

# JKspotlight

Towards Perfection – Our Tradition

May-Jun. 2016 Volume : 1  
Issue : 27



## Annual Stockist Meet

White Cement (East Zone)  
Agra



Annual Stockist Meet,  
White Cement - Agra



### HIGHLIGHTS



Inauguration of  
New Putty Plant  
at Katni





## A new milestone achieved - Inauguration of New Putty Plant at Katni, Madhya Pradesh

J.K. Cement Ltd. constantly adapts to the relentless changes in its environment, while managing to have a profound impact on the industry and the society at large. The Company has added another feather to its cap with the commissioning of a new putty plant - J.K. White, Katni in Madhya Pradesh.

To keep pace with the rising demand and strengthen our position in a competitive market, it was imperative to expand the production capacity of Wall Putty. To begin with, a perfect location was the criteria and the search was on. With continuous and vigorous liaisoning and follow up, the search finally zeroed down at village Rupaund near Badwara in District Katni, M.P.

Total capacity was planned and finalised for 6,00,000 MT per annum and it was decided that the same will be achieved in two phases. Firstly with 2,00,000 MT/annum and the remainder in the second phase. Despite many bottlenecks, with strategic planning, construction activities commenced in September 2014.

With the unstinting support of and inspired guidance from Mr. Yadupati Singhania - Chairman & Managing Director and under the dynamic leadership of Mr. B K Arora - President (Works), this project has been a dream come true.

Since the date for first commercial dispatch was already set, Mr C P Jhagdawat, Vice President (C&A) was deputed from Gotan to inaugurate

the plant. It was a moment of great pride that the plant could be successfully completed within the target date, and commercial despatch of putty commenced on 26th May.

A Pooja was conducted on 26th May to mark the auspicious beginning, by Pandit Shri Kamla Prasad Tewari. Mr. Jhagdawat inaugurated the plant and the ceremony was attended Dr Nikhil C. Mishra, Mr Sanjay Patni, Mr Nitin Kaushik and departmental heads, staff and workers including key contractors such as GDCL and others. Sweets were distributed to celebrate the occasion.

Mr. B.K. Arora in his message congratulated all employees and associates for their sincere efforts in making this possible with a special mention for the Gotan team.

### Timeline

- Land
- Conversion of private land into industrial in December 2013
- Allotment of Government land by DTIC in May 2014
- Fencing of land started in September, 2014
- Order for Civil and Mechanical work placed to GDCL in April 2015 and Civil work started in May 2015
- Commercial Despatches started on 26th May



Mr. C.P. Jhagdawat - VP (Comm and Admin) and Mr. Sanjay Patni - DGM, during the pooja



Flag-off of the first truck



Company officials at J.K. White Katni

J.K. White, Katni



## FROM THE editor's desk

### Dear colleagues and friends,

The past few months have been quite eventful and it gives me immense pleasure to share these recent happenings with you all.

First and foremost, let me congratulate each and every one of us for yet another inspired milestone on the roadmap of cementing our position in the Industry. The Company added another feather to its cap with the commissioning of a new putty plant - J.K. White, Katni in Madhya Pradesh.

J.K. Cement has since inception pioneered various initiatives and technological breakthroughs in the Indian Infrastructure Industry. Adding to the list of technological breakthroughs, the team at Mangrol has been able to successfully utilize hazardous solid waste, agro waste, ETP sludge, etc. as Alternate Fuels to fire the Calciners.

Some legacies live on forever. On his 81st birth anniversary, we remembered our beloved Late Chairman, Dr. Gaur Hari Singhania, through his ethos of service to the society. A health check-up camp and bhandara was organized in his memory.

The mines of the company received several accolades for protective measures and technological interventions at the 16th Mines Environment Week.

The focus in this issue of Spotlight is our recently organized Annual Stockists Meet for White Cement, East Zone. Organized in Agra, the grand event was themed 'Shaam-E-Mehfil' and was a platform to acknowledge and celebrate the contribution of our valued channel partners.

In this issue, the spotlight is on Mr.K.M. Jain - V.P. (Commercial, Nimbahera) and Mr. Mohammed Kasim of M/s TAS Marketing, Kerala, two vital contributors in the Company's success story.

Another important focus this issue is the World Environment Day celebrations that took place across all our plants. As dedicated corporate citizens committed towards nourishing and nurturing the environment, we renewed our commitment to make the world, a better place to live.

I would once again like to thank all the avid readers of Spotlight, who have encouraged us to make it the engaging interaction medium it is today. I urge you all to continue to exchange your encouraging feedback and inputs, and support our tireless efforts.

Best regards,



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

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## Remembering the Late Gaur Hari Singhania on his 81<sup>st</sup> Birth Anniversary

### Health Check-Up Camp and Bhandara organized on the occasion



Smt. Sushila Singhania (Ammaji) inaugurating the Health Check-up Camp

Late Chairman, Dr. Gaur Hari Singhania was a great humanitarian and a compassionate philanthropist. Refusing to aid those in need never occurred to him. Be it an individual or an organization, Dr. Singhania was ever ready to extend his support.

Remembering our beloved Late Chairman Sir on his 81<sup>st</sup> Birth Anniversary, and maintaining his legacy of serving the society, a health check - up camp and *bhandara* was organized on 12th June. The health check-up camp was organized

at Merchant Chambers of Commerce and Industry, Kanpur and was inaugurated by 'Ammaji', Smt. Sushila Singhania. Smt. Varsha Singhania was also present on the occasion. The camp helped around 350 patients with medical consultation from various prominent medical practitioners. Moreover, medicines were also given free of cost. Patients were also given the opportunity to avail the follow-up check-ups for free in the next 15 days.

The uniqueness of the camp was the presence of all the eminent doctors of the city, Dr. A.S. Prasad, Dr. Awadh Dubey, Dr. Meenakshi, Dr. Shabana and others who conducted free consultations and checkups in Orthopaedics, Eye-Specialist, ENT Cardiology, Gynaecology, Pediatrics, Family Medicine, Pulmonary etc. On the spot pathological tests, ECG, Bone Density, Ultrasound, Blood Pressure Checkup, Blood Sugar Checkup, BMI Checkup were carried out.

Mr. A.K. Saraogi – CFO & President (CA) and Mr. Anil Agarwal – Sr. V.P. (Finance & Taxation) were also present on this occasion.

The camp was successfully organized with excellent efforts put in by staff volunteers posted at Kanpur, namely, Mr. R.P. Tomar, Dr. Prashant Singh, Ms. Harshita Gupta, Ms. Priyanka Srivastava, Ms. Sanchi Saxena, Ms. Prakrati, Ms. Akshita, Mr. Vipin Agarwal, Mr. Om Prakash Sharma, Mr. A. K. Pandey, Mr. Jai Prakash Rai, Mr. Lalit Kumar Mishra, Mr. U.K. Gupta, Mr. Sanjay Dixit, Mr. Deepanshu Gaur, Mr. Shibben Debnath, Mr. Navneet Khare, Mr. Manish Sharma, Mr. Arvind Tiwari, Mr. Arun Tiwari, Mr. Jitendra Pandey and Mr. Brijesh Singh. The Company received great support from Merchant Chambers of Commerce and Industry, Uttar Pradesh towards organizing this event.



Smt. Sushila Singhania and Smt. Varsha Singhania interacting with the doctors



Volunteers handling the registration desk



Help desk – Patients being directed to the respective doctors



Team of volunteers who organized the desk



A *bhandara* was also organized at Shri Kamleswarji Mahadev Temple. Mr. C.P. Agarwal, Mr. T.N. Aggarwal, Mr. Vishnu Awasthi, Mr. Amit Gupta, Mr. Vinay Jaiswal, Mr. Gautam Prasad Shukla, Mr. Amar Nath Shukla and Mr. Sunder Lal Yadav from JK Organization volunteered on the occasion.



Mr. A.K. Saraogi - President (CA) & CFO seen along with Smt. Sushila Singhania and Smt. Varsha Singhania

## Celebrations



### May Day

#### JHARLI

International Workers' Day, also known as Labour Day or May Day, is a celebration of labourers and the working class that is promoted by the international labour movement and observed every year on May 1.

At J.K. Cement Works, Jharli, a programme was organized for the workers at the site. The workers participated in a cultural programme besides the quiz competition and lucky draw. 'Tug of War' was also played amongst the workers where in M/s. SLV Securities Pvt. Ltd. emerged as the winner and M/s. J. Pandey Engineering was the runner-up. Workers were felicitated and refreshments were also arranged for them.



A worker being awarded by Safety Officer, Jharli on the occasion



Workers enjoying refreshments on the occasion



Workers participating in Tug-of-War

## Shaheedi Diwas

#### FUJAIRAH



The Fujairah family celebrated Shaheedi Diwas of Sri Guru Arjun Dev Ji Maharaj with religious fervour and gaiety on 5th June. Functions were organized at the plant and *Halwa*, *Chhole* and *Sharbat* was offered to all the employees on this occasion.





## Launch of Udaan 2 - Mangrol

Udaan 2 was formally launched at J.K. Cement Works, Mangrol on 10th May by Mr. S.K. Rathore - Unit Head & Mr. RBM Tripathi - Head (O&M). The launch was marked by ribbon cutting and cake cutting by Unit Head with other executives/staff present at the occasion. Around 25 Nos. KPI's were taken in Udaan-2 out of which 17 KPI's were newly formed. Departments like Mines, Power Plant, WHR also participated in Udaan-2 with full enthusiasm. Mr. D.K. Patel - PPEO extended a warm welcome to all the dignitaries and explained the new KPI's. Team leaders and mentors along with members were present on the occasion.

Mr. Rathore expressed his best wishes to everyone associated with Udaan-2. He assured his full support and co-operation.

Mr. Tripathi congratulated all the new teams with the hope that Udaan-2 will create milestones

in the days to come. The occasion was further marked by balloon flying, flag hoisting and tree plantation drive.



Mr. S.K. Rathore - Unit Head inaugurating Udaan 2



Flag hoisting by Mr. S.K. Rathore

## Bankers Visit to J.K. Cement Works, Jharli

A Joint Inspection of Split Grinding Unit at Jharli (Distt. Jhajjar), Haryana was organized on 10th June which was attended by a team of six Bankers comprising of Allahabad Bank, Andhra Bank, Indian Bank, Indian Overseas Bank, United

Bank of India and Union Bank of India.

Bankers inspected the Plants, met Mr. Rajnish Kapur - Business Head, and other Sr. Officials. Before concluding the visit, they participated in tree plantation.



Tree Plantation by Bankers



Bankers Inspecting the dispatches



Bankers with Mr. Rajnish Kapur - Business Head and Mr. Harish Agarwal - Plant Head

## Visit of Smt. Geeta Bhukkal at J.K. Cement Works, Jharli

Smt. Geeta Bhukkal - MLA, Jhajjar and Ex-Education Minister, Haryana visited J.K. Cement Works, Jharli with her party members on 15th June. She was duly welcomed by Mr. Harish Agarwal - Unit Head and Jharli team. She took a small round of the Plant site. Thereafter, she had a brief discussion with the Unit Head regarding the systems and processes at the plant. Mr. Agarwal gave her an idea of the CSR activities organized at Jharli towards the welfare of the locals, villages and the environment. To mark the occasion she also planted a sapling in the garden area of the Plant.



Smt. Geeta Bhukkal - MLA, Jhajjar planting a sapling during her visit



Mr. Harish Agarwal in discussion with Smt. Geeta Bhukkal and others



# SUCCESS STORIES

## CREATING NEW AVENUES OF SUCCESS

### Optimizing AFR (Alternate Fuels and Raw Materials) Utilization at J.K. Cement Works, Mangrol

Usage of AFR (Alternate Fuels & Raw Materials) has become the need of the hour. The Cement Industry is best suited for using most of the waste material generated by other industries or public. A recent example of which is how the cement plants disposed off the rejected Maggi supplies in their manufacturing process. As a responsible Company, J.K. Cement has always considered opportunities to increase the use of AFR in our plants.

The team at Mangrol has been making dedicated efforts to use hazardous solid waste, agro waste, ETP sludge, tyre waste, carbon black, etc. under the able leadership of Mr. S.K. Rathore - Unit Head and Mr. R.B.M. Tripathi - Head (O & M, Mangrol) and with the support and encouragement of Special Executive & Business Head.

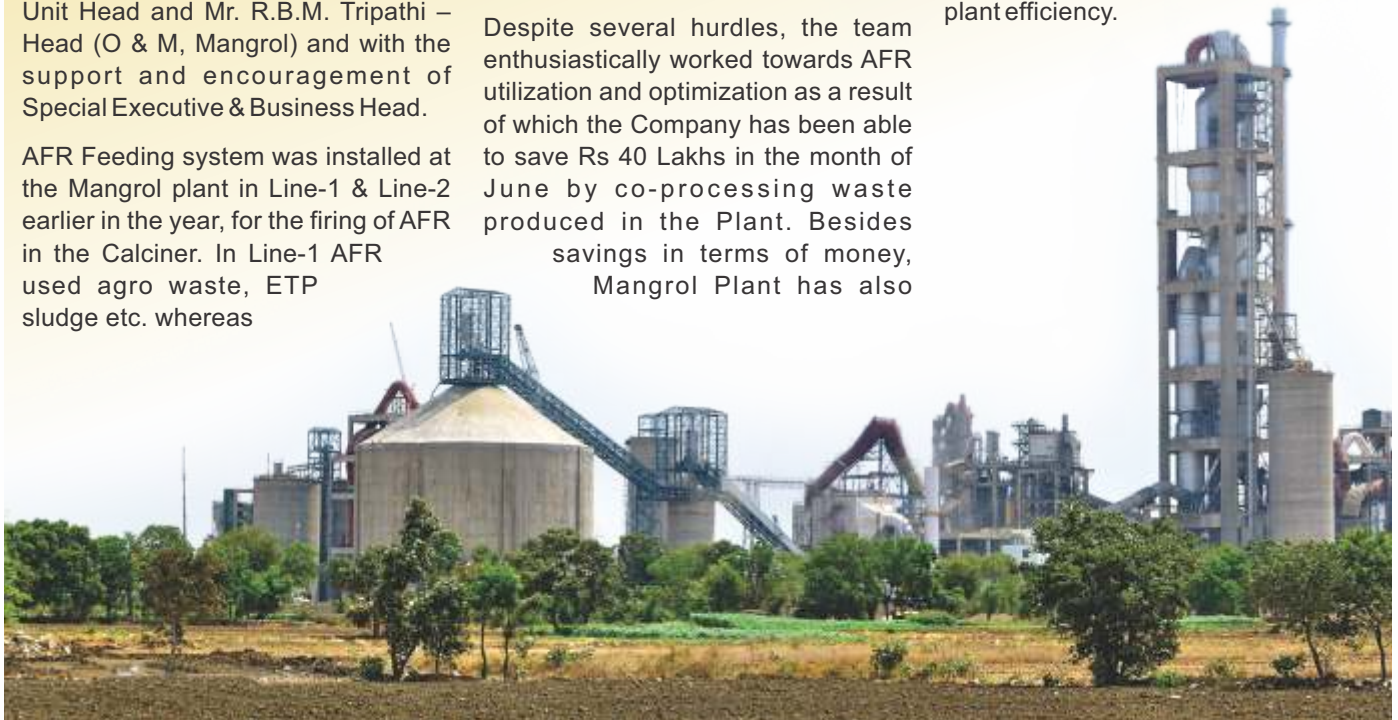
AFR Feeding system was installed at the Mangrol plant in Line-1 & Line-2 earlier in the year, for the firing of AFR in the Calciner. In Line-1 AFR used agro waste, ETP sludge etc. whereas



in Line-2 we are able to fire hazardous solid waste in the Calciner.

Despite several hurdles, the team enthusiastically worked towards AFR utilization and optimization as a result of which the Company has been able to save Rs 40 Lakhs in the month of June by co-processing waste produced in the Plant. Besides savings in terms of money, Mangrol Plant has also

taken care of the health of the staff as well as maintained product quality & plant efficiency.



## Project NIRMAAN



### Project Nirmaan – Phase 2 closure

The journey of Business and Technology transformation – Project Nirmaan at J.K. Cement started in November 2015 and has now reached the end of Phase 2. The next phase of Project Nirmaan viz. Phase 3, will focus on implementation of the “To Be Processes” finalized & signed-off by the business in Phase 2. As a next step for moving into Phase 3, ISG (Information Services Group) has been engaged to run the RFP process to finalize the Service Providers (Implementation Partners for Technology & IT infrastructure) which would take another three-four months post which the implementation and technology enablement will commence.

Since it will take some time in selecting the Implementation Partner, we plan to utilize this time and start implementing some of the ideas (policies/process) which can be driven without technology interventions. This initiative will be driven by the Process Excellence Group (PEG) constituting Internal Coaches, Process Leads & IT leads across the streams. During this phase, Pilot projects for implementation shall be launched across plants/process areas. Also, training and change awareness workshops will be conducted to ensure a successful implementation of Phase 3.

### Key events:

- 1. Handover of project deliverables by Accenture**
  - Detailed To-be processes have been developed by Accenture through discussions and team alignment across the processes spanning Order to Cash (O2C), Order to Delivery (O2D), Record to Report (R2R), Procure to Pay (P2P), Plan to Produce (PLTP) and Strategy & Planning. Followed by the final SteerCom meeting in May, these processes were approved by the Steering Committee and physical sign off was provided by all relevant stakeholders post which the final handover of deliverables for BPR was done by Accenture.
- 2. Finalization of Business Policies** - Business policies across processes were drafted by the Company which underwent a review process by Accenture, Internal Coaches, Business Head/ CFO followed by final approval by the Steering Committee. As a next step, Business will start implementing the Policies which can be implemented without technology intervention or with minor tweaks in the existing technology landscape.
- 3. Mobilization and on-boarding of ISG** – ISG, a leading US based technology insights, market intelligence and advisory services company has been engaged to execute the RFP process to finalize the Service Providers (SP) for Phase 3 implementation. ISG got on board in June and is currently working with the Core Team to finalize the RFP and nominate a Service Provider that can help build a best-in-class IT platform and operating model that can be leveraged to implement the finalized to-be business processes.
- 4. Briefing sessions by prospective Service Providers for Phase 3** - Briefing Sessions were conducted for prospective Service Providers to assess them on their capabilities, experience, commitment and applicability to the Company's requirements. The objective was to help shortlist Service Providers who will be provided the RFP. The briefing sessions were organized from 14th - 25th July during which 10 leading IT Service Providers were invited. Based on the feedback from the RFP core team, 5 Service Providers were shortlisted with whom RFP process will be carried out. Release of RFP will be followed by evaluation of RFP responses and final selection recommendations by ISG, post which, negotiation and contracting will be carried out.



## Spotlight on Mr. K. M. Jain

(Excerpts from an interview with Mr. K.M. JAIN - V.P. (Commercial, Nimbahera))

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

I joined J.K. Cement in the year 1996 during the installation of the first plant at Mangrol. Despite a long period of recession and BIFR, we were able to commission a new production facility at Mangrol in December 2001. At that time, it was a great achievement to complete the project on low capital cost by internal accruals.

I was given many opportunities and responsibilities under the able leadership of Mr. A.K. Saraogi - CFO & President (Corporate Affairs) and the dynamic Special Executives. In the year 2012-13, the Company decided to involve commercial personnel in the Mangrol new production line and we achieved considerable cost saving in this project. The support and opportunities given to me by the Management and their faith in me will always remain my most fond memory.

### 2) As the Commercial Head of Nimbahera, what is your take on the culture of cost consciousness in the Company? How significant is financial prudence and what kind of commercial compliances are being followed at the plant level?

We are working towards strengthening the culture of cost consciousness and our prime objective is cost control and cost optimization by addressing many important issues like financial literacy, sharing business knowledge and providing data for analysis. As a result of consistent efforts towards cost control, everyone clearly understands the importance of generating revenues and earning profits in a cost effective manner.

We need to ensure that all systems are put in place and policy needed is accordingly framed to ensure the success of the organisation by establishing a strong internal control mechanism.

### 3) What have been some of your milestones/ significant contributions during your tenure with the Company?

Most memorable moment for me was when our company got special incentive package for Mangrol plant from the Government of Rajasthan which is contributing significantly towards the growth of the Organisation. Things were not easy, but the support from the Management and the confidence reposed in me helped us reap benefits to increase profitability of the Organisation.

Another memorable moment was when I played a pivotal role in the procurement process of Mangrol Project's machinery items, raw materials and stores spares and in awarding mining contracts on lower rates for Mangrol and Muddapur Mines. I also contributed to cost optimization by reducing rates in case of various service contracts and inward transportation.

I am also successfully handling the challenging task of Indirect Taxation since the year 1998-99. As far as taxation matters are concerned, there are regular changes in Excise, Service Tax and Custom Laws and procedures every year. Despite all this, one always has to be alert, vigilant and aware of recent changes in tax laws and systems for successful implementation.

I consider myself fortunate to have held the post of the Secretary in our schools Kailash Vidya Vihar and Padam Vidya Vihar for the period 2002 - 2013. Presently, I am also involved in the Land Acquisition work which is a herculean task in today's scenario. My experience has taught me that handling every task with confidence, patience and understanding can eventually transform difficult situations into a very rewarding experience.



Mr. K.M. Jain



M/s TAS Marketing, Kerala getting felicitated for being the top performing stockist for F.Y. 2014-15

## Spotlight on Mr. Mohammed Kasim

M/s TAS Marketing, Kerala

Mr. Mohammed Kasim of M/s TAS Marketing, Kerala is a prominent stockist of Grey Cement South. His association with the Company began in 2010. The first dealer in Kannur district, he started with a moderate

20 mt per month to become a 500mt per month dealer by 2013-14. He was felicitated for being the top most dealer in Kannur district for the year 2013-14 and went on to emerge as the top most dealer in Kerala for the year 2014-15. Hardworking and a self-made businessman, he has a very good rapport with the influencer community in Kannur.

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

My association of five years with the Company has been very fruitful and the Company staff is very warm and supportive. The Company is very transparent and open with respect to transactions. They have always delivered on their promise

without any delay.

### 2) You were felicitated as the top performing stockist for Kerala for FY 2014-15. What is your mantra for success? How have you been able to sustain your business?

The Company has been very supportive in the marketing of our brand. The Marketing and Technical staff can be approached at any time. Therefore, I have always felt like a part of the J.K. Cement family. Hard work is the key and that has helped us achieve one milestone after the other.

### 3) What according to you are the strengths of our brand?

Our products are of best quality and also reliable. I can recommend the brand to any new customer without any second thoughts. I have not received any complaint for our brand in the last 5 years of my association. We have had CTS activities at regular intervals for our customers and the quality of these interactions has been praiseworthy.

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

We look forward to the Company conducting family meetings as well to further extend the association.



## WINNING ENTRY

### The Importance of Training and Development in an Organisation

Regardless of the industry, for businesses to thrive and compete successfully in today's ever-changing corporate arena, it is imperative to invest in employee training and development. Not only do training programs help employees avoid making mistakes that result from their lack of information and knowledge but they also help the Company increase employee retention, gain their loyalty, and ultimately boost organizational productivity.

While many companies have been investing time, money and energy on induction trainings for new employees, they often overlook and fail to understand the importance of continuous training and development of the entire workforce as a whole. And this is exactly why many companies fail to maintain their success and experience a high employee turnover rate.

Studies show that 39.3% of job seekers today consider 'growth' to be a distinguishing and a top characteristic when evaluating a new job opportunity. They'd be ready to switch from their current jobs with new job opportunities

especially if they offer them opportunities to grow and climb up the corporate ladder.

Therefore, instead of just focusing on induction courses and mentoring new employees, it is extremely important that the HR department devises continuous training programs for existing employees and provides them opportunities to grow both personally and professionally. The training programs should be set out according to your organizational needs and the rapid industry developments so that employees are kept abreast of the changes and have adequate skills to perform their daily tasks at work efficiently.

A training program allows you to develop and strengthen the skills of your employees that they need or should improve upon. It helps reduce weak links and ensure the same mistakes are not repeated again. It is a great way to address issues at the right time and ensure organizational productivity is not compromised.



**Mr. Sumit Arora**  
Commercial Deptt.  
Gotan

## Winning Entries

1st Runner Up

**Is justice delayed justice denied?**

Mr. Sunil Sharma  
Manager, HR (Nimbahera)

2nd Runner Up

**The importance of training and development in an organisation**

Ms. Akanksha Tripathi  
Management Trainee, Nimbahera

## Participating Entries

### Is justice delayed justice denied?

1. Mr. Bandari K – Shift Engineer, Fujairah
2. Mr. Suryakant Renkuntla - Muddapur

3. Ms. Shubha Kumari Jha – Officer, Nimbahera



### The importance of training and development in an organisation

- |  |  |
|--|--|
| 1. Mr. Nagesh Upadhyay – GM (Electrical), Nimbahera                | 9. Mr. Raghuveer Singh – J.K. White, Katni                             |
| 2. Mr. DV Sharma – Trainer, Nimbahera                              | 10. Mr. Kiran V Patil – Instrumentation Department Engineer (Muddapur) |
| 3. Mr. Javed Hussain – Sr. Engineer (Instrumentation), Muddapur    | 11. Mr. Avneet Singh   |
| 4. Mr. Rajesh Dhakar – Engineer, Mechanical (Nimbahera)            | 12. Mr. Sumit Arora – Purchase Deptt., Gotan                           |
| 5. Mr. Abid.R.Ali – Production Manager (Fujairah)                  | 13. Mr. Mrityunjay Kumar – Civil Engg. Department, Muddapur            |
| 6. Mr. Bandari K – Shift Engineer, Fujairah                        | 14. Mr. Lakshya Soni – J.K. White Cement, Hanumangarh                  |
| 7. Mr. C.S.Dashora - Dy. Manager (HR)                              | 15. Ms. Shubha Kumari Jha – Officer, Nimbahera                         |
| 8. Mr. Peeyush Kumar Ameta - Sr. Manager (Karunda Limestone Mines) |  |

**The topics for September '16 issue are:**  
(Max 300 words)

1. Gender Equality in Corporate World
2. Branding in the age of Social Media

Last date for submission of entries is  
**25<sup>th</sup> August 2016**

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

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



## J.K. Cement's Mines awarded during Mine Environment & Mineral Conservation Week

The 16th Mines Environment Week was celebrated between March, 14-20 wherein the mines of the Company actively participated in Mechanized Opencast Mines Group. The final day and prize distribution function was held on 15th April at Udaipur. Mr. R. K. Sinha - Controller General of Mines, Indian Bureau of Mines, Nagpur, Government of India graced the occasion as the Chief Guest. Our Mines won the following prizes:-

1. **MALIAKHERA MINE :-**  
(a) Protective measures taken for Air & Water Pollution control Opencast Fully Mechanized Mines : **First Prize**
2. **KARUNDA MINE :-**  
(a) Waste Dump Management & Reclamation Opencast Fully Mechanized Mines : **First Prize**
3. **NIMBAHERA MINE :-**  
(a) Mineral Conservation Opencast Fully Mechanized Mines : **Second Prize**
4. **MANGROL TILAKHERA LIMESTONE MINE**  
(a) Scientific Development of Mineral Deposit Opencast Fully Mechanized Mines : **Second Prize**  
(b) Afforestation/Plantation Opencast Fully Mechanized Mines : **Second Prize**



Mr. Maheem Kachhwaha - Head (Mines) welcoming the Chief Guest



Mr. Deepak Kalla and Mr. Sudhir Nagori receiving the certificate for Maliakhera mines from the Chief Guest



## Celebrations in the City of Taj Annual Stockist Meet White Cement (East Zone)



Ravi Hardware Stores - Winner,  
Wall Putty (Bihar)



New Jaipur Marble House - Winner,  
Wall Putty (West Bengal)



Mahalaxmi Steels - Winner,  
White Cement & Wall Putty (Odisha)



Shiv Shakti Stores - Winner,  
White Cement (Bihar)



Diya Sales and Marketing - Winner,  
White Cement & Wall Putty (Jharkhand)

**J**.K. Cement's pioneering contribution and success in the Cement Industry has been majorly on the merit of our growing network of channel partners.

To celebrate the contributions of our flag bearers, and showcase our ever-growing aspirations, the Annual Stockists Meet for White Cement, East Zone was organized from 9th to 13<sup>th</sup> May in the city of the majestic Taj Mahal - Agra. The grand event was themed 'Shaam-E-Mehfil', and was a platform to acknowledge and celebrate the contribution of our valued channel partners. The meet catered to dealers from Bihar, Jharkhand, West Bengal, Orissa, North-East and Nepal where the top performing dealers for White Cement and Wall Putty were awarded for their outstanding contribution.

The gala evening was a treat for the



Mr. Niranjan Mishra - President (Marketing)  
addressing the gathering





dealers with some spellbinding performances. The grandeur and scale of the event left them enthralled.

The transcendental Tanoura dance performance with the dancer swirling to Sufi music transported the audience to the regal era of the Sultans and Badshahs. The other highlight of the evening was the performance by shadow artist Prahlad Acharya, who left the audience spellbound through the fascinating narration of stories using shadows.

The grandeur and scale of the event left the assembly enthralled.

The dealer meets have been part of a long standing tradition of recognizing our valued dealers, who are the face of our growing network. These meets serve as a small token of our appreciation for their outstanding work as well as go a long way in further strengthening our association with them.

## Shaam e Mehfil



Assam Sales Corporation - 2nd Runner Up,  
White Cement and Wall Putty (North East)



Interdominion Sales Agencies - Winner,  
White Cement (West Bengal)



Pradeep & Company Pvt. Ltd - Winner,  
White Cement and Wall Putty (Nepal)





## EVENTS

### 26<sup>th</sup> Annual function of Shri Radha Krishna Temple, Nimbahera

J.K. Cement family celebrated 26th Annual function of Shri Radha Krishna Temple, situated in its premises on 12th May with traditional gaiety and enthusiasm. On this occasion, the temple and temple premises were beautifully decorated with flowers and lights. The Idols of Lord Radhakrishna, Lord Yadureshwara Mahadev and Lord Hanuman were also decorated attractively.

Mr. S.K. Rathore - Unit Head & Smt. Neelam Rathore performed special worship of Lord Radhakrishna, Lord Yadureshwara Mahadev and Lord Hanuman. On this occasion, staff members and their family members, members of Surbhi Ladies Club and a large number of devotees were also present.

In the evening, it was time for 'Shobha Yatra' in which the idols of Lord Radhakrishna were brought out of Temple by the devotees and put up in the beautifully decorated chariot. A large number of devotees from Nimbahera and nearby places participated in the shobha yatra with great devotion.

Two exhibitions 'Shri Krishna Ki Baal Leela' and 'Shri Krishna Sudama Milan' were the main attraction of the Shobha Yatra.

A Bhajan Sandhya was conducted in the temple premises which was thoroughly enjoyed by a large number of devotees. Shri Radha Krishna Sewa Sammittee expressed their heartfelt gratitude to everyone for making the programme a success.



Mr. S.K. Rathore - Unit Head performing abhishek of Lord Yadureshwara Mahadev

### Inspection of Mines by Indian Bureau of Mines

For the first time in India, the 'Indian Bureau of Mines', Govt. of India in Association with "Bhaskaracharya Institute of Space Application and Geo-informatics", Gandhinagar conducted physical verification of lease pillars already installed in the field along with position of the dump, extent of the pit and other Mining properties of Maliakhara Mines. The inspection was conducted on 17th May with the help of satellite imaginary and Global Positioning System (GPS). In this regard, the Regional Controller of Mines, Mr. JR Choudhary, with all the others RCOM's from different parts of the Country from Indian Bureau of Mines visited Nimbahera for this verification, to check for illegal mining beyond the lease boundary. They have not found anything wrong with the Company's mines. Mr. M. Kachhwaha - Head (Mines) and Mr. Rajesh Kumar Hada - Mining Engineer, Department of Mines & Geology, Govt. of Rajasthan along with technical officers from his department were also present. The officials of Indian Bureau of Mines discussed in detail about this system in the field and chalked-out a strategy to take the project further across the Country.



Survey by Indian Bureau of Mines team



Mr. Maheem Kachhwaha - Head (Mines) with the inspection team of Indian Bureau of Mines



## Hanuman Jayanti - Nimbahera



Sunder Kand Paath

## Dhanappa Annual Function - Gotan

J.K. White Cement Works, Gotan renovated the old Hanuman Temple situated at village Dhanappa in the year 2006 and since then every year the Company celebrates the Function of the *Murti Sthapna* to commemorate the auspicious day. Our Limestone mines are also located in the vicinity of village Dhanappa.

As a tradition, this year also *Satsang* and *Ratri Jagran* were organised at Hanuman Temple Dhanappa on 24th & 25th June wherein a *Havan Pooja* and *Maha Prasad (lunger)* for all the devotees was arranged.

On 24th night, Sunderkand Path: a chapter in the 'Ram-Charit-Maanasa': the life story of Lord Rama, was conducted by a team of pundits from Mertacity. A large number of locals also participated in the programme. Mrs. Sushma Arora - Vice President (LKSEC), Mr. Rajeev Sharma - V.P. (Tech), Mr. C.P. Jhagdawat - V.P. (C&A), Mr. P.C. Jain - V.P. (S&A) performed the Havan Pooja, with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garibbandhu Dassji Maharaj of Ramdas Shyamdas Temple, Gotan.

During the Mahaprasad, head of departments along with other employees as well as villagers rendered their services for arrangements. Around 7500 villagers from Gotan and nearby villages participated in the function.



Mr. C.P. Jhagdawat - V.P. (C&amp;A) during the aarti

Prasad Distribution



Mrs. Sushma Arora - V.P. (LKSEC) and Mr. Rajeev Sharma - V.P. (Technical) during the pooja

## Vastu Shanti, Ganesh Puja & Havan - Muddapur

A Vaastu Shanti, Ganesh Puja & Havan was conducted at J.K. Cement Works, Muddapur from 25th May to 29th May.



Executives, staff members and workers along with family attended the Pujan with great zeal and devotion. The Puja ended with 'Purnahuti' on 29th May followed by distribution of prasad to all the employees, family members and workers.

Mr. Antriksh Kumar Jain - Unit Head thanked all the employees for their tremendous support and contribution towards the function.



## Mother's Day Celebration - Padam Vidya Vihar

Mother's Day was celebrated with great joy and enthusiasm at Padam Vidya Vihar on 8th May. A pool party was organized for the students of nursery class and their mothers at Green Leaf resort. A one minute game show was arranged that was enjoyed a lot by all mothers. This programme was coordinated by Mrs. Suman Shrivastava. All the mothers thanked the school management for organizing such a wonderful event and making the day memorable for them.



## 5<sup>th</sup> Batch NWTCS IIW Assessment Conducted at JK Centre for Technician Training - Kanpur

JK Centre for Technician Training is an authorized training institute (ATI) for IIW-India (The Indian Institute of Welding) which is a professional body devoted to the cause of promotion and advancement of welding science and technology in India. Established in the year 1966, with its registered office at Kolkata, it has thirteen branches and two centres in the Country.

The institute conducted the 5th batch NWTCS assessment on 8th June for the 25 welders who are getting training under 1 year NCVT welding course at Dada Nagar premises in Kanpur. The certification from Indian Institute of Welding is very significant for these students' professional journey.



## Sir Padampat Singhania University, Udaipur ranked within top 100 Category 'A' Universities in India

The Ministry of Human Resources Development, Government of India released the India Rankings 2016 of Category 'A' higher educational institutions of India. The rankings include IITs, central universities, deemed universities, state/govt. universities and private universities.

Sir Padampat Singhania University (SPSU) has been ranked 95th in India and is one of the youngest institutions to be so ranked. On the parameter of "Teaching Learning Resources", SPSU has been ranked 38th in India.

SPSU is ranked 6th in Rajasthan and ranks 19th among all private universities in the country. In Rajasthan, the two other higher ranked private universities were established over 70 years ago.

National Institutions Ranking Framework, (NIRF) provides a methodology derived after recommendations by a Core Committee set up by MHRD. Parameters for the ranking included learning resources, research & collaborative performance, graduation outcome, outreach & inclusivity and perception.

The India Rankings 2016 conducted for the first time by MHRD involved NBA, UGC, AICTE, Thomson Reuters, Elsevier and INFLIBNET.





Off Site

## White Cement

### Amsterdam and Paris Tour

2<sup>nd</sup> - 6<sup>th</sup> June

26<sup>th</sup> May - 1<sup>st</sup> June



Company Officials & Dealers during the tour



Company Officials & Dealers during the tour

31<sup>st</sup> May - 6<sup>th</sup> June



Company Officials & Dealers during the tour

## Grey Cement North

### Tashkent Tour

20<sup>th</sup> - 24<sup>th</sup> May



Company Officials & Dealers in Tashkent



## PEOPLE POWER TRAINING PROGRAMMES

### RTC Activities - APRIL

S. No.	Course Title	Target Group	Discipline	Faculty	No. of Participants	Period
1	Maintenance & repair of Vertical Roller Mills & Ball Mills	Engineers/ Supervisors	Mechanical	Mr. Jayant Malhotra, Mr. Pankaj Trivedi, Mr. Rajesh Soni, Mr. Shailendra Dashora, Mr. Kishore Sharma (J.K. Cement)	8	4 – 6 April
2	Skill Development Program - Cement Manufacturing Process	Technicians	Mechanical	RTC Trainers' pool	9	7 April
3	Skill Development Program - Lubrication System In Cement Industry	Technicians	Mechanical	RTC Trainers' pool	11	11 April
4	Specialized Automation Program on Fuzzy Logic, CEM – Scanner & QCX	Engineers/ Supervisors	Automation	Mr. Mukesh Birla - BCW, Mr. Chetan Misra, Mr. SS Charan – J.K. Cement Works, Mangrol, OEMs expert Mr. M.K. Roy - Adage Automation, New Delhi	9	11 – 12 April
5	Personality & Self-development	Frontline/ Middle Mgt.	Management	Dr. Karunesh Saxena - Director, FMS, MLSU, Udaipur	20	14 - 15 April
6	Maintenance of Electrical Equipment – Transformers, Switchgears & Breakers	Technicians	Electrical	Mr. O.P. Rathore - Vikram Cement, Mr. Shubham Acharya - J.K. Cement	9	18 – 20 April
7	An orientation to cement manufacturing process	Marketing Executives	Process	RTC Trainers' pool	15	25 – 27 April
8	Operation & Maintenance of HEM Equipment – Dozers & Loaders	HEM Operators/ Mechanics/ Fitters	Mining	Mr. L.K. Kavadia, Mr. L.M. Gour, Mr. R.C. Vyas - J K Cement, Expert – Mr. M.S. Trivedi - BEML India Ltd.	10	26 – 28 April
9	Operation & Maintenance of Gearboxes At site - Nirma Cement	Technicians/ Supervisors	Mechanical	RTC Trainers' pool	37	28 – 29 April
10	Understanding Self & Organization for Managerial Excellence	Frontline/ Middle Mgt.	Management	Dr. Naveen Gupta - Director, Hindustan Inst. of Mgt. & Computer Studies (A unit of SGI), Mathura	19	29 – 30 April



On the job training at Nirma Cement during training programme on Operation & Maintenance of gearboxes & alignment

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

**New Joinee**  
May - June 2016



**Vishal Jain**  
Dy. General Manager  
(Mangrol Power Plant)

*\* Manager level & above only.*



## Workshop on "Our Customer - Our Pride" - J.K. Cement Works, Fujairah

J.K. Cement Works, Fujairah organized a workshop on the theme 'Our Customer – Our Pride'. The workshop emphasized that customer-focused cultures can only be achieved when everyone in the organization works together seamlessly.

Awareness about internal customer, customer expectation, customer delight and understanding of organizational goals was discussed at the workshop which was held at Hotel Ramada.



Participants & trainers at the workshop arranged at Hotel Ramada, Dubai



Workshop at Hotel Rotana, RAK

## JK Centre for Technician Training's (JKCTT) interaction with Mr. Rajiv Pratap Rudy - H'ble Minister MSDE

Mr. Lalit Kumar Khanna - Head of Operations, JKCTT & Mr. P.C. Bhandari - Academic Head, JKCTT met Mr. Rajiv Pratap Rudy - Union Minister for Skill Development and Entrepreneurship, Government of India at his office on 3rd June. They discussed the initiatives undertaken by Mr. Yadupati Singhania - Chairman and Managing Director, J.K. Cement in the field of vocational training since 1992 & the developments required in making India skilled. Mr. Rudy had expressed keen interest in the opening of Model Centre for Pradhan Mantri Kaushal Vikas Yojana (PMKVY) at Kanpur by JK Centre for Technician Training. The Institute will be sending proposal for the same. The Minister also asked us to work on a PAN India basis. Mr. Rudy has agreed to come and inaugurate our new education green building for JK Institute of Technology, Nimbahera, Rajasthan. He also expressed an interest in meeting Mr. Singhania at Kanpur. The quality of education imparted to students, along with our continuous interaction with central and state government, has put JKCTT, Kanpur on the National map for up-skilling youth of the country. The Minister was presented a souvenir by Mr. Lalit Khanna as greetings, on behalf of Mr. Singhania.



Mr Rajiv Pratap Rudy - Union Minister for Skill Development and Entrepreneurship being presented with a memento by Mr. Lalit Khanna – Head of Operations, JKCTT

## Corporate Social Responsibility

### Laying the foundations of a better world



### Kanpur

साँसें हो रही हैं कम  
आओ पेड़ लगाएं हम



With the theme 'Let's make the world, a better place to live', World Environment Day was observed and celebrated at JK Staff Colony, Kamla Nagar with great enthusiasm.

Towards protecting the nature and to raise social awareness, Tree plantation drive was organized wherein around 30 saplings of various varieties were planted in and around the Staff colony at Kamla Nagar by the colony residents. Mr. R.P. Tomar - General Manager (Corporate HR) & In charge of Kamla Nagar

motivated the residents and other team members on this occasion, to undertake more plantation and for upkeep of trees to make the surroundings green. He explained that environment conservation is our duty towards the future generations. Dr. I.B. Shahi, Mr R.K. Singh, Mr Brijesh, Mr Ravi & other facility team members also participated towards the noble cause.





## Gotan

A plantation drive was organized at J.K. White Cement Works Gotan to commemorate World Environment Day. The theme for World Environment Day 2016 is 'proper use of natural resources'.

Mr. B.K. Arora - President (Works), Mr. Rajeev Sharma – V.P. (Technical) and Mr. C.P. Jhagdawat – V.P. (Commercial & Administration) along with departmental heads and employees planted trees to develop a green belt. During the program, a seminar was conducted where Mr. Sharma spoke about focusing on conservation of natural resources and utilizing the resources in the right manner so as to maintain safe environment.

In continuation to this, Mr. K.R. Yadav - G.M. (Elect.) informed all present on the various methods of saving electricity. Dr. Ranjeet Kumar Bagariya - Environment Officer discussed various problems related to the environment and the means to avoid or fix these.

During the program a quiz contest on environment was conducted for the employees. An exhibition was also arranged for the employees, depicting posters and images for creating awareness on environment conservation.



Mr. B.K. Arora - President (Works), felicitating an employee



Mr. Rajeev Sharma – V.P. (Technical) addressing the gathering



Mr. C.P. Jhagdawat – V.P. (Commercial & Administration) addressing the gathering

## Muddapur

Muddapur family celebrated World Environment Day with eco walk and plantation. Mr. S.K. Jain - Head (O & M) graced

the occasion as the Chief Guest. Mr. Jitander Kumar - Head (Q.C.), Mr. K.C. Khandelwal - Sr. GM. (E & I), Mr. K.R. Choudhary - GM (Electrical), Mr. S.V. Patwardhan - DGM (Mechanical), Mr. Sanjay Srivastava - DGM (Process), Mr. Kapil Agrawal - Head (Comm. & Acts) and other executives, staff members and workers attended the celebrations. Dr. Saurav Yadav - Dy. Manager (Environment) organized the programme.



## Jharli

Environment Day was celebrated at J.K. Cement Works, Jharli with the motto of conserving and nurturing the environment. Being responsible citizens of the nation, all the staff members and workers took oath, to take care of the plantations and plant as many trees as possible. On the occasion, 100 saplings were planted at our plant site. A conference was held for the staff members headed by Mr. Manoj Srivastava - Safety Officer, Jharli who highlighted the importance of trees and greenery in human life. Mr. Manoj Kumar Yadav - DM (Mechanical) and many staff members suggested their views on developing the greenery in and around the Plant area. Team Jharli is planning to plant 2000 more saplings in the Plant area in the current financial year.



Staff members planting a sapling on the occasion of Environment Day



Oath taking on the occasion

## J.K. Cement Works, Nimbahera contributes towards Mukhya Mantri Jal Swavlamban Abhiyaan

With its commitment to social responsibilities, J.K. Cement Works, Nimbahera contributed a handsome sum for Chief Minister's ambitious programme 'Mukhya Mantri Jal Swavlamban Abhiyaan'. A cheque for this amount was handed over to Mr. Hemandra Nagar - SDM, Nimbahera and Mr. Gautam Lal - Tehsildar, Nimbahera by Mr. M.S. Shekhawat - AVP (HR & ER) and Mr. Shailesh Choubisa - Asst. Manager (CSR).

On the occasion, Mr. Shekhawat said that the plant has always taken keen interest in the all-round development of the area and will make potable water available in urban as well as rural areas during summer.

In this regard, a function was organized at Collectorate, Chittorgarh to felicitate the donors under the abhiyaan. Mr. C.P. Joshi - MP graced the occasion as the Chief Guest while Mr. Ved Prakash - District Collector presided over. MLAs Mr. Chandra Bhan Singh, Mr. Suresh Dhakar, Mr. Naveen Mahajan - Divisional Commissioner, Mr. Prasanna Kumar Khemesara - SP, Mr. Suresh Chandra - ADM and Mrs. Leela Jat - Zila Pramukh were the Guests of Honour. Mr. D.S. Krishnawat - Dy. GM (IR & Welfare) and Mr. Shailesh Choubisa - Asst. Manager (CSR) received the citation on behalf of the plant.



Mr. Chandrabhan Singh - MLA presenting the citation to Mr. Dileep Singh & Mr. Shailesh Choubisa



Mr. M.S. Shekhawat - AVP (HR & ER) (Right) presenting the cheque to Mr. Hemendra Nagar - SDM Nimbahera (Left)

## Free Medical Check-up & Surgery Camp - Mangrol

Blood sugar check during the camp



Free distribution of medicines



A two day medical check-up camp was organised on April 24-25 at Atal Sewa Kendra, Gram Panchayat, Mangrol in association with Chitrangan Mobile Unit of R.N.T. Medical College, Udaipur. At the camp Dr. Anurag Talesara - Orthopaedic Surgeon, Dr. Bhanu Pratap - E.N.T. Specialist, Dr. Shikha Sharma - Gynecologist and Dr. L.L. Sen - Surgeon carried out medical examination of around 95 patients (27 general, 18 orthopedic, 25 gynecology, 6 surgical operations, 9 knee patients and 10 E.N.T.). The patients were given medical consultancy and medicines

free of cost. Free E.C.G. and blood sugar tests of patients were also done during the camp. Mr. Amba Lal - R.N.T. Medical College, Dr. S.K. Choudhary from Nimbahera and his team of nursing staff extended necessary assistance to the doctors.

## Potable Water Supply through tankers - Nimbahera



To meet the requirement of potable water at Nimbahera during summer season, J.K. Cement Works, Nimbahera supplied 50 tankers of water daily to various water reservoirs in the town with the help of Public Health Engineering Department (PHED). To maintain the quality of water, PHED is adding bleaching powder to the water. Water is also being supplied by tankers to nearby villages of Karthana, Mewatiyon Ki Jhopdiyan, Keli and Gadola. The supply is monitored by PHED and plant officials periodically.

Unloading of water filled tankers to reservoir at Nimbahera



## Blood Donation Camp - Gotan



A blood donation camp was organised at J.K. White Cement Works, Gotan to commemorate Sir Padampat Singhania's birth anniversary. The employees at the plant and LKSEC participated in good numbers and supported the noble cause. The camp was inaugurated by Mrs. Sushma Arora – VP (LKSEC) and Mr. B.K. Arora – President (Works) along with Dr. Neeraj Kumar Nagar from the Blood bank of Mahatama Gandhi Hospital, Jodhpur. They lit a lamp and offered floral tribute to Sir Padampat Singhania. Mr. C.P. Jhagdawat – V.P. (Commercial and Administration), Mr. P.C. Jain – VP (Stores and Accounts) and Mr. P.R. Kumar – Vice Principal (LKSEC) were also present along with the employees and school staff.



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

81 units of blood were collected with the kind support of Dr. Neeraj Nagar and his team of doctors and medical assistants. The blood testing was done by Dr. A.K. Saxena and Dr. Ankur Arora and their team.

J.K. White Cement Works, Gotan has been organising these camps annually for the last many years but in the wake of growing requirements the camps are now being organised bi-annually.

## Book Distribution at Mohanbari Village - Jhajjar

J. K. Cement Works, Jharli extended a helping hand to some poor and needy school children of Mohanbari village. Books, school bags and other study materials were distributed amongst 42 school children on 7th May amidst a loud round of applause by the villagers.



Jharli Staff members during book distribution at Mohanbari village.

## Medical Camp for Animals - Jharli

J. K. Cement Works, Jharli organized an Animal Treatment Camp in association with the team of doctors from J. K. Trust Gram Vikas Yojana at village Khanpur Kalan on 11th June. Village Sarpanch and many villagers were present on the occasion.

The camp was attended by around 200 farmers from surrounding villages. Many villagers appreciated the initiative taken by the plant. Villagers also acknowledged that these services help them gather proper knowledge and measures to maintain their cattle and livelihood.



Staff members with J. K. Trust members and villagers

## Corporate Social Responsibility

### Earth Day Celebration

Padam Vidya Vihar, Nimbahera



Paintings made by tiny tots of Padam Vidya Vihar

On the occasion of 'Earth Day', the students of Padam Vidya Vihar, along with Headmistress Smt. Rita Trivedi and teachers visited offices of S.D.M. and Block Education Extension Officer (BEEO), Nimbahera.

Mr. Hemendra Nagar - S.D.M., Nimbahera and Mr. Mohan Lal Sharma -



BEEO along with students hanged 'Parindas' on trees for birds.

The SDM and BEEO appreciated this initiative of the School and urged everyone to take care of living creatures and the environment. Painting competition on the theme 'Save Earth' was also organized in the school campus for the students of class third to fifth.



Mr. Hemendra Nagar - SDM, Nimbahera pouring water in the Parinda hanged for birds



Students of Padam Vidya Vihar presenting Earth Day card to Mr. Hemendra Nagar - SDM, Nimbahera

### World Yoga Day - Muddapur

World Yoga Day was celebrated at Sir Padampat Primary School on 21st June.

All the students, staff members and the Principal actively participated in the program and thoroughly enjoyed doing yoga.



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Publisher : Nitish Chopra  
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Printer : Brijbasi Artpress Ltd.

Owner : J.K. Cement Ltd.

Address of Printer : Brijbasi Artpress Ltd., E-46/11, Okhla, Industrial Area, Phase- II, New Delhi- 110020

Place of Publication : J.K. Cement Ltd., Padam Tower, 19 DDA Community Centre, Okhla Phase- I, New Delhi- 20

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**Bi-Monthly House Magazine for free distribution**