

JK spotlight

Towards Perfection – Our Tradition

Sep.-Oct. 2015 Volume : 1
Issue : 23



J.K. Cement
Presents
its brand new product offering



Khoobsurti Bemisaal
Rahe Saalon-Saal

Highlights

Launch of
J.K. Primaxx



J.K. Super Cement
- Project Goonj





J.K. White Cement Works, Gotan bags the Productivity Shikhar Award

The Rajasthan State Productivity Council honoured J.K. White Cement Works, Gotan with one of the most prestigious awards, the Productivity Shikhar Award for the year 2013-14 on 30th

September at Jaipur. Honorable Industries' Minister for Rajasthan, Mr. Gajendra Singh Khimsar presented the award to Mr. B.K. Arora - President (Works).

J.K. White Cement Works, Gotan has been the proud recipient of the productivity award for the past 5 years. Mr. Arora received the award along with Mr. C.P. Jhagdawat - VP (C&A) and Mr. Rajeev Sharma - VP (Technical). Mr. Arora said that being the



Mr. B.K. Arora - President (Works) receiving the certificate along with Mr. Rajeev Sharma - V.P. (Technical) and Mr. C.P. Jhagdawat - V.P. (Comm. and Admin)



pioneers of White Cement in India, the Company has completed 27 years and the production capacity has reached 6 lakh tonnes starting from a mere 50,000 tonnes. The Company has also been producing Wall Putty since 2003.

The plant was adjudged the best for its admirable performance in terms of Productivity, Operational Excellence, Quality, Safety and Cost Efficiency etc.



J.K. Spotlight bags Bronze at BIG BANG Awards

J.K. Spotlight was launched in 2010 as a communication platform for our offices, departments, employees and channel partners. Over the years, it has truly gathered momentum and as we come close to completing 5 years of the amazing interactive platform that Spotlight has become, we have another reason to celebrate. Basic4 Advertising Pvt. Ltd., recently bagged a prestigious bronze at The 20th Big Bang Awards 2015, organized by The Ad Club Bangalore in the Newsletters category for J.K. Spotlight.

Responding to the award, Mr. Raghavpat Singhania – Special Executive and Editor, J.K. Spotlight says, "I extend my heartiest congratulations to the Editorial Team and Basic4 Advertising for bagging the bronze at the Big Bang Awards 2015. I am sure this is just the beginning and we will celebrate many more milestones going forward."

The Advertising Club Bangalore holds the reputation of being

the only awarding body in the country to use a state-of-the-art online platform in association with Global Best Awards of USA for entry submission and judging.

A total of 987 entries were submitted across 58 categories by over 72 creative, media, digital, social media, mobile, healthcare and PR agencies.

The winners were decided by 46 Senior Advertising, Marketing, Media, PR and digital professionals as well as health-care specialists and techno-entrepreneurs from all over India and far-east who judged the entries online.

This achievement would not have been possible without the continuous encouragement and creative expression of our stockists, business associates and the J.K. Cement family. We would like to thank all of you for your participation.



FROM THE editor's desk

Dear colleagues and friends,

Another year of glorious achievements and teamwork for the Company is almost at an end.

The relevant, interesting, engaging issues of Spotlight have made it a grand success among the J.K. Cement family, stockists, shareholders and business associates, cultivating a greater sense of camaraderie. It is with great pleasure that I extend my heartfelt congratulations to the Editorial Team and Basic4 Advertising for bagging the bronze at the Big Bang Awards 2015.

It gives me immense pride in announcing the launch of our brand new product offering, JK Primaxx. The need for a white cement based coat, for application on a variety of surfaces (e.g. walls ceiling, etc.), had been felt for some time. In response to this, we now have a product that not only delivers great painting results and conceals construction flaws, but also provides extended life to the paint.

J.K. Cement Limited has in the last few months also embarked upon a unique awareness campaign 'Goonj' for J.K. Super Cement, to create awareness among masons to increase productivity by focusing on best practices and modern approaches in construction. Through the recently shot, creative demonstration film for J.K. Super Cement, and interactive sessions, knowledge about the product was given to the masons and consumers.

In this issue, the spotlight is on Mr. V.D.V. Singh – V.P. (Corporate HR), Kanpur, who has contributed greatly towards maintaining a competitive environment within the organisation, and Mr. Krishna Babu of M/s Johnson Paints, Bihar, a dedicated, long-term associate of the Company. Both these gentlemen have been vital partners in our company's growth story.

J.K. Cement Ltd. has been a frontrunner in India's infrastructural growth since its inception. For the fifth time in a row, J.K. White Cement Works, Gotan was awarded the Productivity Shikhar Award, for excellence in productivity, operational excellence, quality, safety and cost efficiency, adjudged by the Rajasthan State Productivity Council. The current issue of Spotlight also focuses on the various celebrations held across the different centres of the Company.

Spotlight has emerged as a stimulating platform for your creative expression. Your enthusiastic support and contribution to Spotlight through inputs, feedback and encouragement is highly appreciated. 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

Janmashtami

Kanpur



Janamashtami is one of the major festivals celebrated at Radha Krishna Temple, popularly known as JK Temple at Kanpur. The temple wore a festive look for the celebration. The Krishna - Radha Idols were dressed up in specially designed clothes. Special Puja was performed by Mr. Yadupati Singhania – MD & CEO along with family members in the evening at Radha Krishna Temple. Special 'Abhishek' was offered to Lord Krishna on this occasion. At midnight, all the devotees performed 'Aarti' which was followed by 'Prasad' distribution. Thousands of people visited the temple to seek the blessings of Lord Krishna. The arrangements were done under the supervision of Mr. Anil Agarwal, Maj. S.B. Singh and Mr. T.N. Agarwal. Chhati Utsav was also celebrated with traditional rituals on 10th September at Radha Krishna Temple and Dwarkadheesh Temple.



Exhibition on Lord Shiva Family



Nimbahera

The Nimbahera family celebrated the birth festival of Lord Krishna with great reverence and faith. On this occasion, Shri Radha Krishna Temple situated in the plant premises was decorated beautifully using coloured flags, flowers and electric lighting. The idols of Lord Krishna, Goddess Radha, Lord Hanuman and Lord Yadureshwara Mahadev (Shiva Panchayatan) were dressed and decorated.

Exhibitions on the life and actions of Lord Krishna and Lord Shiva was arranged by J.K. Officers' Club and Ladies Club 'Surbhi' with the guidance of Mr. Satish

Sharma. Adequate arrangements were made in the temple for the convenience of devotees, which included an Information and Service Centre, Prasad distribution, etc.

In the evening, a Bhajan Sandhya was organized in which the artists of Shri Shyam Bhakti Mandal, Neemuch presented various religious songs (bhajans). On this occasion, teams of NBH TV Channel and print media also visited the temple and carried out the coverage on TV/newspapers. Janmashtami was celebrated with great excitement at Padam Vidya Vihar as well.



Celebration at Padam Vidya Vihar

Gotan

The birth of Lord Krishna i.e. Shri Krishna Janmashtami has always been a grand celebration at Gotan. The Admin Building and guest house were decorated with colourful lights and flowers and the guest house garden sported captivating tableaux (Jhanki) depicting various stages of Lord Krishna's life.

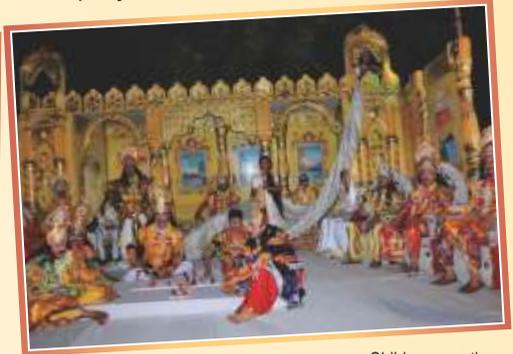
The students from LKSEC played different characters from the life of Lord Krishna and the tableaux depicted the entire Krishna Leela. Apart from various tableaux depicting scenes from the life of Krishna, another



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

attraction was the skits on social issues presented by the students of LKSEC.

Mr.B.K. Arora - President (Works) and Mrs. Sushma Arora - VP (LKSEC) performed the pooja with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam das Temple. Around 15,000 people from the villages including Gotan, Tunkliya, Dhanapa, Talanpur, Pundlu, Shiv, Mangliawas, Rol, Harsolav and Nokha; have been coming to see this program for the past twenty five years.



Children enacting a scene from the Mahabharata

Engineers' Day ✨

Nimbahera



Chief Guest Mr. B.P. Ahuja lighting the lamp

To pay respect and homage to the Great Indian Engineer, Dr. Mokshgundam Vishveshwaraya, The Engineers' Forum, Nimbahera organized a programme, which was attended by about 400 engineers of Nimbahera and nearby places from various Government and Private Organizations. Mr. B.P. Ahuja - Dy. Director General of Mines Safety, North-Western Region, Udaipur was the Chief Guest while Mr. S.K. Rathore - Unit Head and President (Engineers Forum) presided over. Mr. K.N. Khandelwal - Director and nominated owner/occupier of Mines/Factory was the Special Guest for the event.

While congratulating all the engineers present, Mr. Rathore in his welcome

address called on all young engineers to adopt new technology in their working areas and to reduce production costs for prosperity of the nation. On this occasion, Mr. D. Ravisankar - President (Projects) honoured Mr. Pankaj Trivedi and Mr. Laxmi Narayan Tailor for completing 25 years of services as engineers.

On this occasion Engineers Mr. Ashish Jha and Mr. Jagveer Singh presented technical papers. Mr. N.K. Misra - Sr. V.P. (Projects) presented them with a memento.



Mr. D. Ravisankar - President (Projects) honouring engineers on completion of 25 years of services

Muddapur



J.K. Cement Works, Muddapur celebrated 48th Engineers day with great zeal on September 15. Mr. S. K Jain - Head (O&M) graced the occasion as the Chief Guest. The event commenced with the lighting of lamp and garlanding of the portrait of Sir M Visveswaraya by all the Engineers. Several eminent speakers spoke about



his life. The Chief Guest, in his keynote address, recalled the great services rendered by Sir M. Visveswaraya to the nation as a great engineer and administrator. He emphasized on the significance of Skill Development Mission initiated by the Prime Minister. Further, he urged Engineers Forum to form an active committee for Skill Development at Muddapur plant for young engineers. Mr. Pavan Kumar proposed the vote of thanks.



Jhajjar



Mr. Harish Agarwal - Unit Head lighting the lamp on the occasion.

Engineers operate at the interface between science and society. To acknowledge the great works done by our hard working engineers, each year 15th September is celebrated as Engineers' Day marking the birthday of Sir Mokshagundam Visvesvarayya, 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. Agarwal

said that every engineer should learn about the greatness of Sir Mokshagundam Visvesvarayya and they should try to follow in the footsteps of this great personality.

Many Engineers and staff members presented technical presentations on the occasion. To mark the occasion, gifts were also distributed amongst the engineers and a dinner party was organized.



An Engineer being awarded by Mr. Harish Agarwal on the occasion of Engineers Day.



Ganesh Pooja



Nimbahera & Mangrol



Visarjan

The Nimbahera family celebrated 10 days of Shri Ganeshotsav with great reverence, faith and enthusiasm under the auspices of J.K. Officers' club, Ladies club 'Surbhi' and Ganesh Utsav Committee. The Utsav commenced when the idol of Lord Ganesh was established at Mangal Mandap with religious rites and vedic mantras in the presence of Mr. S.K. Rathore, Mr. N.K. Misra, Mr. K.M. Jain, Mr. R.K. Bajaj, Mr. R.C. Purohit, Mr. S.K. Acharya, Mr. V.K. Maheshwari and a large number of devotees. Bhajan Sandhya, fancy dress, dance competitions, musical nights, film show, Antakshari, Maata Ka Jagran, Chhappan bhog, and Gayatri Yagna were the main highlights. On Anantha Chaturdashi, special worship and



Mr. RBM Tripathi - AVP (O&M) performing pooja



Participants of fancy dress competition



Purnahuti were performed which was attended by a large number of devotees. A procession took place in the afternoon in which a grand Shobha Yatra of idol of Lord Ganesh was taken around the colony by the devotees and finally immersed into the river.

The festival was celebrated with equal fervour and zeal at Mangrol under the guidance of Mr. R.B.M. Tripathi - AVP (O&M, Mangrol) and club Secretary, Mr. Abhay Dhuppar. Students and staff of Padam Vidya Vihar also celebrated the festival.



Tiny tots of Padam Vidya Vihar



Gotan

Gotan celebrates Ganesh Chaturthi every year with great fervour.

A life-like clay idol of Lord Ganesh was installed on the day of Ganpati sthapana. Mr. Rajeev Sharma - VP (Technical) and Mrs. Chitra Sharma performed the sthapana poojan with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam das Temple.

This program included morning and evening *Aarti* and *Pooja*, Prasad distribution and cultural programs after the evening *Pooja Aarti*. LKSEC students and the children from J.K. colony presented songs, cultural dances etc. On the 11th day, Idol of Lord Ganesh was taken through the colony in a procession accompanied with dancing, singing and chanting of "*Ganapati Bappa Morya, Purchya Varshi Laukariya*". Mr. B.K. Arora - President

(L K S E C) performed the pooja and tilak and the idol was finally immersed in the lake Chepia Nada.



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



Visarjan procession in the factory premises



Mr. B.K. Arora and Mrs. Sushma Arora applying tilak on the idol



Muddapur

Like every year, J.K. Cement Works, Muddapur celebrated the birth anniversary of Lord Ganesh for five days with great devotion and enthusiasm.

The first day was marked by unveiling of the statue of Lord Ganesh and "*Pranpartishtha*" puja in the morning followed by melodious "*Bhajan Sandhya*" by Ghanshyam Dharak Bhajan Sandhya Mandali, Bagalkot. A fancy dress competition was organized for the children.



A winner of the fancy dress competition being awarded



A final adieu was paid to Lord Ganesha before immersing the idol in Holy River, with the chanting of 'Pudchya varshi lavkar ya' (come early, to bless us next year).

Bhajan Sandhya organised on the occasion



Jharli

The celebrations for Ganapati Utsav began with great enthusiasm at Jharli. Puja was performed with the Sthapna of the Idol of Lord Ganesha in the Community hall of Jharli Guest House. The procession started from the colony gate to puja Mandapam headed by Mr. Harish Agarwal - Unit Head and all staff members with their families. This was followed by *puja* and *aarti*. The programme ended with Ganapati Visarjan.



Ganpati Visarjan



Ms. & Mr. Harish Agarwal during Ganesh Puja in the Community hall of Jharli Guest House

Mr. Harish Agarwal during installation of Ganapatiji on the occasion of Ganesh Chaturthi

Durga Pooja

Gotan

J.K. White Cement Works, Gotan organizes Durga Pooja annually during the Navratras. This year, the pooja was organized from 13th to 22nd October. The program includes morning and evening Aarti and Pooja, Prasad distribution and cultural programs after the evening pooja Aarti, in which the students from LKSEC and the children from JK colony present songs, cultural dances etc. A program of Garba-Dandiya was organized during the Navratara celebrations. The devotees from the vicinity, along with the employees, LKSEC staff, students and their families participated enthusiastically.

The program concluded on 22nd October, i.e. dussehera day, when the idol of Goddess Durga was submerged in water (Visarjan).



Mrs. Sushma Arora - V.P. (LKSEC) performing the aarti



Prasad distribution



Visarjan of Goddess Durga

Dussehra

Kamla Nagar



It was for the very first time that Dussehra celebration was organized in the colony premises.

The effigy of Ravana was prepared by the children of subordinate staff. This effigy was a hi-tech model which was operated with the help of a remote, i.e. on pressing the remote button, the crackers burst and Ravana's effigy was burnt.

Mr. R.P. Tomar, Mr. Ravi Agarwal, Mr. Devender Singh, Mr. Ajay, and other staff members of Maintenance Team along with the colony residents celebrated the occasion with fun and fervour.

Gotan



Effigy of Raawan being burnt

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

The programme 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.

As a tradition, colourful life size Effigies of Raawan, Kumbhakaran and Meghnaad were set on flames with a vibrant display of fireworks for the gathering. The effigies were built by the famous artisan Raees Ahmed from Kanpur, which included 65 feet Raawan effigy and 2000 square feet of Lanka. Renowned fireworks expert

Mr. Shahbuddin Khan of Pink City Fireworks and his team, Jaipur exhibited a spectacular display of fireworks.



LKSEC students as Lord Rama, Sita, Laxman and Lord Hanuman



Mrs. Sushma Arora - VP (LKSEC) and Mr. B.K. Arora - President (Works) with Ram Laxman's Sawari

Teachers' Day

Kailash Vidya Vihar and Padam Vidya Vihar

Teachers' Day was celebrated at Kailash Vidya Vihar and Padam Vidya Vihar with great joy and enthusiasm. Meritorious students and

teachers were felicitated at KVV. Guru Vandana and cultural activities marked the celebrations at PVV. The school also organized a picnic for the staff members to 'Marvel Water Park' at Udaipur.



Surbhi Club President Mrs. Neelam Rathore inaugurating the function at Padam Vidya Vihar



Lt. Col. Shukla giving away prize to a meritorious student

Vishwakarma Pooja Kamla Nagar

Vishwakarma Jayanti was celebrated with great devotion at Kamla Tower. Vishwakarma is known as 'Devashilpi' or 'The Architecture of Gods'. Lord Vishwakarma is considered the epitome of excellence and quality in craftsmanship, is said to have created the earth, the heaven and the universe, and is worshipped by the engineering community and the professionals. On this day, all the subordinate staff of General Maintenance worship their tools and instruments which are generally used in their profession as per tradition and rituals.

The office premise was decorated beautifully. On this occasion, special *Puja* and *Havan* was performed by Mr. Anoop Shukla – V.P. (Accounts, Grey Cement North). The *havan* was followed by distribution of *prasad*.



Gotan

Vishwakarma Jayanti was celebrated with great devotion at Gotan. The *Pooja* and *Yagya* were performed in the Workshop of Mechanical department in the premises of the White Cement plant from 10 am till 12 pm and from 12:15pm onwards in the central workshop of the Grey Cement plant. Mr. Rajeev Sharma – VP (Technical) and Mr. Anil Badgotri – V.P. (Commercial) were present along with the respective head of departments to grace the occasion. Mr. Rajeev Sharma and Mr. Anil Badgotri performed the *Yagya* and the *Pooja*, with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity. Post *pooja* ceremony, Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam Das Temple, distributed Prasad to the devotees.

Mr. Rajkumar Kriplani - Head (Mechanical, Grey Cement) along with Mr. N.L. Sharma - Manager (Production) performed the *yagya* and *pooja* in the Grey Cement plant workshop. Employees and both regular and contractual workers sought the blessings of Lord Vishwakarma.



Mr. Rajeev Sharma - V.P. (Technical) performing the Aarti



Mr. Rajkumar Kriplani - Head (Mechanical, Grey Cement) along with Mr. N.L. Sharma - Manager (Production) performing the yagya and pooja in the Grey Cement workshop

Jharli

Vishwakarma Puja, was celebrated with great enthusiasm in the Workshop building of J. K. Cement Works, Jharli in the presence all the staff members, contractors and workers.



Attractive *puja pandals* were set up by the contractors. Everyone took part in the *puja* and *havan*.



Staff Members attending yajna on the occasion of Vishwakarma Puja.

Fujairah

J.K. Cement Works, Fujairah celebrated the Shri Vishwakarma Pooja with religious fervour at the Mechanical Workshop in the plant. The program started with the *Prarthana* and *Kalasha Pratishthapana*, led by Mr. Rajesh Khanna - Head (Technical & Operations). Other workshops and garages were also decorated on the occasion. All the Departmental Heads, Managers, employees and workers attended the celebration with a great enthusiasm.



Mr. Rajesh Khanna - Head (Technical & Operations) performing the puja on the occasion



Recognition of Mrs. Sushma Arora's association with LKSEC: A Success that Cares!

Sincere and dedicated efforts undertaken for the welfare of society never go unrecognized.

The Indian Education Congress and Awards 2015; Franchise India felicitated Mrs. Sushma Arora - V.P. (LKSEC) with the 'Lifetime Achievement Award' on June 10 at Taj Vivanta, Surajkund, Delhi. The award was conferred upon her in recognition of her exemplary contribution towards building a significant platform for education through LK Singhania Education Centre, Gotan.

She has not only pioneered the cause of providing education in Gotan but has also been instrumental in the growth of this small town in Rajasthan. She has always had a strong sense of responsibility towards the society.

Her efforts led to the setting up of L K Singhania Education Centre, which is today a renowned institution in the Country. The idea was to create a platform for self - actualization for both the students as well as the staff members. Mrs. Arora did all that was possible to build a platform for educational growth in a neglected small town like Gotan.

It has been a challenging journey. From the time she thought of starting a school to the time she actually made this happen, she went through a series of challenges but never gave up.



Mrs. Sushma Arora - V.P. (LKSEC) receiving the Lifetime Achievement Award

She has always received unstinting support from Mr. Yadupati Singhania – MD & CEO (J.K. Cement Ltd.) and Mr. B.K. Arora - President (Works). Her efforts have brought a sea change in and around Gotan and also helped in changing the mindset of the villagers.

She continues to inspire many with her unwavering determination, compassion and the courage to fight against all odds.

Gaur Hari Singhania Institute of Management and Research, Kanpur bags Excellence in Education Award

Dr.(Prof.) Rakesh Premi was felicitated with "Excellence in Education Award" for Gaur Hari Singhania Institute of Management and Research, Kanpur by Hon'ble Governor of UP, Shri Ram Naik at Taj Lucknow on 27th June.



Bankers Meet - Delhi

A meeting of Term and Working Capital Lenders was convened on 26th August at The Lalit, New Delhi to discuss the performance and future plans of the Company. The meeting was attended by the Officials from the Banks and Company.



WINNING ENTRY

Importance of Organisation Culture

People are the foundation of any organisation, hence culture of the organisation determines the beliefs, ideologies, principles and values of the organisation. The culture of the workplace controls the way employees behave among themselves as well as with the people outside the organisation. Culture also determines how the outside world perceives the organisation.

Success of each organisation is directly related to the culture. The Culture of the workplace also goes a long way in promoting healthy competition.

The Culture represents certain predefined policies which guide the employees and gives them a sense of direction at the work place. Every individual is clear about his role and

responsibilities in the organisation and knows how to accomplish the task ahead of the deadline.

Culture also plays a key role in bringing employees on a common platform where an employee must be treated equally and no one should feel neglected or left out.

Culture supports employees to adjust well in the organization and deliver their level best. It is the Culture of the organisation which extracts the best out of each team member; the culture develops a habit in the individual which makes them successful at workplace and takes the organisation to greater heights of success.



Mr. M.A. Faisal
Head (Human Resources)
Fujairah

Winning Entries

1st Runner Up
Importance of Organisational Culture
Ms. Harshita Gupta
Sr. Officer (Corporate HR), Kanpur

2nd Runner Up
Technology and the workplace
Mr. Shafique Mohammed
IT Department, Muddapur

Participating Entries

Importance of Organisational Culture

- | | |
|--|--|
| 1. Mr. G.S. Yadav - Logistics Officer, Fujairah | 4. Mr. Ratnesh Kumawat - Engineer (Mechanical), Jharli |
| 2. Mr. Mrityunjay Kumar - Civil Engineering Dept, Muddapur | 5. Mr. Simrandeep Singh - Planning Department, Gotan |
| 3. Mr. Shashank Jain - IT Officer, Fujairah | |

Technology and the workplace

- | | |
|---|--|
| 1. Mr. Ramesh Patwal - Sr. Officer (HR & Admin), Fujairah | 4. Mr. Mrityunjay Kumar - Civil Engineering Dept, Muddapur |
| 2. Mr. Subair Ummar - Logistics Supervisor, Fujairah | 5. Mr. Simrandeep Singh - Planning Department, Gotan |
| 3. Mr. Gaurav Lodha - Dy. Manager (Accounts), Gotan | |

**The topics for January '15 issue are:
(Max 300 words)**

- 1. Importance of Corporate Grooming**
- 2. Qualities of a good leader**

Last date for submission of entries is
25th December, 2015

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.

Seminar on Health and Hygiene by NSS cell - Sir Padampat Singhania University, Udaipur



NSS Seminar on Health and Hygiene

The NSS cell of Sir Padampat Singhania University organized a seminar on Health and Hygiene on September 10. The NSS volunteers briefed the students about good health and nutritious diet. The programme was followed by a quiz on health and nutrition and a play in which the students brought to light the importance of hygiene.

The seminar concluded with a word of caution to the students about food poisoning and developing healthy eating habits. The students of the University participated actively in the Seminar and shared their views.

Nukkad Natak organized by the NSS Cell - Sir Padampat Singhania University, Udaipur

The NSS cell of Sir Padampat Singhania University, Udaipur organized a Nukkad Natak titled 'Save the Girl Child' on October 13. The play was an initiative to spread awareness about saving the girl child. It brought to light the social evils such as dowry system, eve teasing, female foeticide and inequality in opportunities. The NSS volunteers highlighted the importance of girl child in maintaining the girl-boy ratio and further appealed to bridge the gender difference existing in the society.



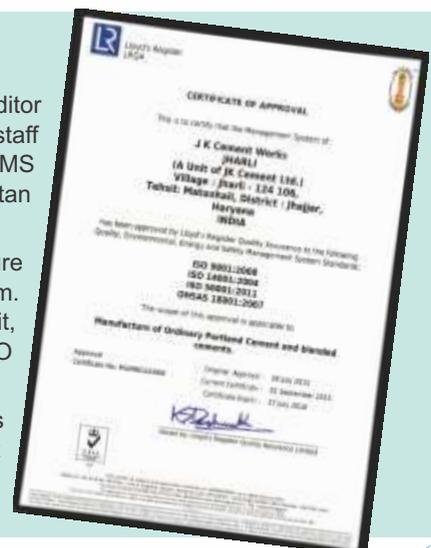
Nukkad Natak on Save the Girl Child

JHARLI - ISO Certification

The processing of Jharli ISO Certification begins on 5th November 2014. Internal Auditor training programs were conducted in December 2014 and January 2015 where 16 staff members were trained. The training was given on QMS – ISO 9001:2008, EMS 14001:2004 & OHSAS 18001 by LRQA faculty Mr. A. V. Shivaramkrishnan. Mr. Ketan Deshmukh, LRQA faculty trained the participants on ISO EnMS 50001.

The process of ISO Certification includes system improvement and control, Procedure and SOP preparation, Preparation of HIRA & ASPECT Register with control mechanism. Achievement includes the conversion of the results of Stage-02 as certification audit, getting the ISO Certificate in the first attempt and the Company has been given the ISO 50001 EnMS certification for the very first time in the history of J. K. Cement.

By maintaining these Internal & External Audits, Significant Environmental Aspects (SEA) and Controls and Hazard Identification and Risk Assessment (HIRA), the target is to achieve quality production of Cement with minimum consumption of power and take the Plant to new heights of success.





Off Site

Singapore & Malaysia Tour 3rd - 9th August



Ooty & Mysore Tour 8th - 11th September



Grey Cement North

Udaipur Tour 20th - 22nd September



Grey Cement South

New Zealand Tour 5th - 13th August



Lonavala Tour 1st to 3rd September



Ooty Tour 8th - 10th September



Annual Stockist Meets

Gujarat (Daman) 6th - 8th September



Mr. Niranjan Mishra – President (Marketing) felicitating M/s Red Rose Corporation, Ahmedabad for being the top performing stockist for Wall Putty. Also seen in the photograph are (from left to right) – Mr. Nitish Chopra – Head (Branding & Communication), Mr. Mohan Sharma – A.V.P (Marketing), Mr. Shailesh Gupta – A.V.P (MIS), Mr. Sunil Ojha - Dy. G.M. (Marketing, Gujarat & Rajasthan) and Mr. Ashok Joshi – Sr. Manager (Marketing, Gujarat)



Mr. Niranjan Mishra – President (Marketing) lighting the ceremonial lamp



M/s Shakti Marketing, Ahmedabad being felicitated for being the top performing stockist for White Cement

AP & Telangana (Vizag) 26th - 28th September



Mr. Niranjan Mishra - President (Marketing) felicitating M/s Deepa Marketing, Hyderabad for being the top performing stockist for Wall Putty and White Cement for Telangana. Also seen in the photograph are (from left to right) - Mr. Mohan Sharma - A.V.P (Marketing), Mr. Shailesh Gupta - A.V.P (MIS), Mr. A.L. Sundararajan - Sr. G.M. (Marketing, South) and Mr. T.V.R. Rao - Sr. Manager (Marketing, Telangana)



M/s K.K. Paints & Hardware, Ananthapur being felicitated for being the top performing stockist for White Cement (AP)



M/s Sai Ganesh Paints & Hardware, Kadapa being felicitated for being the top performing stockist for Wall Putty (AP)

I N T R O D U C I N G

JK PrimaxX™

White Cement Based Wall Dressing



For over four decades, J.K. Cement Ltd. has pioneered various initiatives and technological breakthroughs in the Indian building materials Industry. During the interactions with various stakeholders in the value chain, the absence of a multi-purpose coating emerged as a partially addressed consumer need. In order to capitalize on this, the product development team got into action, and was successful in creating 'JK Primaxx' – a revolutionary product addressing this gap.

JK Primaxx is a White Cement based product ideal as a wall dressing, which enhances the

quality and coverage of wall putty, decorative paints and other acrylic polymer based coatings. Its superior filling property and deep penetration makes it effective in sealing construction flaws, thereby enhancing the beauty of the surface it is applied on. Mr. Niranjn Mishra – President (Marketing, White Cement) says, “This is a very well thought out product, and blends well into the product mix of the channel we intend serving the market with. This apart from providing the channel with a new avenue for bolstering their profitability, will also provide our customers with a top quality and highly versatile cost effective option. Coming years should see this product delivering immense value to all the stakeholders in the value chain.”

With a brand promise of “Khoobsurti bemisaal ... rahe saalon saal”, a coat of JK Primaxx delivers great painting results. The brand promise stems from the various benefits provided by the product, namely, concealment of stains and reduction of blisters and extension of paint durability. Furthermore, applying this product before painting will provide extended coverage and a smoother finish. Mr. R.P. Singh - Head (Customer Technical Services) remarks “JK Primaxx is a robust, multipurpose product which is a perfect blend of adhesion, strength and durability. This is a unique product offering in the market that will address all wall dressing and coating needs of the customers”

The multi-city launch of JK Primaxx, aptly named Shubharambh started on the 8th of October, 2015. Road shows and interactive sessions with painters and applicators were organized in Gujarat, Uttar Pradesh and Maharashtra.



The on-ground activity for the event included a branded canter with a replica of the product, emcee engagement programs with dealers and

applicators for better brand connect, and interactive games for the target audience. The road show team visited numerous labour chowks, dealer outlets and construction sites to engage the target group and get them to understand the new product. Painter meets were also conducted considering their role as the key influencers. The response to the activation was phenomenal with promising on-spot conversions by the marketing team.

In the one month that this activity has travelled to different states, the response received from the painters and retail network has been very promising. The van campaign has been successful in paving the way for a better brand connect and association.



Gift distribution



Dealer outlet visit



J.K. Primaxx puzzle



Painter's Meet

EVENTS

Annual General Meeting at Merchants Chamber of Uttar Pradesh

21st Annual General Meeting of the Company was held on 1st August at Merchants Chamber of U.P., Kanpur



Orientation Programme for the batch 2015-17 Gaur Hari Singhania Institute of Management and Research, Kanpur

The Institute's orientation program for its 21st batch PGDM (first year) students was held on 3rd August. The program began with *havan*, where both the seniors as well as juniors gave *ahuti* to seek blessings for the new academic year. The occasion was graced by Chief Guest Mr. Aushutosh Pandey (IG Kanpur). Later the Chief-Guest along with Director and senior faculty members lighted the ceremonial lamp.

Director, Dr.(Prof.) Rakesh Premi, welcomed the students and called upon them to work with commitment and prepare themselves to face the cut-throat competition which lies ahead of them.

The first day was an introduction to the PGDM program, rules, regulations and discipline in the Institute, placement activity etc. The Orientation program



Dr.(Prof.) Rakesh Premi - Director GHS-IMR along with students and faculty members during the havan

ended with the distribution of books and laptops to the new batch of students. On the second day of orientation at GHSIMR, all the students were addressed by the Director Dr. (Prof) Rakesh Premi on Time Management. The session was followed by an ice breaking exercise which included a quiz on General Awareness, English Grammar in order to judge the abilities of the students of the 21st batch. In the second session, students prepared PowerPoint presentation on various industries such as textile, real estate, steel, paint, hospitality, pharmaceuticals, banking etc.



Chief Guest, Mr. Ashutosh Pandey (IG Kanpur) and Dr. (Prof.) Rakesh Premi along with the first year students

Exhibition at National Dussehra Festival - Nimbahera

J.K. Cement Works, Nimbahera organised the Sarvshaktiman Exhibition at the National Dussehra fair during October 13-23.

Mr. Rameshwar Vyas - District & Sessions Judge, Chittorgarh graced the occasion as the Chief Guest while Mr. Om Prakash Sharma - ADJ, Nimbahera, Mr. Amit Sehlot - ACJM, Nimbahera, Mr. Hemendra Nagar - SDM, Nimbahera, Mr. Shankar Lal Rajora - Chairman, Municipal Board, Nimbahera, Mr. Ashish Nagori - President, Nimbahera Bar Council and fair co-ordinator, Mr. Suresh Kherodia were the Guests of Honour.



Mr. Rameshwar Vyas inaugurating Sarvashaktiman Exhibition

After the formal welcome, the Chief Guest Mr. Vyas inaugurated the Sarvashaktiman exhibition. This was followed by 'Surbhi Mahila Grih Udyog Exhibition'. The exhibition was inaugurated by Ms. Asha Vyas and Ms. Shilpa Sehlot. Renowned personalities from Nimbahera, journalists, employees and a large number of general public was present at the time of inauguration of both the exhibitions. Mr. S.K. Rathore - Unit Head explained to the guests about various models of Cement plant and manufacturing process of cement, pollution control equipment, etc. The audience appreciated the efforts of Surbhi Ladies Home Industries.



Mr. S.K. Rathore - Unit Head briefing guests about the cement manufacturing process



Ms. Asha Vyas and Office bearers of Surbhi Club viewing products presented at Mahila Grih Udyog Exhibition

J.K. Cement Works, Nimbahera hosts tripartite meeting on Mines Safety

A tripartite meeting on Mines Safety was organized by J.K. Cement Works, Nimbahera on September 15. Mr. B.P. Ahuja - Dy. Director General of Mines Safety (North-Western Zone), Udaipur presided over the meeting. Mr. S.M. Suthar - Director, Mines Safety, Udaipur, Mr. K.N. Khandelwal - Director (J.K. Cement Ltd.) and nominated owner of Mines, Mr. SK Rathore - Unit Head, Mr. Maheem Kachhwaha - Head (Mines), J.K. Cement Shramik Sangh's President Mr. Dalpat Singh and Mr. P.K. Saxena - Secretary were the Guests of Honour. A large number of labour representatives of various mines, officials of Mining Department and contractors were also present on the occasion.

In his welcome speech, Mr. Kachhwaha said that mining is a risky job but by following safety rules and with mutual discussions in tripartite meetings, the situation can be improved. He then revealed the factual position of safe and environment friendly work culture of mines at J.K. Cement Works, Nimbahera. As a result of this, in the last decades no accident has happened at any of the mines.

Mr. R.C. Purohit - AVP (Mines) put up the resolutions taken during the last tripartite meeting, which were approved in the meeting after positive discussions.



Audience gathered at the meeting

In his presidential address, Mr. B.P. Ahuja focused on various points taken up during 11th National Safety Seminar and directed all to implement the same in their working.



Dignitaries on the dias during Tri-partite meeting

Speaking on the occasion, Mr. Rathore said that with the dialogue between the Management and workmen's representative, a consensus on safe working is developed which is very important to follow safety rules. He welcomed the suggestions that came out of the meeting.

At the meeting, workmen's representatives of mines, Management Representatives and Officials of Directorate of Mines Safety, after discussions, suggested for improvement in safety and environment management system and living standard of employees.

The meeting was successfully conducted by Mr. R.C. Vyas - Manager (Mines). Vote of thanks was proposed by Mr. Purohit.

Darpan Ladies Club Fete - Gotan

As a tradition, Darpan Ladies Club organizes a fete in the plant premises every year on the eve following the Dussehra *Raawan dahan*. This year, the fete was organized on 23rd October. The fete was inaugurated by Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - President (Darpan Ladies Club). Company employees and LKSEC staff, their families, and students participated in the fete and thoroughly enjoyed themselves. Besides providing a platform for social interaction, such activities also foster unity and harmony.

All the arrangements and facilities for the programme was taken care of by the members of the club under the direction and guidance of Mrs. Arora. The fete is a foodie's delight and various stalls serving different delicacies were setup. Kids from the school and colony enjoyed the games .

Mr. R.C. Joshi - Principal (LKSEC) and Mr. Sumit Arora - Purchase, organized a game of Tambola / Housie, which kept the audience involved.



Mr. B.K. Arora awarding the winner, Mr. N.L. Sharma - Manager (Production)



Food stall set up at the fete



Children enjoying games at a stall



Mrs. Sushma Arora - V.P.(LKSEC) and Mr. B.K. Arora - President (Works) inaugurating the Fete



28th Annual Prize Giving Function - LK Singhania Education Centre, Gotan



Students performing an episode from Karn of Mahabharata



SGFI Award for sports being received by Mrs. Sushma Arora - VP (LKSEC) from the Chief Guest



Yearly magazine Creations being unveiled



LK Singhania Education Centre celebrated its 28th Annual Day cum Award Giving Ceremony on 7th September. Mrs. Meenakshi Lekhi, a prominent lawyer in Honorable Supreme Court and National Spokesperson of BJP graced the program as the Chief Guest. The programme started with the welcoming of the Chief Guest by

Mr. B.K. Arora - President (J.K. White Cement Works, Gotan), Mrs. Sushma Arora - Vice President (LKSEC), Mr. R.C. Joshi - Principal and Mr. P.R. Kumar - Vice Principal and other dignitaries.

The gala evening commenced with the grand show of Orchestra. Over hundred students participated playing twenty five different instruments like Veena, Harmonium, Sitar, Violin, Marcus, Guitar, drum, flute etc. This was followed by a march past by the school band.

The annual magazine of the school was introduced to the audience. The school has achieved new heights in both academics and sports. The glorious achievements of the



session 2014-15 were highlighted in the Annual School Report by Mr. R.C. Joshi.

Mr. B.K. Arora and Mrs. Sushma Arora awarded the students for their academic achievements, while the Chief Guest Mrs. Meenakshi Lekhi awarded the board toppers and top performers in

various co-curricular activities at state and national level.

The cultural program began with Saraswati Vandana, performed in the form of Kathak. Tandav, a dance performed by Lord Shiva and his followers was the next performance in this section. Choreography on 'Karn' of Mahabharata was the next dance performance that captivated one and all. The 'World Dance Grand Finale' comprised Western and Indian style of dances like Hip Hop, Belle, Kathak, Ballet, Jazz etc. The programme came to an end with the most enthralling song 'India Wale', in which anchors and performers of all the programmes came together to perform. The Chief Guest congratulated all the students on their performance and extended her best wishes.

Kanya Pooja - Gotan

One of the most important programs organized during the Durga pooja is the Kanya pooja, wherein girls are worshipped as an incarnation of the goddess mother Durga. Kanya puja is celebrated on the eighth and ninth day of Navaratri. During this pooja, several gifts are given to the 9 chosen girls.

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.



Mrs. Sushma Arora – VP (LKSEC) and Mr. B.K. Arora – President (Works) along with the parents of the nine girls during the pooja ceremony

All India IPSC Skating Championship - LK Singhania Education Centre, Gotan

L.K. Singhania Education Centre, Gotan organized the All India IPSC Skating Championship for boys and girls in which several schools of repute across the Country participated. Amidst the grand celebration of the opening ceremony, the school welcomed Mr. B.K. Arora - President (J.K White Cement Works, Gotan) as the Chief Guest and Mrs. Sushma Arora - Vice President (L.K. Singhania Education Centre) as the Guest of Honour, along with the other administrative members.

Several events like Road Races (1500M, 2000M, and 3000M) Quads races and In-line races were held for students aged 10 to 19 years. The skating rink was filled with excitement and applause. On 3rd October, the entire school witnessed the closing ceremony in which honourable SP of Nagaur, Mr. Gaurav Shrivastav was the Chief Guest along with special guests, Mr. B.K. Arora and Mrs. Sushma Arora. In this ceremony, the students were awarded with medals and trophies for their exemplary performance.

L.K.S.E.C emerged as the champions among boys whereas the students of Emerald Heights, Indore were the runners up. Among girls, VDJS, Hissar were the champions and LKSEC; the runners up. After the closing ceremony, a farewell was bid to all the participating schools.



Mr. B K Arora - President (Works) welcoming the Chief Guest



Chief Guest Mr. Gaurav Shrivastav along with Mr. B.K. Arora and Mrs. Sushma Arora honouring the winners



LKSEC Skating team Champions

Spotlight on Mr. V.D.V. Singh

(Excerpts from an interview with Mr. V.D.V. Singh - V.P. (Corporate H.R., Kanpur))

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

My association with J.K. Cement has been a memorable one. The journey which I have been through has given me the opportunity to understand the culture, heritage, ethics, values and credibility which define the Company. To uphold the values and take it forward in a competitive environment is one of the major challenges, professionally. Being a part of the HR function gives me the opportunity to be involved with people across the levels, by contributing towards improving their life personally and professionally. This gives me the satisfaction of doing some service both for the organization and society. This in brief is the best part of my experience here.

Q.2) The Human Resources are the greatest asset of an organization. What initiatives is the HR department taking to make J.K. Cement a better place to work?

Human Resources are truly the greatest asset of an organization & we continuously strive towards making J.K. Cement a better place to work.

We believe an organization that enjoys its work will always be successful, and have undertaken several People-Centric Initiatives across the Company for this purpose.

- We have an enviable work-life balance across the organization.
- We take care of our employees through provision of medical facilities as well as continuous health check-ups & awareness camps to ensure sound mind & body for living a happy & fulfilling life.
- We provide complete facilities – accommodation, basic amenities & services to our employees at multiple locations to ensure comfort & standard of living.
- We provide among the best education facilities for our employees' children.
- We are an equal opportunity employer & continue to improve on this front.
- We conduct several social events across our locations – organizing family picnics, celebrating festivals, conducting competitions for employees & family members to participate in.
- We have initiated engagement activities like “Fun at work”, “joy of giving week” and “corporate wellness programme”. We plan to roll out

the same across the Organisation.

Q.3) How has the HR function evolved over the years at J.K. Cement? What new systems and practices have been introduced to attract, develop and retain talent?

We have tried to make HR the strategic Business Partner and thus changing the perception of HR being the service or personnel function only.

- Encourage Gender diversity.
- Ensure that employees are treated ethically.
- There has been extensive effort on the people processes & systems front.
- We have implemented a structured & meritocratic performance management system to ensure rewards are based on performance & contribution to organizational objectives. This helps us identify the talent that will play a significant role in the future of the organization.
- Thrust is on trying to align individual goals and objectives with corporate goals and objectives. Further, rather than enforce rules or dictate them, act as a facilitator and promote participation approach.
- We have begun implementing rewards & recognition system & plan to roll it out across the Company.
- We focus on development of our people in terms of technical as well as managerial capabilities. Training has acquired a new dimension with focus on behavioural training to change attitude and develop basic skills.
- We continuously evaluate our remuneration against market trends and ensure our employees are at par with the market.

We believe that our success is reflected in the two most important measures that a company can track for effectiveness of its Talent Management practices:

- i. Attrition - This is among the lowest in the Industry
- ii. Development of Leaders from within – This is amongst the best in the Industry



Mr. V.D.V. Singh

Spotlight on Mr. Krishna Babu

M/s Johnson Paints, Bihar

Mr. Krishna Babu of M/s Johnson Paints, Bihar has been a dedicated associate of the Company for over 20 years now. Johnson Paints is the biggest Paint manufacturing company in Bihar. Mr. Babu is ably assisted in the business by his two sons. The firm has the highest lifting in Eastern India.

The Company is a hugely successful brand in India in general and states like Bihar, Jharkhand, West Bengal & Orissa, Chhatisgarh, Andhra Pradesh, Maharashtra, MP, UP, & Rajasthan and has plans to cater to other States as well. We found it fitting to put the Spotlight on him considering our fruitful association.

Q.1) Considering your long association with J.K. Cement Ltd, please share your views about the culture and people of the Company?

We have been associated with J.K. Cement Ltd right from the beginning and it has been such a fulfilling journey mutually. We have met many company officials over the years and their conduct and support for us has been a humbling experience.

Q.2) What is your core belief in business that has helped you grow and sustain the business over the years in the face of increasing competition?

Our supply has always been a strength. The biggest mantra of our success is no compromise with the standards of product quality and

timely delivery of orders. We have maintained economical pricing and timely delivery of consignments, which are also the unique selling proposition (USP) of JP Johnson.

Q.3) In your view, what is the future of small and medium paint manufacturers in wake of the competition posed by multinationals?

The future of small and medium paint manufacturers looks good despite the competition from large manufacturers. These manufacturers (small and medium) will continue to grow because of the quality of the products that they offer. At the same time, their pricing is also competitive.

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

We wish that the Company continues to maintain a good supply chain. We would also urge the Company to not to supply any material to small paint manufacturers who indulge in duplicate mark packaging. We would be glad if we are given a special advantage considering our high consumption of White Cement in Bihar and adjoining states.



Mr. Krishna Babu

J.K. SUPER CEMENT - PROJECT GOONJ

The Mission :

-  5 States
-  40,000 Masons
-  4000 Dealers
-  1,20,000 Direct Consumers

J.K. Cement Ltd. launched a unique awareness campaign 'Goonj' for J.K. Super Cement, to create awareness among masons to increase productivity by focusing on best practices and modern approaches in construction.

The campaign which was inaugurated by Mr. Raghavpat Singhania - Special Executive and Mr. Rajnish Kapur - Business Head, from the Central Marketing Office, New Delhi on 30th September shall cover 5 states - Rajasthan, Haryana, Punjab, Western U.P. and Madhya Pradesh.

A fleet of vehicles with trained brand communicators, supported by customized audio visual aids were dispatched for generating awareness and educating consumers on the brand promises and differentiators for J.K. Super Cement.



POP Installation



Screening of S

J.K. SUPER CEMENT

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Commenting on the occasion, Mr. Rajnish Kapur said, 'Goonj campaign has been launched to consolidate our market presence and engage with our stakeholders in a unique way. The workshops and sessions as part of this campaign will help in improving the understanding about craftsmanship, new techniques and improve upon the work efficiencies.'

The Goonj campaign made the consumers aware of the brand USP with the help of customized engagements. These innovative engagements were designed keeping in view the local dialect and flavour to impart knowledge about the brand J.K. SUPER CEMENT in the most entertaining way. There was special focus towards empowering masons through Mason Meets. These meets aimed at educating masons on effective & efficient techniques and general do's and don'ts about cement usage. Mr. Deepak Mehra - President (Grey Cement Marketing) says "The efficient and speedy execution of the project by the Branding and Communication Team is praiseworthy. Also, the Raaka Daaku film is a real hit with the mason community. We are sure that this campaign will further strengthen our brand connect and association among the customers"

J.K. Cement has played an important role in industrial history, being at the forefront of leading changes, innovation and exemplary corporate governance and social responsibility. This initiative is yet another pioneering step to ensure that masons, dealers and contractors are a vital part of our growth story.



Flag off of the Project by Mr. Raghavpat Singhania - Spl. Executive & Mr. Rajnish Kapur - Business Head



Super Cement demo film



Masons participating in wheel of fortune



Felicitating of dealers



Engagement activity for masons



PEOPLE POWER TRAINING PROGRAMMES

RTC Activities - SEPTMEBER

1) Impact of Raw Mix Design & Burnability in Cement Industry : September 1-3

Thirteen Engineers/Supervisors from Birla Cement, UltraTech Cement – Aditya Cement, Trinetra Cement, J.K. White Cement Works Gotan and J.K. Cement Works, Nimbahera and Mangrol attended this programme.

2) Selection, Operation & Maintenance of Industrial Fans : September 7 -9

The programme for Engineers/Supervisors target group was attended by ten participants from Birla Cement, Trinetra Cement, J.K. White Cement Works, Gotan and J.K.Cement Works, Nimbahera/Mangrol.

3) Assessment of Testing Laboratories & Performance Improvement of Analytical Chemists – For CTS Executives/ Lab Personnel: September 7 -8 and 9 -12

A special experiential learning based programme was conducted by Dr. V.K. Mathur – Ex GM(NCCBM), which was attended by 36 CTS Executives/Lab personnel from the Company. In the inaugural session, Mr. Rajnish Kapoor - Business Head and Mr. S.K. Rathore - Unit Head emphasized on sustainability of cement quality.



Session on Assessment of Testing Laboratories & Performance Improvement of Analytical Chemists in progress.

4) Effective Time Management : September 10-11

Dr Sanjay Pandya - Director & Chairman, The Motivator, Vapi conducted a program for Frontline/Middle Management executives. Twenty-three participants who attended the programme, found it very informative. Participants also shared about their learnings and its utilization in day-to-day working during feedback sessions.



Participants of the session on 'An Orientation to Cement Manufacturing Process'.

5) Electrical Energy Conservation & Management : September 14 – 16

Mr. RM Gelda - Ex-Sr GM, JK Udaipur Udyog, Mr. Mahendra Singh - Dy GM-Elect and Mr. Hardik Sharma - Sr Engineer – Elect., J.K. Cement Ltd conducted the program for Engineers/Supervisors. Participants from Birla Cement, RK Marbles and J.K. Cement Works, Nimbahera and Mangrol attended the program. In the valedictory session, Mr. Gelda emphasized on the necessity of Electrical Energy Conservation and Management to reduce the production cost.

6) Inter-personal Skills for Managers : September 18-19

The programme directed by Mr. J.K. Nair - Director, Vivek Institute of Training & Learning (VITAL), Surat was attended by twenty-one Frontline/Middle Management personnel of J.K. Cement Works, Nimbahera and Mangrol.

7) An Orientation to Cement Manufacturing Process : September 21 -23

The programme organized for Marketing/CTS Executives was attended by sixteen people. Mr. Rajesh Sharma, Mr. A.K. Chaturvedi, Mr. P.K. Sharma, Mr. Rajesh Mathur, Mr. D.K.Pandey, Mr. Amit Saraogi, Mr. R.C. Vyas, Mr. M.P. Malav and Mr. Pushpendra from the Company conducted program.

8) Operation & Maintenance of Electrical Equipment : September 28 -30

Electricians / Technicians from Birla Cement, J. K. White Cement Works, Gotan and JK Cement Works, Nimbahera and Mangrol attended the program organized by RTC part-time trainers.

RTC Activities - OCTOBER

1) Operation & Maintenance of Gearbox & Alignment : October 5-7

Ten Supervisors/Technicians from Birla Cement, Chittorgarh; Ultratech Cement Unit - Aditya Cement, Gujarat Cement Works and J.K. Cement Works, Nimbahera and Mangrol units attended the program.

2) Effective Communication – The Key to Overall Success : October 8-9

Mr. C Sumant - Head, I Growth, Indore conducted the program for Frontline / Middle Management executives. Nineteen participants who attended the program found it very informative. They also shared their learnings during the feedback sessions and also how they are geared up to utilize this knowledge in their day to day working.



Participants of the programme on Stress Management & Meditation Techniques

3) Stress Management & Meditation Techniques : October 19-20

The program conducted by Mrs. Rekha V Soni - Aarogya Foundation, Udaipur for Frontline / Middle Management personnel was attended by twenty participants from J.K. Cement Works, Mangrol and Nimbahera.

4) Harmonics & its Mitigating Techniques : October 27-28

The program for Engineers / Supervisors target group was attended by participants from Birla Cement; JK Lakshmi, Jhajjar, Gujarat Cement Works and J.K. Cement Works, Nimbahera and Mangrol. RTC part-time trainers from nearby industries conducted the program.



Participants of the programme Operation & Maintenance of Gearbox & Alignment

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

**New Joinees
Sep. - Oct. 2015**



Mr. Balram Chakrawarti
DGM (Technical)
Delhi



Mr. Kalyan N
DGM (Marketing, White Cement)
Tamil Nadu



Mr. Naresh Thakur
DGM (Marketing, Grey Cement)
Haryana - II



Mr. Rajan Patiyal
Manager (Marketing Audit)
Delhi



Mr. Sanjeev Kumar
Sr. Manager (Marketing)
Chhatisgarh



Mr. Surender Dahiya
Sr. Manager (Personnel and Admin)
Jharkhand

* Manager level & above only.

Fire Safety Training – Kamla Nagar Township

Fire safety and emergency preparedness and management is a crucial part of any infrastructure because the safety of employees and the visitors is at stake. A fire must be curtailed quickly to reduce property damage and disruption to services. Once a fire starts, it can be difficult to curtail without the appropriate equipment and training.



To ensure employees are equipped to handle fire emergencies, Mr. R.P. Tomar - Kamla Nagar Township In-charge organized a fire safety training for security personnel at Kamla Nagar Township premises.

The training was conducted by Capt. (Retd.) K.K. Singh. During this training, fire and its chemistry along with type of fires, their causes and preventive measures were explained to the security personnel. The role of security in case of an emergency was also explained to them. Demonstration of fire extinguishers, hydrant and sprinkler system on live fire was conducted.

First Aid Training – Kamla Nagar Township

A First Aid Training was organized as per the directions of Mr. R.P. Tomar, Kamla Nagar Township Incharge. This training catered to security personnel at Kamla Nagar Township under the guidance of Capt. (Retd.) K. K. Singh, who imparted basic first aid knowledge to the security team. The security personnel were trained to render first aid during an emergency. The training included demonstration of simple first aid measures and life saving techniques.

Lecture by Mr. Rajiv Bajaj on 'Your role in Wealth Creation' - Gaur Hari Singhania Institute of Management, Kanpur

GHSIMR played host to a guest lecture on “Your role in wealth creation” organized by FICCI Ladies Organization-FLO (FICCI-Federation of Indian Chambers of Commerce & Industry), Lucknow and Kanpur Chapter, which aims to empower women through skill development.

Mr. Rajiv Bajaj, besides being the VC & MD of Bajaj Capitals Ltd., is also the founding Chairman of Financial Planning Standards Board, India. He was instrumental in bringing globally renowned Certified Financial Planner professional designation to India. He is a well known writer on Investment Strategy and Financial Planning and is passionate about spreading Financial Literacy.

Mr. Bajaj while addressing the students told them regarding the power of compounding which



Mr. Rajiv Bajaj, Vice Chairman & Managing Director of Bajaj Capitals Ltd. being presented a memento by Dr. (Prof.) Rakesh Premi - Director GHS-IMR

was quoted by Einstein to be the 8th wonder of the world. Struggle, according to him, is a key factor in shaping one's destiny. “Either you struggle in the beginning and later in life you enjoy, or, you enjoy early and struggle later in life. The choice is all yours”. According to him flexibility and a positive mindset is a must for successful business. In his concluding message he said “Risk Taking is a key factor for growing entrepreneurs”. His session was also attended by the Director, GHS-IMR Dr. (Prof.) Rakesh Premi, faculty members and staff members. The session was followed by a press conference.

Post press conference Mrs. Varsha Singhania - Event Chair FLO welcomed Mr. Bajaj and introduced him to the FICCI Ladies Organizations (FLO) program “Your Role in Wealth Creation”.

The program ended with a question answer session.



Mr. Rajiv Bajaj taking the session on “Your Role in Wealth Creation” for FICCI Ladies Organisation

All India IPSC Band Competition 2015 LK Singhania Education Centre, Gotan

The IPSC Band Competition at LK Singhania Education Centre, Gotan began on 15 October. Mr. B. K. Arora – President (J.K. White Cement Works, Gotan) graced the occasion as the Chief Guest. The ceremony began with unfurling of the IPSC flag with the National Anthem played in the background descending a solemn mood at the football ground.



Mr. R.C. Joshi - Principal (LKSEC) addressing the gathering



11 schools with 400 students from different parts of the Country participated in the competition, out of which 3 were under Pipe Band Category and 9 under Brass Band Category.



The first day competitive teams were from the Pipe Band group, who with the tunes such as Mera Bharat mahan, Kadam-kadam badayejaa aroused patriotic feelings as they marched across the ground. On the second day there was a nerve – racking competition between the teams who participated in the Brass Band category.

In the Pipe Band Category, the first position was captured by LKSEC, Gotan and the second position by Mody School, Lakshmangarh. In the Brass Band group, the first position was bagged by the two bands, Sainik School Kapurthalla and Birla Balika Vidhyapeeth, Pilani and the second position was awarded to Birla Public School, Pilani.

Traditional welcome being accorded to the Guest of Honour Mrs. Sushma Arora V.P. (LKSEC) by the Head Girl



The Host School Pipe Band Team

Dubai Trip for Workers on Eid - J.K. Cement Works, Fujairah

J.K. Cement Works, Fujairah organized a three days trip to Dubai from 23rd to 25th September for workers on the occasion of Eid-Al-Adha. There were many fun activities such as the visit to famous landmarks like Dubai Mall, Burj Al Arab, Atlantes besides outdoor activities like swimming, kite flying, football in sand etc. A total of 126 workers participated in the picnic. It was a good break for them from their routine and helped them relax and strengthen team building.





First Rake Unloading at Jharli Railway Siding

First rake of Clinker was unloaded at Jharli Railway Siding on 9th September. Mr. Harish Agarwal - Unit Head and Mr. R. K. Bajaj - VP (Projects) inaugurated the site in the presence of all staff members, Railway Officials and Thyssenkrupp team members. Clinker rake was placed to Wagon Tippler for unloading. After trail from one empty wagon and final adjustment of Wagon tippler, unloading of loaded wagons started at around 9:00 p.m. This is yet another achievement of Jharli Team which was accomplished successfully. This will strengthen the import capacity of clinker of Jharli Plant.



Mr. R.K. Bajaj - V.P. (Projects) during inauguration of first rake of clinker at Jharli Railway siding



Mr. Harish Agarwal - Unit head during inauguration of first rake of clinker at Jharli Railway siding



Bulk loading of Cement at J.K. Cement Works, Jharli

First Bulk loading of cement started at Jharli on 10th September. Mr. Harish Agarwal - Unit head flagged off the first cement loaded bulker which was dispatched from the Plant to Virendra Construction, Meerut in the presence of all the staff members. On this day, two bulkers of 25 tons and 26 tons capacity were dispatched from the Plant. This will enhance the cement supply capacity of the Plant with minimum time.



Mr. Harish Agarwal - Unit Head with the team during the first bulk loading at Jharli

Corporate Social Responsibility

Laying the foundations of a better world

Eye-care follow-up camp - Nimbahera

On the 63rd birthday of Mr. Yadupati Singhania - MD & Chairman, an eye-care camp was organized at Nimbahera. The patients screened for operation were taken to Gomabai Netralaya, Neemuch on 2nd October where operations related to cataract, DCR and glaucoma were conducted. Later, around 300 patients were given spectacles free of cost by the Company. The transportation, lodging and boarding arrangements for patients and their attendants was arranged free of cost by the team at plant.



Patients at the hospital



Patients boarding the bus for Neemuch

Public Welfare Activities - Nimbahera

The Nimbahera family initiated several public welfare activities on the occasion of 63rd birthday of Mr. Yadupati Singhania - Chairman & Managing Director. It started with distribution of fruits and food to patients at Govt. Referral Hospital, Nimbahera in association with Shriram Sewa Sansthan, Nimbahera. Mr. S.K. Rathore - Unit Head, senior company officials along with a large number of employees and members of Shriram Sewa Sansthan were present on the occasion.

Members of Surbhi Ladies Club distributed baby kits to around 30 ladies who became mothers at various ladies training centers in villages. Ladies Club President Mrs. Neelam Rathore, Secretary Mrs. Renu Kachhwaha with other club members were present on the occasion.

An eye care camp was organised on 29th September at Govt. Referral Hospital, Nimbahera. A series of camps have been organized for the general public's benefit under a pilot project of cataract free Nimbahera, adopted by Shree Sewa Sansthan.

A team of doctors from Gomabai Eye Hospital, Neemuch carried out eye testing of patients. Till evening, more than 750 patients had registered. Out of these, more than 100 patients of cataract were identified.

The programme was conducted by Dr. SK Choudhary - Dy. CMO and Mr. Shailesh Choujbisa - Asstt. Manager (CSR).



Doctor examining a patient at the camp



Mr. S.K. Rathore - Unit Head, Mrs. Neelam Rathore - President (Surbhi Club) and other executives distributing food to patients and their attendants



Mrs. Neelam Rathore - Surbhi Club President and other club members distributing the baby kit



MLA Syt. Shree Chand Kripalani and Mr. S.K. Rathore - Unit Head inaugurating the eye camp

Corporate Social Responsibility

Blood Donation Camp - Gotan

A Blood donation camp was organized 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 residents of Gotan and surrounding villages participated in good numbers and supported the noble cause. The camp was inaugurated by Dr. Mohit Parihar from Blood Bank of Mahatma Gandhi Hospital, Jodhpur and Dr. Jassa Ram - Chief Medical Officer (Gotan).

Mr. CP Jhagdawat - VP (C&A) and Mr. PC Jain – VP (Accounts) were also present there to encourage and support the volunteers. 51 units of blood were collected with the kind support of Dr. Mohit Parihar and his team of doctors and medical assistants.

J.K. White Cement Works, Gotan has been organizing blood donation camps in collaboration with Lions Club Gotan bi-annually in the wake of growing requirements.



Mr. C.P. Jhagdawat - VP (C&A) and Mr. P.C. Jain – VP (Accounts) along with employees and other members of Lion's Club, Gotan

Health Check Up Camp - Fujairah

In line with the efforts for the well being of employees, J.K. Cement Works, Fujairah conducted a free employee health checkup campaign in association with Maxcare. This camp organised on 17th September mainly included life style screening, blood sugar, blood pressure, BMI and preventive health consultation. Our partnership with Maxcare provides excellent opportunity for our employees to assess their overall health & fitness.

JK Cement Works, Fujairah puts great emphasis on employees' health and is committed to promoting a healthy lifestyle.



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