment

Mr. Baljeet Sharma
ME, J.K. White Cement, Ludhiana

Participating Entries

Importance of Brand Building in today's competitive Environment

- | | |
|--|--|
| 1. Mr. Juned Khan - Sr. Officer (Training), HR – J.K. Cement Works, Muddapur | 4. Mr. Himanshu Upadhyay – Marketing Executive, Ludhiana |
| 2. Mr. Rajeev Kr Srivastava – Manager (Accounts), Kanpur | 5. Mr. Rahul Jain – MT (Purchase), J.K. Cement Works, Muddapur |
| 3. Ms. Sonika Arora – White Cement Accounts, Kanpur | |

Furture of Cement Industry in the Current Global Economic Scenario

- | | |
|--|--|
| 1. Mr. Deen Dayal Goyal – Sr. Officer (Accounts), Muddapur | 3. Mr. Rahul Jain – MT (Purchase), J.K. Cement Works, Muddapur |
| 2. Mr. Rajeev Kr Srivastava – Manager (Accounts), Kanpur | |

The topics for July '13 issue are:
(Max 300 words)

1. Importance of ethics in business.
2. Qualities of a good leader.

Last date for submission of entries is **30th June, 2013**

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.

FLOWER SHOW - KANPUR

Kanpur Floriculture Society organized a Flower Show at J.K. Lawns, Kamla Nagar Township from 1st – 3rd March. It was a visual treat for all the nature lovers.

There were around 3,000 potted plants and more than 75 varieties of exotic flowers on display. Dahlias, roses, cut flowers in earthen vases, foliage plants, cactus, aromatic herbal and medicinal plants, bonsai, bougainvillea and flowering shrubs vied with each other to grab attention.

Various schools, institutes, hospitals and Corporates participated in this event. Ganga Kutti and Kamla Retreat also participated in this event with great enthusiasm.

In all, 'Ganga Kutti' won 20 prizes in the 1st Category, 8 prizes in the Second

Category and 11 prizes in the Third Category; 'Kamla Retreat' won 9 prizes in the 1st Category, 16 prizes in the Second Category and 13 prizes in the Third Category. Entries on the name 'Sh. Y.P. Singhania ji' won 3 prizes in First category, 8 prizes in Second Category and 5 prizes in Third Category.

In all, there were 98 categories. Based on prizes in each category, First prize was bagged by Ganga Kutti, while third prize was won by Kamla Retreat.

Chief Guest, Mr. Dhruv Dalmia gave away the prizes to all the winners. Dr. I.B. Shahi, Col. GS Rajput and Mali Staff collected these prizes on behalf of MD Sir, Ganga Kutti and Kamla Retreat.



REPUBLIC DAY CELEBRATIONS - GOTAN

The employees of J.K. Cement Works and J.K. White Cement Works along with the employees and students of LKSEC celebrated the 64th republic day with great patriotic fervour. The Indian tricolour was hoisted by Mr. B.K. Arora – President (Works) and he took the salute of the parade of security staff and the students of LKSEC.

Mr. C.P. Jhagdawat - VP (Commercial and Admin.) in his address said that the Company has unceasingly put in diligent efforts to realize the dreams of our visionary leader Shri Yadupati Singhania. He also highlighted that under the tutelage of Mr. B.K. Arora and Mrs. Sushma Arora the institute is always eager to serve the society and the nation, and their

guidance has led the factory and school on a path of growth. Various sports contests were organized for the students and employees on this occasion.



Mr. C.P. Jhagdawat - VP (Comm. & Admin.), Mr. Rajeev Sharma - VP (Technical), Mrs. Sushma Arora - VP (LKSEC) & Mr. B.K. Arora - President (Works) on the occasion



Mr. B.K. Arora unfurling the tricolour

Error Regretted

1. In the March Issue of J.K. Spotlight, the name of 1st runner up under impressions was printed as Mr. Pankaj Tewari instead of Dr. Pankaj Tiwari.
2. Republic Day celebrations in Gotan was missed out in the March issue hence is carried in the May Issue of Spotlight. Both errors are deeply regretted.



White Cement Dealer Meet - Mumbai

The Company is setting pioneering precedents in building and solidifying relationships with its valued dealers. A Dealer Meet was held for our White Cement dealers in Mumbai, in line with the Delhi Dealer Meet a few months back, with our charming brand ambassador Shri Chhutkauji in attendance. It was yet another feather in the Branding and Communication team's cap as it turned out to be a roaring success and gave everyone a great opportunity of strengthening bonds in a lively and fun-filled atmosphere

of Dreams', paying homage to Mumbai, the city where dreams are made. Accommodating a congregation of 450-500 dealers, the venue had the look of a typical Mumbai scene with street hawkers, stalls of *gola*, *chai* and even a *channa jor garam* seller. To top it all invitees were given a hearty Maharashtrian welcome by dancers performing the *Lavni*, Maharashtra's traditional dance and even given rides in an auto rickshaw.

This event was the perfect way of showing



The theme for this meet was 'Celebration



Mr. V.P. Singh - Advisor addressing the gathering



Mr. Ashok Kapur - Sr. VP (Accounts) awarding Mr. Atul Kadia of M/s Shakti Marketing



Mr. Shailesh Gupta - Sr. VP (MIS) awarding Mr. R. Sundararajan of M/s Hariram Enterprises



Mr. Mohan Sharma - AVP (Marketing) presenting the trophy to Mr. Bhanwarlal of M/s Chetak Minerals



our dealers our deep appreciation for them. Extensive arrival arrangements were made for the dealers who came from South and West India. Chhutkauji awarded our top stockist for Wall Putty and White Cement with much fanfare. South African acrobat artists made the night even more memorable with an incredible and awe-inspiring performance. An energetic and

vivacious performance by a dance troupe compelled one and all to put on their dancing shoes. Everyone thoroughly enjoyed this glittering evening, which was full of an exuberant spirit. We hope that our dealers, one of the most valued associates of our company, had an unforgettable time with us.



EXECUTION OF LOAN DOCUMENTS FOR MANGROL EXPANSION

In the Bankers Meet held on 8th April at Padam Tower, Mr. A.K. Saraogi - President (CA & CFO) signed the Loan Documents for Rs.1200 crores under IDBI Bank Consortium comprising 12 Banks for Mangrol Expansion. Mr. Saraogi exchanged the documents with Mr. Anil C. Raj - General Manager, IDBI Bank.

Mr. A.K. Saraogi - President -
CA & CFO exchanging loan
documents with Mr. Anil C. Raj
- General Manager, IDBI Bank



EVENTS

NATIONAL SAFETY WEEK CELEBRATION

Gotan

J.K. White Cement Works, Gotan celebrated the 42nd Safety Week from 4th to 10th March. During this week, various contests were organised for employees on poems, essays, slogans and posters for safety. Apart from the accident and fire mock drills, safety awareness and demonstrations were also conducted during the week and there were departmental and interdepartmental meetings on issues related to safety. During the week, a meeting was held to felicitate the winners of various contests.

Mr. DD Khajwania addressed the audience highlighting the importance of the commitment of employees to work safely throughout the year and the necessity to ensure the integration of Organisational health and safety in work culture



Mr. D.D. Khajwania addressing the audience

and lifestyle. Mr. CP Jhagdawat - VP (Commercial and Administration) and Mr. Rajeev Sharma - VP (Technical) were also present along with respective departmental heads. The program concluded with demonstrations on fire fighting techniques, precautions and the uses of fire extinguishers by Security chief Mr. R.K. Sharma.



Mr. Rajeev Sharma congratulating a winner



Fire Demonstration

Nimbahera

The Nimbahera family celebrated National Safety day on March 4, with the commitment to give top priority to maintaining the safety culture of the company. On the occasion, a function was organized by Safety Department in which Mr. K.K. Jalori - Unit Head was the Chief Guest and Mr. S.K. Rathore - Head (Tech. and I.R.), and Mr. K.M. Jain - Vice President were the Guests of Honour. A large number of employees attended the programme.

Safety Flag was hoisted by the Chief Guest. Mr. S.K. Rathore in his address said that we all must take safety as a mission in every activity and always comply with safety rules and use safety appliances. Mr. Jalori in his speech congratulated all employees for zero accident in the previous year. An exhibition organized on the theme of Safety was the highlight of the day.



Unit Head Mr. K.K. Jalori giving away prize during safety week prize distribution ceremony



Guests viewing safety exhibition at Nimbahera

Mangrol

At Mangrol, Mr. S.K. Rathore - Head (Tech. and I.R.) was the Chief Guest while Mr. N.S. Rajput - A.V.P. (Maint.) was the Guest of Honour. The Chief Guest hoisted the safety flag and Mr. Umesh Upadhyaya - Asstt. Manager (Safety) administered safety oath.

Addressing the gathering, Mr. N.S. Rajput said that safety is the personal responsibility of every individual and if everybody follows safety rules and procedures, the possibility of accidents will be less.

A live demonstration of fire fighting was organized on the occasion besides various contests on the theme of safety. The programme was conducted by Mr. S.N. Sharma - Sr. Manager (Safety) while Mr. Umesh Upadhyaya delivered the vote of thanks.

In the final leg of safety week functions, on 15th March safety week concluding and prize distribution ceremony was held at Regional Training Centre (North).



Demonstration of fire fighting equipment



Chief Guest Mr. S.K. Rathore addressing the gathering

PERFORMING ARTS FEST - 2012 LKSEC, GOTAN

"The thing about celebration is that it is the triumph of the fact that we do contain within ourselves infinite possibilities"

The year 2012 marked the completion of 25 years of L.K. Singhania Education Centre. Achieving so much in such a brief span seems unbelievable but is most definitely true. The ride was bumpy but truly worth it. To commemorate this event the school hosted the mammoth IPSC Performing Arts Festival 2012. Spread over three days from 30th Sept. to 2nd Oct. with 12 participating schools and 13 events, the function can aptly be called the *Kumbh Mela* of Performing Arts!

The fest was spread over 2 days and started on 30th sept with the lighting of lamp by Chief Guest Mr. B.K. Arora - President, J.K. White Cement Works, Gotan and Guest of Honour, Mrs. Sushma Arora - Vice President, L.K. Singhania Education Centre, Gotan. The school choir extended a melodious welcome to all the guests and participants. After this the gala program started with the first competition being Semi Classical Jugalbandi. Of the 12 teams 8 participated in it. LKSEC, Gotan was ranked first with 246 points. It was succeeded by The Daly College, Indore with 191 points and Rajkumar College Raipur with 190 points got the third position.

Various other competitions like Vocal (Solo) - Western Music, Mime Competition and Fancy Dress cum-Elocution, Group Folk Dance, Dramatization of Poetry, Classical Instrumental Orchestra and various other competitions were organized.

The Chief Guest for the event was veteran actor Mr. Boman Irani. Everyone was thrilled to have this shining star amongst them. He advised the students to pursue what they loved and to follow their dreams.

The evening of 2nd of October, 2012, witnessed the closing ceremony of the fest. The Chief Guest for the ceremony was famous actor Mr. Anupam Kher. After receiving a warm traditional welcome he embarked on an entertainment filled journey. The best five performances of the fest were staged before him. He then honoured the office bearers and class toppers of the school right from the first batch till the present one. Vote of thanks was delivered by the student Cultural Secretary Ravi Baid and that marked the end of the livewire function.

Mr. B.K. Arora -
President (Works) &
Mrs. Sushma Arora -
V.P. (LKSEC)
presenting
Mr. Boman Irani
with a memento



A musical
presentation
by LKSEC
students



Students
performing a
chapter from
Mahabharata



Mr. Anupam Kher with Mrs. Sushma Arora & winners of the folk dance competition

Dealer Meet - Pune



Dr. Kaustubh Dadhich - Head Marketing (South & Rajasthan) addressing the gathering at the meet

Holi Milan - Delhi



Mr. Rakesh Gupta - Sr. G.M. (Marketing) presenting a stockist with a memento. Also seen in the photo is Mr. Anurag Sharma - Manager (Marketing)

Sponsorship - Delhi Paint Manufacturer's Association



Mr. Mohan Sharma - AVP (White Cement Marketing) receiving a memento from the Secretary of Delhi Paint Manufacturer's Association

Bidding adieu to Mr. Sudhir Nanda

Mr. Sudhir Nanda – AVP (Development), retired on 30th March and a farewell ceremony was held at Kamla Tower in his honour. He joined J.K. Cement Ltd in 1984. During this long association, he played a pivotal role and has been a source of inspiration and encouragement for all those who have worked alongside him. Mr. Anil Agarwal garlanded Mr. Nanda and presented him with a bouquet. He will always be remembered for his dedication and professionalism. J.K. Cement family extends best wishes to Mr. Sudhir Nanda for all his future endeavours.



Corporate Social Responsibility

Association with Paramedical & Paravet Institute J.K. Cement Works, Jhajjar

Paramedics – these are known as valuable human resources which help the medical system to deliver care to us – is highly trained and very less in number. With the growth of healthcare business in the country – the need for these allied medical personnel is ever growing and there is dearth of this high in demand manpower. Similarly, there is need for trained paravet to cater to the well being of cattle population.

To meet future healthcare needs, it is our mission to deliver innovative high quality education and training to the community of healthcare professionals. By sponsoring the fees for the youth from Jhajjar demographic area to study paramedical course – we are effectively channelizing the youth towards gainful employment.

It is a matter of great pride that J. K. Cement Works, Jharli has signed a Memorandum of Understanding with DC Jhajjar & CSR Society Jhajjar for sponsorship of fee for 15 students of the institute every year. MOU was signed by Mr. Harish Agarwal - Project Head (J. K. Cement Works, Jharli) on 13th April.

Shri Deepender Hooda, Honorable Member of Parliament, Rohtak inaugurated the institute on 4th May where dignitaries from Jhajjar administration were also present.



Committed to Green Mission - J.K. Cement Works, Muddapur

With a vision to improve the Environmental performance at the plant and renewing employees' commitment towards environmental preservation/ protection activities, task-force committees have been formed under the guidance & support of Mr. S.K. Jain, Technical Head. All these activities have been collectively named as **MISSION 'S'** which stands for -

1. **Stoppage Analysis & Control Committee**
2. **Spillage Study & Control Committee**
3. **Safety Committee**
4. **Scrap collection & Disposal Committee**
5. **Shining the Plant Committee**

Objectives of the Committees:

Each committee is headed by the Departmental Heads and all members are involved in productive meetings on regular intervals chaired by the Technical Head in order to ascertain and assess the workings of the team and establish the agenda for the future. A monthly review is held, which is chaired by the Unit Head.

The following are the functions of the individual committees –

Stoppage Analysis & Control Committee.

The aim of this committee is to determine the exact reason for stoppages of the plant & equipments and to control these stoppages. The committee is in the process of discussing the matter with all concerned departments on regular intervals to collectively discover the precise causes and advise the departments on remedial/corrective measures to avoid recurrence of the problem.

Spillage Study & Control Committee.

This committee comprises eight members from various departments headed by Mr. K.C. Khandelwal, General Manager (Instrumentation). The



Scrap Collection



Shining the Plant

Corporate Social Responsibility



Safety Measure



Scrap Collection

devices when required, to ensure a safe work place. During the last six months, the Committee has provided Safety Helmets with Company's Logo and Safety Shoes to all employees and has also initiated a number of other efficient safety procedures.

Scrap Collection & Disposal Committee.

The main objective of this committee is to collect all scrap material scattered inside the plant premises and store it at a dedicated location. This committee comprises five members from the Mechanical Department, headed by Mr. S.V. Patwardhan - Dy. General Manager (Mechanical). During the last six months, efficient working has enabled the committee to segregate the scrap inside the plant, out of which 100 tons of usable items were sent to our new project at Mangrol (Rajasthan). The remaining materials were stored at the new Store Yard, which shall be reused/recycled as per requirement.

Shining the Plant Committee.

The aim of Shining the Plant Committee is to ensure proper housekeeping, remove old deposition at the plant as well as plantation of trees and landscaping in and around the plant area. This committee has nine members from various departments headed by Mr. S.K. Das, General Manager (Civil). The committee has been able to maintain good housekeeping and improve the cleanliness of the plant & township. With the committee's dedicated effort, thousands of trees were planted in the premises of both the mines as well as the township around the plant.

Our next Mission will be **MISSION 'P' - Production, Power & Personnel.**



Spillage Control

main objectives of Spillage Study & Control Committee are to understand the causes of spillages and stop the same at various levels. During the last six months, a well-organized drive by the committee has been able to prevent several levels of spillages at various locations inside the plant.

Safety Committee.

The Safety Committee comprises ten members from various departments headed by Mr. K.R. Choudhary, Dy. General Manager (Electrical). The main objective of this committee is to ensure that all the employees strictly follow all Safety policies of the Company. The committee also motivates the employees & workmen to wear safety



Shining the plant



Safety Measure

Editorial Board :

Nitish Chopra

Head
(Branding & Communication)

Anthony Das

Deputy Manager
(Branding)

Shivapriya

Officer
(Branding)

Editor : Mr. Raghavpat Singhania
Special Executive,
J.K. Cement Ltd.

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Head -
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**For any feedback, inputs and suggestions
please contact : editor.jkspotlight@jkcement.com**

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