

# JK spotlight



Jan.-Feb. 2014 Volume : 1  
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## ANNUAL STOCKIST MEETS



Grey Cement North

### HIGHLIGHTS



Annual Stockist Meets -  
Grey Cement North



Dr. Gaur Hari Singhania  
IPSC Lifetime  
Achievement Award



## Inauguration of New Colony Gate - Muddapur



Mr. Antriksh Kumar Jain - Unit Head inaugurating the New Colony Gate

## Director - Factories and Boilers pays visit to Muddapur

On 20th January, Mr. B. S. Ramachandra - Director of Factories & Boilers, Government of Karnataka visited Muddapur plant alongwith his team members Mr. Navneeth Mohan - Sr. Asst. Director of Factories and Mr. S. B. Biradar - Dy. Director of Boilers, Belgaum Division.

The team took a round of the plant including the CCR Building. Mr. S.K. Jain - Head (O&M, Muddapur) explained the production process to them. A presentation covering the plant, CSR activities, Safety Policies, future developments etc. was organized for them. Immediately after the presentation session, an interaction was organized to introduce the senior executives of the Company to the Director & the team.

The Director also met our technicians and understood about Health, Safety and Welfare Activities of the Company.

The team also visited Muddapur Mines, where they even participated in the plantation programme.



Mr. B.S. Ramachandra - Director of Factories & Boilers planting a sapling

# FROM THE editor's desk



## Dear colleagues and friends,

Let me begin yet another issue of J.K. Spotlight by wishing all the members of the J.K. Cement Family a happy and prosperous year ahead.

At J.K. Cement we have always believed that our dealers are our torch-bearers, who bring us closer to the consumers. The cover story for this Spotlight is our celebration of the long standing partnership with them through the recently held Grey Cement (North) grand dealer meets. These mega meets at Jaipur and Manesar were also an opportunity to felicitate our top performing dealers for their outstanding contributions. This an important effort not only towards strengthening friendship and business association but also towards motivating them to continue giving their best.

The 65th Republic Day was celebrated with much enthusiasm amidst unfurling of the tricolour, parades and singing of the national anthem at various centres of the organisation.

The year has begun on a high note for us with the Employers' Association of Rajasthan honouring J.K. Cement Works, Nimbahera with the Best Employers – 2012 award, while J.K. White Cement was conferred with 'Certificate of Excellence' in the Large Scale Industries category.

The spotlight on this issue is on two gentlemen who have been long standing members of the J.K. Cement family, Mr. Ashok Kapur - Sr. V.P. (Accounts), a strong pillar in the success story of J.K. White Cement and Mr. R. Sundararajan, from M/s Hari Ram Enterprise, Puducherry, a valuable contributor to our growth story.

In keeping with the Company ethos of philanthropy, various Corporate Social Responsibility activities were organised at different centres.

With each progressive issue, Spotlight has had phenomenal success in bringing all of us together and the response has encouraged the entire team to continue the good work. I thank you for your enthusiastic participation and welcome your suggestions and contributions.

Best regards,

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

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## Celebrations

### Republic Day Celebrations

*Amid unfurling of the tricolour and colourful parades, the 65th Republic Day was celebrated across the different centres of the Organisation.*

#### Kanpur

At Kamla Tower, the Chief Guest, Mr. Anil Agarwal - Sr. V.P. (Finance & Taxation, Kanpur) garlanded the picture of the Father of the Nation, inaugurating the event, and hoisted the national flag along with Major S.B. Singh - G.M. (Admn. & Security, Kanpur). Mr. Agarwal took a salute and inspected the Republic Day parade conducted by the security personnel. The national anthem was sung by all the employees.

At Kamla Nagar Township, the function was well attended by the Security, Maintenance staff and children of the residents at Kamla Nagar. The event commenced with the unfurling of the National Flag jointly by Mr. Lalit Khanna - V.P. (Solar Housing and Infrastructure Ltd.) and Brig Suresh Rao - G.M. (Security). The function concluded with the echoes of 'JAI HIND' reverberating through the air.

Friendly matches were played between M/s JKCL XI Team and M/s First Flight

Courier at the grounds of Kamla Club. This was organized by Mr. R.P. Tomar - G.M. (Corporate HR) on the occasion of Republic Day.

Mr. Anil Agarwal - Sr. V.P. (Finance & Taxation) inspecting the parade of the security personnel



Mr. Lalit Khanna during Republic Day Celebration at Kamla Nagar Township



Friendly cricket match organised at Kamla Club

#### Padam Tower



Col Bharat Singh - Head (Security & Admin, Kanpur) addressing the gathering during the flag hoisting

#### Nimbahera

The Nimbahera family celebrated the 65th Republic Day with great enthusiasm and joy. Mr. K.K. Jalori - Unit Head and the Chief Guest for the day, unfurled the tri-colour, followed by inspection of Guard of Honor presented by Security personnel. He also gave prizes/ certificates to employees for their exemplary performance, best attendance through the previous year and also the winners and runners up of various



Chief Guest Mr. K.K. Jalori - Unit Head presenting a cash prize to Security Officer

events of Annual Sports Meet organized on the occasion. Mr. D. S. Krishnawat - Sr. Manager (I.R. & Welfare, Kanpur) and convener of the function expressed his gratitude to everyone for making the event a success.

At J.K. Cement Works, Mangrol, the Chief Guest, Mr. M.L. Goyal - Sr. Vice President (Comml., Nimbahera) congratulated everyone and motivated them to contribute their best towards achieving the goals of the Company.

Republic Day was celebrated with great patriotic fervor at J.K. Power, Bamania, Kailash Vidya Vihar, Padam Vidya Vihar and J.K. Institute of Technology.



Mr. K.K. Jalori addressing the gathering on the occasion



Students of Kailash Vidya Vihar singing a patriotic song

## Gotan

The employees at J.K. White Cement Works, Gotan with the staff and students of LKSEC celebrated Republic Day with great enthusiasm. Mr. B.K. Arora - President (Works) hoisted the Indian tri-colour inspected the parade of security staff. The audience was entertained by the school band of LKSEC & patriotic group songs by the students.

Mrs. Sushma Arora - V.P. (LKSEC), awarded the winners, runners up and man of the match of cricket match between LKSEC Staff. Boys and girls selected at national level games were also awarded. Various sports contests were organized for the students and employees thereafter and Mr. RC Joshi - Principal awarded the winners and runners of LKSEC Students.

Mr. Arora awarded the winners of rose competition and also felicitated the employees completing 25 years of service in J.K. Organization. Mr. P.C. Jain - V.P. (Stores & Accounts, Gotan) awarded the winners and runners of factory employees.



Mr. B.K. Arora - President (Works) during the flag hoisting



## Muddapur

Republic Day was celebrated with patriotism and great enthusiasm at Muddapur. On this occasion Company's executives, a large number of employees and labourers were present. Chief Guest Mr. Antriksh Kumar Jain - Unit Head, hoisted the National Flag followed by singing of National Anthem. The Chief Guest



Mr. Antriksh Jain - Unit Head inspecting the parade of the security personnel



## Republic Day Celebrations

Vande  
Mataram

inspected the Guard of Honour presented by Security Personnel followed by march-past.

On this occasion, various sports activities were organized, wherein members of Padam Club and Ladies Club as well as children actively participated. In the evening, prizes were distributed by Mr. Antriksh Kumar Jain and Smt. Kalpana Jain - President (Roshni Club) to the winners as well as the participants.

Celebrations were also held at Padampat Primary School.



Mr. S.K. Das - G. M. (Civil) hoisting the national flag



### Jhajjar

65th Republic Day was celebrated with great patriotism at J.K. Cement Works, Jharli site. Mr. Harish Agarwal - Project Head and all the staff members were present. Mr. Rajbir Singh - Retd. ACP was the Guest of Honour. Neighbouring village Sarpanches and families of the staff were also invited on the occasion.

Patriotic songs and poems were recited by the staff members. To mark the occasion the staff participated in Tug-of-War, Spoon Race, Dance Competition etc. and really enjoyed the day.



Mr. Harish Agarwal - Project Head during the flag hoisting ceremony



Tug-of-War competition organised on the occasion



## Pongal Celebrations

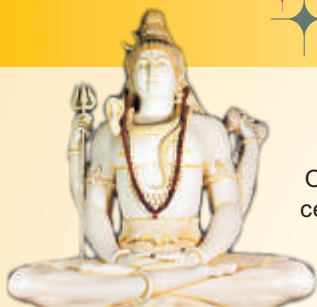


Pongal is the harvest festival of Tamil Nadu and one of the most important festivals celebrated by Tamilians, celebrated in the month of January. On this day people worship the Sun god, the main source of energy for

their agriculture, to convey their gratitude. The festival was celebrated with great fervour and enthusiasm at Chennai Office.



## Mahashivratri Celebrations



### Gotan

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

Ceremonial proceedings started before sunrise with the chanting of mantras from holy Vedas. Mr. N.L.

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, *kewda* and *Panchamrita* with the guidance and blessings of Mahant Shri Garieb

Dassji Maharaj of Ramdas Shyam Dasji Temple. Students and staff of LKSEC, along with the Company officials and their families performed the abhishek of Lord Shiva. *Mahaprasad* was arranged for the fasting devotees. Mr. Rajeev Sharma - V.P. (Technical, Gotan) and the respective heads of departments along with other employees were present on the occasion.



Mr. B.K. Arora - President (Works) performing the pooja

### Nimbahera



Mr. K.K. Jalori - Unit Head performing pooja of Shree Bhimkeshwar Mahadev

The Nimbahera family celebrated Mahashivratri festival with great reverence and faith as a large number of devotees worshiped idols of Lord Shiva at Shree Bheemkeshwar Mahadev Temple in Kailash Nagar Colony 2. In the afternoon, *Abhishek* was performed by the devotees led by Pt. Girishji, followed by *Maha Aarti* in the evening, in the presence of Mr. K.K. Jalori - Unit Head, Smt. Kumud Jalori - President, Ladies Club "Surbhi", Mr. R.C. Purohit - AVP (Mines, Nimbahera) and a large number of devotees. The events of the evening concluded with *prasad* distribution.

The festival was also celebrated at Peepleshwar Mahadev Temple. Special worship of Lord Yadureshwara Mahadev was performed at Shree Radha Krishna Temple situated in Kailash Nagar Colony 1. In the evening the priests carried out *Rudree Paath*, followed by special worship and *prasad* distribution.

## Saraswati Puja at Kamla Tower

'Saraswati' the consort of Lord Brahma, is the personification of knowledge - arts, science, crafts. She represents *Shakti*, creativity and inspiration. Goddess Saraswati is worshipped on Basant Panchami every year. The festival is celebrated to pay obeisance to

Saraswati, the Goddess of knowledge and learning.

Mr. R. P. Tomar, Mr. Anwar Abbasi along with Ms. Priyanka Srivastava, Mr. Santosh Yadav and Mr. Gajendra Pandey took the initiative to organize 'Saraswati Puja' in the office premises on 4th February.

Mr. Prashant Seth - Head (Commercial &

Business Information, Kanpur) and Mr. Anil Agarwal - Sr. V.P. (Finance & Taxation, Kanpur) performed the rituals. Chairman, Dr. Gaur Hari Singhania also attended the puja to seek the blessings of Goddess Saraswati. The office library was beautifully decorated with flowers. Sweets and *Panchamrit* were distributed as *prasad*.



Dr. Gaur Hari Singhania - Chairman, J.K. Cement Ltd. at the puja

## New Year 2014 Celebrations

### Padam Tower



### Muddapur

At J.K. Cement Works, Muddapur, Padam Club and Roshni Club jointly organized the New Year celebration at Padam Nagar Stadium. The occasion was graced by Mr. Antriksh Kumar Jain - Unit Head, Mr. S.K. Jain - Head (O & M,

Muddapur), Mr. S.K. Das - President (Padam Club), Mrs. Kalpana Jain - President (Roshni Club) and Mrs. Alka Jain - Vice President (Roshni Club). A large number of employees and family

members participated in the program. They were treated to a entertaining performance by orchestra band. Mr. Antriksh Kumar Jain and Mr. S.K. Jain wished everyone a healthy, prosperous and successful new year.



### Nimbahera

J.K. Cement Officers' Club at Nimbahera welcomed the New Year with great pleasure & enthusiasm at Mangal Mandap. The event was attended by Chief Guest - Mr. K.K. Jalori (Unit Head) while Mr. R.G. Bagla, was the Guest of Honour. On this occasion, Mr. N.K. Misra - Sr. V.P. (Projects, Nimbahera), Mr. S.K.

Rathore - Head (Tech. & I.R., Nimbahera) Mr. S.C. Kurmi - V.P. (Power Plant) and a large number of club members and their families were present. At the outset Mr. Sushil Nagori - Club Secretary delivered welcome speech and the guests were extended a warm welcome by club executives. Speaking on the

occasion, Mr. Jalori congratulated all members of the J.K. Cement family for a good year. The celebrations of the evening commenced with dinner followed by a cultural program presented by Chanchal Orchestra from Kota. Mr. A.K. Srivastava - President (Officers' Club) delivered the vote of thanks.



## Spotlight on Mr. Ashok Kapur

(Excerpts from an interview with Mr. Ashok Kapur - Sr. V.P. (Accounts, White Cement, Kanpur))

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

Immediately after my completion of CA in 1978, I was interviewed by a panel of many senior executives, and finally approved by Late Lala Sohanlalji Singhania. I therefore joined J.K. Synthetics Limited under the able guidance and support of Mr. Yadupatiji Singhania and given charge of accounts of J.K. Cement at the Head Office in Kanpur.

Besides J.K. Cement, I have had the privilege of looking after accounts of White Cement plant at Gotan and Raymond Cement. I was given the sole responsibility, to keep total control of pre-operative expenses, during land acquisition work of White Cement unit. In 1981, I was transferred to look after the accounts of Nylon division of Kota at H.O. and again transferred back to cement division in 1984 to exclusively look after the account of White Cement division, when it became fully operational. Since then, I have been heading the Accounts department.

Celebrating the Silver Jubilee of J.K. White Cement in 2009 is my most fond memory as I have been attached to the division since day one and seen the journey as the unit grew manifold from a mere 50,000 mt tonnes to the present capacity of over 6 lakhs metric tonnes.

### Q.2) According to you, what are the essential elements required to ensure the success of the Accounts function of an organization?

Every department works in tandem with other departments. Accounting and Finance lies at the heart of any business. We must understand the main role and function of accounts department which is primarily to create debate and disseminate knowledge about the measurement and communication of financial and non-financial information.

In view of the above and according to me, essential element is to ensure the success of the department and the organization is by establishing a strong internal control mechanism in place through well designed manuals for each and every business activity and departments that contribute to the profitability of the organization, responsible for inflows and outflows of funds. We need to ensure that all systems are put in place and policy needed is accordingly framed to ensure that operation is run effectively and assets are safe-guarded.

### Q.3) The White Cement division has been yielding great returns for the Company in the past few years. White Cement Accounts has had a positive role to play in this turnaround. What measures have been undertaken by the department in achieving this?

Measures initiated to enhance the profitability of the division, to name a few, include,

- (i) Tax saving devices within legal frame work, ensuring substantial revenue earnings on continuous basis by way of reduction in claim processing amount.
- (ii) Faster mode of funds collection (sale proceeds), ensuring earnings on account of reduction in interest payouts, eliminating cost towards transfer of funds, improving liquidity and eliminating completely bouncing of cheques etc.
- (iii) Faster ways of recording transactions, ensuring availability of funds at customer's end reducing outstanding amounts and enhancing credit limits, thus increasing the volume of the company with repeat orders.
- (iv) Strict implementation of inventory control and debt control measures to keep the outstanding and stocks under check/control.

### Q.4) Being the accounts Head of White Cement, what is your take on the culture of cost consciousness in the Company? What kinds of compliances are being followed to ensure the same?

We are working towards strengthening the culture of cost consciousness by addressing many important issues like financial literacy, business knowledge, clarity in roles and responsibilities etc.

These are being addressed with proper communication, meetings with individuals concerned and making available to them the required information. Our endeavour is to impart proper training to make them understand clearly the importance of generating revenue and earning profits in a very cost effective manner. There has to be a clear-cut understanding between efficiency and effectiveness.



Mr. Ashok Kapur

## Spotlight on Mr. R. Sundararajan

M/s Hari Ram Enterprise, Puducherry



Mr. R. Sundararajan

Mr. R. Sundararajan of M/s Hari Ram Enterprise has been associated with the Company since 1993. He started out with a mosaic chips business and later entered the Cement Business. Today he is one of the most prominent stockists of White Cement in Tamil Nadu. Hari Ram Enterprise enjoys a market share of more than 90% for both White Cement and Wall Putty in Puducherry. Mr.

Sundararajan is being assisted by his son Mr. R. Sunil. He has had a successful partnership with J.K. White Cement and we thought it would be fitting to have him share his views on this association.

### Q1. How has your association with the Company evolved over the years? How has the journey been?

I have had a very good association with the Company since 1993. It has been a wonderful journey and owing to the Company's unstinting support, we have grown step by step and achieved the sales target, maintaining our loyalty. This has helped me reach the milestone of highest sales achievement.

### Q2. What do you think differentiates our brands from others in this competitive market? What is the customer perception?

According to me, there are three factors that differentiates our brand from the others is 1) Whiteness (Milky white) 2) Strength (Quick Setting) and 3) Fineness. The key, I believe, is the consistency of quality, customer satisfaction and service to customers. Hence the customers' first preference is J.K. White Cement and J.K. Wall Putty.

We enjoy more than 90 % of the market share in Puducherry.

### Q3. What is your strategy for success? Please share with us any challenges that you have had to face in promoting our brand.

Hard work and consistent efforts pay in the long run. In the initial stages, when customers only knew Kerala based white cement, we made repeated visits to the retailers and introduced the 1kg & 5Kg bags to each and every small paint & hardware shops in and around the rural areas and created brand awareness in the public mind as well as in the minds of builders and contractors. We had to do sampling and testing extensively to create awareness about the quality of the product and the brand name in the market. Gradually, those shops started to buy 50Kg & 25Kg bags, developed the market and promoted our brand.

### Q4. We have achieved near dominance in the Pondicherry Market because of your efforts. How did you manage to achieve this?

Apart from the Company schemes, I operate attractive schemes for retailers to encourage them to boost their sales. Also, we change the scheme according to the market position. This has helped me get a strong hold in the market.

### Q5. What message/suggestions would you like to give to the Company?

My humble suggestion to the company is dust proof packing. This is the most essential in future to reduce pollution. I thank the management for their continued support in all these years and hope the association grows stronger in the future.



## IPSC Lifetime Achievement Award

### Dr. Gaur Hari Singhania IPSC Life Time Achievement Award 2013

The Lifetime Achievement Award, a brainchild of our respected Managing Director - Mr. Yadupati Singhania, was introduced in 2003. It is an extension of Dr. Gaur Hari Singhania's vision and his own desire to acknowledge the contributions in the promotion of education and social welfare.

In the last few years, the Award which was started as a tribute by Mr. Yadupati Singhania to his father Dr. Gaur Hari Singhania, has carved a niche in the academic circle and many worthy names have been honoured.

The following chairpersons of Indian Public School Conference have feted with this award so far.

Chairperson	Held at	Year
Mr. B K Sood Mr. R M Saran	L.K. Singhania Education Centre, Gotan	2003-04
Dr. M V Prasad Dr. S D Singh	The Daly College, Indore	2004-05
Shri S K Gupta Shri Shomidass	The Hyderabad Public School, Ramnathpur	2005-06
Ms. Saroj Srivastava	Vidya Devi Jindal School, Hissar	2006-07
Dr. (Mrs.) G D Bakshi	Donyi-Polo Vidya Bhawan, Itanagar	2007-08
Mr. Pramod Sharma	The Scindia School, Fort, Gwalior	2008-09
Mr. B R Dubey	Bhartiya Vidhya Bhawan, Baroda	2009-10
Capt (IN) V.K. Verma	Sharada Residential School Udupi, Karnataka	2010-11



Mrs. Jyotsna Brar - Principal, Welham Girls' School, Dehradun receiving the Dr. Gaur Hari Singhania I.P.S.C. Life Time Achievement Award

This year Dr. Gaur Hari Singhania I.P.S.C. Life Time Achievement Award was conferred on Mrs. Jyotsna Brar - Principal, Welham Girls' School, Dehradun and former Chairperson, I.P.S.C. for her excellent services in the field of education at the I.P.S.C. Conclave - 2013 at Daly College, Indore on 28th Dec. 2013. The award carries a cash prize of Rs. 51,000/-, Silver plaque and a shawl. But the honour extended surpasses all the material accolades. The award is sponsored by J.K. White Cement Works and LK Singhania Education Centre, Gotan. We congratulate her and hope this recognition inspires many others.

## 'J.K. Cement Works, Nimbahera conferred with Certificate of Excellence'



Mr. S.K. Gupta - Advisor (Legal) receiving the Certificate of Excellence

J.K. Cement Works, Nimbahera was honoured with the Certificate of Excellence for the year 2012 by Employers' Association of Rajasthan in the 'Best Employers - 2012' awards. This award is presented in three categories, Large, Medium and Small scale industries. Hon'ble Minister of Medical & Health, Government of Rajasthan - Mr. Rajendra Singh Rathore along with Mr. N. K. Jain - President, Employers' Association of Rajasthan presented the award to Mr. S.K. Gupta - Advisor on behalf of J.K. Cement Works, Nimbahera. This award was conferred in the large scale industries category on 11th January at Indralok Sabhagar, Jaipur.

A panel of judges reviewed various companies' contribution on health and hygiene, safety and accident prevention measures, environment, corporate social responsibility, production, sales, cost cutting initiatives and industrial relations etc. as the parameters for selection.

## Certificate of Excellence 2012 - J.K. White Cement Works, Gotan

J.K. White Cement was conferred with 'Certificate of Excellence' in the Large Scale Industries (Cement/Chemical/Process Group) Category. The Certificate was presented by Mr. Rajendra Singh Rathore - Hon'ble Minister of Medicine & Health, Government of Rajasthan along with Mr. N.K. Jain - President of Employers' Association of Rajasthan during the 50th Golden Jubilee Foundation Year Celebration on 11th January at Jaipur.

The certificate was received by Mr. Anil Badgotri - AVP (Commercial, Gotan) and Mr. P.K. Sharma - Sr. Manager (Personnel, Gotan) in a grand ceremony at Jaipur. Representatives from various cement companies including J.K. Lakshmi - Sirohi, Binani Cement - Sirohi, Sri Cement, Manglam Cement - Kota, UltraTech Cement and dignitaries from various small, medium and large-scale industries attended the function.



Mr. Anil Badgotri - AVP (Commercial)  
receiving the Certificate of Excellence

## National Integration Camp of NCC at Sir Padampat Singhania University

National Integration Camp of NCC was organized by 10 Raj BN NCC (Army Wing) at Sir Padampat Singhania University, Udaipur, Rajasthan from 2nd - 13th December. The camp was inaugurated on 2nd December under the leadership of Colonel Manohar Singh Rathore, Group Commander NCC. 400 cadets from Army, Navy, air and girls battalion, along with many NCC supporting officers and physical instructors from 17 zonal centers of NCC participated in the camp. Colonel Rathore in his inaugural address emphasized that the main aim of the camp was to bring about national integration by allowing people from different cultural



Lt. General Aniruddha Chakravarty VSM - Director General NCC visit to the  
National Integration Camp at Sir Padampat Singhania University, Udaipur



backgrounds to come together. Various indoor and outdoor activities such as yoga, games as well as mountaineering in the Aravali Ranges, tree plantation etc. were accomplished successfully in the camp. The cadets visited the lake city and learnt about its glorious past by visiting various historical places. The evenings in the camp were colourful as everyone witnessed myriads of musical and cultural programmes of various states by the cadets, thus displaying the message of 'Unity in Diversity'.

## Stockist's Visit to J.K. White Cement Works, Gotan



### Off Site



Mr. B.K. Arora - President (Works) interacting with the Company officials & stockists

Four teams of around 50 stockists each from Haryana, Nepal, Punjab, Himachal Pradesh and Delhi visited Gotan from 27th to 31st January. The team visited the plant to understand the cement manufacturing process and the future plans of market expansion. The group was welcomed by Mr. B. K. Arora - President (Works) and Mr. C.P. Jhagdawat - Vice President (C&A, Gotan).

Mr. K.N. Pandey - Head (Quality Control, Gotan), Mr. Nitin Kaushik - Head (Mechanical, Gotan), and Mr. V.S. Rathore - Deputy Manager (Planning, Gotan) and Dr. Ranjeet Bagariya - Environment accompanied the team for a plant visit to exhibit the practical dynamics of cement manufacturing. The team of HODs took the guests through Centralized Control rooms, Packing Plants and the Quality Control lab. The visitors found it to be a great learning experience, terming it as a very fructifying visit. It acquainted them with not only cement manufacturing process but also the use of modern technology and competitive advantage through cost reduction methods.

The group was also taken on a tour of the School by Mr. R.C. Joshi - Principal (LKSEC) and his team. The group



Mr. K.N. Pandey - Head (Quality Control) with the stockists at the plant



termed this as an unforgettable experience of industrial visit, one better than numerous industrial visits they had been to. They expressed their gratitude towards the Management for the kind hospitality and for providing such an opportunity of mutual interaction. Post the plant and school visit, the teams proceeded to Jodhpur for sightseeing.

## Hongkong & Macau Tour - Grey Cement (South)



Dealers and Company Officials during the tour organised from 17th to 21st February

## Australia Tour - Grey Cement (North)



Dealers during the tour organised from 10th to 19th February

### Singapore Tour for Business Organisers - White Cement



Special Executive - Mr. Raghavpat Singhania with Company Officials and dealers during the tour organised from 17th to 20th January

### White Cement Stockists Meet - Jodhpur (Haryana)



Mr. V.P. Singh - Advisor felicitating one of the top performing stockists of Haryana at the meet organised from 27th to 29th January

### White Cement Stockists Meet - Jodhpur (Delhi, Chandigarh, J&K & HP)



One of the top performing stockists of Delhi being awarded at the meet organised from 31st January to 2nd February

### White Cement Stockists Meet - Jodhpur (Nepal & Punjab)



Mr. V.P. Singh - Advisor felicitating one of the top performing stockists of Haryana at the meet organised from 29th to 31st January

## Three Day Advanced Technician Training Program at IIT Kanpur

As per the MOU of JK Centre for Technician Training with IIT Kanpur an advanced Training workshop, a three day Technician Training Program for the local youth was organized by the Central workshop of IIT Kanpur for the trainees of JK Centre for Technician Training (JKCTT) from 10th to 12th January.

A total of 30 Trainees (18 of JKCTT & 12 of JKITC) of Mechanical fitter Trade got an opportunity to learn advanced skills from the experienced staff members of the central workshop & the department of Mechanical Engineering of the Institute. The trainees will also get a certificate from IIT Kanpur.

This is the first of its kind of any association of a vocational training centre with an esteemed Institute like IIT Kanpur. Both the Institutes are also discussing about involving 4-5 best trainees of the batch in more project related work & further awarding them a certificate also.

Mr. Lalit Khanna - Head of Operations, JKCTT emphasized 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.



Trainees of JKCTT



Trainees at the Central Workshop, IIT Kanpur

## A Toast to Reaching New Heights

Annual Stockist Meets - Grey Cement North

In this widely competitive world, where the consumer is flooded with options, the key to success is quality and perseverance. The aim of the large scale Grey Cement (North) dealer meets was to reinforce the importance of these qualities in all the members of the J.K. Cement family. Held on the 10th of

a peep into our glorious 40 year journey of partnering India's infrastructural growth as well as a showcase of our aspirations of rising to greater heights of success. This meet also aimed at celebrating our growing network of dealers and consumers.



Mr. Prashant Saharan of M/s Saharan Traders receiving his trophy from Mr. RC Shukla - President Marketing (Grey North) and Mr. L.K. Gattani - GM (Marketing, Rajasthan)



Dealer Meet - Jaipur

February in Jaipur and on the 16th of February at Manesar, these dealer meets were themed "Junoon Kuchh Kar Dikhaane ka"; it was both



Mr. Deepak Patel of M/s Raj Corporation, Ahmedabad, Gujarat receiving his trophy from Mr. RC Shukla and Mr. Pankaj Gupta - GM (Marketing, Gujarat)

As we aim to expand our manufacturing facilities by 2015, to become India's premium brand and achieve higher growth and greater visibility, the onus is on our esteemed dealer network to bring brand J.K. Super



Cover  
Story

Success

Determination

Caring

ambition

wisdom

Diversity

moderation

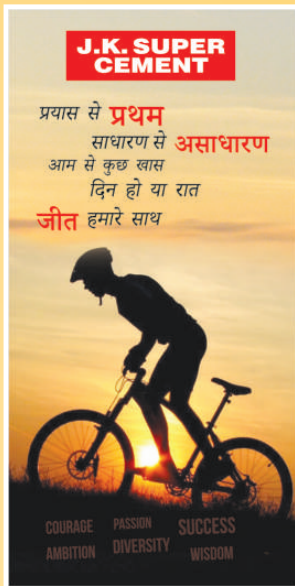
perseverance

Learning

Passion

courage

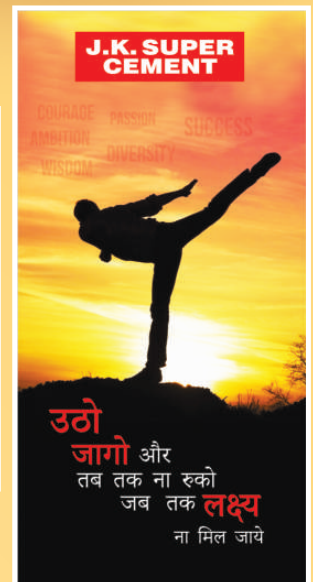
Leadership



Cement closer to the customers. "The dealers across the country form an important part of the J.K. Cement family", says Mr. R.C. Shukla - President (Grey Cement, North), "Through these dealer meets, we applaud excellent efforts put in by the members of our strong dealer community in the crucial markets of Rajasthan, Gujarat, MP, Delhi, UP, Punjab and Haryana."



Mr. Prakash Gupta of M/s Gupta Sanitary, M.P. receiving his trophy from Mr. RC Shukla and Mr. Sunil Jain - DGM (Marketing, M.P.)



Mr. R.C. Shukla - President (Marketing - Grey Cement North) with top performing dealers of Rajasthan, Gujarat & M.P.



Mr. R. C. Shukla in his address to the gathered esteemed dealers also discussed the two newly opened manufacturing plants, the Brown Field Cement Plant at Mangrol, Rajasthan and the Split Grinding Unit at Jhajjar, Haryana. These new plants would be a great value addition resulting in an increase in the production capacity, leading to more supply to the dealers and increased sales.

The meets were also an occasion to felicitate our top performing dealers for their outstanding



contributions in their regions, showing our appreciation for the association and relationship that we share with them. Coordinating the logistics for the meet, land arrangements for the two venues, and making arrangements for the large congregations arriving for the meets turned out to be a daunting task. But the efforts of the organizing team were an overwhelming success, and were highly appreciated by the attending members.

Entertaining the audience on this grand occasion were





Mr. Ravi Kant Varshney – M/s Mehar Cement Distributor, U.P. being felicitated by Mr. RC Shukla. Also seen in the photo are Mr. Manoj Gupta – A.V.P. (Marketing) and Mr. Pankaj Basra – DGM (Marketing, U.P.)



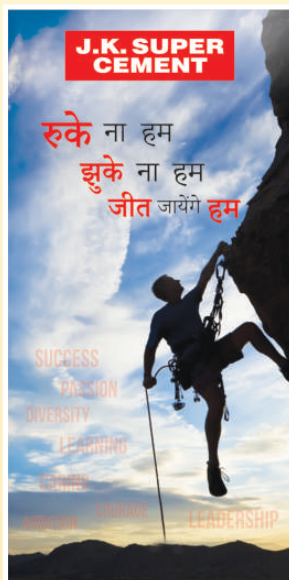
Mr. Prateek Thakral of M/s Shiv Shankar Sales Corporation receiving the trophy from Mr. RC Shukla. Also seen in the photo are Mr. Manoj Gupta – A.V.P. (Marketing) and Mr. Subroto Ganguli – GM (Marketing, Haryana)

performances by African acrobats who thrilled the attendees with their daredevil acts defying laws of gravity and physical stamina. The audience was also treated to an energetic and mesmerizing performance of popular hit numbers sung by Shipra Goyal. Also star attractions of the meet were the rib tickling antics of stand-up comedian Jitesh Chawla that left the audience in laughter riots.



Our dealers are the superstars of our nation-wide success story. These meets form an important

effort towards strengthening friendship and business association. These are also a small token of our appreciation of the long-standing faith and companionship that we enjoy from these indispensable pillars of our growth story. We hope this strengthened partnership would lead us to achieving greater success together.



Mr. Mohan Lal Garg of M/s Garg Cement Store, Punjab being felicitated by Mr. RC Shukla. Also seen in the photo are Mr. Manoj Gupta – A.V.P. (Marketing) and Mr. J.P. Tewari - Manager (Marketing, Punjab)



Mr. Mohit Gupta & Mr. KC Gupta of M/s Jagdambe Builders being felicitated by Mr. RC Shukla. Also seen in the photo are Mr. Manoj Gupta – A.V.P. (Marketing) and Mr. Rahul Kumar Singh - DGM (Marketing, Delhi)



## WINNING ENTRY

### The Role of Aam Aadmi in Today's Democracy

**T**he term "Aam Aadmi", instantly flashes memory of "The Common Man - You Said It" character by cartoonist R. K. Laxman, who always remains a mute eyewitness to all short of happenings in daily life, society and country. The role of Aam Aadmi can be very well understood from the famous quote of Herbert Hoover: - "When we are sick, we want an uncommon doctor; when we have a construction job to do, we want an uncommon engineer, and when we are at war, we want an uncommon general. It is only when we get into politics that we are satisfied with the common man."

The thoughts of an Aam Aadmi are limited to attaining ordinary rights i.e. right to life with dignity, freedom, happiness, destiny etc. In a democracy, role of Aam Aadmi is to resist government intrusion into these rights and secure them democratically by forming a people centric government. Aam Aadmi should not wait to let the change happen on its own, but be prepared to

themselves become a catalyst in bringing up the change in today's democracy.

Currently, the life, body, soul, freedom, personality, assets and even happiness of an Aam Aadmi, in our country, are at the absolute mercy of a few "so called" democratically elected leaders who are omnipresent only on the TV screens. It is important to setup a benchmark that will help in simplifying an Aam Aadmi's conception rights, beliefs, ethics, values and welfares. This benchmark will provide a firm ground for making logical decisions. This may require 'creation' of new rights, starting a true democratic government in the country, which in its true sense will be "for, of & by" the Aam Aadmi. New rights may be in the form of Freedom of feelings, Freedom of ideologies, Freedom of questioning.....



**Mr. Mrityunjay Kumar**  
Civil Engg. Dept.  
Muddapur

## Winning Entries

1st Runner Up

### Role of Aam Aadmi in Today's democracy

Mr. Ashish Asopa  
Electrical, J.K. White Cement Works, Gotan

2nd Runner Up

### The No. 1 rule of Customer Service: The Customer is always right. True or False

Mr. Robin Gupta  
Sr. Engg. (Mechanical, Muddapur)

## Participating Entries

### Role of Aam Aadmi in Today's democracy

1. Mr. K.P. Jaiswal - G.M. (Civil/Projects, Jhajjar)
2. Mr. Ahmad Rashid - Marketing Officer, Ajmer (Grey Cement)
3. Mr. Francis Xavier - G.M. (Commercial, Muddapur)
4. Dr. A.K. Saxena - J.K. White Cement Works, Gotan

### The No. 1 rule of Customer Service: The Customer is always right. True or False

- 1 Mr. Rajan Singh Tanwar - Engineer (Electrical, Nimbahera)
- 2 Mr. K.S. Bhati - Engineer (Electrical Deptt., Nimbahera)

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

1. The emerging power of social media
2. Business and Ethics do not go together. Comment

Last date for submission of entries is  
**1<sup>st</sup> May, 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.

## Training Workshop on 'Advanced Processes and Innovative Techniques in Welding & Challenges in Implementation by Industry' - Kanpur

A one day training workshop on 'Advanced Processes and Innovative Techniques in Welding and Challenges in Implementation by Industry' was organized by JK Centre for Technician Training, Kanpur in collaboration with the Indian Institute of Welding (IIW-India) and Kanpur Productivity Council on 15th Feb at Kanpur. It was an excellent opportunity for individuals involved in maintenance, production and shop floors to refine the execution of their jobs at site for fabrication.

The workshop chaired by Mr. Ranjoy Banerjee - Executive Director, Indian Institute of Welding, Kolkata along with Mr. Vijay S Agwan - Regional Dir (West IIW - India) & Mr. Pradeep Paul - Regional Dir (North IIW-India), was inaugurated by Mr. Naveen Khanna - President (IIA Kanpur) and Mr. R.K. Agarwal - MD (Netplast Pvt. Ltd.) Kanpur.



Papers and DVDs on precise and advanced technologies on the MIG and Argon welding were provided to the participants for their future reference. Participating certificates were also provided to the 115 participants from different PSUs like BHEL, HAL, and private Co. like Bajaj Power, J.K. Cement Ltd, DSCL Sugar along with the several units of Kanpur Industrial area like Netplast Pvt. Ltd., BK Precision, India Thermit, BK Precision, Thermodynamics Services, Pankaj Steel, Resinova Chemie and faculty from IIT Kanpur.

## Bankers Meet - New Delhi

A meeting of Working Capital Bankers, led by Allahabad Bank was held on 28th February at Hotel Crowne Plaza, New Delhi. The meeting was attended by Sr. Executives of member Banks and J.K. Cement Ltd.



Sitting on the dias are (From left to right) Mr. Sanjeev Garg - V.P. (Finance & Corporate Affairs, Delhi), Mr. Atul Bagla - V.P. (Corporate Finance, Kanpur), Mr. Anil Agrawal - Sr. V.P. (Finance & Taxation, Kanpur), Mr. Somnath Majumdar - A.G.M. (Allahabad Bank) and Ms. Seema Narang - Chief Manager (Allahabad Bank) at the meet



## PEOPLE POWER TRAINING PROGRAMMES

### RTC Activities: JANUARY

#### 1. 'Executive Development Programme (GM 03)': Jan. 09 - 10

A skill enhancement programme was organized for Frontline/Middle Management executives and was attended by thirty-two participants from Binani Cement Ltd., J.K. Cement Works, Nimbahera and Mangrol.

#### 2. Specialized Training Program on 'Maintenance of LT/HT Circuit Breakers and Contractor (NP 37)': Jan 11

RTC Faculty Mr. M.C. Upadhyay - Dy. G.M. (Elect.), Birla Cement Works conducted a critical skill training session for Twenty-one Supervisors/Technicians of Ultra Tech Cement Co. Ltd. and Birla White Cement, Jodhpur (Raj.)

#### 3. 'An Orientation to Cement Manufacturing Process (C 15)': Jan. 20 - 22

A team of RTC faculty conducted an induction programme for frontline executives. Attended by 17 CTS Executives of J.K. Cement Ltd., this induction was designed to acquaint CTS with the back end process knowledge and instill empathy to serve the customers better.

#### 4. 'Manufacturing Process, Machinery and Lubrication System in Cement Industry (S 05)': Jan. 23 - 25

A Workshop for Management level officers was conducted to brush up and consolidate their knowledge base. Attended by Seven Managers/Engineers from Bharat Petroleum Corporation Ltd, the workshop was conducted by the seasoned faculty of RTC



Participants and Faculty of the programme on 'An orientation to Cement Manufacturing Process'

### RTC Activities: FEBRUARY

#### 1. Management Program on 'Productivity Improvement through 5'S': A Proactive Approach (GM 29)': Feb. 10 - 11

A two days management program on 'Productivity Improvement through 5'S' : A Proactive Approach (GM 29)' was organized for Frontline/Middle Management executives from J.K. Cement Ltd., Nimbahera and Mangrol Plant on Feb. 10 - 11. Nineteen participants attended the program

Some important points learnt during the course and desired to be implemented at respective plants in post-training stage are:

- 5'S' Implementation
- Vision for improvement
- Standardization and sorting out
- Productivity improvement
- Remove unused material that reduce Hazards
- 6 Sigma data histogram
- Reduce the breakdown time
- Applying KAIZEN and 5 S in our area of work

#### 2. Management Program on 'Effective Communication and Presentation Skills (B 07)': Feb. 13 - 14

A two days management program on 'Effective Communication and Presentation Skills (B07)' for Frontline/Middle Management Executives was organized from Feb. 13 -14. Seventeen executives from J.K. Cement Ltd., Nimbahera and Mangrol plant attended the program. Dr B. L. Dubey, Management Consultants,

New Delhi was the faculty at the program

#### 3. Specialized Training Program on 'An Orientation to Cement Manufacturing Process (C 15)': Feb. 17 - 19

A specialized training program on 'An Orientation to Cement Manufacturing Process' for CTS Executives was held from Feb17 - 19. Seventeen participants attended the program conducted by a team of RTC faculty. Some crucial points learnt during the program included dealing with customer complaints, quality control, cement manufacturing process etc.

#### 4. Training Program on 'Industrial Safety & Hazards Management (NP 53)': Feb. 21 - 22

A training program on 'Industrial Safety & Hazards Management' for Engineers/Supervisors target group was organized on Feb. 21 - 22. Twenty Seven





Participants from J.K. Cement Works, Nimbahera and Mangrol attended the program. Mr. A.K. Singh - Chairman, Save Life Group, Jaipur, Mr. R C Sinha - Ex-Chief Factory Inspector and Mr. Vijay Naruka - Disaster Management conducted the program.

Some key points discussed in the course and desired to be implemented at respective plants in the post-training stage are:

- Industrial Safety Act 1948
- Emergency Plan
- Safety - Man and Machineries
- Fire Classification and Use of Fire Extinguishers
- Safety in our day-to-day life.
- First-Aid Awareness with practical demonstration
- Safety Plan- Work Permits, etc.
- Safety-Working of Heights

#### 5. Management Program on 'Supervisor Development (GM 04)': Feb. 25 - 26

A two days management program on 'Supervisor Development (GM 04)' was organised for Frontline/ Middle Management executives on Feb. 25 - 26. Nineteen Executives from J.K. Cement Works, Nimbahera and Mangrol Plant attended the program. Mr. Rajan Sinha - Mantrana Consultants, New Delhi conducted the program



#### 6. Training Program on 'Operation & Maintenance of H T Motors (NP 33)': Feb. 27 - 28

Regional Training Centre (North) organized a two days training program on 'Operation & Maintenance of H T Motors (NP 33)' for Managers/Engineers target group from Feb. 27 - 28. Twelve Participants from Aditya Cement, Wonder Cement, Shree Cement and J.K. Cement Ltd., Nimbahera & Mangrol Plant attended the program. Shri H A Ghanekar - Ex-Director, BHEL, Bhopal and Shri Tapan Chunder - BHEL, Bhopal were faculty in the program.



## PERFORMANCE AWARD LETTER - GREY CEMENT SOUTH



Mr. Abhas Bhatia - DMO (Pune) receiving the letter from Mr. R Ganesh - Marketing Head (Grey South). Also seen in the photo is Mr. Manish Bahuguna - Sales Head (Grey Cement South) & Mr. Prashant Upadhyay - Asst. Manager (Pune)



Mr. Sunil Kumar Dubey - ADMO (Pune) receiving the letter from Mr. R Ganesh - Marketing Head (Grey South). Also seen in the photo is Mr. Manish Bahuguna - Sales Head (Grey Cement South) and Mr. Prashant Upadhyay - Asst. Manager (Pune)

## EVENTS

### BrandCraft – International Conference on Marketing Organized at GHSIMR

GHS-IMR hosted a two day International conference on Marketing - BrandCraft 2014 on 15th & 16th February. "BrandCraft - Bullock Cart to BMW" the theme for this conference was very appropriate as it personified the evolutionary process of Branding. The first International conference on Marketing, BrandCraft focused on the challenges brands are facing and how organizations can build, protect and grow their brands in the face of an ever changing environment. The conference aimed at bringing together scholars, researchers and practitioners in a lively debate and exchange of ideas on the role of branding in the 21st century. The day started with the Inaugural ceremony followed by the most awaited address by Mr. Harish Bijoor - Brand Expert & CEO, Harish Bijoor Consults Inc. The author of the book, "Marketing Trends – Smart Insights into the world of Indian Business", Mr. Bijoor, in his insightful address



Key note speaker Mr. Harish Bijoor addressing the audience

deliberated on 'Brand as Science, Art and philosophy'. He also exemplified various product morphs and innovations behind them. In the later part of his address he talked about the resurrection of the Brand mascots and some exciting promotional strategies. The session was followed by Dr. Bennett E. McClellan - Professor and Vice Dean at Jindal School of Liberal Arts and Founder, CXOSuiteCoach.com and CSOSuiteCoach – Asia.

The program received an overwhelming response from the industry and academicians alike and 46 participants from more than 8 cities like Jeddah-Saudi Arabia, Greater Noida, Allahabad, Hyderabad, Lucknow, and Kanpur participated. Around 40 papers were presented in this conference. A cultural extravaganza was also organised on the occasion with a mesmerizing performance by Sufi singer, Shri Mame Khanji.



Mr. Harish Bijoor, Dr. Bennett E. McClellan, Mr. Anil Agarwal - Sr. V.P. (Finance & Taxation, Kanpur), Prof (Dr.) Rakesh Premi on the dais



Prof (Dr.) Rakesh Premi presenting a memento to the Sufi Singer - Mame Khan

### Inter Cement Industry Sports Tournament

Aditya Cement hosted the Badminton tournaments of 15th Inter Cement Industry Sports Tournament from January 8 -10, which saw participation from six cement plants. J.K. Cement Works, Nimabahera won the title by defeating Aditya Cement. In the concluding ceremony, prizes were given to the winners. Mr. K.K. Jalori - Unit Head extended his congratulations to the team for winning the tournament.

Mr. K.K. Jalori - Unit Head along with members of the winning team



## 'BRAIN BUSTER 2014' - Muddapur

'BRAIN BUSTER 2014' – A District level quiz competition was co-sponsored by J.K. Cement Works, Muddapur on 8th January at Samuel Memorial School, Mudhol. The event was a step towards "Building Corporate Image and Positive relations with society".



## Sports Events Sponsored By J.K. Cement Works, Jharli - Bhagat Singh Khel Mandali

Bhagat Singh Khel Mandal, Jharli organized their Annual Sports Tournament at Jharli Sports Ground from 28th to 30th January. Cricket, Volleyball Shooting, Badminton were among the major sporting events in which youth from Jharli and neighbouring villages took part. More than 24 teams for Cricket, 30 teams for Volley ball shooting and 26 teams for Badminton participated in the tournament. Cricket team of J. K. Cement Jharli also participated.

Mr. Harish Agarwal - Head (Projects) was the Chief Guest at the opening and closing Ceremony of the programme. He awarded a cheque of Rs. 25,000/- on behalf of J.K. Cement Works, Jharli to Bhagat Singh Khel Mandali. Mr. Harish Agarwal was felicitated with a memento and shawl by village Sarpanch Mr. Bheem Singh.



## Kanya Pooja - Gotan



One of the most important programs organized on the eighth and ninth day of Navaratri, during the Durga pooja is the Kanya Pooja. Young girls are worshipped as incarnations of the goddess mother, Durga by offering 'akshat' (rice grains) and by lighting incense sticks. There is also a ritual of purification and chanting of mantras.



Mr. Harish Agarwal - Head (Projects) inaugurating the tournament

## Darpan Ladies' Club Fete - Gotan

As a tradition, Darpan Ladies Club organizes a fete at J.K. White Cement Works on the eve following the Dussehra Raawan dahan every year. The fete was inaugurated by Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - President (Darpan Ladies Club). Company and LKSEC staff, their families and LKSEC students participated as well as enjoyed the fete. The fete is a foodies' delight with various stalls serving different delicacies. Besides providing a platform for social interaction, such activities also foster unity and harmony.

Mr. P.K. Sharma - Manager (Liaison, Gotan) and Mr. B.L. Agarwal - Sr. Manager (Stores, Gotan) organized a game of Tambola/Housie which kept the audience engaged. The chief attraction of this programme was the lucky draw which saw many participants winning prizes.



Mrs. & Mr. B.K. Arora inaugurating the fete



## Corporate Cricket Tournament Organized - Kanpur

J.K. Organization since its inception has shown great passion, dedication and enthusiasm towards encouragement of sports, especially Cricket across the country at both the domestic and International level. Organizing the Corporate Cricket Tournament is a step towards promoting the spirit of sportsmanship and team building.

The idea behind the tournament is to bring all the leading corporates in the city on one platform and encourage corporate alliance by building relationships. The tournament was organized at Kamla Nagar Ground, Kanpur under the guidance of Mr. S.K. Agarwal - Chief Patron, Mr. Lalit Khanna - Patron and Mr. Rohit Talwar - GM (Sports), UPCA. The organizing committee that was led by Mr. R.P. Tomar - GM (Corporate HR) played a pivotal role in the success of the event.

All the leading media houses were media partners and Red FM 93.5 was the radio partner for this event, who aired the event in the morning slot. The matches were web broadcasted live.

The tournament saw participation of 8 teams namely M/s Yes Bank Ltd, M/s Havells India Ltd, M/s Standard Chartered Bank Ltd, M/s, Earth Infrastructure Ltd, M/s Sarvashaktiman Traders, M/s Vodafone Digilink Ltd, M/s HDFC Life Insurance Co. Ltd and M/s J.K. Cement Ltd.

Mr. Anil Agarwal - Sr. V.P. (Finance & Taxation, Kanpur), Mr. Ashok Gupta - AVP & CFO, Jay Kay Enterpriss Ltd., Mr. Atul Bagla - V.P. (Corporate Finance, Kanpur), Mr. Prashant Seth - V.P. (Commercial & Business Information, Kanpur), Mr. Jagjeet Singh - GM (Accounts, Kanpur) were also present during the tournament to support the teams.

The tournament was won by Standard Chartered Bank Ltd,



while Vodafone Digilink Ltd. was the first runner up. Other Corporates, such as, M/s Frost International Ltd, M/s Frost Infrastructure and Energy Ltd, M/s New India Assurance Co. Ltd. etc. also took a step forward to contribute towards the success of the tournament by showing their brand presence in terms of co-sponsorship.



## Vocational Skill Efficiency Exhibition – JK Institute of Technology, Nimbahera

Implementing the 60 days' work plan of hon'ble Chief Minister Mrs. Vasundhara Raje Scindia and following the guidelines of DGET, Govt. of India, a Vocational Skill Efficiency Exhibition was organized during the National Youth Week at J.K. Institute of Technology, Nimbahera.

Various activities, courses, achievements, available resources, training equipments, models and trainees' projects available at institute were exhibited for general public.

The exhibition was inaugurated on 13th January by Mr. K.K. Jalori - Unit Head in the presence of Mr. M.L. Goyal - Sr. V.P. (Commercial, Nimbahera), Mr. P.C. Bhandari - Principal



Students explaining models to the visitors at the exhibition



Mr. K.K. Jalori - Unit Head viewing the exhibition at JKIT

(JKIT) and many others. Former trainees of the institute working in responsible capacities in various public & private concerns, dignitaries from industries and other sectors were invited to motivate the trainees. Around 2000 students and teachers of various local schools and parents visited the exhibition and appreciated the efforts put in, while gathering knowledge about available employment scope in technical field.

During the youth week, various sports & cultural activities were also organized. Certificates and awards were presented to the winners.

The closing ceremony was presided over by Mr. Alok Shukla - District Employment Officer, Chittorgarh on 18th January.

## 14th Mines Environment & Mineral Conservation Week - Nimbahera

The 14th Mines Environment & Mineral Conservation Week was celebrated from 10th to 16th February under the aegis of Indian Bureau of Mines, Udaipur. During this week, J.K. Cement Lime Stone Mines organized a function on 13th February in which Mr. Mayank Saini - Convenor, Inspection Team was the Chief Guest, Mr. N.S. Rajput - A.V.P (Maint., Nimbahera) presided over, while Mr. Jasan Jamal and Mr. Sumit Gupta of inspection team and Mr. K.M. Jain - V.P. (Comm., Nimbahera) and Mr. R.C. Purohit - A.V.P. (Mines, Nimbahera) were the Guests of Honour.

Students of Kailash Vidya Vihar presented a welcome song, thereafter Mr. Abdul Gani, administered the oath to obey rules and regulations of Mine Environment & Mineral Conservation Week.

In his welcome speech, Mr. R.C. Purohit talked about plantation, new techniques of sound and vibration control, water

pollution control, waste management and community development programmes implemented by J.K. Cement Lime Stone Mines. He said that over the years, we have planted more saplings than the target fixed by the Government.

Speaking on the occasion, Chief Guest Mr. Saini congratulated all for the event and appreciated the efforts of J.K. Cement Ltd. for environment protection and mineral conservation.

Our Nimbahera-Aharpura Mine, Maliakhhera Mine, Tilakhhera Mine & Karunda Mine participated in Mechanised Opencast Mines category and bagged the following prizes: -

**Maliakhhera Mine** : Afforestation / Plantation : First

**Karunda Mine** : Mineral Conservation : First

**Tilakhhera Mine** : Waste Dump Management & Reclamation : First

**Nimbahera Mine** : Protective Measures taken for Air & Water Pollution Control : Second



Mr. N.S. Rajput - A.V.P. (Maintenance) lighting the ceremonial lamp



Oath taking ceremony



A drama on environment protection presented by employees

# Rendezvous with Special Executive



Winner Mr. P.K. Panwar - Deputy General Manager (Mechanical, Nimbahera)

I was pleasantly surprised to know that my name was chosen as a winner of contest – Rendezvous with Special Executive. After the announcement, I received calls from my colleagues and other executives congratulating me for this success. I received the call from Delhi office, inviting me to meet the Special Executive, Mr. Raghavpat Singhania in Delhi on 27th January and informing me about my tickets and the stay arrangement.

On reaching Delhi as per schedule, I received a warm welcome by Ms. Shivapriya - Officer (Branding) and Mr. Nitish Chopra - Head (Branding and Communication). I was anxiously waiting to meet Raghavji, who warmly welcomed me. I conveyed my heartfelt thanks to him for being selected as the winner of Rendezvous with Special Executive. He appreciated my article and agreed that it is indeed very difficult and challenging to set up a market overseas. During the conversation, he enquired about my family and their well-being. I was touched by his humility and forthcoming attitude and this made me feel at ease, over lunch at Hotel Crown Plaza. I especially appreciate his concern and effort for social well-being of the poor.

He listened to me patiently and our interaction was very fruitful as we discussed

topics ranging from plant performance to social concern and growth of J.K. Cement Ltd. and employee welfare. I spoke to him about the plant performance (Nimbahera) and the upgradation in technology. I put forward my point on treating critical environmental issues at the plant on priority basis. We discussed the use of modern technology equipment to control dust emission and also about the room for energy efficiency improvement.

Mr. Raghavpat Singhania presented me a memento and a pen as a token of my visit. I am thankful to him for his valuable time and for extending me the privilege of personally meeting him. I would also like to extend my gratitude to the editorial team of J.K. Spotlight for all the support and making the necessary arrangements.



Special Executive - Mr. Raghavpat Singhania with Mr. P.K. Panwar - D.G.M. (Mechanical, Nimbahera)



L to R - Mr. Nitish Chopra - Head (Branding & Communication), Mr. Raghavpat Singhania, Mr. P.K. Panwar & Ms. Shivapriya Iyer - Officer (Branding)

# Winner

## Corporate Social Responsibility

Laying the foundations of a better world

### Charity Drive - Padam Tower

On Republic Day, the Padam Tower Staff came together to organize a charity drive under the guidance of Madam Special Executive – Mrs. Sonam Singhania. Every year the staff participates in different tasks like serving food

and distributing clothes to the needy and this year was no different. The staff displayed a selfless spirit and participated wholeheartedly towards this noble cause.



### Blood Donation Camp - Padam Tower

A Blood Donation Camp was organised at Padam Tower on 24 February in collaboration with AIIMS, New Delhi and Blood Connect, an NGO run by college students, which works as a link between donors and AIIMS/ LML Hospital.



The response was overwhelming as other companies and establishments working out of DDA Community Centre, Okhla Phase 1 & even passers by stopped to donate. In all, 83 units of blood were collected. The blood collection team from AIIMS, the young volunteers from Blood Connect and the donors, all went home happy, having done a good deed!



Organising Committee from J.K. Cement Ltd. along with the volunteers from Blood Connect

## Corporate Social Responsibility

### Blankets distribution at Nimbahera

Under its banner of CSR activities, J.K. Cement encourages everyone to contribute for the well-being of the poor and needy. The members of J.K. Officers Club, Nimbahera - Mr. S.K. Rathore, Mr. K.M. Jain, Mr. N.S. Rajput, Mr. A.K. Srivastava, Mr. Dinesh Kumar, Mr. Shailesh Choubisa and Mr. S.D.

Paneri distributed blankets to villagers of Murlia and Arniyaand. They further gave away 50 blankets to Referral Hospital, Nimbahera for the patients on 30th January.



Members of J.K. Officers Club  
with the beneficiaries

Mr. S.K. Rathore - Head (Tech. & IR)  
distributing blankets to the needy at  
Nimbahera Railway Station

### Family Welfare Programme - Nimbahera

J.K. Cement Works, Nimbahera is extending support for this initiative and encouraging people to participate in the Family Welfare Programmes, organized by Health Department (Government of Rajasthan).



In this series, two camps were organised at Bari Sadri and Mandphiya, in which Company's officials Mr. Dileep Singh Krishanawat - Sr. Manager (Welfare & I.R., Nimbahera), and Mr. S.D. Paneri - Officer (HR, Nimbahera) presented a cash incentive of ₹ 500/- to every participating family.

The Chief Medical & Health Officers, In-charge of respective Hospitals and Health Centers were present during the camp and appreciated the Company's contribution.

#### Editorial Board :

**Nitish Chopra**  
Head (Branding & Communication)

**Anthony Das**  
Manager (Branding)

**Shivapriya**  
Officer (Branding)

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

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nitish.chopra@jkcement.com

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