



# JK spotlight

May-June 2011 Volume : 1

Viru ka 'Vishwas hai  
isme kuch khaas hai'



## Highlights



*Virender Sehwag roped in  
as Brand Ambassador  
of J.K. Super Cement*



*World Environment Day  
Celebrations*



## SPREADING THE LIGHT OF KNOWLEDGE

### *Opening Ceremony of "Sir Padampat Primary School" at J.K. Cement Works, Muddapur*



Mr. Kailash Nath - Director, Mrs. & Mr. S. Khan and school staff at the opening ceremony



Mr. S. Khan - Unit Head and Mr. Kailash Nath - Director lighting the lamp at the opening ceremony of the school.

Driven by the solid vision of philanthropic enterprise of its founding fathers, J.K. Cement Ltd. stands firmly committed to its obligation towards the society, stakeholders and the environment. The Company believes that recognizing education is the very foundation of any society. J.K. Cement Ltd. has established educational institutions that bring education within the reach of the masses. One of the most significant initiatives in this direction is the L K Singhanian Education Centre at Gotan that is dedicated to Late Lala Kamlapat Singhanian – a great visionary, pioneering industrialist, a philanthropist and an educationist. It is the largest CBSE affiliated 10+2 residential school in Rajasthan with a student strength of 1530.

"Sir Padampat Primary School" is a modest but significant step towards providing education to the children of Bagakot District, Karnataka. The opening ceremony for the same was held at Padam Nagar Township of J.K. Cement Works, Muddapur on June 2, 2011.

Mr. Kailash Nath - Director along with Mrs. and Mr. S. Khan - inaugurated the event. Speaking on the occasion, Mr. Khan shared with the attendees that this school is a dream of Shri Yadupati Singhanian – Managing Director (J.K. Cement Ltd). He also stated that knowledge is the most important means of attaining a better life and this school would promote education in order to equip students with the required skills to effectively participate as a member of society. Chief Guest Mr. Kailash Nath, in his speech requested each one to put in their best, both individually and collectively for this school to become an example in Bagalkot district.

Present on the occasion were Mr. Deepak Sharma - Dy. G.M. (Mines), Mr. B.G. Sholapur - Manager (Stores) and other staff members.

## Bhoomi Puja

at J.K. Cement Works, Mangrol

To commence the civil work for the expansion project at J.K. Cement Works, Mangrol, a bhoomi puja was performed on June 6, 2011 where various rituals were conducted.

The first part of the puja was performed by Mr. N.K. Mishra - V.P. (Projects), Mr. R.K. Bajaj - A.V.P. (Projects), Mr. S.K. Acharya - A.V.P. (E. I.), Mr. Ashok Srivastava - G.M. (Civil) and Mr. Pawan Kumar Dhelawat – civil contractor. Thereafter, Mr. D. Ravisankar - President (Works) performed the Puja and dug the land as a symbol for commencement of work. Present on this occasion were Mr. P.C. Dhariwal - Sr. V.P., Mr. K.K. Jalori - Sr. V.P. (O&E), Mr. M.L. Goyal - Sr. V.P. (Commercial) along with a large number of executives who prayed for blessings of the Almighty at the auspicious ceremony.



Mr. D. Ravisankar - President (Works) digging the bhumi during puja ceremony



Mr. D. Ravisankar performing aarti on the occasion of bhoomi puja

## Unleash your creativity!

All employees and channel partners are invited to send entries to be featured in the September issue of J.K. Spotlight. The best entries will win exciting gifts.

The topics are: (Max. 300 words)

1. The Importance of Time Management
2. My Hero - Who inspires me and why
3. Teamwork - The key to success

Last date for submission of entries is **1st September, 2011**

Please send your entries to  
[nitish.chopra@jkcement.com](mailto:nitish.chopra@jkcement.com)  
[shivapriya.iyer@jkcement.com](mailto:shivapriya.iyer@jkcement.com)

\*Decision will be taken as per the discretion of the Editor



FROM THE

## editor's DESK

Dear colleagues and friends,

First and foremost, let me congratulate all of us for signing on one of the country's top cricketers, Virender Sehwag as the brand ambassador to endorse our various products. I'm sure this exciting partnership will go a long way in creating a distinct identity for the Company.

The focus in this issue of Spotlight is, of course, on our latest association with Viru and the resulting ripples it will create in the market, including the making of a new TVC with him for our brand, J.K. Super Cement.

Another significant story that has been highlighted is the World Environment Day celebrations that took place across all our plants. As firm believers in giving back more than we take from Mother Nature, we renewed our commitment towards environment conservation and spreading awareness of this worthy cause.

The spotlight in this issue is on Mr. B.K. Arora, President – J.K. White Cement Works and Mr. K.C. Gupta, owner of Jagdambe Builders, Delhi. Both these gentlemen have contributed significantly to the successful journey of our company.

In view of making Spotlight a team effort, entries are invited from all of you for the September issue. The best of the lot will be featured in the next issue and I hope to see your wholehearted participation.

I am sure you will find this edition of Spotlight both engaging and useful. I look forward to positive responses and suggestions from all of you in order to make this newsletter a continued source of meaningful communication for all of us.

Best regards,



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



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# Celebrations

## ANNUAL FUNCTION OF SHRI RADHAKRISHNA TEMPLE, NIMBAHERA



Sr. Executives & devotees carrying idols of Lord Krishna and Radhaji from the temple for 'Shobha Yatra'

The J.K. Cement family celebrated the 21st Annual Function of Shri Radhakrishna Temple on 8th May 2011 with great religious fervour. On the occasion, the Temple and its vicinity was adorned with flowers and bright lights. The idols of Lord Radhakrishna, Lord Yadureshwara Mahadev and Lord Hanuman were also embellished with ornate clothing and jewels.

Mr. D. Ravisankar - President (Works), performed the traditional rituals and ceremonies. Senior executives of the company including Mr. P.C. Dhariwal, Mr. K.M. Jain, Mr. S.K. Rathore, Mr. S.K. Gupta along with other devotees were also present.

'Shobha Yatra' was conducted in the evening wherein the idols of Lord Radhakrishna were placed in a marvelously



Mr. D. Ravisankar - President (Works) offering prayers on the occasion



Devotees with the Chariot of Lord Radhakrishnaji

decorated chariot. The sound of devotees singing ardently to the Almighty during the Yatra filled the evening air.

Two exhibitions "Gopal Shri Krishna" and "Shri Krishna ki Baal Leela" were highlights of the Shobha Yatra. A Bhajan Sandhya was organized in temple premises at night by the Shri Radha Krishna Sewa Sansthan which marked the culmination of the celebrations.

## ANNUAL FUNCTION OF HANUMAN TEMPLE AT DHANAPPA NEAR GOTAN

J.K. White Cement renovated the Hanuman Temple at Dhanappa in the year 2006 and since then every year the company celebrates the Annual Function to commemorate Murti Sthapna on 24-25th June. The temple is situated approx. 15 Km. from Gotan Plant where our limestone mines are also located.

As a tradition, Satsang and Ratri Jagran were organized along with Havan Pooja which was attended by all devotees.

Mr. BK Arora – President (Works), Mr. CP Jhagdawat - VP (C&A), Mr. Rajeev Sharma – V.P. (Technical) and the respective head of departments along with other employees and villagers rendered their services for the arrangement. About 7000-7500 villagers from Gotan and nearby villages participated in the function.



Mr. B.K. Arora - President (Works) performing the rituals on the occasion



Justice V.V. Joshi - Incharge District Judge, Bagalkot addressing the audience

## LABOUR DAY CELEBRATIONS



Justice V.V. Joshi lighting the lamp on the occasion of Labour Day Celebrations. Also seen are Mr. Kailash Nath - Director & Mr. S. K. Jain - AVP (O&M)

Labour Day was celebrated at J.K. Cement Works, Muddapur on May 1, 2011. Mr. Kailash Nath – Director, presided over the function and conveyed his best wishes to all the employees.

An Awareness Programme on Law was organised for the workers and staff at the plant which was attended by various dignitaries. Justice V.V. Joshi, Incharge District Judge Bagalkot spoke on the payment of Wages Act & Minimum Wages Act while Advocate Shirol, Member Bar Association, Mudhol, enlightened listeners with information on Workmen Compensation Act and Contract Labour Act. Mr. B.S. Horatti, District Labour Officer, Bagalkot also shared his views on the Industrial Dispute Act.



## THE IMPORTANCE OF SOFT SKILLS A ROAD TO SUCCESS

Corporates prefer hiring candidates who possess both hard and soft skills. Hard skills relate to functional and technical knowledge that one gains, specific to a job requirement. On the other hand, soft skills are essentially human relation skills, which are non-technical and intangible. A combination of both is required to succeed at the workplace. In the long run, soft skills are essential in cementing one's career.

Soft skills are a cluster of personality traits, social etiquette, non verbal and verbal communication, attitude etc. that characterize relationships with others. At the workplace, these qualities are further refined by the Company through different HRD initiatives. Therefore, soft skills are developed over a period of time that benefit the employee as well as the organization.

### A few soft skills are elaborated here:

1. **Interpersonal Skills** – these skills include the ability to listen to and understand the point of view of others', to debate and discuss the merit of arguments and the ability to resolve the difference in opinions in favour of a common goal.
2. **Team Skills** – It is the ability to bring individual skills to work together and celebrate the achievement of joint action.
3. **Communication Skills** – The ability to communicate effectively is a key ingredient in being successful. The emphasis is on effectiveness – how well others have understood the point of the communicator. The objective is to explain and not to confuse. The rule is to "keep it simple and short" (KISS).
4. **Presentation Skills** – The factors that are crucial to an effective presentation are: clarity of subject matter, simple language, a neat and tidy appearance and the right body language. A good opening and closing are two other important points for making the right impact. It is often said that well begun is half done. Therefore, start by generating interest, add value by using specific illustrations and end with a solid conclusion.
5. **Analytical Skills** – A clear analysis of facts in a given situation is integral to the ultimate resolution of any problem. This is an extremely valuable trait in both personal and professional life.
6. **Etiquette** – A man's manners are a mirror to his personality. The person is under scrutiny right from the first interaction. His actions may be evaluated against future opportunities depending on how he conducts himself.

Most Business Schools offer a series of training in soft skills for Industry Executives like Team Building, Leadership Skills, Communication Skills, Negotiating Skills and Business Ethics. The importance of these skills are being realized by corporates the world over and an employee with a balance of soft skills and hard technical know-how proves to be an asset for any organisation.

Pawan Kumar Mishra  
Assistant Officer  
Corporate HR



## People Power



## WORKSHOP ON CLAPPING THERAPY

A health management workshop was organized by J.K Officers Club which was conducted by Mr. Arun Rishi on 4th June, 2011. He is a health management expert and has changed the lives of many by using clapping as a therapy for overall well being. He is a visiting faculty in many premium institutes like IIT, IIM etc and has conducted more than 1500 workshops worldwide on lifestyle management & health management using clapping therapy.



Mr. Arun Rishi conducting the workshop

Mr. Rishi highlighted the fact that a simple action like clapping can improve health. Clapping increases blood circulation which can cure many diseases. It is believed that vigorous clapping can cure many ailments, leaving one active, fresh and energetic throughout the day and physically fit in the long run.

The workshop was attended by Mr. K.K. Jalori - Sr. V.P (O & E), Mr. M.L. Goyal - Sr. V.P (Commercial) and Mr. P.C. Dhariwal - Sr. V.P (Mines) along with senior executives & a large number of club members and their families.



Mr. A.C. Mathur, Mr. K.K. Jalori, Mr. P.C. Dhariwal and club members at the workshop

Mr. Dhariwal proposed the vote of thanks to Mr. Rishi for sharing valuable tips on health management. The easy tips on health management were appreciated by one and all.

## MDP Programme



Mr. Anthony Das - Asst. Manager (Branding) (Standing 2nd row, 2nd from left) attended the Management Development Programme (MDP) on Brand Management conducted from May 23 - 25 at IIM Indore



## Training & Development Activities - Nimbahera

The following Training Programmes were conducted at the Regional Training Centre – North (RTC-N) during the Month of May, 2011

1. 'Electrical Energy Conservation & Management'- one of the most significant programs of cement industry was conducted by Mr. Virendra Singh, Conserve System Ltd., New Delhi during May 02 - 04. 11 Engineers & Supervisors attended the same.
2. A two day training program on 'Maintenance of Bearing & Reliability' was organized during May 05 – 06 which was conducted by a group of experts from FAG India Bearings. A well equipped van from FAG Bearings was also used to provide hands on experience to the participants. 20 Managers / Engineers from various cement plants of North zone attended the program.
3. A program on 'Personality and Self Development for Peak Performance' for the benefit of Frontline / Middle Management, was conducted during 16 – 17, May by Dr. Naveen Gupta, Director, Hindustan Institute of Management & Computer Studies (A unit of SGI), Mathura, who has 20 years of experience in Human Resources Development in Public & Private Sector Industries in different capacities.
4. A group of 21 engineers from Ultratech, Rajshree Cement, Karnataka attended a one week training program on 'An Orientation to Cement Manufacturing Process'.
5. A one day training program on 'Belt & Chain Conveyor' was conducted at Hindustan Zinc Ltd., Chanderiya which was attended by a group of 23 Technicians / Supervisors of Hindustan Zinc, Chittorgarh. The program was inaugurated by Mr. Shailendra Sharma, Asst. Manager-RTC and conducted by Mr. RBM Tripathi - Dy. General Manager (Mech.) & Mr. Kishore Sharma - Sr. Engineer (Mech.) of J.K. Cement Works, Mangrol.
6. Thursday Forum: Thursday Forum weekly presentations were as follows :
  - 'Air Pollution Control' by Mr. Chandresh Kumar (Officer - Env)
  - 'Blasting Overview' by Mr. Pulkit Paliwal (GET - Mines)
  - 'Material Feeding to Pre Heater 1 & 2' by Mr. Madan Lal Meghwal, Asst. Engineer (Mech.)



Training program on 'Maintenance of Bearing & Reliability'



Presentation on 'Business Communication and Presentation Skills'

Following Training Programmes were organized during the Month of June, 2011

### A. Programs held at Regional Training Centre (RTC):

1. A workshop on 'Operation and Maintenance Pumps' and 'Maintenance of Electronic Equipment and Drive' was conducted for the technicians from June 13-15 and June 27-29 respectively.
2. Mr. D.V.Sharma - Director, Praxis-EL conducted a program on 'Business Communication and Presentation Skills' for 16 employees of Middle and Senior Management.
3. An 'Orientation to Cement Manufacturing Process' was held for 16 Marketing Executives from June 20 – June 24. The faculty included Mr. M.K. Kachhwaha, Mr. J.L. Sunar, Y.K. Mathur, Mr.L.N. Sharma, Mr. R.B.M.Tripathi, Mr. P.K Panwar, Mr. Jayant Malhotra, Mr. L.M. Gour, Mr. Mahendra Singh, Mr. Chetan Mishra, Mr. D.S.Paliwal (J.K. Cement) and Mr. B.S.Tiwari (Birla Cement).
4. A program on 'Selection, Operation and Maintenance of Industrial Fans' was organized for Engineers/Supervisors from June 23 – June 25. It was conducted by Mr. Jayant Malhotra, Mr. Rajesh Mathur and Mr. P.K. Panwar (J. K. Cement - Nimbahera) and Mr. R.B.M. Tripathi (J.K. Cement - Mangrol). A total of nine participants attended the same.

### B. In-house Programs

1. Thursday Forum: Weekly presentations were as follows :
  - 'DC DRIVE' by Mr. Kapil Yadav - Engineer (Instt.).
  - 'Rubber Belt Coveyor' by Mr. Manoj Vyas - Engineer (Mech.).
  - '5S & 3M' by Mr. Surendra Mohan Sharma - Asstt. Engineer (Instt.).
  - 'Modes of Gear Failure' by Mr. Umang Tyagi - G.E.T. (Mech.).
2. One day program on 'Workers Development' was organized which was attended by 16 workers from Process, Electrical, Instrument, and Mechanical departments of Nimbahera & Mangrol Plants. The main subjects of the program were – First Aid, Health & Hygiene, Safety in Hazardous Processes, Energy Conservation & Productivity Improvement. Dr. S.K. Chaudhary - Medical Officer, Mr. Ved Prakash Sogra - Asstt. Engineer (Mech.), Mr. C.P.S. Yadav - Manager (Electrical) & Mr. D S Paliwal - Sr. G.M. (Process) delivered lecture on the above subjects. The program concluded with feedback from the workers, followed by vote of thanks by Mr. S.K. Sharma from HR department.



## Induction Programme - Gotan

J.K. White Cement works - Gotan organised a Plant Induction Program for 14 marketing executives from all over the country during June 13 to June 16, 2011.

Mr. Rajeev Sharma – V.P. (Technical), Mr. CP Jhagdawat – V.P. (Commercial and Administration) and Mr. D.D. Khajwania - Head Planning welcomed and greeted the team in the opening meeting of the program.

Mr. Akshay Pratap Singh - Manager (HR) presented the company credentials, taking the participants through the journey of J.K. White and giving them a short brief of the plant and its various sections. Mr. Khajwania explained the basics of cement manufacturing and accompanied the team for a plant visit to exhibit the practical dynamics of cement manufacturing. Mr. K.N. Pandey took a session on the basics of cement explaining the history of cement and white cement, the manufacturing process of white cement, BIS specifications, specifications for cement testing procedures, quality parameters and uses and applications of white cement. Mr. Ajay Garg started the second day, explaining the functioning of the sales department. Later, Mr. Pandey – GM (Quality Control), who had been instrumental in the NABL accreditation, elucidated chemical characteristics of cement paint and took the group to Quality Control Lab wherein demonstrations of physical and non conventional testing of cement apart from other methods and techniques were made. The day ended with Mr. Rajpal Singh taking a session on the

basics of mosaic flooring including the raw material requirements, its flooring and grinding process and the comparison between traditional and designer flooring. The team was also taken to the school site and civil sites to exhibit mosaic flooring, sand spray and pre cast panels.

The next day, Mr. Khajwania took an awareness session on Quality Management Systems, its applicability and the importance in the contemporary industrial picture. Following the classroom session, the application of J.K. Wall Putty was exhibited to the group at the site by Mr. D.D. Purohit and Mr. A.K. Gautam who also explained the basics of J.K. Wall Putty, covering its requirements, paste preparations, applications and storage along with giving a brief of J.K. Water Proof. 2nd coat application was also demonstrated to the group at the site itself. The day ended with a session on General Insurance conducted by Mr. B.L. Aggarwal.

The training concluded with a meeting with Mr. B.K. Arora – President (Works) and Mr. Rajeev Sharma - V.P. (Technical) along with the respective heads of departments who had been faculties during the induction wherein the group members shared their experiences, concerns and suggestions towards improvement. The programme had been of immense help to the participants and they felt that the knowledge gained during their stay would enable them to efficiently address market queries and enhance customer satisfaction.



Induction Training at JKWC Gotan

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

New Joinees  
May-June 2011



Ms. Simi Chaudhary  
Executive Assistant  
to Managing Director  
Kanpur



Mr. Shailendra  
Devendra Jain  
Area Manager -  
South Grey Marketing,  
Mumbai



Mr. A.N. Murthy  
Area Manager -  
South Grey Marketing,  
Hyderabad



Mr. Shalabh Jain  
Assistant to  
Special Executive  
Delhi



Mr. Gopal Krishan  
Area Sales Manager -  
North Grey Marketing  
Bhatinda



Mr. Salamwadkar  
Kr. Babu  
Manager (Logistics) -  
South Grey Marketing  
Belgaum

# Viru & J.K. Super Cement – A Winning

**F**or the first time in the illustrious history of our Company, we have roped in a celebrity to endorse our Grey Cement brands. The Nawab of Najafgarh, the world's most formidable batsman Virender Sehwag will now play for Team J.K. Cement.

Sehwag was unanimously chosen to be the brand ambassador due to the perfect synergy between brand Viru and J.K. Super Cement. Both are known to be solid performers in their respective domains, smashing the opposition with their strength and consistency. Both J.K. Super Cement and Sehwag are associated with trust, uniqueness and stability built over many years, compelling the Nation to believe 'Vishwas hai, isme kuch khaas hai'.

Speaking on these developments in the Company, Mr. Nitish Chopra, Brand Manager, J.K. Cement Ltd. remarked, "Having

been in the industry for over 35 years, the company has built its credentials with a never say die attitude and a penchant for smashing challenges ruthlessly. That, when given a human persona, had to be a person who would be both experienced and aggressive and at the same time be both dependable and unique. Keeping this in mind, while deciding on our brand ambassador, Virender Sehwag was the obvious choice, to be the face of J.K. Cement."

Owing to Viru's busy cricketing calendar and his rigorous practice regime, getting dates for our upcoming campaign was a very big challenge. This multifaceted media campaign encompasses Print, Radio and Television the production of which was spread across two days amidst a lot of excitement, madness and mayhem.

The new TVC has been conceptualized keeping the brand virtues of J.K. Super Cement in mind and blending them seamlessly with Viru's strengths. The concept of this TVC revolves around outlandish situations wherein Viru or **Phodu** goes about his habit of smashing cricket balls so hard,

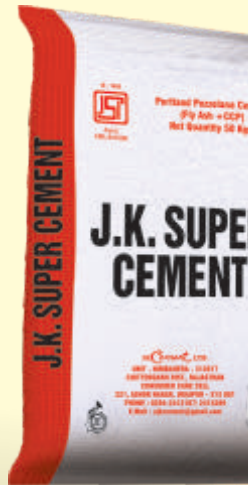
that the surroundings are under threat of getting completely decimated; thankfully, there's **Jodu** or J.K. Super Cement around, to keep buildings intact.

Speaking on his association with J.K. Cement, Viru said, "I'm happy to be associated with J.K. Cement a Company and Brand that puts a high



## Sehwag and J.K. Super Cement – uncommon traits!

- Both are solid performers in their respective domains.
- Both can smash their competition.
- Both have a track record of staying power and consistency.
- Both are proud sons of the soil. Literally!
- Both are experienced - J.K. Super Cement has been in the industry for over 35 years and Sehwag is also one of the most experienced cricketers on the Indian side
- Both compel the Nation to say "Vishwas hai, isme kuch khaas hai" as they are dependable and are unique in their own right.
- The colour red gets both going – cricket ball for Sehwag, the red on pack for J.K. Super Cement.

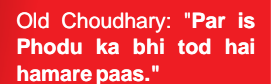
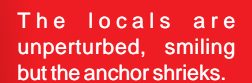
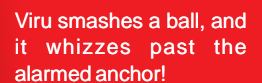
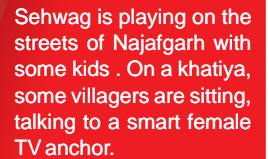


Branding Team - J.K. Cement Ltd., Basic4 Advertising and Chrome Productions at the making of the TVC



## The making of J.K. Super Cement TVC

We hope this exciting partnership will go a long way in taking the brand to new heights and further establishing the Company as a big hitter in the market place.



**Sehwag: "J.K. Super Cement – Vishwas hai, isme kuch khaas hai."**

## spotlight on Mr. B.K. Arora

(Excerpts from an interview with Mr. B.K. Arora, President – J.K. White Cement Works)



**Q1. Please share your most fond memory of your long association with J.K. Cement.**

I joined J.K. Cement Ltd. on 16th October 1975 as a Mechanical Engineer at Head Office, Kanpur with little skill of commercial matters. It was a very big challenge for me to carve my own space and identity in the midst of such great and intimidating personalities that I was working under. However, it was perhaps my family's commercial background and my technical qualification that guided me towards success. It was this 9 year

stint at Kanpur that has moulded me into the person I am today.

**Q2. Please shed some light on some of the milestones in your association with the Company.**

During 1977, Shri Yadupati Singhania asked a simple question "what new can be done in cement industry". I informed him that no white cement plant had been put up in the country in the last 30 years. It was immediately decided to initiate a project report on white cement and the seed of a new white cement plant was sown. The conception of the idea of setting up the white cement plant is the biggest milestone in my career.

**Q3. J.K. White Cement has been instrumental in changing the face of Gotan. Please let us know some of the initiatives that have been taken to make a difference in the lives of the people living in and around the Plant.**

We have taken significant initiatives since inception for the betterment of the lives of people living in and around the plant. Maximum thrust was given on education. LK Singhania Education Centre was set up in the year 1985 to cater to the needs of education in this region. Mrs. Sushma Arora started the school with 17 kids and today the same school is one of the prestigious residential schools recognized in the country. A lot of activities were undertaken to improve the living conditions of the villagers in our locality which includes construction of a dharamshala, roads, temples, a proper sanitation system, clean water supply, installation of RO Plant for residents of Gotan village etc.

**Q4. How has the journey been from setting up the Plant from scratch to bringing it to its current state of glory?**

The plant was commissioned in 1984 with an installed capacity of 100000 tons per annum. Setting up the plant in a remote area like Gotan was a big challenge. There were countless obstacles that came our way but every obstacle was converted into an opportunity based on sharp entrepreneurial managerial skills and timely action. Through continuous efforts towards development, we have tried to ensure that our employees are happy. We take pride in having the best infrastructure facilities at our campus. Today, Gotan is very vibrant culturally and socially.

**Q5. What are the plans in the pipeline for expansions / technological upgradations for J.K. White Cement Works?**

We have already devised a plan to upgrade our White Cement kiln production to 1400-1500 tons per day and putty production to 300000 tons per annum and both the projects are under implementation stage with an investment of Rs. 200 crores. Railway siding work is under progress which will improve the dispatch through CONCOR for White Cement as well as Grey Cement by wagons.

## spotlight on Mr. K.C. Gupta



Mr. Kailash Chand Gupta, the owner of Jagdamba Builders, Delhi is one of the Company's oldest stockists since 1986 who deal in both Grey and White Cement brands. Starting with a business in building materials, Mr. Gupta now successfully runs this enterprise along with his sons Mr. Manoj Gupta and Mr. Mohit Gupta. He has had a long and fruitful association with our organisation and we thought it would be fitting to have him share his views about the trade that he has excelled in over the years.

**Q1. What are your thoughts about the J.K. Cement culture and the people keeping in view your long association with the Company?**

We will shortly 'officially' be completing 25 years with J.K. Cement Ltd. It is our pleasure to be associated with such an organisation where its channel partners are valued and treated like family. Over these years, we have had the unstinting support of the Company and its people on all fronts.

**Q2. In your view, what is the importance of Grassroot Marketing?**

In my view, the presence of company officials in the market makes a lot of difference in terms of attending to customer complaints immediately and taking crucial decisions. Also organising events like Mason Meets and Dealer Meets brings the channel partners closer to the Company. Building relationships through grassroot marketing goes a long way in building a strong brand.

**Q3. What is the acceptability/perception of our White and Grey Cement brands?**

I would like to say that J.K. Cement is a trusted name in the marketplace. At present, the sale of J.K. Wall Putty from our counter is even overtaking the sale of White Cement, nevertheless both white and grey cement brands enjoy strong brand equity and are preferred the most by the customers. Most of all, J.K. Cement stands for goodwill, trust, dependability and quality. The goodwill enjoyed by J.K. Cement is unmatched. Also, the multimedia campaign of J.K. Cement Ltd, especially outdoor and TV ads have contributed to good visibility and high recall value of the brands.

**Q4. What according to you is the peculiarity of the Delhi Market?**

In Delhi, construction has become stagnant after the completion of airports & the Commonwealth Games. While, the NCR has shown a lot of promise for business opportunity, things will only start looking up in Delhi once some government projects come up.

**Q5. What message / suggestions would you like to give to the J.K. Cement family?**

We hope to keep growing alongside the Company and would like the coming generations of our family to take this fruitful association forward in the future. In my view, it is important for the Company to maintain close contact with the sub dealers and small retailers as well. Besides this, exclusive retailers must be awarded incentives.



## BUILDING LIVES

**"The human spirit is the strongest force there is. As long as our spirit remains unbroken, there is no defeat."**

*- Dr. Daisaku Ikeda*

Hardwork, sincerity and unwavering determination can help one challenge any adversity. Lalita Kanwar, the daughter of Kargil Martyr Raajbir Daan of village Indrapura of Nagaur District is a shy girl whose smile radiates warmth. She finds joy in simple things and yet her maturity and understanding of life amazes all. Hers is a story that is both inspiring and moving. Having lost her father at a young age, the Lala Kamlapat Singhanian Education Centre (LKSEC) family took her under its wing as a part of the Soldiers' Beneficiary Fund, established by the school that works towards educating the children of those who sacrificed their lives for the Nation. The fund was instituted with the contribution by J. K. White employees and LKSEC staff members. Under the fund, 12 students have been given free education so far and they have grown into independent and confident individuals.

This year, Lalita has topped the humanities stream and made both her family and the school proud. She not only excels in academics but is also good at sports, debating and painting.

Lalita is just one of the many students who have been guided and nurtured by LKSEC, Gotan. The school, dedicated to Late Lala Kamlapat Singhanian, the founding father of J.K. Organisation, is a true testament to the values that he upheld. He was a pioneer industrialist, an educationist and a philanthropist whose vision drives J.K. Cement's philosophy of serving the society. Lala Kamlapat Singhanian's legacy lives on today in the thousands of children that have benefited due to the many educational institutions that have been established by the organization.



Lalita Kanwar  
student of LKSEC

## DID YOU KNOW ???

### THE GLORY OF OUR PAST AND THE PRIDE OF OUR PRESENT – VICTORY TOWER, CHITTORGARH

Not many of us know the historical significance of 'Vijay Stambh', the trademark of J.K. Cement Ltd.'s Grey Cement products, which is a magnificent illustration of Indian heritage and architecture.

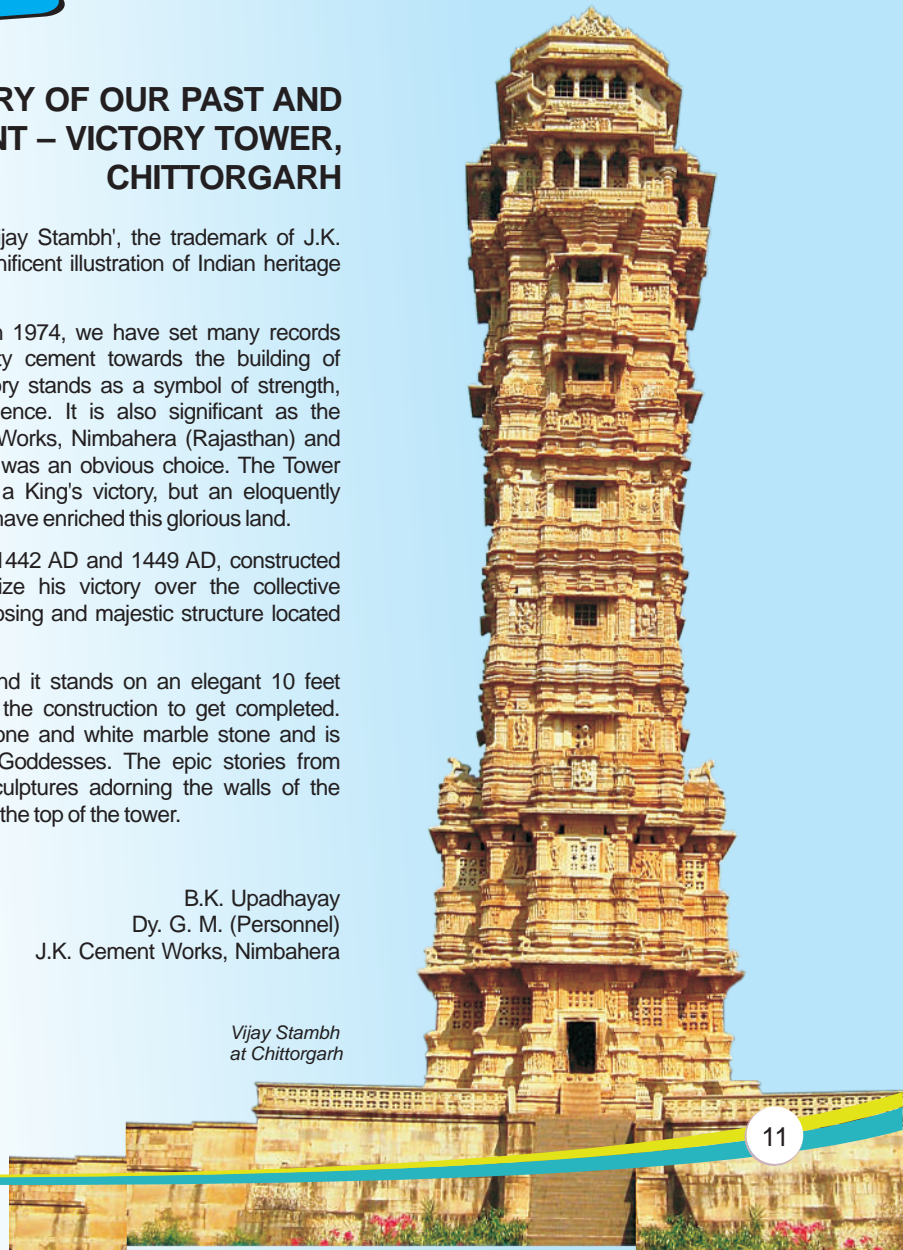
Since the beginning of our 'journey towards victory' in 1974, we have set many records of excellence in producing and providing high quality cement towards the building of our great Nation. This great edifice i.e. Tower of Victory stands as a symbol of strength, stability, beauty and man's eternal search for excellence. It is also significant as the Tower of Victory is in close proximity to J.K. Cement Works, Nimbahera (Rajasthan) and selecting it as the face of our Grey Cement products, was an obvious choice. The Tower of Victory is not only a monument built to celebrate a King's victory, but an eloquently silent tribute to the nameless artisans whose endeavors have enriched this glorious land.

Rana Kumbha who was the ruler of Mewar between 1442 AD and 1449 AD, constructed the Vijay Stambh or 'Tower of Victory' to immortalize his victory over the collective armies of Malwa and Gujarat. Vijay Stambh is an imposing and majestic structure located in the Chittorgarh Fort at Rajasthan.

This gigantic tower with 9 floors is 37 metres high and it stands on an elegant 10 feet high pedestal. It is believed that it took 10 years for the construction to get completed. The structure is built in amalgamation of red sand stone and white marble stone and is enriched by numerous images of Hindu Gods and Goddesses. The epic stories from Ramayana and Mahabharata are depicted on the sculptures adorning the walls of the tower. One can get a beautiful view of the whole city from the top of the tower.

B.K. Upadhayay  
Dy. G. M. (Personnel)  
J.K. Cement Works, Nimbahera

Vijay Stambh  
at Chittorgarh



## Events & Exhibitions

### P.A.S. Cochin



Product Application Seminar at Cochin

### P.A.S. Kolhapur



Mr. Nitant Shah - GM (CTS) & other company executive at a product application seminar organised at Kolhapur on 1st June, 2011

### P.A.S. Karnal



Product Application Seminar organised at Tarori, Karnal

### Exhibition - Lucknow



Company Executives at the Exhibition organised by Silver Star Marketing at Lucknow

### Interior & Furniture Expo 2011- Nagpur



Interior & Furniture Expo 2011 organised at Nagpur from 20th to 23rd September

### Exhibition - Coimbatore



J.K. Cement Stall setup during the exhibition organised by Fair Tech Exhibition & Events at Coimbatore from 16th - 19th June, 2011

## Kavi Sammelan at Chittorgarh Fort Co-Sponsored by J.K.Cement Ltd.

A Kavi Sammelan was organised on the occasion of Maharana Pratap Jayanti (Shaurya Divas) on 4th June, 2011, at the Veer Bhumi (Chittorgarh Fort) in fond memory of Maharana Pratap. In the history of India, this name has always stood for qualities like valour, bravery, sacrifice and martyrdom. Many brave warriors like Bappa Rawal, Rana Hamir, Rana Sanga were born into the Sisodiya family of Mewar and were given the title of 'Rana' but the title of 'Maharana' was only bestowed on Pratap Singh.

The programme was organized by Municipal Board of Chittorgarh which

was co-sponsored by J.K. Cement Ltd. with ETV Channel Rajasthan & Sunahara Rajasthan Newspaper.



Guests, dignitaries and poets at the event

Renowned poets from across the country mesmerized the audience with their beautiful creations.



Chief Guest & MP - Smt. Girija Vyas addressing the gathering at Kavi Sammelan



## Seeding the KOSMOS!!!

GHSIMR'S Management Fest - KOSMOS

In the era of the 'knowledge economy' where corporate growth has been replaced by corporate sustainability and value addition, KOSMOS was conceptualised to offer a world of opportunities to the future corporate leaders.

KOSMOS – Gaur Hari Singhania Institute of Management & Research's (GHSIMR) Management Fest is a fine blend of management games, sports and cultural activities that attempts to explore the youth's creativity and analytical ability through a potpourri of academic management challenges including HR, IT, Marketing, Finance and Corporate Social Responsibility.

The fest commenced with 'KOSMOTHON' - a marathon which saw the participation of more than 500 runners of all ages and



'PANACHE' - The Fashion Show Competition at KOSMOS

professions from Kanpur. This was followed by a series of exciting management games and 'PANACHE'— The Fashion Show Competition which was the highlight of the fest. The two day extravaganza witnessed a gathering of around 350 students from Kanpur, Delhi and Lucknow.

The conclusion of KOSMOS was as grand as its inauguration. A musical extravaganza by Rock Band Euphoria enthralled the audience of more than 5000 music enthusiasts.

GHSIMR picked the trophy for the best overall performance. The zeal and fervour of the event added to the spectacle and will be remembered by one and all in the times to come.



Rock Band - Euphoria performing at the fest

## International Management Conference 2011 'Global Business Horizons - Challenges and Opportunities' in association with GBMF (USA)

Dr. Gaur Hari Singhania Institute of Management and Research added yet another feather to its cap by hosting a 2-day International Management Conference on 'Global Business Horizons - Challenges and Opportunities' in association with Global Business and Management Forum (GBMF, USA). The conference saw participants from ten institutions presenting research papers in four technical sessions.



From L to R Prof. Somil Mishra, Dr. Gour C. Saha, Dr. Jane Harrington, Dr. Ram B. Misra, Dr. Fiona Jordan, Prof. Rajendra S. Shirole & Prof. Prithvi Yadav

Inauguration of the Conference : (Sitting from Left to Right) Dr. Fiona Jordan, PG Scheme Director, Bristol Business School, University of the West of England. Dr. Jane Harrington, Pro Vice-Chancellor & Executive Dean of the Bristol Business School, U.K. Prof. Prithvi Yadav, Dr. Gaur Hari Singhania Institute of Management & Research, Kanpur.



## Biz Buzz - 2011

TiE (The Indus Entrepreneurs) has been organizing Biz Buzz- a business plan competition for the past three years. The mission of Biz Buzz is to foster entrepreneurship globally through mentoring, networking, and nurturing the next generation of entrepreneurs. The 3rd Bizz-Buzz was recently held in association with GHS-IMR in its premises.

A panel of experts deliberated on Entrepreneurship: "The New Ways for Start Up", sharing their valuable opinions on developing entrepreneurship including identifying the right opportunities, convincing others about your ideas, besides believing in and backing the idea till the goal is accomplished.



Biz Buzz - 2011



## Annual Day Celebrations at L K Singhania Education Centre, Gotan

L K Singhania Education Centre, Gotan celebrated its Annual Day with great vigour and enthusiasm. As a part of the events organized for the day, a collage of innovative and radical ideas was displayed in an exhibition put up by various departments of the school. The exhibition was inaugurated by the Chief Guest, Mr. Tarun Kant - Senior Scientist, Arid Forest Research Institute, Jodhpur.

Mr. Kant appreciated the efforts of the students and faculty in making the science and arts & craft exhibitions successful. He also attended the presentations made by the students on subjects such as 'Youth and the Power of Voting', 'Wildlife Conservation' and 'Save Tigers'.

In the evening, the proceedings started with the arrival of the Chief Guest Mr. Rahul Dev, popular T.V Anchor, Analyst and Chief Editor of 'Aaj Samaj'. Along with the Chief Guest were notable dignitaries including Guest of Honour Dr. Meena Sharma, popular anchor of Sahara channel and Mr. Shripal Singh Shaktavat, in-



Mr. R.C. Joshi - Principal (LKSEC) felicitating the Chief Guest - Mr. Rahul Dev

charge of P7 TV Rajasthan who was another special guest.

The school choir performed a self-composition and the Saraswati Vandana followed by a performance by the school orchestra. It was truly a musical treat for all.

Mr. R.C. Joshi (Principal - LKSEC) then took the stage and briefed all present about the achievements of the students in both academics and extra - curricular activities for

the year gone by. He expressed his gratitude towards Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - V.P. (LKSEC) for their unstinting support and also thanked the Chief Guest for his benign presence. The meritorious students of the year were then awarded by the Chief Guest and the Guest of Honour.

Mr. Rahul Dev, along with Dr. Meena Sharma and Mr. Shripal Singh Shaktavat unveiled the school magazine 'Creations-2011'. The Principal presented a memento to the Chief Guest as a token of gratitude on behalf of the LKSEC family.

The programme culminated with a skit on the theme 'Corruption' and the National anthem.

LKSEC has always had a reputation for putting up grand functions and yet again, they managed to live up to the expectations of all present and left an indelible impression on the minds of the participating students, their families and other guests.



**L K Singhania Education Centre, Gotan**  
**Welcomes You**

Series of events & competitions organised on Annual Day.



**Off Site**

Stockists Tour to Thailand



Company Executives & Stockists in Thailand for the Stockists Tour organised from 31st May to 3rd June, 2011



## Stockist's Corner



### SDA Ambala



Mr. Pankaj Basra - Sr. Mgr. (Marketing) at the Stockist and Dealer Awareness Programme organised for the dealers of Ambala on 19th May, 2011

### SDA Sonapat



Mr. Dinesh Jain - Sales Promoter (Sonapat), Mr. R.K. Jha - Sr. Mgr -CTS, Mr. Sunil Kulshrestha - Depot Incharge (Sonapat) and Mr. Pankaj Basra - Sr. Mgr (Mktg) at the Stockist and Dealer Awareness Programme at Sonapat on 27th May, 2011

### Retailers Meet-Trivandrum



Mr. A.L. Sundararajan - G.M. (Marketing-South) and other company executives at the Retailers Meet organised at Trivandrum

### SDA Bhilwara



Stockists and Dealer Awareness Programme at Bhilwara

## Corporate Social Responsibility

### Blood Donation Camp-Gotan



Mr. B.K. Arora inaugurating the Blood Donation Camp

A Blood donation camp was organised at J.K. White Cement Works, Gotan in the memory of Late Sir Padampat Singhania. A large number of employees of J.K. White Cement works participated and supported the noble cause. Mr. BK Arora – President (Works) along with Dr. Mahendra Singh Sankhla from the Blood Bank of Mahatma Gandhi Hospital of Jodhpur inaugurated the camp with a lamp lighting ceremony. Mr. C.P. Jhagdawat – V.P. (Commercial and Administration), Mr.

Rajeev Sharma – V.P. (Technical), Mr P.C. Jain – V.P. (Accounts), Mr. DD Khajwania - Sr GM (Planning) and Mr. Raj Pal Singh - Sr. GM (Civil) were also present on the occasion.

While addressing the participants, Mr. Arora said that blood donation is the highest and the truest service to humanity, and can be instrumental in giving a new life to the needy. He further highlighted that the organisation has tried to keep alive the spirit of service to mankind which was propagated by its founders like Sir Padampat Singhania, who being a philanthropist, constructed various schools, universities, hospitals etc. contributing to the educational development and well-being of the Nation.



Blood Donation Camp at Gotan

### Friends for Sight-GHSIMR

R.K. Devi Eye Research Institute in association with Dr. Gaur Hari Singhania Institute of Management and Research hosted a grand inauguration of Friends for Sight 'International Volunteers Time Bank' project, a global initiative of service minded people towards poor and needy eye patients, at Lajpat Bhawan. Director, GHSIMR took the initiative to adopt two schools of Kanpur where students of GHSIMR will work for their betterment and spread awareness about eye-care. This mission is supported by prestigious institutions of the city, retired senior citizens, students and a non-profit organisation - PRAYAS.



Shri Yadupati Singhania - M.D. (J.K. Cement Ltd.) inaugurating the event



Volunteers at the event



## PAVE A GREENER PATH



# WORLD

## Environment Day

### Celebrations

J.K. Cement family celebrated 'World Environment Day', across its plants with a commitment to spread awareness about environment conservation and to contribute towards this noble cause.



Tree plantation initiatives at Gotan

#### GOTAN

Mr. B.K. Arora - President (Works) inaugurated the celebrations by planting a tree in the Power Plant campus of J.K. White Cement. This was followed by plantation of more trees in the plant premises. A total of 101 trees were planted during the program by the employees. Mr. Arora highlighted that commitment towards efforts such as environment and resource conservation, sustainability, re-use/re-cycle/reduce and waste management are the need of the hour.



Mr. B.K. Arora - President (Works), Mr. C.P. Jhagdawat - V.P. (Commercial & Administration), Mr. Rajeev Sharma - V.P. (Technical) and Mr. Raj Pal Singh - GM (Civil) along with other senior officials at the World Environment Day celebrations, Gotan.

#### MUDDAPUR

Mr. Kailash Nath - Director, Mr. S. Khan - Unit Head and other executives of the Company inaugurated the event by participating in a series of tree plantations.

On the occasion, a slogan & quiz competition for the employees was organized. Also, a painting competition was conducted for the students of Halki School.



Mr. S. Khan - Unit Head (Muddapur) awarding a winner

#### NIMBAHERA

The J.K. Power Plant family marked the celebrations with tree plantations. During his speech, Mr. A.B. Singh - Advisor said that the importance of this day is indicated by the fact that it is celebrated all over the world with a lot of zeal and enthusiasm. He remarked "development without destruction is what should be aimed for, for the well being of our future generations. Towards the same, regular tree plantations, proper use of water, land and fertilizers is essential". Mr. A.C. Mathur - A.V.P. (T.P.) also delivered a speech on the importance of environment conservation.



Mr. A.B. Singh - Advisor & other company officials during tree plantation in Nimbaheera

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