

# JK spotlight



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## Sir Padampat Singhania University - Empowering future leaders through Education



### HIGHLIGHTS

Sir Padampat Singhania  
University, Udaipur



Productivity  
Kalash Award  
2011-12





## Kudos to J.K. White Cement Works, Gotan – Productivity Kalash Award 2011-12

J.K. White Cement Works, Gotan was honoured with one of the most venerated awards, the Productivity Kalash Award for the year 2011-12, by the Rajasthan State Productivity Council on 24th June at Jaipur. Honourable Governor of Rajasthan, Mrs. Margaret Alwa presented the prestigious award to Mr. B.K. Arora- President (Works). Mrs. Alwa graced the function as the Chief Guest that was organized at Rajasthan Chambers of Commerce.

Mr. Arora informed the gathering that being the 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.

J.K. White Cement Works was adjudged the best for its admirable performance in terms of Productivity, Operational Excellence, Quality, Safety and Cost efficiency etc.

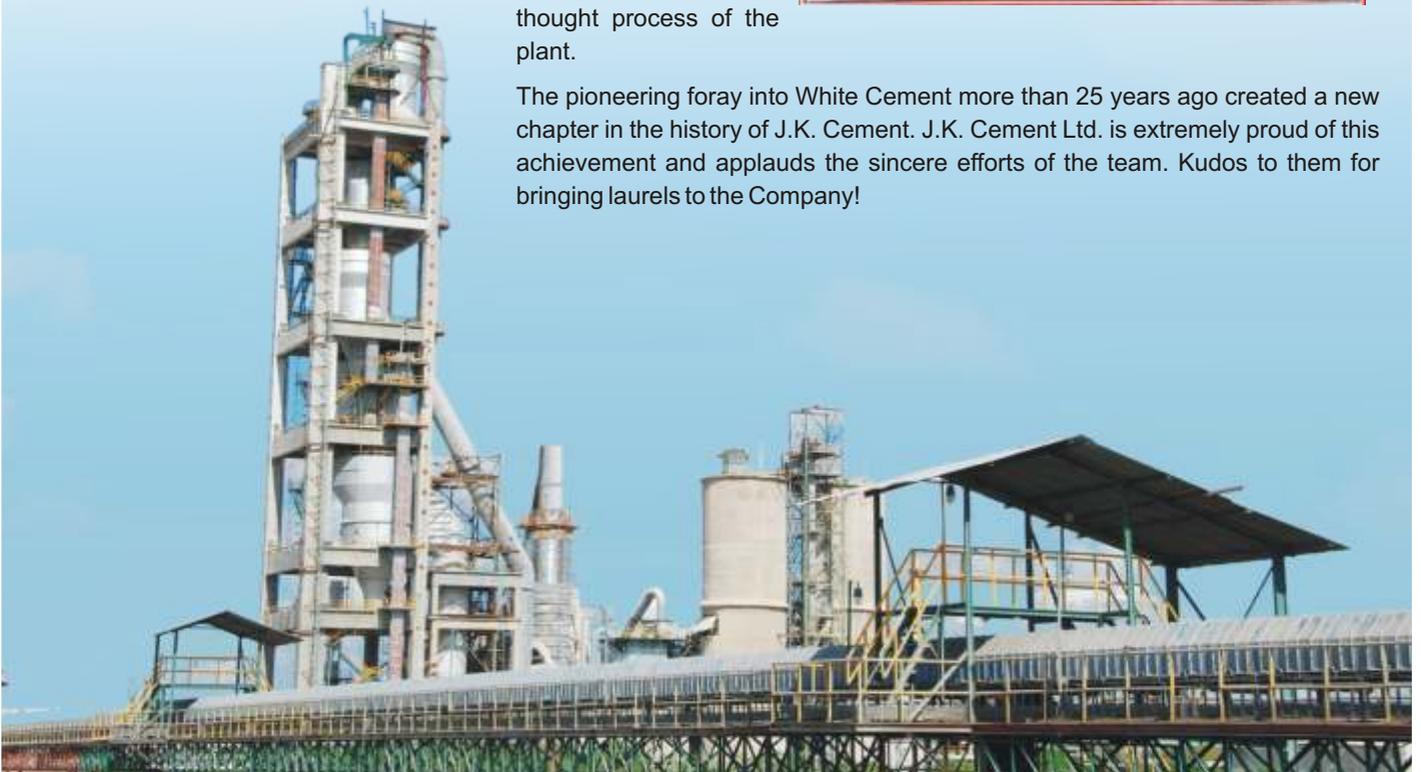
Besides this, the Company has established its unique image in the area owing to its unparalleled efforts in the area of employee care and its contributions to Corporate Social Responsibility and Industrial Health and Safety. Over the years, the Company has ensured a healthy working environment with harmonious relations between the workers/ employees and the Management.

J.K. White Cement Works Gotan firmly believes that quality begins and ends with people and the Management has inculcated a quality culture in the very thought process of the plant.

The pioneering foray into White Cement more than 25 years ago created a new chapter in the history of J.K. Cement. J.K. Cement Ltd. is extremely proud of this achievement and applauds the sincere efforts of the team. Kudos to them for bringing laurels to the Company!



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



## FROM THE editor's desk

### Dear colleagues and friends,

Greetings and best wishes for a very happy and joyous festive season! Festivals are an essential component of community life as they encourage the spirit of a collective human society. Realisation of a collective responsibility, quality education and innovative thinking are indispensable in the quest for true development in this era of rapid globalization. Sir Padampat Singhania University, a proud venture of the J.K. Cement family aims at inculcating in the young leaders of future India, this spirit of teamwork and innovation through meaningful mentoring. Our cover story in this issue, elaborates on the efforts of Sir Padampat Singhania University towards this cause.

The Nation's 68th Independence Day was celebrated across the various centres of the Company with pride and patriotism. Having been a partner in the nation's development, the J.K. Cement Family is proud of its rich legacy and is committed to work towards a brighter future.

We are thrilled to announce that J.K. White Cement Works, Gotan has bagged the Productivity Kalash Award. I am also happy to share that our Panna project has been awarded the prestigious Quality Excellence Award for the Best Exploration Project.

As a conscious citizen of India, the J.K. Cement family has always been proactive in undertaking various CSR activities to extend essential facilities to the underprivileged. Various activities were organised in the last few months as an extension of the Company's ethos to create a better living environment.

In this issue of Spotlight, we also take the opportunity to welcome two new members in the J.K. Cement family. We hope under the profound guidance of Mr. Rajnish Kapur – Business Head (Grey Cement) and Mr. Niranjan Mishra – President (Marketing, White Cement) the Company shall be able to achieve even better performance. The spotlight in this issue is on Mr. Prashant Seth – Head (Commercial & Business Information, Kanpur) and Mr. Suresh Goda of M/s Goda Sales Corporation, Nasik - committed and vital partners in our company's growth story.

We sincerely hope you find this and subsequent issues of Spotlight both engaging and informative. And we urge you to come forward with your suggestions and contributions, in order to make our newsletter a participative platform for all of us.

Best regards,



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



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# Celebrations Independence Day

67 years since its hard earned Independence, the India we live in today is transforming faster than ever before; and massive infrastructure development is definitely the most visible manifestation of this galloping change. Being part of a company that has been a vital contributor in taking the Nation towards progress is a matter of immense patriotic pride for us all. This heartfelt national pride overflowed during vibrant and captivating celebrations at J.K. Cement's various centres.

## KAMLA TOWER, KANPUR

Independence Day was celebrated at Kamla Tower with great enthusiasm. The National Flag was hosted by Mr. Atul Bagla - VP (Finance, Kanpur) and Major S.B Singh - GM (Security).

Independence Day was celebrated with patriotic fervour at Kamla Nagar as well. Flag hoisting was done jointly by Brig Suresh Rao and Mr. Lalit Khanna - VP (Solar Housing & Infrastructure), the Chief Guest. The function culminated with the singing of the National Anthem and distribution of sweets. All members of the Security and Maintenance Department attended the function.



Mr. Atul Bagla - VP (Finance)  
inspecting the Guard of Honour



Mr. Lalit Khanna - VP (Solar Housing & Infrastructure) (in centre) with other staff members



Mr. Atul Bagla hoisting the National flag

## PADAM TOWER



Mr. Arun Kumar -  
Chief Security Officer  
during the flag hoisting



## GOTAN

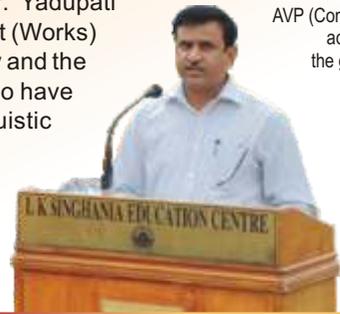
The Gotan family celebrated the 68th Independence Day with great enthusiasm. Mrs. Sushma Arora - VP (LKSEC) graced the occasion as the Chief Guest. Mr. RC Joshi - Principal (LKSEC) hoisted the Indian Tricolour and took the salute of the parade of security staff. Mr. Anil Badgotri - AVP (Commercial, Gotan) in his address spoke about the significance of the day in the Indian history. He said that the team at Gotan has



Mrs. Sushma Arora - VP (LKSEC) felicitating a student

unceasingly put in diligent efforts to realize the dreams of our visionary leader Mr. Yadupati Singhania - MD & CEO, J.K. Cement Ltd. Under the tutelage of Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - VP (LKSEC), the Company is always eager to serve the society and the Nation. Mr. Badgotri expressed gratitude to the employees of the factory and school who have contributed through their incessant and altruistic endeavours.

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



A prize distribution ceremony was held followed by sweets distribution for school staff, students, employees and villagers.



Mr. Anil Badgotri hoisting the tricolour



Students of LKSEC during the celebrations



## NIMBAHERA

The Nimbahera family celebrated Independence Day with great patriotic fervour. On this occasion, Mr. R.C. Purohit - AVP (Mines, Nimbahera) - Chief Guest hoisted the National flag followed by the National Anthem. He then inspected the Guard of Honour presented by the Security Personnel.

At Mangrol, Mr. R.B.M. Tripathi - Sr. GM (O&M, Mangrol) hoisted the National Flag in the presence of executives, staff and other employees. Speaking on this occasion, he stressed on the importance of individual performance and urged everyone to focus on increasing efficiency.

Cultural programmes marked the celebrations at Kailash Vidya Vihar and Padam Vidya Vihar. Students recited poems, presented dance performances and group songs on the occasion.

Mr. R.C. Purohit - AVP (Mines) unfurling the National Flag at Nimbahera



Tiny tots of Padam Vidya Vihar performing a dance



Mr. R.B.M. Tripathi - Sr. GM (O & M) addressing the gathering at Mangrol



## MUDDAPUR

The 68th Independence Day was celebrated at J.K. Cement Works, Muddapur with great enthusiasm. On this occasion a large number of employees and labourers were present. Chief Guest Mr. S.K. Jain - Head (O & M, Muddapur), hoisted the National Flag followed by National Anthem.

The Chief Guest in his address appealed to all to continue to put in their best efforts and appreciated the dedication of executives, staff & workmen towards the progress of the Plant.

Employees at the plant, contractors and workmen were also present on this occasion.

Sir Padampat Primary School also celebrated the day with patriotic fervour. On this occasion, various cultural activities were organized by the students. Winners of various sports & cultural activities were awarded on the day.



Mr. S.K. Jain - Head (O&M) addressing the gathering on the occasion



Mr. S.K. Jain awarding a student



Tiny tots of Padampat Primary School during a cultural presentation



## JHAJJAR

At J.K. Cement Works, Jharli, Mr. Harish Agarwal - Unit Head and all the staff members gathered together to celebrate the day. Mr. Rakesh Jakhar - Member Zila Parishad and Mr. Bheem Singh - Gram Sarpanch, Jharli were amongst the Guests of Honour. Villagers from the neighbouring areas were also invited.

The National Flag was hoisted by Mr. Harish Agarwal followed by National Anthem and march-past by the security staff. Many staff members and villagers also took part in the proceedings and presented their views on Independence Day. Children presented poems on patriotism.

Employees were felicitated for their outstanding performance.



Mr. Harish Agarwal - Unit Head addressing the audience on the occasion



Mr. Harish Agarwal & staff members saluting the National Flag



## Ganesh Chaturthi Celebrations



### GOTAN



Ganesh, the god of wisdom and prosperity, was worshiped with great fervour on Ganesh Chaturthi at J.K. White Cement Works, Gotan.

A life-like clay idol of Lord Ganesh was installed on the day of Ganpati sthapana. Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - VP (LKSEC) performed the *sthapana pooja* with the

guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyamdas Temple.



Ganpati Visarjan

For 10 days, from Bhadrapad Shudh Chaturthi to the Ananta Chaturdashi, Ganesh was worshipped. This program included morning and evening *aarti* and *pooja*, prasad distribution and cultural programs, where the students of LKSEC and children from the colony performed songs, cultural dances etc. A program of garba-dandiya was also organised. The devotees from the vicinity, along with the Company officials, LKSEC students and their families participated in these programs.

On the 11th day, the Ganpati Idol was taken through the colony in a procession with dancing, singing and chanting of "Ganapati bappa morya, purchya varshi laukariya".



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



The idol was finally immersed in the lake Chepia Nada. During the ritual of immersion, it is believed, Lord Ganesh embarks towards his abode in Kailash taking with him the misfortunes of humanity.



### MUDDAPUR

Ganesh Chaturthi was celebrated with great enthusiasm at Muddapur. Murthi Sthapna was conducted by the plant officials with great devotion followed by Bhajan Sandhya. Various cultural programmes were also conducted and organized by members of Padam Club and Roshni Club.



Plant officials bringing the idol of Lord Ganesh



Ganpati Visarjan

## GOTAN *Janmashtami Celebrations*

### GOTAN

The birth of Lord Krishna i.e. Shri Krishna Janmashtami is a grand festival at Gotan, and is celebrated with great splendour. The Admin Building and Guest House were beautifully decorated with lights and flowers. The guest house garden sported captivating tableaux (*Jhanki*) canvassing the entire Krishna Leela, including scenes of lord Krishna's Palace, Krishna-Sudama's reunion, Sudama's Hut, Sudama's Palace, lifting of Gorvardhan Parwat. The students of LKSEC played different characters from the life of Lord Krishna.

Krishna *janam*, the birth was celebrated at midnight and 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 Shyamdas Temple.

Around 15,000 people from villages including Gotan, Tunkliya, Dhanapa, Talanpur, Pundlu, Shiv, Mangliawas, Rol, Harsolav and Nokha; have been participating in these celebrations for the past twenty five years.



### 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 with coloured flags, flowers and electric lighting. The idols of Lord Krishna, Goddess Radha, Lord Hanuman and Lord Yadureshwara Mahadev (Shiva Panchayatan) were beautifully dressed and decorated. The religious programmes commenced in the morning with special worship of the deity.

The devotees from nearby places started coming to pay in their respects since morning, which continued till midnight. They also witnessed the nicely arranged exhibitions on the life and actions of Lord Krishna and other God/Goddesses, arranged by J.K. Officers' Club and Ladies Club 'Surbhi'. Adequate arrangements were made in the temple for convenience of devotees, which included an Information and service centre, prasad distribution, etc. On this occasion Vaishnavi Event Musical Group, Nimbahera presented Bhajan Sandhya in the temple premises which was attended by a large number of devotees and continued till midnight.

Mr. K.K. Jalori along with Mr. M.L. Goyal - Sr. VP (Comml., Nimbahera), Mr. N.K. Misra - Sr. VP (Projects, Nimbahera), Mr. S.K. Rathore - Unit Head and a large number of employees were present during the function and ensured proper arrangements.



Pooja on the occasion of Janmashtami



Celebration of Nandotsava at Padam Vidya Vihar



Devotees enjoying Bhajan Sandhya

## Spotlight on Mr. Prashant Seth

(Excerpts from an interview with Mr. Prashant Seth - (Head - Commercial & Business Information, Kanpur))

**Q.1) Please shed some light on your journey with the Company. Please share with us your most fond memory of your association.**

I joined Cement Division of J.K. Synthetics Ltd. as a Finance Officer in the Year 1992 immediately after completion of my C.A. In 1997, the additional responsibility of Management Information System (MIS) was assigned to me. Gradually, I learnt about the functioning of cement plants, marketing function, cement industry and the position of our company etc., under the able guidance of President (Corporate Affairs) & CFO - Mr. A.K. Saraogi. Besides the day to day functioning, this overall exposure helped me a lot while preparing feasibility reports, appraisal by various banks of term loan proposals for raising funds, to hive out Cement division to J.K. Cement Ltd. and in Road Shows during Public Issue. The most significant and memorable learning experience during this association has been from Mr. Yadupati Singhania - M.D. & CEO on "How to face odds and never give up in adverse conditions." Learning is a continuous process. and every day is a new experience.

**Q.2) Yours is a diverse profile that also includes overseeing technical upgradation in the plants. Please share with us your most memorable experience of working on one such project.**

The most memorable experience of working on technical upgradation is the overseas venture in Fujairah, UAE. I was involved right from the establishment of the set up in UAE till execution of EPC contract. The appraisal of loan proposal by Indian Banks was an entirely different experience as the banks in India are not much aware about the overseas Industry and have certain apprehensions about the risks involved in overseas funding.

**Q.3) You are the nerve centre for all MIS, Business Information and critical data which serves as instrumental for the Management in taking key strategic decisions. What are some**

**of the challenges that you face in this regard?**

MIS & Business Information is a voluminous job involving data collection, compilation and analysis to arrive at conclusions. The challenge lies in furnishing accurate data in a presentable manner at the right time. Irrelevant data results in confusion and shifts the attention from the key areas of concern. In case of providing information to outside agencies, it is necessary to ensure proper back up and providing supporting papers to address their queries because the onus to prove accuracy of data/statement lies on us. Further, sharing of data regarding Company operations and future plans with investors reflects transparency in the functioning of the Company and ability of the Management to run and grow the business. This initiative of the CFO has resulted amongst significant awareness in the Institutional/Foreign Institutional Investors about the competence of Management and J.K. Cement is now considered as one of the top most recommended Cement stocks.

**Q.4) You play a pivotal role in the procurement process of raw materials, machinery, packaging etc. How does your commercial background help you in taking key decisions?**

In case of machinery, it is a team effort with contributions from the Project team and the Management. For other items like steel, packaging material etc. it is necessary to tap various resources and work out the delivered cost. At times it is also crucial to understand the cost of production of the supplier to avail proper discounts. Feasibility of supply and optimisation of mix are other important aspects in the procurement function.



Mr. Prashant Seth



Special Executive - Mr. Raghavpat Singhania felicitating Mr. Suresh Goda

## Spotlight on Mr. Suresh Goda

M/s Goda Sales Corporation, Nasik

*M/s Goda Sales Corporation, one of the most prominent stockists for White Cement and Wall Putty, started White Cement trading in the year 1996-*

*97. Mr. Suresh Goda who heads the firm, is assisted by his son, Mr. Jignesh Goda in the business. They began with the manufacturing of paint and today they manufacture different types of adhesives as well. Goda Sales Corporation achieved the highest sales in White Cement and Wall Putty in Up Country Maharashtra for the financial year 2013-14. Mr. Suresh Goda also served as the President for Paint and Hardware Shop Association for over 8 years and has immense goodwill in the retail market.*

**Q1. Please share with us your journey with the Company and your thoughts about the people.**

Our relationship with the J.K. Cement family started as an industrial customer since the Company began operations. In 1996, we were appointed as stockist for Nasik. Since then, our business has grown manifold. We started with 100 retailers in Nasik and we are happy to share that today we have more than 400 retailers out of which, more than 150 are exclusive retailers of J.K. Cement Ltd. We are very proud

to be associated with the most reputed business house and the best quality manufacturer.

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

We take pride in the fact that the product of J.K. Cement is available in every part of the city and you get it within radius of a kilometer in a city of 360 sq. km. Our Branding Team is working really hard to create recall and awareness and this has generated a good mileage in the market.

**Q3. You have been felicitated for achieving the highest sales in Maharashtra for three consecutive years for White Cement and Wall Putty. What is your strategy for success?**

In my opinion, a wide retailer network is the key to success. Our retailers ensure deliveries within the committed schedules which is normally between 1 to 3 hours. We strictly follow the retail chain for the distribution of products and that is again our USP. The trust we earn from retailers is very important. Our business practices are transparent and genuine. We have universal pricing, which is definitely optimum and competitive. At J.K. Cement, executives at all the levels work hand in hand to achieve the common goal of conquering the market.

**Q4. What message would you like to give to the J.K. Cement family?**

In my opinion, we can be proactive in branding, marketing, innovation, and modernization and foremost in the quality of promotional activities. We look forward to a prosperous tomorrow.

## Stockist's Meet - White Cement (South Zone)



### Off Site

Mr. R. Sundararajan of M/s. Hariram Enterprises being awarded by Mr. A.L. Sundararajan - Sr. GM (South) & Mr. V. Mahaadev - Sr. Manager (Mktg., Tamilnadu) for the highest sales in Wall Putty & White Cement for Pondicherry



Mr. Abhishek Jain of M/s Deepa Marketing being awarded for the highest sales in White Cement & Wall Putty. Also seen in the photo are Mr. Ashok Kapur - Sr. VP (Accounts) & Mr. T. V. Ramanna Rao - Manager (Mktg., AP-1)



Mr. Nabirasool of M/s. KK Paints & Hardware being awarded for the highest sales in White Cement for AP-2. Also seen in the photo are Mr. Ashok Kapur - Sr. V.P. (Accounts) and Mr. D. Philip Sukumar - Sr. Manager (Mktg., AP-2)

Mr. Thirumangai Alwar of M/s. Balaji Enterprise being awarded for highest sales in Wall Putty for Chennai



Mr. Joji Peter, M/s. Premier Traders, Cochi being awarded for achieving the highest sales in White Cement for Kerala. Also seen in the photo are Mr. Shailesh Gupta - A.V.P. (MIS, Delhi) and Mr. Joby Varghese - Sr. Manager (Marketing, Kerala)



Mr. V.P. Singh - Advisor with the Marketing Team and other company officials

## China Tour - White Cement

25th - 29th August



Company officials & dealers during the tour

22nd - 26th August



Company officials & dealers during the tour

## Tashkent Tour - White Cement 22nd - 25th August

Company officials  
& dealers during  
the tour



## Fire Fighting Demonstration - Padam Tower



Fire fighting demonstration



Padam Tower staff  
during the session



## EVENTS

### ROSE SHOW - GOTAN

Jodhpur District Administration and Western Rajasthan Industries Handicrafts festival 2014 organized a Rose Flower Show Competition at Jodhpur.

A total of 240 entries were received in various categories spanning 'cut flower rose', cut flower guldaudi (chrysanthemum), rose and guldaudi in flower pots etc. VP (LKSEC), Mrs. Sushma Arora's entry was adjudged the 'Queen of Rose'.

J.K. White Cement Works' entries were also adjudged first and second for the running trophy, and the entry of Mr. B.K. Arora - President (Works) won the prize in 'King of Rose' category. Overall the Company's entries bagged 9 shields and 9 certificates.

Over the years, Gotan has been participating in this flower show and has been winning prizes in different categories.

Producing such beautiful varieties of flowers in the western part of an arid desert and securing first positions in various categories for its different entries is a commendable achievement.



Gulab Gulabi



Guldaudi White



Table Decoration

## Annual Murti Shapna Function at Baba Ramdasji Shyamdasji Samadhi Sthal - Gotan

Situated on the outskirts of Gotan is the samadhi sthal or shrine of Baba Ramdasji Shyamdasji. The old and famous shrine is on the Main Road of Gotan - Merta City and is a symbol of immense faith for the locals in the vicinity. J.K. White Cement Works, Gotan renovated the Samadhi's main temple along with other buildings of the temple a few years ago.

In the year 2009, the Company constructed a Ram Mandir in this samadhi campus along with a big hall for the devotees to gather during religious functions.

As an annual custom, this year too, *satsang* and *ratri jagran* were organized at the samadhi sthal on 16th -17th July.

On 16th night, the *Sunder Kand Path* was conducted by the team of pandits from Merta city along with ladies' club members, villagers and the company officials. On 17th morning, Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - VP (LKSEC) performed the *Havan Pooja*, with the guidance and blessings of pandit Shri Rakeshji Maharaj from Merta city and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyamdas Temple.

*Maha Prasad (langar)* was also arranged for the all the devotees who visited the temple.



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



Mahaprasad (Langar)

## 20<sup>th</sup> ANNUAL GENERAL MEETING - KANPUR

The 20th Annual General Meeting of the Company was held on 26th July at Merchants' Chamber of Uttar Pradesh, Kanpur.



Mr. Yadupati Singhania - MD & CEO, J.K. Cement Ltd at the 20th AGM



Mr. Shambhu Singh - AVP (Legal) & Company Secretary addressing the gathering at the AGM

## CHIEF MINISTER OF RAJASTHAN VISITS NIMBAHERA

The Chief Minister of Rajasthan, Smt. Vasundhara Raje, during her journey from Pratapgarh to Chittorgarh, halted at Nimbahera on August 21. J.K. Cement Works, Nimbahera organized a programme to extend her a hearty welcome. Mr. D. Ravisankar - President (Projects, Nimbahera), Mr. S.K. Rathore - Unit Head, Mr. R.K. Bajaj - VP (Projects, Nimbahera), Mr. S.C. Kurmi - VP (Power Plants, Nimbahera), Mr. N.S. Rajput - AVP (O&M, Nimbahera), Mr. R.C. Purohit - AVP (Mines, Nimbahera), Mr. R.P. Singh - AVP (HR & RTC, Nimbahera), Mr. M.S. Shekhawat - Head (E.R., Nimbahera) were present on the occasion alongwith a large number of Executives, Staff members and Workmen. Later, the Chief Minister was apprised with a presentation on CSR activities undertaken by the Company.



## Sir Padampat Singhania University

### Inculcating a tradition of innovation in Nation's young leaders

The visionary founder of the J.K. Organization, Late Sir Padampat Singhania dreamt of an empowered Indian populace, who would be pillars of the Indian Success Story. Following in the footsteps of the visionary leader, J.K. Cement has played a prominent role in the Nation's educational landscape and believes that quality education & knowledge dissemination are crucial for a Nation to prosper. Sir Padampat Singhania University seeks to develop in each member of the University, the ability and passion to work wisely, creatively and effectively for the betterment of humankind.

**S**ir Padampat Singhania University (SPSU), the first private university of Rajasthan, was established at Udaipur, in 2007 through an Act of the Government of Rajasthan under the aegis of J.K. Cement Nimbahera Foundation. Subsequently in 2009, the University was empowered to award degrees by the University Grants Commission (UGC).

SPSU that is home to over 1200 students at undergraduate, post graduate and doctorate level is the brainchild of Mr. Yadupati Singhania - MD & CEO, J.K. Cement Ltd. It was his vision and dream to set up an institution that advocates meritocracy and can pride itself on its academic rigour and environment. Mr. Singhania decided to name it after his grandfather - Sir Padampat Singhania whom he idolizes. Ideals of this great visionary have influenced/shaped the University's vision which is 'to be a leader among educational institutions by building a tradition of innovation, problem solving

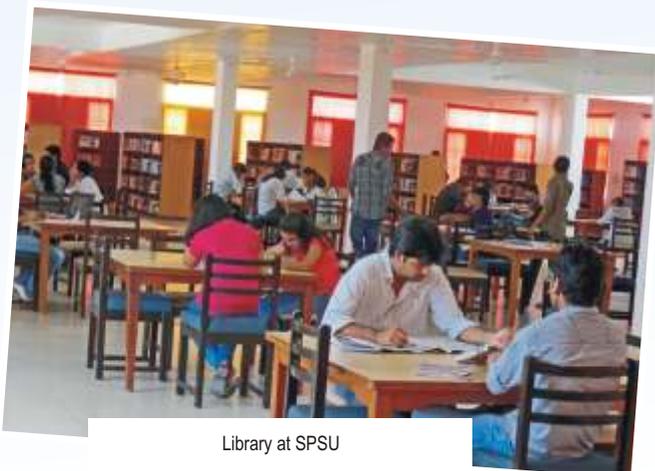


and interdisciplinary collaboration to meet the changing needs of the society'. The University tries to inculcate the true spirit of education among the students who will carry forward this spirit as responsible citizens nationally and globally.

#### Infrastructure

SPSU has a sprawling campus of 100 acres. The University is fully residential, with 24 hours back-up power supply and Wi-Fi connectivity. The University has excellent infrastructure facilities with over 66634 sq. m (7.4 lac sq. ft.) of covered area.

The Class Rooms and the Laboratories are modern and equipped with the latest instruments and software. The campus is completely Wi-Fi with 325 mbps Internet connectivity provided by the National Knowledge Network (NKN), Govt. of India and Vodafone. The faculty members are highly qualified and 40 percent of them hold a Ph.D degree, while others are pursuing Ph.D degree programme.



Library at SPSU

The University provides an excellent library facility having both print and electronic resources. The library uses TLSS (Total Library Software Solution) software packages with an integrated multi-user library management system that supports all in-house operations of the library.

The University provides scholarships to the meritorious and economically backward students, and sponsors students to study in its partner institutes abroad.



*“Quality teaching in higher education matters for student learning outcomes. Institutions need to ensure that the education they offer meets the*

*expectations of students and the requirements of employers, both today and for the future.”*

**Mr. Ashok Ghosh – President (SPSU)**

### Some Unique Initiatives

SPSU draws inspiration from the Founder Chancellor's vision of contributing to the international goal of reviving the importance of knowledge by inculcating in the students a critical mind with the capacity to understand collective responsibility to develop the Nation. A dedicated team of service providers not only offer international exposure to students to inculcate in them the quality of leadership but grooming starts internally as well.

- **International collaboration:** SPSU has academic collaborations with several universities across the globe with an objective to create a global outlook sustained by local understanding.

- **Endeavour Project:** This is a unique concept devised by the University to encourage innovative thoughts and ideas from students through teamwork on inter-disciplinary projects.



SPSU Campus



Mr. Ashok Ghosh - President (SPSU), Mr. Yadupati Singhania - MD & CEO, J.K. Cement Ltd. & Mrs. Rinu Ghosh - VP (SPSU) at a Convocation Ceremony



*"We are striving to create global facilities with a dream to make our university a research based institution and will offer post-graduate courses and degrees leading to a doctorate."*

**Mrs. Rinu Ghosh - V.P. (SPSU)**



● **Promoting students' initiatives:** Besides Endeavor Project, any other initiatives from students are also encouraged. In fact, the university has adopted some automated systems for its day-to-day functioning, which were devised by the students.

● **Global Shaper's hub:** The University has been identified as the only hub by Global Shapers

in Rajasthan. This is a World Economic Forum initiative in India.

● **The Mentoring programme** at the University helps prepare the students to become well-informed lifelong learners, engaged citizens and productive employees, who promote excellence in all walks of life.



College Fest





**Research**

Research is at the heart of SPSU. Sir Padampat Singhania University (SPSU) is committed to carry forward cutting-edge research in different fields of science, technology and management. The aim is to build on individual excellence and to capitalize on their distinctive multi- and inter-disciplinary research strengths to address key national and global challenges. Research activities at SPSU are looked after by an active Research Advisory Council (RAC).

**Student Placement**

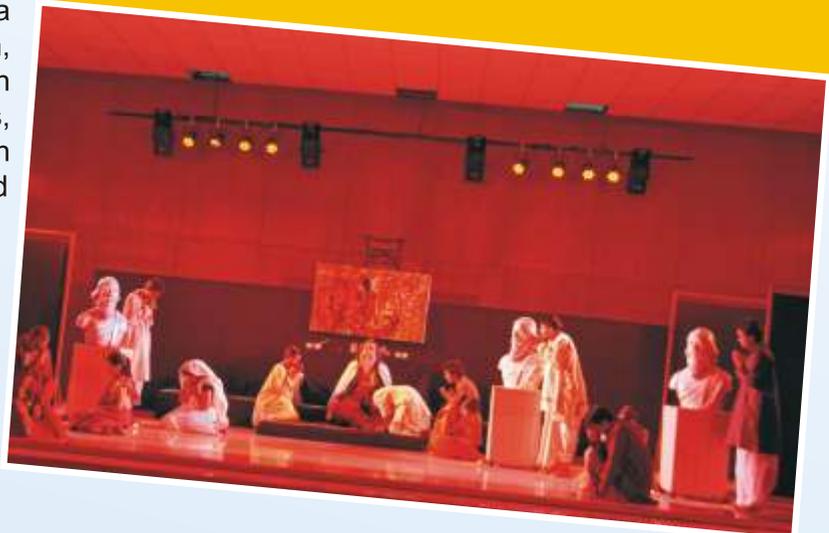
Employability of students is a top priority at SPSU. The University has maintained 100 percent placement record since the first batch of students graduated in 2011. Several renowned companies have recruited the students on regular basis through campus interviews. These include: IBM, HCL, Microsoft, J.K. Cement Ltd., Birla Cement, United Spirit, Genpact, Bosch, AppPerfect, Pearson, DHL, Indian Army, Indian Navy, NIIT Technologies, SLOCUM, ArcGate, OXFARM, Larson & Turbo, Meritech Solutions and many more.



*“Throughout the course of my studies, I have been able to develop as a student by knowledge acquired and as a person due to encouragement I received from teachers and the Management.”*

**Tanu Sharma - CSE, 4th Year**

*The University is committed to generating, disseminating and preserving knowledge, and working towards creating leaders of tomorrow.*





## PEOPLE POWER TRAINING PROGRAMMES

### RTC Activities: AUGUST

The Regional Training Centre (North) organized the following training programmes during the month of August:

#### 1) Training of Trainers: August 04-07

Twenty mining executives from different mining sectors – cement and non-cement industries of north-west region attended the programme. Dr. R.P. Singh - AVP (H.R. & R.T.C., Nimbahera), extended a warm welcome to the participants. Mr. B.P. Ahuja - Dy. Director (General Mines Safety, Udaipur Region) inaugurated the program. Mr. L.P. Sonkar - C.E.O., Skill Council for Mining Sector explained about the S.C.M.S. and N.S.D.C. Mr. Arvind Singhal - Director, Wolkem India Ltd. presided over. Mr. R.C. Purohit - AVP. (Mines, Nimbahera) briefed all present about the training program. Mr. Saurabh Singla - Train Rio, Udaipur; Mr A. K. Shrimali - President (Mines) and Mr. R.K. Marble were also present in the inaugural session.



Participants of Training of Trainers Programme



Session on Personality & Self Development in progress

#### 3) Harmonics and its Mitigating Techniques : August 19-20

Organised for Engineers/Supervisors target group, the programme was attended by ten participants. Mr. Mahendra Singh from J.K. Cement Works, Nimbahera conducted the program.

#### 4) Personality and Self Development : August 21-22

Mr. Rajan Sinha - CEO, Mantrana Consulting, New Delhi conducted the program, attended by fifteen Frontline/ Middle Management level executives of J.K. Cement Works, Mangrol and Nimbahera.

#### 5) Hydraulics – Basics & Applications in VRM & HEM Equipment : August 26-28

A team of RTC faculty conducted the training program which saw participation from seven Engineers/ Supervisors.

#### 6) Emotional Intelligence: August 27-30

Ms. Lali Banerjee - Think INC, New Delhi and Mr. Michael Ekoh - Corporate HR (J.K. Cement Ltd, Delhi) conducted the programme for Frontline/Middle Management executives. Thirty-four participants from J.K. Cement Works, Mangrol and Nimbahera attended the program.

#### 7) Operation & Maintenance of Electrical Equipment: August 25-30

A team of RTC resource personnel conducted a special training programme at the Hindustan Zinc Ltd. - Rampura Agucha Mines that was attended by eighteen participants.



Participants of An Orientation to Cement Manufacturing Process

In the valedictory session, Mr. N. Arulselvan - Director, Nettur Technical Training Foundation - NTTTF, Bangalore; Mr. AK Bhandari - Director, S.C.M.S. and Mr. N.C. Bansal - Ex. GM - Mines, Hindustan Zinc Ltd., Udaipur were present and sought feedback from the participants.

#### 2) An Orientation to Cement Manufacturing Process: August 11-13

Organised for Marketing Executives, the program was attended by fourteen participants. Mr. Dinesh Kumar, Mr. A.K. Chaturvedi, Mr. D.K. Pandey, Mr. Amit Saraogi, Mr. Rajiv Gupta, Mr. Deepak Kalla, Mr. N K Dewat, and Mr. Pramod Sancheti conducted the program as resource persons.



Session on Emotional Intelligence

**EMPLOYEE OF THE MONTH**



1. Mr. Jitendra Savkare - Marketing Executive (Gwalior)
2. Mr. Rajeev Upadhyay - Asst. Officer (Neemuch)
3. Mr. Vishnu Thakkur - Executive (Surat)

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 July & August.

**Safety Training Programme - Muddapur**



Training session in progress



Participants during the training program

A one day training programme on 'Safety' was organized for the staff at J.K. Cement Works, Muddapur by Karnataka Safety Institute, Bangalore. 44 employees attended the training programme on 23rd August. The Guests and participants were welcomed by Mr. Girish Bakshi - Head (ER, Muddapur) and Mr. Prakash Awate - Sr. Manager (HR,

Muddapur). The trainers included Mr. Navneet Mohan (Senior Assistant Director of Factories), Mr. Hanumant Rao (Health Trainer & Yoga Therapist), Mr. E.N. Momin (First Aid & Fire Safety Trainer) & Mr. Gururaj Kulkarni (Hazards & Accident Prevention Trainer)

**MICE India and Luxury Travel Congress - Mumbai**



Mr. Nitish Chopra - Head (Branding & Communication) as a key note speaker at the 2nd Annual MICE India and Luxury Travel Congress held in Mumbai on 24th-25th July

## Leaders Speak Towards new directions

The J.K. Cement family has been guided and led by very many visionaries with profound experience. They have, both, been pioneers in taking our legacy ahead as well as guardians of our time-trusted values. Here, we introduce two new members of the J.K. Cement family under whose able guidance we hope to achieve greater heights.

In conversation with Mr. Rajnish Kapur - Business Head (Grey Cement) & Mr. Niranjan Mishra - President (Marketing, White Cement)

Mr. Rajnish Kapur is an M. Tech in Electrical Engineering from IIT, Mumbai and a Post Graduate Diploma in Marketing from Symbiosis, Pune. He has joined J.K. Cement Ltd. as Business Head for Grey Cement Division. He has attended a number of Management Courses including the Advanced Management Program at INSEAD, France. His previous assignment was as the Managing Director of Holcim Cement, Bangladesh for six years. Mr. Kapur has also served in the Corps of Electronics and Mechanical Engineers of the Indian Army for 23 years and took pre-mature retirement from the Army in the rank of Colonel.

❖ **Before you began your journey with the corporate world, you were a part of the Defence services. What are some of the key learnings and values that your experience with the Army has taught you that you have incorporated in your corporate life?**

I served in the Corps of Electronics and Mechanical Engineers of Indian Army for 23 years. The greatest resource of the Army is its people and consequently the forces give a lot of priority to continual training and development of its members. Professionally I was lucky to have undergone a number of training courses including M Tech from IIT, Powai.

Integrity and Loyalty to the Nation are the most important aspects in a soldier's value system. The Chetwoodian (Indian Military Academy) motto of: "The safety, honour and welfare of the nation comes first always and every time, the safety, honour and welfare of your troops comes next always and every time, your own safety, honour and welfare comes last always and every time," is instilled in the value system of an Indian Army Officer. I strongly believe in these values and feel that these are equally applicable to any profession. I think that discipline is the bed rock for success of any organization and my stint in the Army taught me the virtues of self-discipline.

Right from your days as a junior officer in the Army you get an opportunity to lead and develop strong winning teams. The spirit of camaraderie and

### Leading from the front

– Mr. Rajnish Kapur  
Business Head (Grey Cement)



team work is foremost in helping one overcome seemingly insurmountable challenges. Also, rigorous training helps one develop the never say die spirit and face any and every adversity. Most importantly, the training in the Army helps one stay focused on the goal. You learn that most battles are won or lost in your mind. Taking risks in critical situations has been a way of life & failures never became the stumbling blocks I quote Theodore Roosevelt "It is not the critic who counts, not the man who points out how the strong man stumbled, or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust & sweat & blood, who strives valiantly, who errs & comes short again & again, who knows the great enthusiasms, who at best knows in the end the triumph of high achievement & who at the worst, if he fails, at least fails while daring greatly so that his place shall never be with those cold & timid souls who know neither victory nor defeat." Corporate world has developed a lot over the last 30 years and consequently there is a lot to learn from the great corporate and business leaders. Our own group has a very rich heritage and values which makes one proud to work with J.K. Cement Ltd.. Personally, for me, it has been a very interesting transition to the Corporate World and while I have imbibed the values learnt in the Army, I have also learnt a lot from my colleagues and the journey of learning continues...

❖ **Please share with us your experience of having worked in the Cement Industry in Bangladesh.**

The Cement Industry in Bangladesh is riddled with over supply with demand being less than 50% of supply. Consequently there is cut throat

competition in the market. All major global players like Holcim, Lafarge, Hidelberg, Cemex and Ultra Tech are present in the Country. In such an environment you have to be customer centric and innovative to stay ahead of the competition.

When I joined Holcim (Bangladesh) as Managing Director in 2009, the Company was in serious cash flow problems and as they say adversity is the best teacher, it was a wonderful opportunity to learn. We focused on improving efficiencies, reducing the net working capital and improving productivity. The key learning that the “people” are an organization's greatest resource was reinforced during my Bangladesh stint.

Working in a relatively smaller organization allows one to take a holistic view of the entire business and master the art of balancing macro management and strategy with the need for micro management of some KRAs. This allowed me to have hands on approach while keeping a keen eye on the overall objective and the bottom line.

❖ **What are some of the challenges that you see for the Grey Cement Sector in the Indian Market in the near future? How adequately do you think J.K. Cement is geared up for these challenges?**

The Indian growth story and infrastructure industry is poised for a good leap as the projects of new government take shape in the coming days. The past few years have been turbulent not only for our industry but for the Economy on the whole. With the formation of the new Government, we are hopeful that the future will be one which is stable and prosperous. Investment of \$ 35 billion and \$ 20 billion on infrastructure development in India by Japan & China respectively will accelerate the pace of investment. Besides this, the plan to build 100 smart cities & Industrial corridor from Delhi to Mumbai will unleash activity - not to talk of reinvigorated attempt to convert India into an international manufacturing Hub. Additional investment will be forthcoming from USA. In fact, there will be massive investment & cement industry is likely to have a great boom.

On a long term perspective, I am very optimistic for the future of Cement Industry. However having said that I feel that only companies who perform well and have good business models will be able to take full advantage of this growth. We have to be better than competition and stay focused on our customer.

I have currently spent less than a month with J.K. Cement Ltd. but my initial interactions with people across the cross section of company make me feel very proud and happy to be a part of a Great Organization. There are a lot of inherent strengths that the Company has like state-of-the-art technology, management's commitment, a clear vision of the leadership and above all a great team of motivated employees. I think that we are ready and poised to take advantage of all these strengths and move towards a promising future.

❖ **What according to you are the most important traits of a leader?**

Honesty and Integrity without any doubt come at the top of my list of traits a leader must exhibit. He must have a clear vision and should be able to set organizational priorities for his team. These coupled with strong determination and a never say die attitude would greatly help in achieving success. A leader is someone who proactively drives his team to achieve higher and further and motivates them to surpass the set goals. However a leader is only as effective as his team is. Therefore it's a leader's responsibility to develop his team. He must build a team and empower the team members by creating an open and transparent environment that is conducive for sharing and learning. A leader must of course 'lead by example', he has to walk the talk. In the Army, we are taught to have broad shoulders to take on responsibility and a large heart to be forgiving. I would say that while driving performance, leaders should be respectful and humane and master the art of 'tough empathy' – the ability to empathise with the team while not compromising with the organizational goals.

Lastly it's your self-belief and optimism which rubs off on your teams.....

“ *Do not pray for easy lives. Pray to be stronger men. Do not pray for tasks equal to your powers. Pray for Powers equal to your task. Then the doing of your work shall be no miracle. But you shall be a miracle. Every day you shall wonder at yourself, at the richness of life which has come to you by the grace of God. Not in doing what you like but in liking what you do is the secret of happiness.* ”



## Leaders Speak Towards new directions

*Mr. Niranjan Mishra is a sales and marketing professional with over 28 years of*

*experience in retail and distribution channels, across various industries like Petroleum downstream, Telecom and Fertilizers. He has also worked on various consulting assignments with leading multinational consulting companies in Retail initiatives, Retail Strategy and BPR. Prior to joining J.K. Cement Ltd. in 2014, he has worked with Bharat Petroleum, Reliance Industries Ltd and Tata Teleservices Ltd. His last assignment was in the capacity of a Sr. Vice President and Head (Marketing) with the Fertilizer Business Division of Jaypee Group. He holds a Master's degree in Business Administration from the University of Jodhpur and is also a certified assessor in Business Excellence.*

❖ **Your experience spans across diverse industries and sectors. Please share with us some universal marketing truths learnt during your stint with various organizations.**

Some universal marketing truths that I have gathered during my stints with various organizations are detailed below:

- Darwin's theory of evolution holds good here too, but with a slight modification. You've not only got to be fit enough, but also be nimble on your feet and in thinking to survive in this fiercely competitive world.
- Customer is always right – and those who ignore this are sure to fade into oblivion. What better example other than the Aviation industry in India can one think of?
- There is no concept of “moksha or attainment of enlightenment” in the marketing function - as marketers we have to constantly strive to create value for the customer and that is the hard fact. This will only become more and more challenging with time. It is our responsibility to take care of the interests of all stakeholders in the market and that includes the channel partners as well as the consumers.

❖ **What future do you foresee for White Cement and our value added product, Wall Putty which has been growing rapidly over the last few years?**

In my opinion, a lot can be done on the distribution

### Towards stronger networks of operational excellence

– Mr. Niranjan Mishra  
President - Marketing (White Cement)



front, and if we have a retail distribution focus just like what is done in the FMCG and telecom companies, the future is certainly very bright. With more and more new applications for White Cement being developed, and also with the rise in awareness and prosperity in smaller towns, a new canvas is now before us to paint a new picture on. We need to ensure seamless distribution and this can be achieved only by drafting out a time bound program based on demographics and other critical inputs, before we enter a market. Timing is very important and it cannot be done at the spur of the moment. Planning has to be done at least 5-6 months in advance, before the launch.

The growth in White Cement as well as Wall Putty has been very encouraging over the last few years, but this has brought its share of complications as well. The entry of smaller players with locally popular brands as well as some of the paint companies has intensified the action in the marketplace. The quality controls that go into manufacturing our product are far superior than the ones put in place by either the local players or the companies which resort to third party packaging for putty. Therefore, quality is another platform which needs to be exploited by us to score a point over the competition. This is similar to the battle for counter share in the marketing of Tea where loose tea eventually lost out to the bigger brands like Lipton and Taj Mahal, despite their low pricing, and this battle was fought on the quality platform and distribution strength.

Another important parameter which we need to be mindful of always is our retention prices. With the input costs going up every day, we need to avoid getting into the rat race of offering discounts. I am not for once negating the need for discounts, but we need to ensure that the same is offered only when all other options have been exhausted. And once we offer the same, it should be ensured that the incremental sales also accrue to us proportionately. Restructuring our discount structure is therefore, the need of the hour to

increase profitability. We should not land in a situation where increase in bottom line does not keep pace with the increase in volumes, as that would effectively mean erosion of our profitability after factoring in the capital / interest costs. The telecom sector in India is a classic case study where the Companies which ensured retentions have only been able to survive the storm and make money, while the others who did not look at their retentions are either still bleeding of money or have exited the business.

❖ **What role do you think team work plays in the success of an organization?**

Alignment and clarity of objective are critical success factors for any team to succeed, and by analogy, that holds good for an organization also, since an organization is nothing but a well aligned team working towards a common goal.

❖ **What message would you like to give to the staff and our extended family of dealers?**

We need to strive towards operational excellence and marketing discipline, where adherence to the processes by all members of a team needs to be accorded prime importance. Exceptions should strictly be treated as exceptions and should be extended in the rarest of cases, and should not be taken as a matter of routine. If we do not uphold

our own operating practices, no one else will and this would result in dilution, the impact of which is not difficult to visualize.

We have to critically analyse our performance on the parameters of distribution like beat discipline, beat wise profitability and productivity. We should look at building the business, and ramp up our market performance and not just log in numbers. If we are able to create one market in every Marketing Executive's sales territory, where we truly become the market leaders both in terms of price as well as in market/counter share, just imagine the impact it would have on the general morale of stakeholders in the field. Remember, it is our money and reputation at stake in the market place, and we need to deliver optimum numbers – both financial as well as volumetric. All this needs to be done within definite timelines.

“ Integrity in thoughts and action should be the key phrase for everyone, and should be the guiding force in all what we do. In a world so fiercely competitive, no one gets a second chance to have a go at the goal. If we have the hunger and desire within us to succeed, we surely will get there, no matter what. ”



## Association of JK Centre for Technician Training (Kanpur) with NSDC under STAR Scheme

JK Centre for Technician Training, Kanpur is now affiliated with Automotive Skills Development Councils under STAR scheme for imparting training in welder trade. This STAR Scheme is being implemented through Public-Private and Public-Public partnerships and is funded by the Ministry of Finance, Govt. of India. NSDC (National Skill Development Corporation) is the implementing agency for this Scheme and NSDF shall monitor the implementation of the Scheme.

Presently, 43 candidates are undergoing Welder training at JKCTT's Welder Training Centre at Dada Nagar, Kanpur. Soon more candidates shall be trained under this scheme.



Mr. Lalit Khanna - Head of Operations (JKCTT)  
addressing the candidates of 1st Batch



## WINNING ENTRY

### IMPORTANCE OF DELEGATION AT THE WORKPLACE

**D**elegation is a process in which the authority and powers are divided and shared amongst the subordinates. When the work of a manager gets beyond his capacity, there should be some system of sharing the work. Through delegation, a manager is multiplying himself by dividing his work with the subordinates. The importance of delegation can be justified by –

1. It helps in reducing the Manager's work load so that he can work on important areas such as - planning, business analysis etc.
2. The Manager is able to bring effectiveness in his work as well in the work unit.

One of the most important roles of being a good manager is knowing how to effectively delegate tasks to the people under your supervision. A good manager generally knows how to do most, if not all of the jobs they oversee or they at least know where the procedure manual is for all tasks and is not afraid to help when the times dictate. A good manager also realizes that his or her subordinates are only human and can only handle



so much on a given day, which is why appropriately delegating tasks is key to effective team management. Perhaps the easiest way to do this is to allocate critical tasks to more experienced or knowledgeable staff members and less critical tasks to those who are new or are learning their jobs. It is also important to be able to identify employees who may be struggling with a particular task and either offer training on how to better manage that task, or adjust the delegation of tasks to other employees who may be more comfortable with the assignment. Ensuring that employees are comfortable and confident with their jobs will make for a happier work environment, and happy employees will generally lead to happier customers all around. What effective delegation eventually comes down to is appropriately balancing the tasks required of employees on

a daily basis in a way that is effective and efficient. Much like the conductor in an orchestra, a manager should know how to get the best out of his or her employees by playing to their strengths and not toward their weaknesses.

**Mr. Kamlesh Chaudhary**  
Assistant Engineer  
(Electrical, Gotan)

## Winning Entries

1st Runner Up  
**Importance of Delegation at the Workplace**  
Mr. Vinod Nair  
DGM (Marketing, Grey Cement)

2nd Runner Up  
**Educate a Girl, Educate a Nation**  
Mr. Uttam Kumar Paul  
Exec. Secretary (Jharli)

## Participating Entries

### Importance of Delegation at the Workplace

1. Mr. Mehraj Ahmed - Marketing Officer (Kaithal)
2. Mr. CS Dashora - Dy. Manager (HR, Nimbahera)
3. Mr. P.K. Sharma - Head of Department (Personnel & Liaison, Gotan)
4. Mr. Mrityunjay Kumar - Civil Engg. Dept (Muddapur)
5. Mr. Sunil Vaishnav - Dy Manager (Commercial, Muddapur)
6. Mr. Mohsin Khan - Engineer (Instrumentation, Jharli)

### Educate a Girl, Educate a Nation

1. Mr. Jaideep Bajaj - Marketing Officer (Grey Cement)
2. Mr. Pushpak Maheshwari - White Cement, Meerut
3. Mr. Prem Mohan Gautam - Area Sales Manager (White Cement, Ludhiana)
4. Mr. Mrityunjay Kumar - Civil Engg. Dept (Muddapur)
5. Mr. Navneet Pal Kaur - Corporate HR (Kanpur)
6. Mr. Sanjeev Yadav - Officer (Marketing)
7. Mr. Rahul Kanungo - Manager (MIS, Delhi)
8. Mr. Harikesh Malanhans - Civil Engineer (Jharli)
9. Mr. Himanshu Upadhyay - Sr. M.E. (White Cement, Ludhiana)
10. Mr. Atul Saraf - Account Officer (Grey Cement, Kanpur)

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

1. Role of Public Relations (PR) in building a brand.
2. Swachh Bharat: Dream or a Possible Reality?

Last date for submission of entries is  
**1<sup>st</sup> November, 2014**

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

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

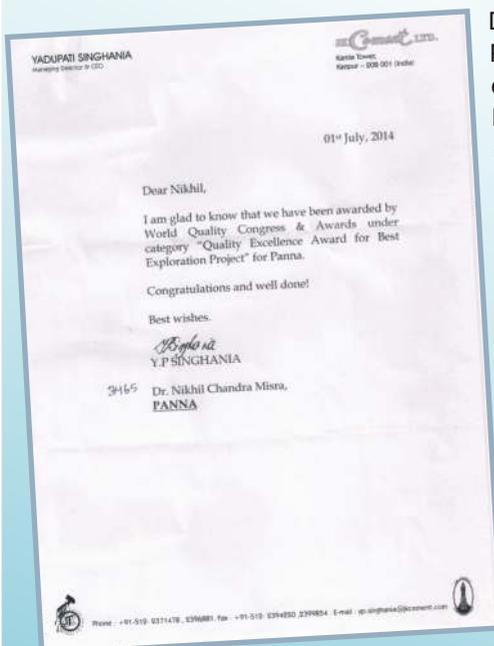


## Jaykaycem (Central) Limited Bags The Prestigious "Quality Excellence Award for Best Exploration Project"

The Company's Management has been on the lookout for an opportunity to procure a green field site for sustaining a large cement plant in the central part of the Country. As per the brief given by Mr. Yadupati Singhania – MD & CEO, J.K. Cement Ltd, we were to locate a suitable deposit of Limestone in the Bundelkhand region of M.P. and U.P. and Vindhya region of M.P. There was a lot of speculation about the viability of the region being considered.



Dr. Nikhil Misra - VP (Projects) receiving the award



Appreciation letter from  
Mr. Yadupati Singhania - MD & CEO, J.K. Cement Ltd.

Dr. Nikhil Chandra Misra - Vice President (Projects) was entrusted with this responsibility by the Management. He conducted thorough search using most modern techniques like aerial photo interpretation and satellite imagery. A large potential site was unearthed in Panna district of M.P. state adjoining U.P. border. After the area was granted two prospecting licenses, detailed exploration was undertaken. Dr. Misra embarked upon the exploration project, supported by a very competent team. The work was completed in record period of time, with the unstinting support of Mr. Yadupati Singhania, Mr. Madhavkrishna Singhania - Special Executive and Mr. A.K. Saraogi – CFO & President (CA), maintaining superlative norms for quality and accuracy.

Appreciation came from all quarters especially from the industry fraternity and other competent agencies. World Quality Congress and Awards felicitated Jaykaycem (Central) Limited with the prestigious award, "Quality Excellence Award for Best Exploration Project" for exploration work done in the area in Panna district. Dr. Nikhil Misra received the award at a conference organized on the 27th and 28th June in Taj Lands End in Mumbai, bringing laurels to the Company.

## Corporate Social Responsibility Laying the foundations of a better world

### Construction at Gotan Railway Station

J.K. White Cement Works, Gotan laid the flooring at the Gotan Railway Station Platform, as requested by Divisional Railway Manager of North Western Railways, Jodhpur.

The Company laid the floor with Kota Stone at the Gotan Railway Station Platform, an area of 12000 square feet and planted ten benches on the platform. The work was completed in a short duration owing to the relentless efforts of the employees.

J.K. White Cement Works, Gotan always been at the forefront of corporate social responsibility, standing committed to its stakeholders, society and the environment.



### J.K. Cement Works, Nimbahera donates under 'Adopt Schools Scheme'

With a view to develop infrastructure facilities in the schools of nearby villages, J.K. Cement Works, Nimbahera entered into an agreement with 'Sarva Shiksha Vibhag' for three years. In this regard, Mr. M.S. Shekhawat - Head (Employee Relations, Nimbahera) presented a cheque towards as a second installment to Mr. Ved Prakash - District Collector, Chittorgarh. The amount of first installment was spent towards making adequate arrangements for potable water, construction of boundary wall, prayer halls, furniture, tree plantation, providing sports items, etc. in the schools of villages - Dhanora, Paldi, Saand, Mangrol, Karthana, Ahirpura, Arniya Joshi, Paayari, Laxmi Pura, Badoli Ghata, Shergarh, Shahbad and Kasturba Gandhi Girls School, Barda.



Mr. M.S. Shekhawat - Head (Employee Relations) (Second from left) handing over the cheque to Mr. Ved Prakash - Dist. Collector, Chittorgarh

### Distribution of school uniforms in Child Labour School

With a view to help the students of Child Labour School, Murlia, members of Ladies Club 'Surbhi' organized a programme of school uniform distribution. Mrs. Kumud Jalori, Mrs Renu Goyal, Mrs Neelam Rathore, Mrs. Sandhya Jain and Mr. M.S.

Shekhawat - Head (Employee Relations, Nimbahera) distributed uniforms to about 50 students and financial help was also provided to the school teachers.



## Family Welfare Programmes - Nimbahera

Mr. M.S. Shekhawat - Head (E.R.) receiving (L) citation and memento



Citation for contribution of J.K. Cement Works, Nimbahera towards family welfare programmes

## Inauguration of Training Centre for Ladies - Mangrol

The members of Ladies Club 'Surbhi' inaugurated a Training Centre for ladies in village Mangrol on 23rd July in the presence of a large number of villagers. The Chief Guest, Mrs. Kumud Jalori - President (Ladies Club) along with Mrs. Renu Goyal, Mrs. Neelam Rathore and Mrs. Sandhya Jain formally inaugurated the Centre by lighting the ceremonial lamp and cutting the ribbon. Speaking on the occasion, Mrs. Jalori said that the Ladies Club is committed towards educational and social development of the women and children living in and around J.K. Cement Works, Mangrol.

Mr. M.S. Shekhawat – Head (Employee Relations, Nimbahera) who was also present on the occasion, informed everyone that a three months' training programme will be conducted by trained faculty from "Kriti Sansthan" of Nimbahera, for stitching, making pickles, papad and sauces, soft toys making, beautician's course, etc.

Mr. Ashok Jat - Ex-Sarpanch, Mangrol expressed his gratitude towards the Management and Ladies Club for this initiative.



Mrs. Kumud Jalori - President (Surbhi Club) inaugurating the Training Centre

## Medical Check Up Camps - Nimbahera

J.K. Cement Works, Nimbahera in association with Chitrnanjan Mobile Unit of RNT Medical College, Udaipur organized two free medical check-up camps in the month of July and August at Kacchi Basti, Nimbahera and Rajeev Gandhi Sewa Kendra of Gram Panchayat, Karunda. A team of qualified doctors carried out check-up of about 440 patients and medicines

were given to them free of cost. Mr. Amba Lal of RNT Medical College and Dr. S.K. Choudhary - Medical Officer (Nimbahera) with his team of para-medical staff extended necessary assistance during the camp. Members of Surbhi Club voluntarily contributed towards the successful organization of the camp.



Distribution of free medicines during the camp



Doctor examining a patient



Medical examination of a child by a doctor at the camp

## Corporate Social Responsibility

### Charity Drive at Chatrawaas Chandra Arya Mandir

Like every year, a food camp was organised for the students of Chatrawaas Chandra Arya Mandir under the guidance of Madam Special Executive - Mrs. Sonam Singhania. She was joined by Padam

Tower staff for this noble cause. Everyone came forward to extend their services selflessly and participated wholeheartedly towards this initiative.



### Distribution of study material to students - Mangrol

With a view to create interest and promote education amongst boys and girls of rural areas, J.K. Cement Works, Mangrol distributed study material amongst the students of nearby Government Primary School, Shahbad. Speaking on the occasion, Mr. R.B.M Tripathi - Sr. GM (O&M, Mangrol) said that such an initiative will bring qualitative changes in the education system. The school management expressed their gratitude to the plant staff.



Plant officials and students of Govt. Primary School, Shahbad

#### Editorial Board :

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