

JKspotlight



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Issue : 17

23rd Architect of the Year Award - Felicitating the spirit of innovation



HIGHLIGHTS



23rd AYA



Swachh Bharat Abhiyan

Architect of the Year Award

Remembering Shri Govind Hari Singhania - The Pillar of J.K. Organisation

Shri Govind Hari Singhania – Vice President, J.K. Organisation passed away on 2nd October. Govind Hariji, born on March 19, 1937 was an entrepreneur who contributed greatly to the growth of J.K. Organization that ranks as one of the largest industrial conglomerates in India.

Shri Govind Hari Singhania stood out for his untiring efforts in promoting India as a global destination for investment while he was the President of Associated Chamber of Commerce & Industries (The Knowledge Hub). He has rendered invaluable service towards society in the field of education and social welfare. In the national and international arena, he has held top positions in various trade organizations and international bodies.

He shall be fondly remembered and will continue to inspire us in all our future endeavours.



(19.03.1937 - 02.10.2014)

Shri Govind Hari Singhania



VISIT OF SPECIAL EXECUTIVE TO GOTAN



Special Executive Mr. Madhavkrishna Singhania visited Gotan on 8th September. He was accompanied by Mr. Tapan Jha - Head (Public Relations, Delhi) and Mr. Sivaji M. Dezoysa.

Mr. Singhania was received by Mr. C.P. Jhagdawat - VP (C&A). The Special Executive along with the Guests were taken on a tour of Lala Kamlapat Singhania Education Centre, Gotan by Mr. R.C. Joshi - Principal (LKSEC) and his team. The guests were impressed with the facilities provided for the overall development of the students. They were taken through the Lecture Rooms of Senior School, the karting tracks and sports fields. Mr. K.N. Pandey escorted the guests for a tour of the plant along with Mr. C.P. Jhagdawat. Mr. Sivaji M Dezoysa took keen interest in the basics of cement manufacturing, the Centralized Control rooms and Packing Plants. Mr. Jhagdawat while informing the guests about the various CSR activities told them that the team at the plant has been organizing blood donation camps, free medical camps, providing free education to wards of the martyrs from the local community etc.





FROM THE editor's desk

Dear colleagues and friends,

Another glorious year of achievements and great teamwork that has helped cement great bonds for the Company is almost at an end. Let us all come together as a family as we embark on another journey to convert lessons learnt into higher goals and even better performance.

The year 2014 witnessed a great loss to J.K. Organisation and the entire entrepreneurial circuit, with the sad demise of Shri Govind Hari Singhaniaji. A visionary and leader, Govind Hariji had been a frontrunner in the economic and social advancement of the Organisation and shall be fondly remembered.

J.K. Cement Limited has always been resolutely committed to commemorating and celebrating the innovative spirit. One of the greatest testaments to this effort is the Architect of the Year Awards (AYA). The focus in this issue is on the recently held 23rdAYA. Organised in the City of Nawabs, Lucknow, the Awards continued its tradition of honouring excellence in architecture, in the subcontinent.

In this issue, the spotlight is on Mr. S.K. Rathore - Unit Head, Nimbahera, who has been an integral part of the J.K. Cement family for many years, valued greatly for his sincerity and dedication, and Mr. Brahmesh Desai of M/s Madhuban Enterprises, a prominent stockist of Grey Cement South. Both these gentlemen have been vital partners in our company's growth story.

Various training programmes were held across plants and offices for employees in order to build a stronger workforce. As part of the Company's philanthropic directive, apart from its extensive CSR activities, J.K. Cement Ltd. has also been strongly involved in the Swachh Bharat Abhiyan.

Our stockists have always been great pillars in our success story. As part of including them in our future plans of market expansion, and to make them aware of the cement manufacturing process, the esteemed stockists of White Cement of South Zone were invited to visit Gotan.

Your enthusiastic support to Spotlight has helped convert it into a prominent communication platform for all of us. I thank you for your fortifying response that encourages the entire team to continue the good work, and would hope that you will keep sending in your suggestions and contributions

Best regards,

Raghavpat Singhania
Special Executive
J.K. Cement Ltd.

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Celebrations

Dussehra Celebrations

GOTAN

Festivals are celebrated with great fervour and enthusiasm at Gotan and Dussehra is no exception.

The celebrations started with a pooja by Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - VP (LKSEC) with the guidance and blessings of Mahant Shri Garib Dasji Maharaj of Ramdas Shyam Das Temple. Mr. Rajeev Sharma - VP (Technical) was also present along with the departmental heads. Besides the employees and colony dwellers, thousands of villagers also participated in this programme.



As is tradition, colourful life size effigies of Raavan, Kumbhakaran and Meghnad were set on flames with a vibrant display of fireworks. The effigies were built by the famous artisan Mr. Raees Ahmed from Kanpur, including a 65 feet Raavan effigy and 2000 square feet of Lanka. While the effigies of Raavan, Kumbhakaran and Meghnad were on flames, the renowned fireworks expert Mr. Shahbuddin Khan of Pink City Fireworks, Jaipur and his team exhibited a spectacular display of fireworks.



Diwali Celebrations

NIMBAHERA

The Nimbahera family celebrated Deepawali festival with great enthusiasm & joy. On this occasion the campus and Shri Radha Krishna Temple were beautifully decorated with flowers and lights.

Mr. K.M. Jain - VP (Comml.) worshiped of Goddess Laxmiji, account books and treasury with vedic rituals. Thereafter Mr. S.K. Rathore - Unit Head, along with the employees performed *Maha-Aarti* and distributed prasad to all present.

The next day, 'Deepawali Milan' was organized by Officers Club at Mangal Mandap. The club members along with their families participated in the programme. The Executives and Staff members of J.K. Cement Works, Mangrol also participated in the programme with their family members. Mr. A.K. Srivastava - President (Officers Club) delivered the welcome speech and extended good wishes to all present. A lucky draw was held and gold and silver coins were presented to the winners. Housie game was another highlight of the evening.



Mr. K.M. Jain - VP (Comml.) performing the Mahalaxmi Pooja

Durga Pooja Celebrations



Visarjan

J.K. White Cement Works, Gotan organizes Durga Pooja annually during the Navratras. The day started with morning *Aarti*, followed by pooja, prasad distribution and cultural programs where students of Lala Kamlat Singhania Education Centre and children of the employees presented songs, cultural dances etc. A program of Garba-Dandiya was organized on the day of Kanya poojan.

GOTAN



Maha-arti

The celebrations concluded with *Visarjan*. The statue of Goddess Durga was finally immersed in the lake Chepia Nada. Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - VP (LKSEC), Mr. C.P. Jhagdawat - VP (C&A, Gotan) and Mr. Rajeev Sharma - VP (Technical, Gotan) were also present along with the departmental heads.

KANPUR

Kamla Club, Kanpur celebrates 'Durga Puja' with great zeal and fervour every year.

The celebration includes evening *aarti*, *puja* and distribution of *Prasad*. On this occasion, Mr. Anil Agarwal, Mr. R.P. Tomar, Mr. C.K. Arora, Mr. P. K. Jain were present and performed the *puja* and *aarti*. The best part of this function was the 'Dhaki' (Drum Beaters) performance by the artists from West Bengal.

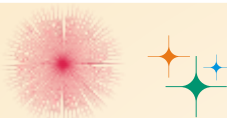


This was a four day affair. 'Murti Sthapana' was done on the first day. A film screening activity was also organized every evening. The *puja* concluded on the day of 'Dussehra' with the '*visarjan*' of Goddess Durga by 'Sindoor Holi' in water, bidding good bye to the Goddess and hoping to welcome her next year.

Onam Celebrations

MARKETING OFFICE - KERALA





Vishwakarma Pooja



GOTAN

Vishwakarma Jayanti is celebrated with great enthusiasm at Gotan. Vishwakarma is known as 'Devashilpi' or 'The Architect of Gods'. Lord Vishwakarma considered the epitome of excellence and quality in craftsmanship, is said to have created the earth, the heavens and the universe, and is worshipped by the engineering community and the professionals.

Pooja and Yagya were performed in the Workshop of Mechanical Department at both the White Cement and Grey

Cement Units. Mr. Rajeev Sharma - VP (Technical, Gotan) and Mr. P.C. Jain - VP (Stores & Accounts, Gotan) were present along with the respective head of departments.

Mr. Rajeev Sharma and Mr. PC Jain performed the Yagya and the Pooja, with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity.



Mr. Rajeev Sharma - VP (Technical) performing the aarti

Mr. Rajkumar Kriplani - Head (Mechanical, Grey Cement) along with Mr. NL Sharma - Manager (Production) performed the yagya and pooja in the grey plant workshop. Employees and both regular and contractual workers were present in good numbers to seek the blessings of Lord Vishwakarma.

NIMBAHERA

Shri Vishwakarma Pooja was performed in the plant on September 17. On this occasion, the employees beautifully decorated their departments and performed pooja of Lord Vishwakarma, the Architect of the Universe and God of Handicrafts, Arts, Science and Industry. Also they worshiped their machines, instruments, tools and tackles on the occasion. A special pooja took place in the Mechanical workshop which was attended by Mr. S.K. Rathore, Mr. N.S. Rajput and a large number of employees.

Shri Vishwakarma Jayanti was also celebrated at J.K. Cement Works, Mangrol with great devotion & enthusiasm. On the occasion, employees performed pooja, yagna and aarti according to Vedic rituals.

JHAJJAR

Vishwakarma Puja was celebrated with great enthusiasm at J. K. Cement Works, Jhajjar involving all the staff members, contractors and workers. Attractive puja pandals were made by the contractors and everyone took part in the puja and hawan.



Mr. Harish Agarwal - Unit Head performing the puja on the occasion

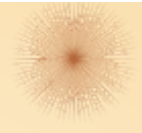
MUDDAPUR



Mr. S.K. Jain - Head (O&M) performing the aarti



Engineers Day Celebrations



NIMBAHERA

To commemorate the 153rd birthday and pay respects and homage to the Great Indian Engineer Dr. Mokshagundam Visvesvarayya, The Engineers' Forum, Nimbahera organized a programme on 15th September, which was attended by around 350 engineers of Nimbahera and nearby places from various Government and Private Organizations. Mr. Girish Pareek - Executive Engineer (Ajmer Vidyut Vitran Nigam Ltd.) graced the occasion as the Chief Guest while Mr. S.K. Rathore - Unit Head and President (Engineers Forum) presided over. Mr. N.K. Misra - Sr. VP (Projects) was the Special Guest.

At the very outset, the Chief Guest along with the dignitaries on the dais lit the ceremonial lamp and garlanded the portrait of Dr. Vishveswarya. The guests and engineers paid their respects to the great engineer. Mr. Rathore



Mr. S.K. Rathore - Unit Head & President (Engineers Forum) addressing the gathering on the occasion

appealed to all the young engineers to adopt new technology in their working areas and to reduce the production costs. On this occasion, Engineers Mr. Deepak Garg, Mr. Pranshu Sharma, Mr. M.P. Malav, Mr. Rishi Mathur and Mr. Akash presented technical papers on alternative fuel resources, C.C. road white taping, C.F.D. fuel saving and green building design respectively.

Engineer Mr. R.C. Vyas conducted the programme, while Mr. N.S. Rajput - AVP (Maint.) proposed the vote of thanks.



Mr. Girish Pareek - Chief Guest, Mr. S.K. Rathore and Mr. N.K. Misra - Sr. VP (Projects) on the dais



Mr. S.K. Rathore lighting the lamp



MUDDAPUR

J.K. Cement Works, Muddapur celebrated 47th Engineers Day with great dedication. Mr. Pavankumar Deshmukh - Secretary (Engineers Forum) welcomed the dignitaries and the august gathering and elaborated on the theme for the Day. Mr. S.K. Jain - Head (O&M, Muddapur) graced the occasion as the Chief Guest and enumerated the key role and responsibilities of the Engineers. He also appreciated the services proffered by the Engineers in building the Nation. Mr. KC Khandelwal - President (Engineers Forum) while presiding over the function, highlighted the significance of the day and



Mr. Pawankumar Deshmukh - Secretary (Engineers Forum) welcoming Mr. S.K. Jain - Head (O&M)



briefed everyone about the life and achievements of Sir M Visvesvaraya. Mr. M. Ramappa - Vice President proposed the vote of thanks.



JHAJJAR

Engineers operate as the interface between science and society. On the occasion of 147th birthday of Sir Mokshagundam Visvesvarayya on 15th September, the Jhajjar family celebrated the occasion recognizing his contributions in the field of hydel energy in India.

Mr. Harish Agarwal - Unit Head inaugurated the function by lighting the lamp and offering floral tribute to Sir Mokshagundam Visvesvarayya. Mr. Harish Agarwal addressed the gathering and emphasised that every engineer should learn about the greatness of Sir Mokshagundam Visvesvarayya and should



Mr. Harish Agarwal - Unit Head addressing the gathering



Mr. Harish Agarwal lighting the ceremonial lamp

strive to follow in the footsteps of this great personality. Many staff members also shared their views on the occasion.

EVENTS

Lady Anusuiya Singhanian Memorial All India Debates - LKSEC

Lady Anusuiya Singhanian Memorial All India Hindi and English Debates were held on 29th and 30th August respectively where 62 students of 31 renowned schools from different parts of the country participated.

Mr. B. K. Arora - President (Works) graced the occasion as the Chief Guest.

Mr. Pushpesh Pant, an eminent personality in the field of education was the Chief Guest for the second session. Mr. Pant has worked with top universities like Delhi University and J N U, Delhi.

The topic of the English debate was 'Oil fields are the key factor for the crises and devastation in the Middle East'. The competition was critically judged by Dr. Praveen Kumar Jha, Dr. Lalit Kumar and Dr. Gautam from the reputed Jawahar Lal University, New Delhi.

Mr. Shankar Nath - HoD (English - LKSEC), the convener of the debate, thanked Prof. Pushpesh Pant, Mr. B.K. Arora - President (Works) and Mrs Sushma Arora - VP (LKSEC) for sparing their valuable time and gracing the occasion.

The overall winner was the host school L K Singhanian Education Centre, Gotan but as the custom goes, the school being the host, the trophy was handed over to the first runner up - Lady Anusuiya Singhanian Education Centre, Jhalawar.



Mr. Pushpesh Pant - Chief Guest being felicitated by Mr. B.K. Arora & Mrs. Sushma Arora



A participant during the debate



Mrs. Sushma Arora - VP (LKSEC) lighting the lamp. Also seen is Mr. B.K. Arora - President (Works)



The LKSEC team handing over the winner's trophy to Lady Anusuiya Singhanian Education Centre

Annual Prize Giving Function – Lala Kamalpat Singhanian Education Centre, Gotan

LKSEC celebrated its 27th Annual Prize Giving Ceremony on 3rd September by felicitating the meritorious students amidst a colourful display of cultural programmes. Former Police Commissioner of Mumbai & Member of Parliament, Dr. Satyapal Singh graced the occasion as the Chief Guest. He was welcomed by Mr. B.K. Arora - President (J.K. White Cement Works, Gotan) and Mrs. Sushma Arora - VP (LKSEC).

Mr. R.C. Joshi - Principal welcomed the Chief Guest, Guest of Honour, parents and all the dignitaries present. He praised the incessant efforts of Mr. B.K. Arora & Mrs. Sushma Arora which shaped the growth of the institution. He also made a special mention of the achievements of the students in curricular, co-curricular



Unveiling of School Magazine

and sports activities during the year 2013-14. A grand school orchestra comprising 107 students presented an exemplary performance using 28 instruments.

On this occasion, the school magazine was unveiled by the Chief Guest Dr. Satyapal Singh along with Mr. B.K. Arora, Mrs. Sushma Arora, Mr. R.C. Joshi - Principal, Mr. P.R. Kumar - Vice Principal, Mr. A. K. Mishra - Headmaster (Senior), Mr. D.P. Singh - Headmaster (Middle), Mr. S. B. Choudhary (HoD - I.T.), Mr. Shanhar Nath (HoD - English) and Mr. Pranay Kumar (HoD - Hindi).

The cultural programme was an interesting mix of songs, dance and drama which left the audience asking for more.



Dance Drama on Women Safety



School Choir's musical presentation



Performance by Tiny Tots



A meritorious student being felicitated by Mrs. Sushma Arora - VP (LKSEC)

All India Inter Public School Soccer (Boys U 17) Championship – 2014

All India Inter Public School Soccer (Boys U 17) Championship was organized with great enthusiasm. Formal inauguration began with the welcoming of the Chief Guest, Mr. B.K. Arora - President (J.K. White Cement Works, Gotan) who hoisted the IPSC flag. Students of all the sixteen participating schools took part in an imposing march past followed by the oath taking ceremony by the captains of all the teams. Mr. Arora declared the ceremony open and expressed great happiness over conducting the competition on the occasion of Independence Day. The schools were divided in four groups comprising four teams. After a tough competition, four teams qualified for the semifinals.



Dr. Rajesh Kumar Mishra - Secretary General, SGFI being felicitated by Mrs. Sushma Arora - VP (LKSEC)



Pilani and DPS R.K.Puram, New Delhi. The participants showed extraordinary stamina and resilience. DPS R.K. Puram clinched the title against BPS Pilani by 3-2.

Trophies were awarded to the winner, runner up and second runner up teams. Individual mementos were also given to the players as a token of remembrance. Master Yahipawa of DPS R.K. Puram was awarded as the best striker of the tournament, while Master Nishant Borana of LKSEC was honoured as the best goalkeeper and Master Amit Bhardwat got the coveted title of 'Player of the Tournament'.

The Chief Guest Dr. Rajesh Kumar Mishra - Secretary General (SGFI) in his speech thanked Mr. B.K. Arora and Mrs. Sushma Arora for providing world class facilities in a remote area like Gotan. The competition came to an end with the unfurling of the IPSC flag and declaration of the closure of the ceremony by the Chief Guest.



The winning team with the trophy

On the last day, hard line match was played between the host team LKSEC Gotan and MNSS Rai, eventually won by MNSS, 1-0. The final match was played between Birla Public School

Sir Padampat Singhania Memorial All India Science Quiz - 2014

National level 16th Sir Padampat Singhania Memorial Science Quiz was organized at LK Singhania Education Centre, Gotan. 26 schools from various parts of India participated in the science quiz comprising various rounds viz. verbal quiz, wheel of fortune, buzzer round, MCQ, audio visual round, clue round and rapid fire round. The programme began with the welcoming of the Chief Guest, Dr. CVR Murti - Director IIT by Mr. B.K. Arora - President, J.K. White Cement Works, Gotan and Mrs. Sushma Arora - VP (LKSEC). Mr. Abhishek Sengupta conducted the quiz. A Graduate from Hindu College, Delhi, Mr. Abhishek currently writes for a weekly newspaper in Dubai. He was also a part of the research team for shows like KBC and Master Mind in the past.

Vice Principal Mr. P. R. Kumar in his welcome speech introduced the Chief Guest and informed everyone about his contribution towards education and social services especially towards Prime Minister Narendra Modi's dream 'Home for Every one'.



Quizmaster Mr. Abhishek Sengupta receiving a memento from Mrs. Sushma Arora - VP (LKSEC)

The quiz was conducted in two phases. 26 teams with great enthusiasm took part in the first phase; however, only eight teams could qualify for the second round. The teams which qualified were LKSEC Gotan, LASEC Jhalawad, Vallabh Ashram Gujarat, Saint Xavier's Jaipur, DPS Jodhpur, Maheshwari Public School Jaipur, Vaisya Model School Bhiwani and Maam Public School Delhi. First prize was bagged by Master Padmark Tiwari and Ms. Monika

Kriplani of LKSEC, Gotan, while the second prize went to Master Shreyansh Srivastwa and Ms. Himanshi Bhati of DPS Jodhpur.

Along with the trophy and certificate, the winning duo also got a cash prize.



Winner LKSEC team handing over the trophy to the runners up team



The Quiz in progress



Kanya Pooja - Gotan

One of the most important ceremonies organized during the Durga pooja is the Kanya pooja, where eight girls are worshipped as an incarnation of the goddess mother Durga. Kanya puja is celebrated on the eighth and ninth day of Navaratri. In this pooja programme several gifts are given to the girls, which includes a fixed deposit as well.

There is also a ritual purification and chanting of mantras. The girls are made to sit on special pedestals and are worshiped by offering 'akshat' (rice grains) and by lighting incense sticks.

Seminar on Crime against Women - Gaur Hari Singhania Institute of Management Research (GHSIMR), Kanpur

Crime against women - A social service seminar was organized by GHS-IMR, Kanpur. The seminar was in the form of town hall discussion, with active audience participation and a strong panel discussion. The panel comprised of Dr. Unnati Kumar, Psychologist; Dr. Kiran Pandey, Gynecologist; Ms. Chetna Mishra, Advocate; Ms. Devika Mishra, NGO Head; Ms. Ankita Singh, CO Nazirabad; Ms. Sushma Negi, Vice Principal SPSEC; and Dr. (Prof.) Rakesh Premi, Director GHS-IMR.

The Chief Guest of the workshop was Mr. Anoop Soni, TV Actor and Anchor of Crime Patrol. He supported the cause and activity and shared his views on the occasion. The bravery award was also given to those who had displayed their courage to fight against crime and helped nabbing criminals.



Actor Mr. Anoop Soni addressing the gathering

HumanOource: Human Resource as Human Beings 1st HR Summit at GHSIMR, Kanpur

'HumanOource-2014' was the first HR summit organized by GHS-IMR in September, in association with the National HRD Network (Lucknow Chapter). The idea was to recognize 'Human Beings' as 'Human Resource', hence the title 'HumanOource'.

Ten HR Experts from different industries, Twenty Management Professors, HR personnel and over 200 future managers converged at the Institute to participate in this summit. The inaugural session began with the lighting of the ceremonial lamp by the expert dignitaries. In his welcome speech, Dr. (Prof.) Rakesh Premi, Director, GHS-IMR, emphasized on the need for going back to the basics of HR – the human being. The program began with the presentation on

"Redefining Culture for Employee Engagement" by Mr. R. Kannan - DGM, HR (Redington (India) Ltd). The presentation was followed by Panel Discussion on the topic "Talent Retention" and "Leadership and Change" in pre and post lunch sessions respectively.

The concluding presentation of the day was on "Mental Resilience in HRM" by Ms. Neena Dayal - Business & Personal Coach, Mental Resilience Specialist,

Management Consultant, and a writer. She explained how HR Managers should develop adequate mental resilience that gives them the strength to rise and strive with rejuvenated energy every time they face failure.

Dr. Bhagwan Jagwani - Associate Professor (GHS-IMR) and Summit Coordinator - HumanOource, summarised the day long proceedings of the 1st HR Summit and also announced the theme of HumanOource-2015 as 'Proactive-HR'.



Mr. R. Kannan, DGM - HR (Redington (India) Ltd.) delivering a presentation on Redefining Culture for Employee Engagement



Ms. Neena Dayal - Management Consultant delivering a presentation on Mental Resilience in HRM

Entrepreneurship Summit (GHSIMR), Kanpur

GHSIMR organized Entrepreneurship Summit, in association with The Indus Entrepreneurs - Uttar Pradesh (TiE-UP). This summit brought together top-notch professionals from different domains of the entrepreneurial eco-system. It provided a one-stop information and knowledge source for different aspects of entrepreneurial ventures to the young and budding entrepreneurs, students interested in starting new business ventures, academicians and industrialists.

Dr. (Prof.) Rakesh Premi - Director (GHS-IMR), in his welcome address commended the association between TiE-UP and GHSIMR. The program started with the Panel Discussion on topic - Govt. as a Catalyst for Entrepreneurship. The discussion saw great minds of Mr. Sanjeev Chawla - Director (MSME Development Institute), Mr. Manavendra Singh - Jt. Director General

(Foreign Trade), Mr. S.K. Tripathi - Sr. Branch Manager (NSIC, Kanpur) and Mr. N.K. Pawar - Dy. General Manager (Bank of Baroda). They successfully created awareness amongst budding and young entrepreneurs about various government bodies and their policies that are designed to support entrepreneurs. In the next session, Mr. Som Mittal - Former Chairman & President (NASSCOM), spoke on leveraging technology for Entrepreneurship.

The post lunch session saw a work-shop titled Transforming HR into strategic Assets-Lessons for Entrepreneurs, conducted by Mr. Pankaj Mittal - Co-Founder (ARCHELONS). The day-long program was summarized in the valedictory address by Mr. Gaurava Yadav - Founder & CEO, School Quiz League. The program was attended by young entrepreneurs, members of TiE-UP, Faculty, Staff and Students of GHSIMR.



Experts at the Entrepreneurship Summit



WINNING ENTRY

SWACCH BHARAT : DREAM OR A POSSIBLE REALITY

*M*iracles start to happen when you give as much energy to your dreams as you do to your fears".

'Swachh Bharat Abhiyan' launched by Prime Minister of India Narendra Modi on 2 Oct 2014, Gandhi Jayanti, is the true visionary idea of the new government. Now biggest challenge for them is to deliver the 'promise' at 'National Reach Out' level, actively engaging all stakeholders, in the mission and thus translating it into a mass (& real) movement.

A decade back, nobody in India ever thought to have a powerful & unbiased Electoral System, but one man dreamt of changing the whole process/structure and with sheer will and determination, he realized his dream by completely reforming the Election Commission from Ministerial level (Top) to Voter level (Bottom). Success of Pulse Polio program on national level is another example in which the Government has reached the masses with pin point accuracy. With a similar/new approach, the dream of creating a 'Swachh Bharat' can be converted into reality.

Swachh Bharat vision can be accomplished by sharing cleanliness initiatives, challenges, and successes

at a Gram Panchayat level as well as learning about best practices from each user, group & community who can contribute by giving collective inputs on an ongoing basis to the Government. Every citizen will have to actively participate in this mission that is truly beyond politics and inspired by patriotism.

'Hygiene Sewak' on the lines of 'Gram Sewak' can be appointed to achieve this dream. Through this, a large number of unemployed population can be engaged to deliver the required result. India should have strict rules for cleanliness.

New private ventures should be started by the Government in the form of 'Cleaning Companies' who can offer a variety of services like street sweeping, garbage collection, home/office cleaning and much more.



India, as a unit must initiate this change. So, the citizen, government, political parties and the NGO's must work collectively towards achieving this dream.

Mrityunjay Kumar
Civil Engg. Dept.
Muddapur

Winning Entries

1st Runner Up
Role of Public Relations in building a brand
Mr. Juned Khan
Sr. Officer (HR), Nimbahera

2nd Runner Up
Role of Public Relations in building a brand
Mr. Krishna Kant Daiya
Process Department, Nimbahera

Participating Entries

Swachh Bharat : A dream or possible reality

- | | |
|---|---|
| 1. Mr. Santosh Kumar Shrivastava - Sr. Accounts Officer, Pune | 4. Mr. Sanjeev Trivedi - Laboratory, J.K. Cement Works, Nimbahera |
| 2. Mr. Sandeep Kumar - Engineer (Electrical), Muddapur | 5. Mr. Mohsin Khan - Engineer (Instrumentation), Jhajjar |
| 3. Mr. Amit Saraogi - Dy. G.M. (Accounts), Mangrol | 6. Mr. Aakash Verma - Sr. Chemist, Gotan |

Role of Public Relations in building a brand

- | | |
|---|---|
| 1. Mr. Mriyunjay Kumar - Civil Engineering Department, Muddapur | 4. Mr. Vinai Gupta - IT, Kanpur |
| 2. Mr. DD Purohit - Manager (VAP), Gotan | 5. Mr. Dharegoud D - Management Trainee, Goa |
| 3. Mr. Mohsin Khan - Engineer (Instrumentation), Jhajjar | 6. Mr. Sanjeev Trivedi - Laboratory, J.K. Cement Works, Nimbahera |

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

- 1. The key to success : Hard Work or Smart Work?**
- 2. What makes a Country: Government or the People?**

Last date for submission of entries is
5th January, 2015

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

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

Bankers' Meet & Working Capital Documentation

A meeting of Term and Working Capital Lenders was held on 25th August at Allahabad Bank, New Delhi regarding enhanced Working Capital Facility of Rs. 675 crores sanctioned to the Company by a consortium of nine Banks headed by Allahabad Bank. Signed documents were also exchanged between Allahabad Bank (Consortium Leader) and J.K. Cement Ltd.



Bankers & Company officials exchanging loan documents



Mr. R.P. Tomar elected as the member of Managing Committee of Employer's Association of Northern India

The 'Employers' Association of Northern India' is an association which encourages all the employers to create a mutually beneficial work environment that values the potential of their workforce. The seventy seventh Annual General Meeting of The Employer's Association of Northern India, Kanpur for FY 2013-14 was held on 30th September at the EANI, Kanpur.

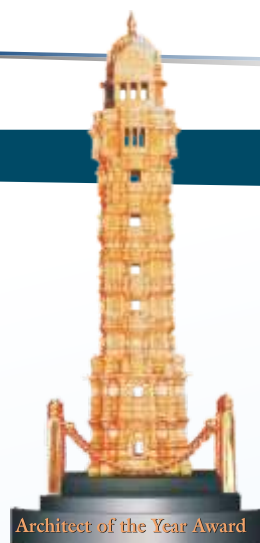


Mr. R.P. Tomar

Mr. R.P. Tomar - General Manager (Corporate HR, Kanpur), was elected as the member of Managing Committee of The Employer's Association of Northern India for the year 2014-15 representing JK.. Cement Ltd. The selection of Mr. R. P. Tomar is based on his past experience and his potential to contribute towards the interest of the Industry through the platform of EANI.



J.K. Cement Felicitates Excellence in Architecture at 23rd Architect of The Year Awards (AYA) in Lucknow



In the last 23 years, the Architect of the Year Awards has become one of the most anticipated and respected awards platform among professionals in architecture. In its 23rd edition, the AYA, organised in the City of Nawabs Lucknow upheld the tradition of honouring innovation and excellence in architecture, in the subcontinent. Hon'ble Governor of Uttar Pradesh, Sh. Ram Naik graced the occasion as the Chief Guest.

The jury, chaired by Mr. Yadupati Singhania - MD & CEO, J.K. Cement Ltd. included senior professionals from the Indian architect community such as, Ar. Ravi Kapoor, Ar. Vinesh Chintaram (Mauritius), Ar. Prakash S. Deshmukh, Ar. Michele Marie Fonseca, Ar. Namita Singh, Ar. Yeshwant Ramamurthy, Ar. Philip Robert John Fowler,



Mr. Yadupati Singhania – MD & CEO, J.K. Cement Ltd addressing the gathering at the 23rd AYA

Ar. Rabi Narayan Mohanty, Ar. Habeeb Khan and Ar. Y. Narasimha Rao. 7 countries across the sub- continent including Sri Lanka, Bangladesh, Nepal, Bhutan, Mauritius, Maldives and Seychelles participated at the event held on 27th October. The awards were given in various categories, like, Green Architecture Award (GAA), Indian Architecture Award (IAA) – (Private Residence, Public Building, Group Housing and Restoration Conservation Rehabilitation), Indian State Architecture Award (ISAA) and Focus Countries Architecture Award (FCAA).

Speaking on the success of the awards ceremony Mr. Yadupati Singhania - Managing Director, J.K. Cement Ltd said, "Every year J.K. Cement felicitates and honours outstanding talent in Architecture. We are delighted to host the 23rd edition of Annual Architect of the Year Award. I would like to congratulate all the winners who truly deserve every bit of adulation



Ar. Shiv Datt Sharma receiving the Great Masters award from Shri Ram Naik - Hon'ble Governor of Uttar Pradesh

coming their way for further raising the bar in architecture standards. AYA is amongst the most credible recognition in the architecture industry and we look forward to greater success in the years to come."

Once every three years, the AYA felicitates visionary architects with the Great Masters Award/ Chairman Award for lifetime/ outstanding contribution to architecture. This year, the coveted title was bestowed upon Ar. Shiv Dutt Sharma from Chandigarh. The Green Architecture award was conferred on Ar. Sanjay M. Patil, for his project YCMOU Library and Multimedia Centre, Nasik, while The Indian Architecture Award was bagged by Ar. Sanjay



Ar. Sanjay Mohe receiving the Architect of the Year award from Shri Ram Naik - Hon'ble Governor of Uttar Pradesh.

Heartiest Congratulations to all the winners & kudos to Mr. M.P. Rawal and Mr. A.K. Chaturvedi for bringing together such renowned Architects at one platform.

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



Ar. Sanjay M. Patil receiving the Green Architecture award from Shri Ram Naik - Hon'ble Governor of Uttar Pradesh

Mohe, Bangalore for his project Rohan Mithila, Pune. Since 1996, the AYA has been recognizing talent beyond boundaries with the FCAA Focus Countries' Architect of Year award. This year, the award was won by Ar. Kashef Mehboob



Winners of the 23rd AYA along with the jury members

Chowdhury, Bangladesh for his project Friendship Centre, Bangladesh.

Mr. M.P. Rawal - Administrator (AYA) & Advisor, J.K. Cement Ltd. remarked, "We are overwhelmed to witness widespread participation of young and budding aspirants from across the globe. We are proud of having created this platform for recognizing the outstanding work done by the architectural community and are happy to see it having grown and flourish over the past two decades."



Hon'ble Governor of UP - Shri Ram Naik lighting the ceremonial lamp

Architecture, which encompasses town planning and infrastructure development, is an expression of vision on a landscape. This indispensable fixture in the

annual architectural calendar, which endeavours to give recognition to this vision, intends to further grow in scope and scale in the years to come.

23rd AYA IN THE NEWS



Spotlight on Mr. S.K. Rathore

(Excerpts from an interview with Mr. S.K. Rathore (Unit Head, Nimbahera))

Q.1) You have been associated with the Company for the last 31 years. Please shed some light on your journey. What is your most fond memory of your association?

I joined J.K. Cement as a trainee engineer in February 1983, immediately after graduating in Mechanical Engineering from Government Engineering College, Ujjain. That was a unique two years training program and almost 50 engineering graduates and diploma holders were recruited by the Company. The then director of the Company, Lala Shri Sohanlalji used to tell our then Training Head, Mr. KD Sharma "Even if only 3-4 of these engineers stay with us for long, it will be an achievement for the Company". Such was his foresightedness. Our MD & CEO – Mr. YP Singhania's vision has always encouraged me & helped in my development. Completing 31 years with such an esteemed organization has been very eventful, enlightening and satisfying. The support & opportunities given by the organization has created a very strong emotional bond not only between me & the Company but with my close & extended family members as well. I am very thankful to the Management for developing and recognizing my potential and showing faith in me.

Q.2) What is your vision as the Unit Head of J.K. Cement Works, Nimbahera? As the Head of Plant, what challenges did you have to face?

Nimbahera - Mangrol complex is a unique combination of old & new technologies and hence needs different approaches. Our aim is to make an innovative, transparent and world class management system which facilitates it to become cost effective for both the plants. Our endeavour would be to make the new plant at Mangrol as model plant in the Cement Industry. Currently, one of the challenges is to prepare everybody to willingly accept the changing environment and implement a robust strategy suitable for demanding situations to fulfill the operating needs of the plant and ever growing aspirations of people.

Q.3) What initiatives did you undertake to strengthen the operation and maintenance at Nimbahera? How is SAP implementation contributing towards the same?

Some of the initiatives are implementation of regular inspection of plant machinery; advance job planning and integration of existing preventive maintenance system with new requirement under SAP; better coordination between operation & maintenance teams; Moulding them into one team etc. Similarly, improving communication and better understanding of each other's requirement

between technical & commercial teams with the help of systems, procedures and analytics suggested by Renoir Consultancy was another area which has resulted in increased cohesiveness in the teams. Implementation of SAP in a plant like ours has been a big challenge which we managed to complete successfully. SAP is helping us to a great extent especially in timely reporting and analysis of information for decision making in commercial areas. However, efforts are being made to facilitate it for improved analysis and decision making in the area of maintenance as well.

Q.4) You served as the Unit Head of Mangrol Unit during 2003-2012. Please share with us your experience of working on this project.

The installation of the first plant at Mangrol started in 1995-96 but the work stopped due to the prevalent conditions. It was re-started in 2000 and commissioned in December 2001. The plant machinery was sourced from various suppliers to keep total project cost on the lower side. Commissioning and operation of the plant was a big challenge, as it was the first large size plant for the main equipment supplier also. But the strong and motivated team overcame all the initial hurdles and stabilized it to more than rated capacity. It was one of the biggest achievements of the team which brought good fortune for the Organization. Many people in the cement industry still consider this project as a miracle. The successful commissioning of Mangrol line 2 has catapulted J.K. Cement to one of the dominant Cement players in Northern India.



Mr. S.K. Rathore

Spotlight on Mr. Brahmesh Desai

M/s Madhuban Enterprises, Belgaum, Karnataka

Mr. Brahmesh Desai of M/s Madhuban Enterprises is a prominent stockist of Grey Cement South. He entered cement business in 1997 and started building volumes with the addition of retailers & larger territories. Mr. Desai was just 21 years old when he started his cement business. He built a business of 150mt per month within 6 months of operation & never looked back. He gradually started focusing on subdealers network (retailers) & grew his business to 700 - 800mt per month. Today he is the strongest wholesaler with over 50 sub-dealers under him.

Q.1) How has your association with the Company been? Please share your thoughts about the Company culture and its people.

Our association with J.K. Cement has been very fruitful and fulfilling. We are treated like family and this culture of the Company gives us great confidence and support. The people at J.K. Cement have always stood by us and lent their unstinting support.

Q.2) What according to you is the customer perception of our brands in the market? What do you think are the strengths of our brand?

J.K. Cement's brands have received good response in the marketplace owing to consistent field visits, branding activities and relationship building with all channel partners. According to us, the strength of the brand lies in Quality, Colour, Packing and Branding, besides excellent support from the Company staff, which has helped the Company cement its place in the market.

Q.3) What is your strategy for success? Have you had to face any challenges in promoting our brand?

In our opinion, hard work is the key to success. We are focused on appointing and developing retail network in high potential rural markets with continuous support in terms of service, finance and not the least competitive pricing.

We faced some challenges and pressure from other companies in the market at the time of launch in 2009. But the "Never Give Up" attitude of the team has made our dreams come true. The hard work put in by the Company people and their support has helped us overcome all challenges.

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

We would like the Company to continue to be competitive with respect to pricing and providing superior service to customers. The Company should remain aggressive in terms of relationship building with dealers/retailers. Since our territory is close to Maharashtra border, we need constant boost to beat the infiltration of cement players from adjacent markets at low prices. We have grown alongside the J.K. Cement family and would love to further expand with the Company's support.



Mr. Brahmesh Desai



PEOPLE POWER TRAINING PROGRAMMES

RTC Activities - SEPTEMBER

1) Impact of Raw Mix Design and Burnability - September 04 - 06:

Mr. Deepak Kalla, Mr. Dinesh Kumar and Mr. Rajesh Mathur of J.K. Cement and Mr. M.K. Joshi of Vikram Cement conducted the programme for Engineers/ Supervisors target group which was attended by thirteen participants from Aditya Cement, Birla Cement, J.K. Cement Works, Nimbahera and Mangrol, Vikram Cement and Wonder Cement.

2) Special training program at HZL Chanderiya on "Transmitters, Flow Meters & Misc. Instruments" - September 08 - 11:

Sixteen participants attended the programme at The Hindustan Zinc Ltd., Chanderiya Lead Zinc Smelter, conducted by a team of RTC faculty.

3) Supervisory Development Program - September 12-13:

Fifteen frontline/middle management personnel of J.K. Cement Works, Nimbahera and Mangrol attended the programme conducted by Prof. Karunesh Saxena of Karunamani Seva Samiti, Udaipur.

4) Special training program at HZL Rampura Agucha Mines on "Operation & Maintenance of Electrical Equipment" - September 15 - 20:

The program was organized at The Hindustan Zinc Ltd., Rampura Agucha Mines by Mr. R.S. Tanwar, Mr. K.D. Bairagi, Mr. Shubham Sharma of J.K. Cement and Mr. Shafiq Khan of Lafarge Cement. Thirteen Supervisors/ Technicians attended the program.

5) Variable Speed AC Drives - September 18 - 19:

Seventeen Managers/Engineers from Aditya Cement,



Group photograph of participants

Birla Cement, J.K. Cement Works, Gotan and Nimbahera, J.K. Lakshmi Cement and Wonder Cement attended the programme conducted by a team of faculty from AMTECH Electronics (India) Ltd., Gandhi Nagar.

6) Maintenance of Electrical Equipment w.r.t. AC & DC Motors/Stators - September 24 - 27:

A team of RTC faculty conducted the program for Supervisors/Technicians of The Hindustan Zinc Ltd, Chanderiya Lead Zinc Smelter. Twenty participants attended the course.

7) Effective Communication & Presentation Skills - September 26 - 27:

Fifteen frontline/middle management personnel from J.K. Cement Works, Nimbahera and Mangrol attended this course conducted and organised by Dr. Sanjay Pandya, from The Motivator, Vapi.

RTC Activities - OCTOBER

1) Stress Management & Meditation Techniques - October 09 - 10:

Dr. Meena Shah, Healthcare Consultants, Ahmedabad with her team conducted the programme, which was attended by eighteen frontline/middle management level executives of J.K. Cement Works, Nimbahera and Mangrol.



Training programme on Stress Management & Meditation Techniques

2) Special Training Program at HZL - Chanderiya Lead Zinc Smelter on "Operation & Maintenance of Gearboxes and Alignment" - October 15 - 18:

Twenty three Technicians of Chanderiya Lead Zinc Smelter of The Hindustan Zinc Ltd. attended the programme conducted by a team of RTC faculty members. The participants also visited J.K. Cement Works, Mangrol for on-the-job training.



On the job training at Mangrol

Training on Excel – Padam Tower, New Delhi

Training & Development team in partnership with Kenhal Digital, New Delhi organized a workshop on MS Excel-Basic & Advanced at Padam Tower, Delhi.

The intention of organizing this training was to save time by automating the repetitive tasks and working faster, reducing errors and to use pictorial presentation of the information (charts, graphs etc.)

The training programme was designed specifically for Executives who use MS-Excel on a regular basis. In all, 36 executives of various departments based at Delhi office participated in this training. The programme comprised two modules – basic and advanced and the participants were explained the fundamentals, tools, tips, techniques and shortcuts required to become the power user.



Group 1



Group 2

Management Development Program on Emotional Intelligence

The Training & Development Team in partnership with Think Inc. organised a series of programs on 'Emotional Intelligence' at Nimbahera (27-28th August; 29-30th August) ; Kanpur (18-19th September); Muddapur (23-24th September; 25-26th September) and at Gotan (7-8th October).

The program aims at developing self-awareness of participants: how they perceive & communicate with others and how their core beliefs, values & experiences affect their behaviour & interaction with others.

Emphasis was laid on self-understanding, thinking and behaviour during daily interactions and on exploring the “human elements” that affect interpersonal relationships at the workplace.



Kanpur



Nimbahera Group 2

Nimbahera Group 1



Gotan



Muddapur



EMPLOYEE OF THE MONTH

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



1. Mr. Shamsher Singh - Sr. Marketing Executive, Sonapat
2. Mr. Amit Kumar Giri - Marketing Executive, Haryana
3. Mr. Sudeep Shrivastava - Marketing Executive, Chindwara
4. Mr. Saurabh Mishra - Sr. Marketing Executive, Bareilly

Training on Problem Solving Skills - Muddapur

Training & Development team in partnership with Skills & Trainings, Mumbai organized a training program on Problem Solving Skills for the Marketing Team of Grey Cement South at Muddapur.

This two day programme conducted by Mr. Sarosh K. Dastoor saw participation of fourteen Area Managers.

The objective of this training was to connect problem solving and decision making and understanding how to apply decision making processes, defining the problems and exploring solutions, utilising the attributes of an effective decision maker, making ethical decisions and lastly, understand decision making styles and techniques. The concepts were explained with the help of both theoretical and practical examples.



Training Session in progress



Participants at the program



Ms. Priyanka Srivastava - Librarian

Seminar on Opportunities and Challenges of Institutional Library in Rural Areas - Kanpur

Shri Shakti Degree College, Kanpur organized a National Seminar on Opportunities and Challenges of Institutional Library in rural areas, wherein the librarians from Corporates, Academic Institutes etc. were invited to put forward their views and present papers and their research work.

Ms. Priyanka Srivastava – Librarian (Kanpur) represented J.K. Cement Ltd. at the seminar and presented a paper on the topic “Growth and Development of Public Library in India: Special reference with Uttar Pradesh”. The seminar was organized at CSJM University on 5th and 6th October. Her paper was published in the souvenir and she was also awarded a participation certificate.

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

**New Joinees
Sep. - Oct. 2014**



Mr. Manoj Kr. Sharma
Manager (Sales)
J.K. Cement Ltd., Bhopal



Mr. Veerendra B. Nijampure
Manager (CTS)
J.K. Cement Ltd., Hyderabad



Mr. Manish Tripathi
Manager (Project Sales)
J.K. Cement Ltd., New Delhi



Mr. Amit Mathur
D.G.M.(Marketing)
J.K. Cement Ltd., Delhi



Mr. Devendra Kr. Patel
G.M. (Production),
J.K. Cement Ltd., Mangrol



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



Mr. P.K. Bansal
Manager (Quality Control)
J.K. Cement Works, Mangrol



Mr. D.K. Patel
G.M. (Production)
J.K. Cement Works, Mangrol



Mr. P.R. Chaudhary
Technical Head
J.K. Cement Works, Nimbahera

* Manager level & above only.



Visit of Stockists to Gotan - White Cement (South Zone)



Leading stockists being felicitated by Mr. Niranjana Mishra - President (Marketing)

A team of leading stockists from Southern region visited Gotan from 11th September to 13th September. The teams included 26 stockists from Tamil Nadu, Kerala, Telangana and Andhra Pradesh. They got the opportunity to understand the cement manufacturing process and the Company's future plans of market expansion.

The group was welcomed by Mr. Rajeev Sharma - VP (Technical, Gotan) and Mr. C.P. Jhagdawat - VP (C&A, Gotan). Mr. Niranjana Mishra - President (Marketing), Mr. V.P. Singh - Advisor (Marketing), Mr. Mohan Sharma - AVP (Marketing) and Mr. Shailesh Gupta - AVP (MIS, Delhi) also accompanied the team for the visit. Mr. Rajeev Sharma and Mr. C.P. Jhagdawat took the team around the plant along with Mr. K.N. Pandey - Head (Quality Control) and Mr. Nitin Kaushik - Head (Mechanical). Mr. Sharma and Mr. Jhagdawat explained the basics of cement manufacturing and accompanied the team for a plant visit to exhibit the practical dynamics of cement manufacturing. Starting from the crusher section, the guests were taken through Centralized Control rooms and Packing Plants. The group also took a round of the Putty Plant and moved to quality control lab where Mr. Pandey explained the dynamics of quality control. The group termed it as

a great learning experience and a very fructifying visit, which gave them insights on production and management. It acquainted them with not only cement manufacturing process but also the incorporation of modern technology and competitive advantage through cost reduction methods.

The group was taken on a tour of school by Mr. R.C. Joshi (Principal) and his team. In the evening, they were taken for a visit of Ram Das Shyam Das temple in Gotan. The evening was a special Rajasthan treat for the group. A small function was organized wherein the leading stockists were felicitated by Mr. Niranjana Mishra. Rajasthani folk dance and music added a special flavour to the evening. The group termed this as an unforgettable experience of industrial visit. They expressed their heartfelt 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.



Malaysia Tour - Grey Cement North



Company Officials and dealers during the tour organised from 13th - 17th July

Goa Tour - Grey Cement North



Company Officials and dealers during the tour organised from 27th - 30th August

Congratulations to MRL Agencies (White Cement)



Mr. R Ramesh and Mr. R. Harrish receiving the award for the highest sales in White Cement and second highest in Wall Putty in Tamil Nadu at the Stockist Meet for White Cement (South Zone). Also seen in the photo are Mr. A.L. Sundararajan - Sr. G.M. (South) and Mr. V. Mahaadev - Sr. Manager (Marketing, Tamil Nadu)

Exhibition at National Dussehra Fair - Nimbahera

The National Dussehra fair was organized in Nimbahera from September 25th to 3rd October. The team at the plant set up the Sarvashaktiman Exhibition. Mr. Hemendra Nagar - S.D.M., Nimbahera was the Chief Guest while Ms. Mamta Sharda - Chairperson (Municipal Board, Nimbahera) and Mr. Paras Mal Parakh, Mela Co-ordinator were the Guests of Honour. Mr. S.K. Rathore - Unit Head, Mr. R.K. Bajaj - VP (Projects), Mr. B. Srinivasan - Sr. G.M. (Comm.) along with a large number of employees. The Executives of the Company and Surbhi club members extended a warm welcome to the Guests. Ms. Mamta Sharda inaugurated Surbhi Mahila Grih Udyog exhibition and

Mr. Hemendra Nagar inaugurated the Sarvashaktiman exhibition.

Mr. Rathore briefed the guests about the various models of Cement plant and manufacturing process of cement, pollution control equipment, etc. Photographs of various social and cultural activities organized by the Company and Architect of the Year Awards were the main highlights at the exhibition, besides the model of victory tower and the emblem of J.K. Cement.



Guests being welcomed



Sarvashaktiman Exhibition



A view of Surbhi Mahila Grih Udyog Exhibition



Mr. S.K. Rathore - Unit Head (extreme right) briefing the guests about cement manufacturing process

Corporate Social Responsibility

Laying the foundations of a better world

SWACCH BHARAT ABHIYAN



Gotan

On the occasion of Gandhi Jayanti, a cleanliness and plantation drive was organized by J.K. White Cement Works Gotan in collaboration with North Western Railway to reinforce Mahatma Gandhi's values of hygiene and environmental conservation.

North Western Railway has requested Mr. B.K. Arora - President (Works) - J.K. White Cement Works to extend support for cleaning and beautification of Gotan Railway station and surrounding area.

Mr. Anil Badgotri - AVP (Commercial) along with Mr. C.L. Chitara - Deputy Chief Commercial Manager (North Western Railway, Jaipur) picked up the broom and planted trees at the Gotan Railway station to create cleanliness awareness and develop a green belt. The employees of J.K. White, railway employees and local residents volunteered in good numbers to support the noble cause. Mr. P.C. Jain - VP (Stores and Accounts), Mr. D.D. Purohit - Sr. Manager (Value Added Products) and Mr. Ajay Garg - DGM (Sales) were also present there for encouragement and support.

Mr. Badgotri said that under the tutelage and compassionate leadership of Mr. B.K. Arora, the plant staff is committed towards the betterment of the social and physical environment of Gotan. He further added the best tribute to the Father of Nation can be given by

doing something constructive for the environment, galvanizing individual efforts into combined energy that generates an exponential positive impact on the planet. He said that every individual should contribute some time to conservation of environment and nature.

Mr. Chitara was grateful to Mr. B.K. Arora for the support extended and added that environment and health should not be compromised for development and commitment is required towards conservation of environment to support the requirements of the coming generations. The contemporary conditions have necessitated the plantation of more and more trees.



Kanpur

Being a responsible citizen of the Country, the Company also supported the cleanliness campaign, the 'Swachh Bharat Abhiyan' launched by the Prime Minister. In this regard, on 2nd October, various cleanliness drives were initiated at different properties of the Company.

The employees at Kamla Tower not only cleaned the surroundings but also worked for the beautification of the premises by putting up plants, marking and painting the identified areas near the office and Kothi premises. The employees swept the pavement near Kamla Nagar Colony. The students of JK Centre of Technician Training also participated wholeheartedly in this campaign. The employees and students of

JKCTT took Cleanliness pledge to contribute to clean surroundings. Everyone co-operated enthusiastically in making this movement a "Jan Andolan" for cleaning the Country.



Nimbahera



J.K. Cement always takes active part in social welfare activities launched by the Government. In this series, Mr. S.K. Rathore - Unit Head inaugurated "Nirmal Bharat Swachhata Abhiyan" on September 30 by taking part in cleaning the main road outside Chittori Gate. On this occasion, Mr. M.S. Shekhawat - Head (E.R., Nimbahera), Lt. Col. Raj Shukla - G.M. (Security) along with a large number of employees also participated in the same.

Focusing on the importance of cleanliness, Mr. Rathore said that participating in the country-wide cleanliness programme 'Nirmal Bharat' is the moral duty of every citizen. On this occasion, Mr. V.K. Gangwar informed all present that flex banners were put and pamphlets were distributed during Nimbahera Dussehara Mela to develop awareness towards cleanliness amongst general public.

Simultaneously, the "Nirmal

Bharat Swachhata Abhiyan" also commenced at J.K. Cement Works Mangrol where Mr. R.B.M. Tripathi - Sr. G.M. (O. & M.) formally inaugurated the campaign at Sushila Nagar Colony. He said that the programme will continue in the plant and inspired by the week long programme, the cleanliness drive will be carried on throughout the year. On this occasion, Mr. Jayant Malhotra - G.M., Mr. A.K. Sisodiya - Dy. G.M. along with a large number of staff and workmen actively participated in the campaign.



Mr. S.K. Rathore - Unit Head along with Executives and workmen cleaning the road



A view of sweeping work at Sushila Nagar Colony, Mangrol



Medical Camp

Jhajjar

In continuation of its CSR activities, a General Health Checkup Camp was organized at the Company Dispensary by Dr. Deepak Gupta, Kundan Hospital, Charkhi Dadri and his team. Mr. Harish Agarwal - Unit Head inaugurated the Camp in the presence of all the staff members.

Around 200 people including the staff members and workers were examined by the team of doctors. It was a day long activity and the camp was successfully concluded in the evening.



Mr. Harish Agarwal - Unit Head inaugurating the medical camp



Staff during medical checkup



Mr. Harish Agarwal in consultation with the doctor during the medical camp

Nimbahera

As a part of its CSR activities, J.K. Cement Works, in association with Chitrangan Mobile Unit, R.N.T. Medical College, Udaipur organized free medical check-up camps, at Rajeev Gandhi Sewa Kendra of Village Bhawaliya on 18th September and 31st October. During the camp around 472 patients underwent medical checkup conducted by a team of doctors including Dr. Rajendra Samar (Cardiologist), Dr. Anurag Talesara (Orthopaedic), Dr. Saroj Pareek (Gynaecologist) and Dr. Bhanu Pratap (ENT).

Mr. Amba Lal - R.N.T. Medical College and Dr. S.K. Choudhary - Sr. Medical Supdt. (Nimbahera) along with paramedical staff extended the necessary assistance during the camp. Members of Ladies Club, Surbhi also voluntarily contributed towards organizing the camps successfully.

The sarpanchs expressed their gratitude towards the Management for organizing the camps. Necessary medicines were given to patients free of cost.



Blood sugar test of a patient at the camp



A physician during a check-up



A doctor prescribing medicines



Free distribution of medicines

Contribution towards PM's Relief Fund by Padam Vidya Vihar

To help the flood affected people of Jammu and Kashmir, the students and staff of Padam Vidya Vihar contributed towards the Prime Minister's relief fund and presented a cheque to Mr. Hemendra Nagar - S.D.M. (Nimbahera)



Anti Drug Campaign - Gotan

On the eve of Gandhi Jayanti, J.K. White Cement Works, Gotan organised a drug awareness campaign in collaboration with Lion's Club. The team at Gotan has been organizing such programs of social welfare over the past three decades. On this occasion, banners, posters and hoardings were placed at conspicuous places in Gotan village.

Mr. C.P. Jhgdawat - VP (C&A) inaugurated the campaign along with President - Lions Club and Mr. Anil Badgotri - AVP

(Commercial). Pamphlets were distributed to labour and the villagers around the factory premises.



Blood Donation Camp - Gotan

A blood donation camp was organised by J.K. White Cement Works, Gotan in collaboration with Lions Club Gotan on the occasion of Gandhi Jayanti. The employees at the plant and the local residents and villagers participated in good numbers and supported the noble cause. The camp was inaugurated by Mr. Anil Badgotri - AVP (Commercial, Gotan) along with Dr. Rakesh Mahla from Blood Bank, Mahatama Gandhi Hospital, Jodhpur and Dr. Jassa Ram Meghwal - Chief Medical Officer (Gotan).

Mr. DD Purohit - Sr. Manager, Mr. Ajay Garg - DGM (Sales, Gotan) and Mr. PC Jain - VP (Accounts, Gotan) were also present there to support and encourage the initiative.

45 units of blood were collected with the kind support of Dr. Rakesh and his team of doctors and medical assistants. J.K. White Cement Works has been consistently organising blood donation camps bi-annually in collaboration with Lions Club for the last many years.



Mr. Anil Badgotri - AVP (Commercial) addressing the gathering



Blood Donation Camp - Gotan

Chittorgarh fort visit of students of Child Labour School, Murlia by Surbhi Club

The students of Child Labour School, Murlia, running under National Child Labour Project, were taken for an educational tour to historical Chittorgarh Fort, organised by Ladies Club-Surbhi on 13th September. Around 50 students went to Chittorgarh Fort and were taken to the various historically, archeologically important spots and the museum. They got the opportunity to learn about the history of these places. The tour was organised by club President - Ms. Neelam Rathore, Secretary - Ms. Sandhya Jain, Members - Ms. Sushila Tripathi, Ms. Maina Sisodia, Ms. Rekha Jain, and Ms. Poonam Malhotra



Corporate Social Responsibility

Eye Checkup Camps

JK Centre for Technician Training, Kanpur

JK Centre for Technician Training, Kanpur in association with Vasani Eye Care Hospital, Kanpur organized a free eye checkup camp at its Kamla Nagar campus on 8th October for its staff and all the trainees.



Eye Check-up Camp

More than 250 trainees and staff members participated in this camp. They were given a complimentary check up card & discount coupon by the hospital for different treatments.

Jhajjar

A Free Eye Testing Camp was organised on 19th September at Mohanbari Village Panchayat Bhavan by a team of Doctors headed by Dr. Parikshit Dheer of Dhir Hospital, Bhiwani in coordination with Ladies Club – Pragati constituted by Jhajjar Staff Members. Around 300 persons were given free check-up and medicines. 50 patients were provided with spectacles. 13 villagers referred by the doctors were also operated at Dhir Hospital, Bhiwani.

Mr. Harish Agarwal - Unit Head
with the team of Doctors &
staff members during the
Eye Testing Camp



Staff & family members with the team of doctors



Eye Check-up

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