



JK spotlight

July-August 2011 Volume : 1

J.K. Cement Ltd. salutes the architects of a better tomorrow

20th
Architect of
the year
Awards



Winners & Participants at the 20th AYA

Amidst much fanfare, the 20th Architect of the Year Awards, organised by J.K. Cement Ltd., was held in Goa on 27th August, 2011. Awarding the architects of a better tomorrow, the Gala Event was a great success for the Company and appreciated immensely by the industry.

Highlights

AYA Awards 2011 -
Goa



Independence
Day
Celebrations



Inauguration of Recreation Centre - Muddapur



Mr. Khan (Plant Head - Muddapur) & Mrs. Khan inaugurating the Recreation Centre at Padam Nagar Colony on 31st July 2011



The Recreation Centre at Muddapur

Opening of Healthcare Centre - Muddapur



Mrs. & Mr. Khan inaugurating the Health Care Centre at Muddapur on 10th July



The Health Care Centre at Padam Nagar Colony - J.K. Cement Works, Muddapur

Inauguration of a new building for J.K. Centre for Technician Training



Mr. R.G. Bagla - Group Executive President - J.K. Cement Ltd. arriving for the inauguration



Mr. Lalit Khanna - Head of Operations being welcomed. Also seen is Mr. A.K. Saraogi - President - CA & CFO

Opening of Zonal Office at Kanpur



J.K. White Cement Works, Zonal Office (U.P. & UTR.), Kanpur



Mr. Rajeev Kumar - GM (Marketing) & S.K. Mishra - Dy. Manager (Marketing) performing pooja on the occasion



Mr. A.K. Saraogi - President - CA & CFO inaugurating the new zonal office of White Cement Marketing.

FROM THE

editor's DESK

Dear colleagues and friends,

The last two months have been quite eventful and action packed for the J.K. Cement family and I have much to share with you.

The focus in this issue is on the recently held AYA Awards in picturesque Goa. Having completed 2 decades this year, the award is our Company's resolute commitment to commemorating and celebrating excellence in the field of architecture. Since last year, we have focused special attention on the frontrunners of green architecture.

The nation's 65th Independence Day was celebrated with much enthusiasm and a deep sense of harmony across the various divisions of the Company. We are a proud Indian enterprise and our commitment to a better India permeates every level of our organization.

In this issue, the spotlight is on Mr. R.C. Shukla - President, Grey Cement - Marketing, who has been an integral part of the J.K. family for many years, valued by one and all for his sincerity and dedication and Mr. Dhanya Kumar Ramchand Shah, owner of M/s Ratnatreya Traders, who has recently joined forces with us; I hope his association with the company will take us both a long way in business.

When we sought your contributions in the September issue of Spotlight, little had we imagined that Spotlight would emerge as such a genuine and stimulating platform for your creative expression. And, that the J.K. Cement family is buzzing with such a vast pool of budding writers and innovative thinkers! Keep your creative juices flowing...

Once again, I urge you all to come forward with your inputs and contributions, in order to make Spotlight a veritable voice of the entire J.K. Cement family.

Best regards,



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



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Celebrations

INDEPENDENCE DAY CELEBRATIONS

Freedom. It's such a simple word. And yet, such an amazingly precious gift to have. Today's India, 65 years removed from the clutches of the Raj, is a bustling melting pot of opportunities and ideas for a better tomorrow. And at J.K. Cement, this vibrant spirit of independence created a mesmerising aura of jubilation and celebration, in many forms at our various centres.



Mr. B.K. Arora - President (Works) felicitating an employee for 25 years of association

On this occasion, Mr. Arora felicitated Mr. Veer Pratap Singh (Deputy Manager- Sales), Mr. P K Singh Deputy Manager (Horticulture), Mr. R K Saxena - Deputy Manager (Accounts), Mr. Pramod Kumar - Sr. Process Controller (Raw Mill), Mr. Bhogendra Singh Attendant (Raw Mill), Mr. A P Shukla - Mechanic (Instrument) and Mr. P. Vibhakar - Mechanic (Instrument) for completing 25 years of association with the Organization.

Gotan

The employees of J.K. Cement Works and J.K. White Cement Works along with the employees and students of LKSEC celebrated the 65th Independence Day with great enthusiasm and patriotic fervour. Mr. B.K. Arora - President (Works) hoisted the Indian tricolour and saluted the parade of security staff and the students of LKSEC.

Mr. C.P. Jhagdawat - V.P. (Commercial & Admin.) in his address emphasized the significance of the day in Indian history and also highlighted that the J.K. team has unceasingly put in diligent efforts to realize the dreams of our visionary leader Shri Yadupati Singhania. Mr. Jhagdawat expressed gratitude to the employees of the factory and school who had contributed to the institution's progress through their impassioned and altruistic endeavours.



Students of LKSEC with the National Flag

Muddapur

Independence Day was celebrated at J.K. Cement Works, Muddapur with great ardour. The National Flag was hoisted by Mr. S. Khan - Plant Head. In his address, he appreciated the sincere and dedicated services put in by all employees for the progress of the Company. Mr. Kailash Nath - Advisor, also graced the occasion.



Mr. S. Khan inspecting the Guard of Honour at Muddapur Plant

Nimbahera, Mangrol & Bamania

On this occasion, Mr. D. Ravisankar - President (Works) and Chief Guest at the celebration hoisted the National flag in the factory premises which was followed by the National Anthem. Speaking on the occasion, he extended warm greetings & well wishes to all present. Security personnel of DISDA were honoured by Mr. Ravisankar and awarded for rendering exemplary service.

Celebrations were also conducted at J.K. Cement Works, Mangrol. Mr. S.K. Rathore - Asstt. Vice President (O & M) unfurled



Mr. D. Ravisankar honouring a security personnel



Flag Hoisting on the occasion

the National flag in the presence of employees. In his speech, he reminded all present of the great sacrifice of the freedom fighters and motivated all to contribute in their own way towards development. J.K. Power family also celebrated the day with great enthusiasm.

Janmashtami Celebrations

Kanpur



Dr. Gaur Hari Singhania - Chairman (J.K. Cement Ltd.) and Shri. Yadupati Singhania - MD & CEO (J.K. Cement Ltd.) on the occasion of Janmashtami at Shri Radhakrishna Temple, Kanpur



Nimbahera

The J.K. Cement family celebrated Krishna Janmashtami with great reverence and faith. On this occasion, Shri Radhakrishna Temple situated in the Company premises was decorated beautifully with coloured flags, flowers and electric lighting. The idols of Lord Krishna, Goddess Radha, Lord Hanuman and Lord Yadureshwara Mahadev (Shiva Panchayatan) were embellished with jewels and clothes.

Devotees from nearby places thronged to the temple to seek the blessings of the Almighty. They also witnessed an exhibition on the life and actions of Lord Krishna which was arranged by J.K. Officers' Club and Ladies Club 'Surbhi'. Shri Madhavkrishna Singhania - Special Executive, J.K. Cement Ltd. performed the pooja in the presence of Mr. D. Ravisankar - President (Works), Sr. Executives of the Company and countless devotees.

Janmashtami was also celebrated at Padam Vidya Vihar with great devotion. On this occasion, a fancy dress competition was organized in which the tiny tots participated with great joy. The students also performed a dance drama based on Lord Krishna's life.



Children at Padam Vidya Vihar dressed as Lord Krishna



Shri Madhavkrishna Singhania - Special Executive during the pooja

Annual Murti Sthapna function at Baba Ramdasji Shyamdasji Samadhi Sthal - Gotan

Situated on the outskirts of Gotan is the Samadhi Sthal or Shrine of Baba Ramdasji Shyamdasji. The old and famous shrine is a symbol of immense faith for the locals of the area. J.K. White Cement renovated the Samadhi's temple a few years ago.

As done annually, a Satsang and Ratri Jagran were organized at the samadhi sthal on 16th and 17th July. A havan pooja (yagya) and Maha Prasad (langar) was also organised for all the devotees who visited the temple.

On 16th night the Sunder Kand Path was conducted by the pandits from Merta city along with ladies' club members, villagers and the Company officials including Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - Vice President, L. K. Singhania Education Centre, Gotan.



Devotees at the Radhakrishna Temple

People Power

TRAINING & DEVELOPMENT ACTIVITIES – Regional Training Centre (RTC) Nimbahera

Following Training Programmes were conducted during the Month of July 2011

A. Regional Training Centre (RTC) Programmes

S. No.	Course Title	Target Group	Period
1.	Environment Management System & Environmental Laws	Managers / Engineers	Jul 05 - 06
2.	Maintenance & Repair of Ball Mills and Vertical Roller Mills	Technicians (Fitters / Mechanics)	Jul 07 - 09
3.	Raw Mix Design & Optimization	Engineers / Supervisors	Jul 13 -15
4.	Creativity and Problem Solving Techniques	Frontline Mgt. / Middle Mgt.	Jul 18 -19
5.	Operation & Maintenance of Lubrication System in Industry	Engineers / Supervisors	Jul 20 -22
6.	Electrical Relay Management	Engineers / Supervisors	Jul 27 -29

1. A two days workshop on 'Creativity & Problem Solving Techniques' was held at RTC for the executives of J.K. Cement at the position of Asst. Engineers/Officers/Managers/Sr. Managers. The program was conducted by Mr. M.B.S. Sastry who has 40 years of experience in Human Resources Development in Government/Public and Private Sector Industries in different capacities and is a qualified lead assessor for ISO 9001, ISO 14001 & OHSAS 18001. He is the Principal Advisor at Human Potential Development Centre headquartered at Kolkata. Sixteen participants from Nimbahera, Mangrol & Bamania plants attended the program that was organized by Mr. Shailendra Sharma - Asst. Manager, RTC.

? 'An Overview of PLC Operated EOT' by Mr. Anshul Sharma - G.E.T. (Instt.) on 21 July.

2. One day in-house program on 'Workers Development' was organized on 22 July that was attended by workers from Process, Electrical, Instrument and Mechanical departments of Nimbahera Plant. The program covered topics such as IMS Awareness among workers, Financial Planning & Savings for workers, Personality & Self Development and House Keeping & Discipline on shop floor. Mr. S.N. Gaur - Sr. Manager (Process), Mr. G.C. Jain - Sr. Manager (Accounts) and Mr. Ashwini Jain - Sr. Manager (Civil) delivered the lectures on the respective subjects. The program concluded with feedback from the workers, followed by vote of thanks by Mr. S.K. Sharma of HR department.

B. In House Programs:

1. Thursday Forum:

Weekly presentations were as follows: -

? 'Energy Conservation' by Mr. C.P. Khandelwal - Asst. Engineer (Elect.) on 30 June.

? 'Electrical Switch Gear Equipment' by Mr. Jeewan Lal Prajapat - G.E.T. (Elect.) on 14 July.



Presentation on 'Energy Conservation' by Mr. C.P. Khandelwal



Mr. S.N. Gaur briefing the participants about IMS awareness tips during Workers Development Programme

Following Training Programmes were conducted during the month of August 2011.

A. Management Program on Achievement Motivation

A two days management program was conducted for 'Achievement Motivation' for Frontline /Middle Management. Fourteen participants from Northern Region cement plants attended the program. Mr. AS Yadav - Amar HR Consultants, Bhiwadi was the faculty for the program which was highly appreciated by the participants.

B. Program on Welding Techniques Including Special Welding

A three days training program on 'Welding Techniques Including Special Welding' for Technicians was organized

from August 03-05. Eleven participants from different cement companies of the region attended the program where various practical problems and case studies were discussed.

The faculty for the program was Mr. Y. K. Mathur - G.M. (Mech.), Mr. Surendra Singh, Mr. Rajesh Soni and Mr. Jayant Biswas - ESAB India Ltd. Mr. R P Singh - Sr. General Manager (HR & RTC) chaired the valedictory session of the program.

C. An Advance Program on Variable Speed A C Drives and V M Drives in Cement Industry

A two days training program on 'An Advance Program on Variable Speed AC Drives and V M Drives in Cement Industry'

was organised on August 10 - 11 for Managers / Engineers. Fifteen participants from Birla Cement Works, Aditya Cement, Shree Cement, J.K. Cement Works - Nimbahera/Mangrol and Vikram Cement of the region attended the program.



Participants of Hindustan Zinc Ltd. during a training programme



Faculty and participants of 'Achievement Motivation' programme

D. Management Program on Managerial Effectiveness

A two days management program on 'Managerial Effectiveness' for Frontline/Middle Management was organized from August 19 - 20. Sixteen participants from J.K. Cement Works, Nimbahera and Mangrol attended the program.

Dr. S K Saxena, Faculty of Management Studies, Udaipur and Mr. M. L. Barber, Management Consultants, Udaipur conducted the program.

YOGA CAMP



Mr. S. Khan - Plant Head (Muddapur) and residents of Padam Nagar Colony at a yoga session

The benefits of Yoga are far-reaching. Not only does yoga help relieve stress, it brings a sense of well-being to our life as well. Keeping the above in mind, a yoga camp by Dr. S.G. Hiremath, Yogacharya, a great exponent of Yoga and an accomplished Ayurveda Physician was organized for the residents of Padam Nagar Colony from 5th July to 19th July, 2011. All the residents participated wholeheartedly and found the sessions very useful.

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

New Joinees
July - August 2011



Mr. Gopal Shanker Puri
Manager (Logistics)
South Grey Marketing
Muddapur



Mr. Arun Kumar
Chief Security Officer
Delhi

* Manager level & above only.

J.K. Cement's 20th Architect of

The most coveted and much awaited, Architect of the Year Awards 2011 was organized by J.K. Cement Ltd. on August 27th, 2011 at Cidade de Goa. Hon'ble Chief Minister of Goa, Shri Digambar Kamat graced the occasion as the Chief Guest and the Guest of Honour for the event was Mr. Churchill Alemao - Minister of PWD Rural Development, Science and Technology.



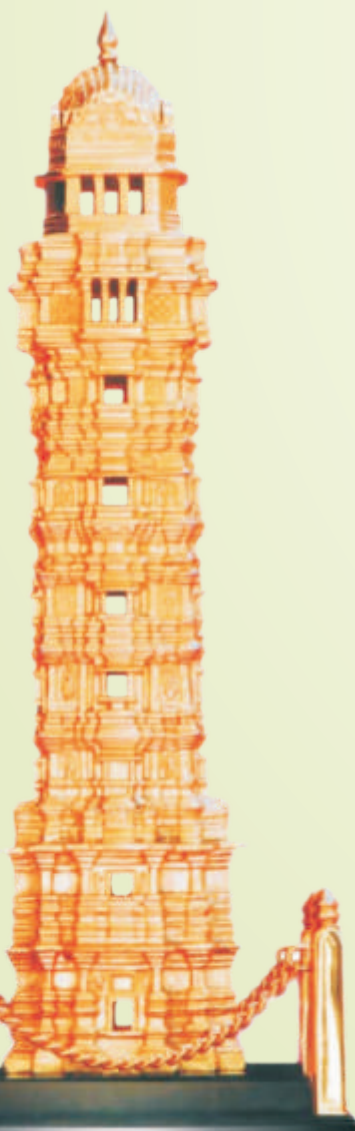
Chairman's Award being presented to Arch. K.R. Jaisim. Also seen are Shri Madhavkrishna Singhania – Special Executive (J.K. Cement Ltd.), Hon'ble Chief Minister of Goa - Mr. Digambar Kamat, Guest of Honour - Mr. Churchill Alemao - Minister of PWD Rural Development, Science and Technology, Shri Raghavpat Singhania – Special Executive (J.K. Cement Ltd.) and Jury Member – Arch. Sharukh Mistry



ARCHITECT OF THE YEAR - Chandavarkar & Thacker Architects Pvt. Ltd.

The 14 recipients of the sparkling golden trophy were selected out of the 206 entries through careful examination and scrutiny of the projects by an esteemed jury after intense debates and deliberations. The jury was chaired by Shri Yadupati Singhania, Managing Director of J.K. Cement Ltd. The other jury members included senior professionals from the Indian architectural community such as Ar. Ajay Sharma, Ar. Ashanka Sarmah, Ar. Sharukh Mistry, Mr. M.P. Rawal - Administrator (AYA) and others.

J.K. Cement Ltd., a pioneer in felicitating outstanding contribution of architects, added yet another feather to its cap this year by expanding its categories to include 'Green Architect of the Year Award' - an award meant to applaud initiatives that promote environment friendliness



Architect of the Year Award



the Year Awards

Cover Story

AYA in the News

and sustainability in construction. The winner in this category was announced as Ar. Madhav Joshi for his project titled 'The Heritage School' Pune campus, the architecture of which has been termed as "Ethno Modern Architecture".

Speaking on the success of the award ceremony, Shri Yadupati Singhania - Managing Director, J.K. Cement Ltd cited, "I would like to heartily congratulate each one of the award winners who truly deserve every bit of adulation coming their way for further raising the bar in architecture standards in India. Our association with awarding architects for over two decades has made AYA amongst the most credible recognition in the architecture industry. This year, the Green Architect of the Year category received a wonderful response. We look forward to greater success in these awards, in the years to come."

This year, AYA has yet again lived up to its legacy of awarding excellence and helped pave the way for a better tomorrow.



Team J.K. Cement

spotlight on Mr. R.C. Shukla

(Excerpts from an interview with Mr. R.C. Shukla, President - Marketing, Grey Cement)



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

I joined the organization in the year 1977 and since then, it has been a very fulfilling journey for me. An instance that is clearly etched in my mind is the dealers conference that I helped organize on 20th Jan, 1985

when I was the Area Manager for Gurgaon.

Our MD, Shri Yadupati Singhaniaji chaired the meeting and I was elated to share the same dias with him. However, I was very nervous about addressing the participants in his presence. Also, it was my first attempt at public speaking. Eventually I managed to successfully do the task at hand which greatly boosted my self confidence. MD Sir also commented that I was a natural. This was a turning point in my career and I never looked back.

Q2. Please shed some light on the most important milestone in your association with the company.

My biggest achievement was establishing the Haryana market for Grey Cement. During my tenure, I developed a strong dealer network which was intimidating for other cement giants.

Q3. How according to you will the partnership between J.K. Super Cement & Virender Sehwag create a better brand salience?

I see this association strengthening the brand equity for J.K. Super Cement. We should encash this opportunity and conduct below the line activities such as dealer meets and other ground activation events to get better brand loyalty.

Q4. You are known for your great sense of humour and witty anecdotes. How has this helped you climb the ladder of success in your professional and personal life?

Humour helps one destress. I make sure that wherever I am, the atmosphere is always light. This helps me communicate better with my subordinates and business associates. In my opinion tension greatly reduces efficiency and leads to irrational decisions. I always keep tension at bay and try to put my humorous spin on almost all situations. Over the years the practice of yoga and pranayam has also helped me to maintain a positive disposition.

spotlight on

Mr. Dhanya Kumar Ramchand Shah



Mr. Dhanya Kumar Ramchand Shah of M/s Ratnatreya Traders is a recent addition to the J.K. Cement family. An exclusive dealer of J.K. Cement, he became a stockist for Grey Cement in the south market in 2009. He has 22 sub dealers and is one of the best performers in the market. We thought it would be fitting to have him share his views about his foray in cement trade and his experience with the Company thus far.

Q1. Considering the fact that South is a relatively new foray for J.K. in Grey Cement, how has your experience been thus far?

J.K. Cement enjoys a strong brand name throughout the country. When I found out that the Company is entering the South market, I felt that I should be associated with them in one way or another. Hence, I took the cement dealership at the first opportunity I got.

J.K.'s Grey Cement Brand is relatively new to this market and hence initially we faced stiff competition from existing players and huge entry barriers were erected in our way which led to a rather delayed acceptance of our Brand. Today, J.K. Cement has been able to change perceptions of customers and has proved its mettle both in terms of quality and service. This battle in the market has been memorable for not only the J.K. Cement staff, but also for me.

Q2 What are your thoughts about the J.K. Cement culture and the people?

I appreciate the organisation culture. Even though I am rather new to the cement trade, I have received the unstinting support from the Company in all areas. An open channel of communication, co-operation, planning, conducting marketing activities are some of the core competencies of the Company. I am proud to be a part of the J.K. Cement family.

Q3. What is your Golden Mantra for achieving success in Marketing?

Our golden mantra for achieving success is timely service, making material available at site as and when it is required, developing and nurturing a good sub-dealer network and improving the overall spread and penetration of our distribution.

Q4. What are the unique challenges that you have had to face in promoting our brand? How did you overcome them?

In the beginning there was a lot of misinformation that was spread in the market against the Company. There were rumours spread about poor quality, credibility, etc. All of it was completely baseless but it did give us a minor setback. It took a lot of aggressive efforts at the grass-root level and extensive customer education which helped us in bouncing back. The Company went all the way to the taluka level and conducted various meets etc. to create brand acceptance.

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

The Company has a strong brand identity in the marketplace. We extend our best wishes to the team and are sure that this association will grow and flourish.

Events & Exhibitions

PAS Jagadhari



Mr. R. K. Jha - Sr. Manager (CTS) and other CTS Executives at the PAS organised at Jagadhari

PAS Vita



Mr. Swapnil Mene (CTS) (3rd from left) and other company executives at the product application seminar

PAS - Tumkur



Mr. K. Sudhindra - Zonal Head (South Karnataka) lighting the lamp at the PAS organised at Tumkur on 20th July. Also seen in the picture are Mr. Jagannath - DMO Tumkur, Mr. Ramamurthy - President (ACCE), Mr. Prakash- Dealer, Dhanalakshmi Hardware, Mr. Nitant Shah - GM (CTS) and Mr. P.S. Punneshetty (CTS)

Mason's Technical Workshop - Shivour



Mr. Pravin M. Pahurkar (CTS) addressing the participants at the event.

Furniture & Interior Expo - Nagpur



Company Executives at the Furniture & Interior Expo 2011 organised at Nagpur

Launch of J.K. Supreme Cement - Mysore



Mr. Jayasimha (CTS) lighting the lamp at the launch of J.K. Supreme Cement

GET TOGETHER ON FRIENDSHIP DAY - Nimbahera

Friendship is one of the most cherished relationships in the world. Fun and frolic marked friendship day celebrations at Nimbahera. A get-together was organized jointly by J.K. Officers Club, Nimbahera & Mangrol on 7th August at the plant. Interesting games like musical chair and other competitions were organized on the occasion. Everyone participated with great joy and enthusiasm





Off Site

A series of stockist meets were conducted at Hyderabad, Bangalore, Bodhgaya & Yercaud. Best performers of respective regions were felicitated. The meets were not just confined to business as the stockists also got an opportunity to relax and enjoy the gala dinner and interact freely with the company officials.

Stockists Meet - Bangalore



Company officials at the Meet organised from 9th - 11th August, 2011

Stockists Meet - Bodhgaya



Mr. Paras Kumar - Deputy Manager (Marketing) addressing the participants at the meet organised from 23rd - 25th August 2011



Mr. A.L. Sundararajan - GM (South), Mr. Mohan Sharma - AVP (Marketing), Mr. V.P. Singh - President (Marketing) & Mr. Shailesh Gupta GM (Accounts & MIS) on the occasion

Stockists Meet - Hyderabad



Mr. V.P. Singh felicitating a stockist on the occasion



Company officials and stockists at the meet organised from 6th - 8th August 2011

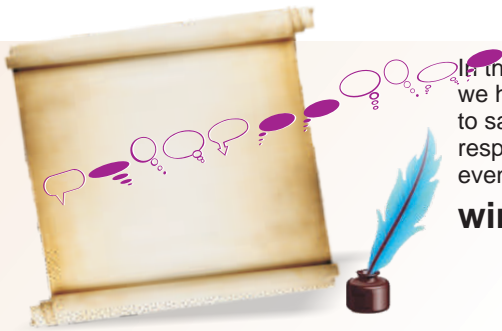
Stockists Meet - Yercaud



A leading stockist being awarded on the occasion organised from 28th - 30th August 2011



Company officials and stockists in picturesque Yercaud



In the July issue of Spotlight, with a view to make it a more interactive platform, we had invited creative contributions from all of you. And, once again, I would like to say that I am proud and overwhelmed by your enthusiastic and encouraging response! I hope this momentum continues & your contributions keep pouring in, in even larger numbers. After much deliberation, I'm pleased to present the following **winning entry.**

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

Winners will receive their prizes shortly.

Teamwork – The Key to Success

What is a team?

T = together

Teamwork is the art of combining the skills and creativity of a diverse group of people in order to achieve the desired outcome. The first step towards building a successful team is empathizing with and respecting the view point of others. This enables the team to move towards a common goal, despite the fact that the journey in getting there may be fraught with numerous challenges.

The success of any team depends to a great extent on the attitude of its team members. An open channel of communication helps the team members to contribute their best however working in a team can prove challenging due to differences in personalities, mindsets and attitudes. The key is to manage these differences and channelize the energies towards a positive direction. Effective leadership also plays a crucial role in facilitating the same.

Aristotle once said "the whole is always greater than the sum of its parts". This is the mantra behind a successful team. A well-knit team encourages mutual accountability and togetherness amongst its members.

E = everyone

A = achieves

M = more

Good team players place team objectives ahead of their own personal goals. Teamwork strengthens relationships and leads to increased productivity and efficiency which in turn becomes a driving force for performing better every time. Skills unique to each member are pooled in to achieve better results. Moreover, working as a group forges a sense of responsibility and commitment amongst the team members. We are surrounded by many good examples of teamwork in the natural world. Ants work as a cohesive unit. Dividing the work amongst themselves, they manage to accomplish every task.

We may be 'many in body' but when we are 'one in mind' there is nothing that cannot be achieved. The significance of teamwork in contributing to the success of any organization is undeniable.

JAYANT MALHOTRA
DY. GM (Mech)
J.K. CEMENT WORKS , Nimbahera

Winning Entries

1st Runner Up

The Importance of Time Management –
Mr. Raj Singh, Sr. Mktng Officer,
Grey Cement Division, Karnal

2nd Runner Up

My Hero – Who inspires me & why –
Mr. Subroto Ganguli, D.G.M. Marketing

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

1. **Battling Corruption - The fight begins with us.**
2. **Maximizing output at the workplace.**

Last date for submission of entries is
1st November, 2011

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

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

Entries Received

Teamwork - The key to Success

- N J Pandya - Dy. G.M. Marketing, J.K. Cement, Ahmedabad
- Pawan Mishra - Corporate HR
- B.K. Upadhayay - Dy. G.M. (Personnel), J.K. Cement Works, Nimbahera
- S.K. Kansal - Nimbahera
- Ankit Jaiswal – J.K. White Cement, Chandigarh

Importance of Time Management

- B.K. Upadhayay - Dy. G.M. (Personnel), J.K. Cement Works, Nimbahera
- Rajendra Dubey
- P V Pushkaran - Dy. G.M. (SS), J.K. Cement Works, Muddapur
- Cecil Mathew - Belgaum
- Pawan Mishra - Corporate HR

My Hero – Who inspires me & why

- Archana Chaudhary - W/o Dr. Santosh K. Chaudhary - J.K. Dispensary
- Nanu Jha

17th Annual General Meeting



Shri Yadupati Singhania – MD, J.K. Cement Ltd. addressing the participants at the 17th Annual General Meeting held at Kanpur on 30th July



Stockist's Corner



SDA - Mehsana



Mr. Saumya Chaturvedi - Manager (Mktng) addressing the retailers

Sub Dealer Conference - Indore



Mr. R.C. Shukla - President (Marketing) addressing the dealers at the Conference organised on 5th August



Mr. R.C. Shukla with the dealers of the region

Dealers Meet - Haryana



Mr. N.C. Shukla - Area Manager welcoming all the delegates at the Dealers Meet organised at Hotel Crowne Plaza, Gurgaon on 9th July



Mr. R.C. Shukla -President (Marketing) lighting the lamp on the occasion. Also seen are Mr. Manoj Gupta - AVP (Marketing), Mr. Pankaj Basra - Sr. Mgr. (Marketing) and Mr. S.K. Chabra - Promoter, Karnal.



Mr. R.C. Shukla presenting an award to the best performer in the region - M/s O.P. Garg & Sons Ltd

Familiarisation Trip J.K. White Cement Works, Gotan

The Branding & Communication department organized a familiarization trip to the White Cement plant on 23-24 August. Warm hospitality was extended to the media that was taken around the state of the art plant and the prestigious Lala Kamlapat Singhania Education Centre. The purpose of the visit was to spread news about the new initiatives in the pipeline for the plant.



Two new avenues of prosperity at Gotan

New Dolomite Mill and Dolomite Crusher

In line with the expansion and up-gradation plans of various sections at J.K. White Cement Works, Gotan, a new Dolomite Mill and Dolomite Crusher were inaugurated with a view to enhance Wall Putty production capacity.

A pooja marked the inauguration ceremony which was attended by Shri Madhavkrishna Singhania - Special Executive, Mr. B.K. Arora - President (Works), Smt. Sushma Arora - Vice President, LK Singhania Education Centre, Mr. Rajeev Sharma - V.P. (Tech), Mr. C.P. Jhagdawat - V.P. (Comm & Admn) and other departmental heads, staff & workers.



Shri Madhavkrishna Singhania - Spl Executive, Mr. B.K. Arora - President (Works), Smt. Sushma Arora - Vice President (LKSEC) at the inauguration

New Railway Siding

13th August'11 marked a notable achievement for Gotan as Mr. B.K. Arora - President Works inaugurated the railway track at the Grey Cement Plant.

The undaunted efforts of our employees ensured that the laying of the railway tracks and completion of railway siding project was accomplished in a short duration of time. This initiative would not only reduce the freight costs and the turnaround time but would also ensure increased flexibility in delivering finished goods.

Mr. Arora performed the pooja with the guidance and blessings of Mahant Shri Garib Dassji Maharaj of Ramdas Shyam Das Temple. Mr. C.P. Jhagdawat - V.P. (Comm & Admn) and Mr. Rajeev Sharma - V.P. (Technical) were also present along with other departmental heads and employees. The first rake was loaded on 15th of Aug'11.



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



The railway track at J.K. Cement Works, Gotan

Corporate Social Responsibility

"Harit Rajasthan" Programme, Nimbahera - J.K. Cement Lime Stones



Collector & Chief Guest Mr. Ravi Jain planting a sapling on the occasion

J.K. Cement has always contributed towards environment protection and enrichment not only in the Plant & Mines area but nearby areas & villages as well. It is the organisation's belief that progress must go hand in hand with a concern for environment. Besides regular technology updations for emission reduction, effluent management and energy efficiency, afforestation and plantation drives are also undertaken around the plants.

A plantation programme was organized at J.K. Cement Lime Stone Mines area on 13th July 2011 as a part of "Harit Rajasthan", a massive plantation project launched by Rajasthan Government. The Chief Guest for the occasion was Mr. Ravi Jain - Collector & Distt. Magistrate of Chittorgarh while Mr. D. Ravisankar - President (Works) presided over the event. Present on the occasion as Guests of Honour were S.D.M. - Mr. Kamlesh Abusaria, Ex M.P. - Shriut Shrichand Kriplani, Panchayat Sammittee Pradhan - Mr. Gopal Anjana, Tehsildar - Mr. Suresh Chandra Khatik, District Forest Officer - Mr. K.R. Kala and Regional Officer of Pollution Control Board - Mr. Navin Vyas.



Mr. D. Ravisankar - President (Works) briefing the participants about Company's CSR activities

Over the years, the company has planted 25000 saplings every year and initiated effective measures to increase the survival rate of plants. Guests and executives of the Company planted saplings on the occasion and expressed their commitment towards environment conservation and enrichment.

J.K. Cement honoured for assistance in Family Planning Programme

A Health Fair was organized on 21st July 2011 at Sanwaria Government General Hospital Chittorgarh. Ms. Girija Vyas - M.P., Chittorgarh graced the occasion as the Chief Guest while Mr. Ravi Jain - Collector & Distt. Magistrate of Chittorgarh presided over the event. The Guests of honour were Mr. Uday Lal Anjana - M.L.A - Nimbahera, Mr. Surendra Singh Jhadawat - M.L.A, Chittorgarh, Mr. S.L. Berawa - M.L.A., Kapasan, Smt. Geeta Devi Yogi - Chairman, Municipal Council - Chittorgarh,



Ms. Girija Vyas and Mr. Uday Lal Anjana presenting citation to Mr. B.K. Upadhyay - Dy. G.M. (Personnel). Also seen in the picture is Mr. D.S. Krishnawat - Manager (Welfare)



Chief Guest & M.P. - Ms. Girija Vyas, Regional M.L.A.'s - Mr. Uday Lal Anjana, Mr. S.S. Jhadawat, Mr. Shankar Lal Bervia, Regional Pradhans - Mr. Gopal Anjana & Smt. Pushpa Jat, Mrs. Geeta Devi Yogi - Chittorgarh Municipal Chairman and C.M.H.O. Mr. Ravi Sharma on the occasion

Smt. Pushpa Devi Jat - Pradhan Panchyat Samittee - Chittorgarh and Mr. Gopal Anjana - Pradhan Panchyat Samittee, Nimbahera.

On this occasion prizes were given away to individuals as well as institutions for their contribution towards this welfare initiative.

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Publisher : Nitish Chopra
Manager - Branding & Communication
nitish.chopra@jkcement.com
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., Ghalib Institute,
Mata Sundari Lane, New Delhi - 110002

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