

# JKspotlight



Nov.-Dec. 2012 Volume : 1  
Issue : 6

## 2<sup>nd</sup> Anniversary issue

**Highlights**

Going Green -  
J.K. Cement Ltd.

**NURTURING**  
**Nature**

21st AYA  
in Sri Lanka



## MANAGING DIRECTOR'S MESSAGE

Dear Colleagues & Friends,

Firstly, here's wishing all the J.K. Cement family members a very happy and fulfilling 2013. I hope this New Year is the harbinger of many wonderful things to come your way, personally and professionally.

Yet another year has passed in Spotlight's publication, and the success of the newsletter has only reached grander heights. I would like to congratulate the editorial team in their tremendous effort to keep the issues relevant, interesting, engaging and binding. Spotlight has certainly cultivated a greater sense of camaraderie among the J.K. Cement team, stockists, shareholders and business associates.

I hope this linchpin continues to garner contributions and participation from everyone and we see many more forthcoming issues.

*HP Singhania*

**YADUPATI SINGHANIA**

M.D. & CEO - J.K. Cement Ltd.



## NURTURING Nature

Since man first walked the Earth, Mother Nature has been generous and unquestioning in her bounty. But man has done scarce to return the favour. In fact, such have our ravages been, that they have necessitated the birth of the revolution called environment consciousness. This year, we highlighted some of the success stories of environmental conservation from around the world in our annual Calendar & Diary. And, as an environmentally conscious corporate, with many green initiatives and CSR activities such as tree planting drives, state-of-the-art technology for a paperless office, emission controls and heat recovery plant, we extend this year's corporate emphasis to a momentous milestone of Spotlight – the 2nd Anniversary Issue, which is printed on eco-friendly FSC (Forest Stewardship Council) certified paper. We hope, this common platform will bring increased awareness about an issue that is close to all our hearts.





FROM THE

## editor's desk



## Dear colleagues and friends,

It is both my pleasure and privilege to congratulate every member of J.K. Cement family, on the release of the 2nd anniversary issue of J.K. Spotlight. As with all big ideas, it started out as a vague concept and then, purely on the strength of merit, it has grown and blossomed into an invaluable tool of communication between all of us.

I am proud to see how the editorial team has matured along the way. Our young team spearheaded by Nitish and Shivapriya has outdone itself with every issue; I truly marvel at their passion and commitment and compliment them for their creativity and competence. Spotlight has brought our channel partners closer than ever before and has got an overwhelming response. In fact, during my interaction with dealers and other channel partners, I find unbridled appreciation for J.K. Spotlight.

This 2nd anniversary issue is special because of its theme - Nurturing Nature. In today's times when the man-nature relationship is precariously poised, environmental sensitivity is of paramount importance. This year's diary and calendar too carry the same concept. The 21st AYA was held overseas for the first time in Sri Lanka. The awards have grown in scope and repute, and are one of the most coveted among Architecture professionals in India and the region. It was a massive success.

The Founders Day was celebrated with much enthusiasm at Kanpur, Nimbahera, Mangrol & Bamania. This time, the Spotlight is on Mr. K.K. Misra – Advisor, who has been with the organization for 4 decades. We also salute Mr. Jitendra Bhandari of M/s Naveen Distributors our No. 1 stockist in Rajasthan and a die-hard brand advocate.

I end by expressing my deepest thanks for the support we have received from all of you in this tremendous journey of two years. I hope the coming years will see Spotlight reach greater heights through your participation and valued patronage.

Best regards,



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

## CONTENTS

MD's Message	2	Impressions/Awards & Accolades	20-21
Editor's Desk	3	New Dawn	22
Kudos on 2nd Anniversary Issue	4	Events	24-25
J.K. Cement - Going Green	6-7	Our Valued Stockists	26
People Power	8-9	Spotlight on Mr. K.K. Misra & Mr. Jitendra Bhandari	27
Celebrations	10-12	Branding Drive	29
Cover Story	14-17	CSR	30
Stockists Corner/Offsite	18-19		

## KUDOS ON 2ND ANNIVERSARY ISSUE OF J.K. SPOTLIGHT

### Mr. B.K. Arora

President  
J.K. White Cement Works  
- Gotan



J.K. Spotlight apart from being inspirational and informative now becomes a ready platform – a mirror that reveals true picture of J.K. conglomerate. Coverage of events gone by with insightful comments is superb. The hard work being put in by the editor and his team is indeed commendable. The magazine is admirable, attractive and amazing. Congratulations on successful completion of two years. Wishing all your attempts more success.

### Shri Madhavkrishna Singhania

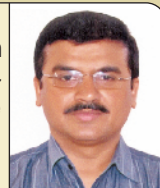
Special  
Executive



I am delighted to see J.K. Spotlight complete 2 fruitful years. I hope the magazine reaches great heights in the future and strengthens our business relationships.

### Mr. R.P. Singh

Head - Customer  
Technical Service



The news of spotlight turning second this year is a delight in itself. Having said that, we (the entire CTS Team) wish many more such issues keep us connected to the activities throughout the organization.

It serves as a binding factor between a huge number of people associated with J.K. Cement through the length and breadth of the country, which otherwise would be a difficult task. The magazine provides a great connect between all strata of employees of the Company.

### Mr. A.K. Saraogi

CFO & President - CA



The journey of J.K. Spotlight has been wonderful. I congratulate the editorial team for all the hard work put in making the magazine an important tool of communication in the Company. All the best!

### Mr. K.K. Jalori

Unit Head -  
J.K. Cement Works  
Nimbahera



I compliment the entire team of Editorial Board and contributors for living up to the core values of the magazine. I take this opportunity to congratulate all to keep up the momentum in the coming years as well and wish grand success in their future endeavours.

### Dr. Kastubh Dadhich

Head - Marketing  
Grey South & Rajasthan



Congratulations!!!!

We are very glad to hear that newsletter has reached this milestone. I still remember the day on which I got a copy of the first issue. I have always looked forward to the next issue. J.K. Spotlight has been appreciated by one and all, whether dealers/retailers or builders and architects.

### Mr. M.P. Rawal

President -  
T&MS



I have been regularly receiving J.K. Spotlight and enjoying going through the same. The coverage is absolutely amazing as it takes care of all important activities of the Company. I wish the publication reaches greater heights in future.

### Mr. Antriksh Jain

Unit Head  
J.K. Cement Works  
Muddapur



My heartiest congratulations to the Editorial Team for making our in-house magazine a great success. The magazine has definitely bridged the gap between the Company and its channel partners, business associates and employees. I look forward to many more issues of J.K. Spotlight and hope it will open new frontiers for growth.

### Mr. Mohan Sharma

AVP - Marketing  
White Cement



Ever since the inception of J.K. Spotlight, we have all come under one Umbrella, where we have got the opportunity to share our growth, thoughts, and delightful moments.

This is really a joyful year for all of us as we are going to complete the 2nd successful year of the J.K. Spotlight.

### Mr. R.C. Shukla

President - Marketing  
Grey Cement



Spotlight has come a long way in these two years. Every issue of the magazine has been informative and engaging. I extend my heartiest congratulations to the editorial team and hope their passion and dedication gives us many more such milestones.

## Rising High in the Ranks with Credit Analysis and Research

We recently added a new feather in our cap with the improvement in the Long Term Rating of our Company by Credit Analysis and Research (CARE) from A+ (A PLUS) to AA- (AA MINUS). The improvement came about due to the increase in the operational and financial performance of the Company. This new rating is truly a befitting reward for every member's hard work and commitment to their work and the company.

Apart from the operational and financial performance, the Company's dominant position in the White Cement industry, strong brand image in North India market, increasing presence in Karnataka and Maharashtra market, self-sufficiency in power requirement and comfortable liquidity position have strengthened J.K. Cement's position to achieve higher rating from CARE.

Improvement in rating at this juncture is even more significant in view of the fact that a few cement companies have actually been downgraded by the rating agencies.

With this momentous development, our Company now falls in a distinguished and prestigious league of organizations in the AA Category, which consists of the top-notch, premier companies of the country in private sector. CARE has broadly categorized the long term rating in eight segments i.e. CARE AAA, AA, A, BBB, BB, B, C and D. Further "+" (PLUS) / "-" (MINUS) are used with rating symbols for the various above categories which reflect comparative standing within the category.

The 'A+' rating earlier assigned to us conveyed that instruments issued by the Company are considered to have adequate degree of safety regarding timely servicing of financial obligations and such instruments carry low credit risk, while the new "AA-" rating conveys that the instruments issued by the Company have high degree of safety and such instruments carry very low credit risk. In case of short-term debt, the Company has already been enjoying CARE A1+ (A ONE PLUS) rating, which is the best rating under this category

With the improved rating, the perception about the Company shall undergo a sea change in the business world. AA category rating strengthens confidence among all concerned regarding creditability of the Company over a long period of time. It will also help us negotiate with lenders for better terms of borrowings for project financing and for other long-term borrowings.

# AA-

## Tiger Conservation India

*Rampant poaching for trade in tiger parts – all meant for*

*markets outside Indian borders saw the Indian tiger population drop from an estimated 40,000 in the 1970s, to just 1,411 in 2008.*

*Impassioned initiatives such as Project Tiger, among others, have led to one of the most inspiring case studies in wildlife protection.*

*According to the latest tiger census report released on March 28, 2011 by the National Tiger Conservation Authority, the current tiger population estimated is 1,706.*

*Certainly much still needs to be done, but a roaring start has been made.*







JK Cement LTD.

# Going green

Dear Colleagues & Friends,

Let me begin by wishing a very happy and rewarding new year to all of you. I wish you the best for the year ahead and hope it will prove to be a resounding success for all of you.

At J.K. Cement, we have always prided ourselves in being an organisation with deep-seated values of corporate social responsibility and as a company, we constantly strive to be a successful enterprise in partnership with nature.

Many green initiatives are undertaken with a view to preserve Mother Nature's bounty. We have established an extensive green cover around our plants and regular afforestation and plantation drives are done. With a stringent eco-friendly policy in place including regular technology updations for emission reduction, effluent management and energy efficiency, the first waste heat recovery power plant in the Indian Cement Sector was set up by us in Nimbahera, Rajasthan. Also, we will soon be releasing our maiden Sustainability Report covering sustainability performance information for the year 2012-13.

With these and many other initiatives we will continue our mission to give back to nature more than we take. I sincerely hope all of us will join hands in this noble endeavour.

Best Regards,



Madhavkrishna Singhania  
Special Executive

## Nimbahera & Mangrol

A well defined Environment Management System has been implemented at our Nimbahera & Mangrol Plant. We have a well equipped separate Environment Cell to monitor environmental parameters and take mitigation measures.

We conduct plantation drives in and around the plant & our existing limestone mines. Various air pollution control equipments i.e. Electro Static Precipitator (ESP) & Bag Filter have been provided for control of both fugitive and process emission.

Domestic waste water (effluent) is treated in Sewage treatment plant located within the colony campus. After treatment, the domestic waste water is reused for plantation & water spray on kacha roads etc. It may be noted that since our cement plant is based on dry process technology there is no generation of waste water inside & outside the plant area. Therefore, it is a "Zero discharge" facility. The waste water generated from Captive Power plant after treatment from ETP is also being reused for cooling of plant machinery, water spray at fly ash & coal etc.

Solid waste from ESP & Bag filters are recycled back in to the system, hence there is no solid waste generation during process. Various instruments are also used for air pollution monitoring.

Mr. K.K. Jalori

Unit Head – J.K. Cement Works, Nimbahera







## Muddapur

J.K. Cement Works, Muddapur has always been committed to help create a rich natural environment. We are achieving this through our environmental management system and activities designed to achieve continuous improvements in environmental performance. As part of our commitment, we take into consideration the environmental impact of our business activities and comply with all relevant environmental laws, regulations and guidelines as well as with each customer's specific guidelines.

Plantation is a regular process at J.K. Cement Works, Muddapur. We have planted about 14600 plants in the year 2011-12 and 45682 plants during the current year (upto December, 2012) at our Plant premises, both of our Mines as well as at Township. By reuse of the water coming out from the STP plant for gardening purpose, we are ensuring limited water consumption.

We are sorting-out and separating the waste in our offices and plants for natural resource conservation; then try to minimize office wastes and increase recycling. We are making an effort to reduce the volume of paper use and electricity consumption, which accounts for the majority of our energy consumption. J.K. Cement Works, Muddapur is using 90-95% Petcoke for operation of Kiln, which is a recycled product of Petroleum Industry.

**Mr. Antriksh Jain**

**Unit Head – J.K. Cement Works, Muddapur**

## Gotan

Sustainable development is the need of the hour and we as a dedicated team are committed to conserve and preserve the natural and fast depleting resources for the generations to come. An environment friendly approach requires a strategic thought process much beyond the required legal compliances but to stretch beyond the financial boundaries. Innovation is our way of life at J.K. White Cement Works, Gotan. The increasing trends of production and decreasing trends of energy consumption on continual basis is the barometer of commitment towards environment. The 3R APPROACH (Reduce, Re-use and Re-process) is a continuous process and the prime focus of our team.

We make earnest efforts towards green belt development and undertake plantation on a regular basis.

We are amongst the leader companies to acquire ISO-14001 (Environment Management system in MARCH-1998) and OHSAS-18001 (MAY-2005) certification from Lloyd's UK. We are again among the leader companies in the world to acquire SA-8000 certification (March-2006) from RINA, Italy. The Management systems related to Environmental, Occupational Safety & Health and Social Accountability have been our driving force to undertake steps for continual improvement, choose the best technological options, opt for preventive measures rather than symptomatic treatments, conserve natural resources and encourage employee participation and commitment towards society and environment.

**Mr. B.K. Arora**

**President – J.K. White Cement Works, Gotan**







## PEOPLE POWER

## TRAINING PROGRAMMES

## Seminar on Personality Development

A seminar on Personality Development was organized by ICAI, Kanpur under the facilitation of Mr. D.C. Shukla at Kanpur on 20th Dec'12. Corporate HR along with concerned HOD nominated Mr. Mhd. Zeeshan, Ms. Sonika Arora and Mr. Devvrat Misra from White Cement Accounts Dept. to participate in the seminar.

The seminar focused on behavioural aspects like conduct as a professional, anger management, team building etc. The aim was to help the participants develop soft skills and to groom the employees to take challenges at the next level and shoulder higher responsibilities,

The participants found the session fruitful and had significant learnings to take back. These participants in association with Corporate HR team will conduct learning and sharing session for their colleagues.

## Training on Reverse Charge Mechanism in Service Tax

Training on 'Reverse charge mechanism in Service Tax' was organized by ICAI, Kanpur under the facilitation of Mr. Dharmendra Srivastava at ICAI Bhawan, Kanpur on 29th Nov'12.

Taxes form a major part of Company's outflows. This is the reason, why in-depth knowledge of the changes as well as Act is required to avoid any contravention of law and to minimize the cost. In order to update our employees, and to have strong Corporate Governance, Corporate HR has always been motivating the employees to participate in such seminars. With this view, Mr. Sameer Gupta, Mr. Mhd. Zeeshan, Ms. Sonika Arora and Mr. Devvrat Misra from White Cement Accounts Dept. were nominated from the organization to attend this training.

The seminar focused on the recent amendments in service tax regarding reverse charge w.e.f. 01.07.12. The session was interactive and informative.


 NURTURING  
Nature

## Sustainable Oceanic Fisheries Worldwide

*Hundreds of millions of people across the Planet, dependent on fishing for their livelihood are facing a bleak future due to the fast vanishing marine life. In 1997, a quiet revolution began, aimed at reversing the depleting fish stocks in the international seas. Marine Stewardship Council (MSC) was set up to encourage, assess and certify sustainable fisheries all over the Globe. An independent body, MSC's certification has become a coveted seal of approval in the face of growing environmental consciousness in the retail market and consumer's minds. Today around 130 fisheries worldwide bear the MSC mark with pride, and already the fish are slowly on the rise!*



## 'Kabaad Se Jugaad'

Corporate HR, J.K. Cement Ltd organized an interesting competition called 'Kabaad Se Jugaad' (Best out of Waste) for its employees as a part of its Fun@Work activities.

The employees were asked to prepare articles out of waste and submit them to HR department. The theme of this competition was Waste Management. The event not only involved the contribution of the employees, but also their family members. In this regard, an Exhibition and Prize Distribution Ceremony was organized on 18th Dec'12 at Kamla Tower. The competition was adjudged by Mrs. Renu Nanda, Ms. Simi Chaudhary and Mrs. Neelam Kapur. Mr. A.K. Saraogi - CFO & President (CA) graced the event as the Chief Guest. He congratulated Team HR for organizing such events and encouraged the employees to participate wholeheartedly.

The employees displayed some amazing talent and creativity in the contest. People prepared articles like Chair, Night lamp, Cooler, Pen Stand, Flower Vase, Wind Chimes, Bags etc. Waste like pencil shaving, old newspaper, magazines, clothes, bottles, old CDs etc. were used to create these items. The competition was divided in two categories – Decorative Items and Utility Items. The winners were given certificates and prizes. Also, the winners will be invited with their families at either of the properties of J.K. Cement Ltd for tree plantation. The contest would not have been a success without the efforts of the administrative and HR Team and the guidance of Mr. V.D.V. Singh – V.P. (Corporate HR)



### WINNERS

#### Category : Decorative Items

1st Prize – Mr. Ajay Singh  
2nd Prize – Ms. Santosh Yadav  
3rd Prize – Ms. Kavisha Gupta  
**Consolation Prize**  
Ms. Harshita Gupta

#### Category : Utility Items

1st Prize – Mr. Ajeet Singh  
2nd Prize – Mr. Sudhir Srivastava  
3rd Prize – Ms. Sanchi Verma  
**Consolation Prize**  
Mr. Umang Singhania

#### Special prizes were also introduced

**Creativity Excellence Award**  
Mr. B.K. Agarwal  
**Best Innovator Award**  
Mr. Abhishek Agarwal  
**Best Jugaad with min. Cost**  
Mr. Gajendra Pandey

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

### New Joinees

Nov. - Dec. 2012



**Mr. Ajay Joshi**  
Deputy Manager  
Marketing  
Sikar, Rajasthan



**Mr. Sanjive Sharma**  
GM - Public Relation  
Jaipur



**Mr. Puneet Agarwal**  
DGM Marketing  
Lucknow



**Mr. A.P. Aarons**  
DGM - Logistics  
(Plant Head)  
Muddapur



**Mr. Manoj Madan**  
Dy. G.M. (Instrumentation)  
J.K. Cement Works  
Nimbahera

\* Manager level & above only.

## Founders Day Celebrations

### "Celebrating a glorious legacy"

*The Company celebrated J.K. Organisation's 128th Founder's Day on the birth anniversary of our Founder Lala Kamlapat Singhania at Kamla Retreat, Kanpur and J.K. Cement Works, Nimbahera, Mangrol and Bamania. Employees gathered to pay tribute to the extraordinary vision, enterprise and social commitment of Late Lala Kamlapat Singhania.*

#### Kanpur



Shri Govind Hari Singhania paying tribute to Late Lala Kamlapat Singhania

Shri Govind Hari Ji Singhania, Director, J.K. Organisation graced the occasion as the Chief Guest. Dr. Gaur Hari Singhania - Chairman, Shri Yadupati Singhania - MD & CEO, Shri Abhishek Singhania and other family members were also present at the function.

On this occasion various employees from all over India were honoured in recognition of their long and dedicated service with the Organisation. Apart from employees, various dealers across India who have been associated with the

organization for more than 25 years were also honoured.

Mr. Anil Agrawal, Secretary - J.K. Organisation spoke about the significance of Founders Day and the contribution by Lala Kamlapat Singhania in setting up the various factories, hospitals, religious temples, sports academy etc. The programme was attended by a large number of dignitaries of Kanpur. Vote of thanks was proposed by Mr. Prashant Seth.



Mr. K.K. Misra - Advisor being felicitated for his long and dedicated service



#### Nimbahera, Mangrol and Bamania

At Nimbahera, Mr. K.K. Jalori - Unit Head with a large number of Executives, Officers, Officials of J.K. Cement Shramik Sangh and Workers paid floral tribute to Late Lala Kamlapat Singhania by garlanding his statue.

The plant officials, in association with a voluntary organization "Shree Sewa Sansthan" distributed food to patients at Government General Hospital, Nimbahera.

At the function, organized in the evening, senior employees were honoured and Chief Guest, Mr. Jalori, presented them with mementos & citations for their long and dedicated services.

Founders Day was celebrated with equal fervour and dedication at J.K. Cement Works, Mangrol and J.K. Power, Bamania.



Mr. A.B. Singh - Advisor & Mr. A.C. Mathur - A.V.P. (T.P.) garlanding bust of Lala Kamlapat Singhania at J. K. Power, Bamania.





## New Year cum Christmas Party – Delhi

*A fabulous night of revelry saw the entire J.K. Cement Team letting their hair down for a Christmas and New Year bash. The celebrations took place at The Park Hotel, New Delhi on 15th December, 2012*



## Karnataka Rajyotsav - Muddapur

57th Karnataka Rajyotsav was celebrated at both Muddapur factory premises and Sir Padampat Primary School on 1st November. Mr. Antriksh Kumar Jain - Unit Head was Chief Guest at the function. Mr. S.K. Jain - Head (O & M), Mr. S.K. Das - General Manager (Civil), Mr. K.R. Choudhary - Dy. General Manager (Electrical), Mr. Prakash Awate - Manager (HR) along with other employees also attended the program.

Mr. Antriksh Jain performed Pooja of Kannadamba and hoisted the Karnataka Flag.

Sir Padampat Primary School also celebrated the day with great zeal and enthusiasm. Mrs. Kalpana Jain, President - Roshni Club was the Chief Guest at the function.

Mrs. Kalpana Jain performing puja on the occasion



Mr. Antriksh Jain - Unit Head hoisting the flag





## DEEPAWALI CELEBRATIONS



The Nimbahera family celebrated Deepawali festival with great enthusiasm & joy. On this occasion the campus and Shri Radha Krishna Temple was decorated with flowers and lights.

Lakshmi Pooja was organised organized on this occasion. Mr. K.K.Jalori - Unit Head, Mr. D. Ravisankar - President (Projects) along with the employees performed Maha-arti.

"Deepawali Milan" was also organized by J.K. Officers Club at Mangal Mandap in which club members and Executives and Staff members of J.K. Cement Works, Mangrol along with their family members participated. A lucky draw was conducted and prizes were presented to winners.

Ladies club - Surbhi also celebrated the festival of lights with Deepawali Milan at J.K. Club House. The club was decorated beautifully with flowers and diyas. On this occasion. A kavi sammelan and cultural programme was put up which was thoroughly enjoyed by everyone.



Maha Arti



Rangoli



Mr. K.K. Jalori - Unit Head presenting a prize to one of the lucky draw winners



## Annual Day Celebrations - Kailash Vidya Vihar & Padam Vidya Vihar

The Annual day of Kailash Vidya Vihar and Padam Vidya Vihar was celebrated with great joy and enthusiasm. Children presented a variety of entertainment programs including colourful dance performances, plays and patriotic songs.

Mr. K.K. Jalori - Unit Head who was present at both the events praised the effort that went in to putting up the cultural extravaganza.

Mr. K.K. Jalori  
presenting  
a prize to  
a student



Tiny tots of Padam Vidya Vihar  
presenting a group dance



Students of Kailash Vidya Vihar performing  
a classical dance during annual function



Mr. K.K. Jalori - Unit Head  
presenting  
memento to  
the Chief Guest -  
Dist. Collector,  
Chittorgarh  
Mr. Ravi Jain



## Equity Team's Visit to Gotan

A team of equity market representatives visited J.K. White Cement Works, Gotan on 13th and 14th Dec'12. The team had representatives from SBI Mutual fund, SBI Life Insurance, HDFC Insurance, UTI Mutual Fund, Reliance Mutual Fund, IDFC Mutual Fund, Principal Mutual Fund, DSP Black Mutual Fund and Birla Mutual Fund. Their aim was to understand the cement manufacturing process and our future plans of market expansion.

Mr. B.K. Arora - President (Works) chaired the meeting on 13th Dec'12. Mr. C.P. Jhagdawat – VP (C&A), Mr. Rajeev Sharma – VP (Technical) and Mr. P.C. Jain – V.P. (Stores) and Accounts were also present. Mr. Arora told the team that we are planning



of increasing white cement manufacturing capacity from 4 lakhs Metric Tons per annum to 6 Lakh Metric tons and putty capacity from 3 lakh MT to 5 lakh MT per annum. Later, Mr. DD Khajwania explained the basics of cement manufacturing and accompanied the team for a plant visit to exhibit the practical dynamics of cement manufacturing. The team also visited the school.

## Air Conservation Mexico

*In 1992, the United Nations declared Mexico City the most polluted city on the Planet. There were even talks of possible mass relocation of the local population. Forced to clean its air with a 'now-or-never' urgency, the city went on a green overdrive. It replaced pollution spewing old cars, removed lead from gasoline, embraced natural gas, expanded public transportation, and relocated refineries and factories. Today, this thriving city of 20 million people doesn't even feature in the Top Ten list of the most polluted, a feat of no small measure.*

NURTURING  
Nature



# Honouring Architecture: AYA goes

Architect of the Year Awards crossed the seas to go international this year. Amidst balmy breezes, swaying palm trees and sandy beaches, the awards were held for the first time in the beautiful country of Sri Lanka. Colombo, the commercial, industrial and cultural capital of the country played the perfect host for the awards, a brainchild of our MD & CEO, Shri Yadupati Singhania.

AYA was initially instituted by the Company to encourage outstanding talent in the Indian architecture profession. 21 years down the line, the awards have grown in scope and repute, and are the most coveted among Architecture professionals in India and the region. Sri Lanka, was the first country to be included amongst the Focus Countries whose architects are honoured by AYA and holding the award ceremony in Sri Lanka this year, we have taken a step further in enhancing the credibility and the importance of these awards.

Minister of Economic Development Hon. Basil Rajapakse, the Chief Guest

for the award ceremony was given a traditional welcome by way of folk dance and music. His Excellency Ashok Kantha, Indian High Commissioner, Colombo was the Guest of Honour.

The theme this year was 'Green Architecture' – Architecture that promotes environment friendliness and sustainability in construction. The décor and the set up were beautifully done with the theme in mind. Speaking at the event Mr. Madhavkrishna Singhania, Special Executive, J.K. Cement Ltd. said "Two decades after we began these awards we decided to take them out of India and host them here in Sri Lanka. The entire experience has been a complete success. Sri Lanka has always been an inspiration thanks to its amazing historical architecture, but now we have also had a chance to enjoy the hospitality of the people and the beauty of its natural surroundings. The AYA celebrates

Winners of 21st AYA with the jury and the Chief Guest





# to Sri Lanka

Cover Story



The Architect of the Year Award being presented to Ar. Madhav Joshi



The Organising Committee & Company Officials with the Jury



The recipient of Green Architecture Award – Ar. Kalpesh Dalwadi



Jury Members with the Chief Guest

Shri Madhavkrishna Singhania - Spl. Executive presenting a memento to Chief Guest Hon. Basil Rajapakse - Minister of Economic Development

architecture not just in India but in the region too and every year we commemorate work that is not just a stunning example of aesthetic and technical expertise, but is also a gift to posterity, the country in which it has been built and the people it serves”

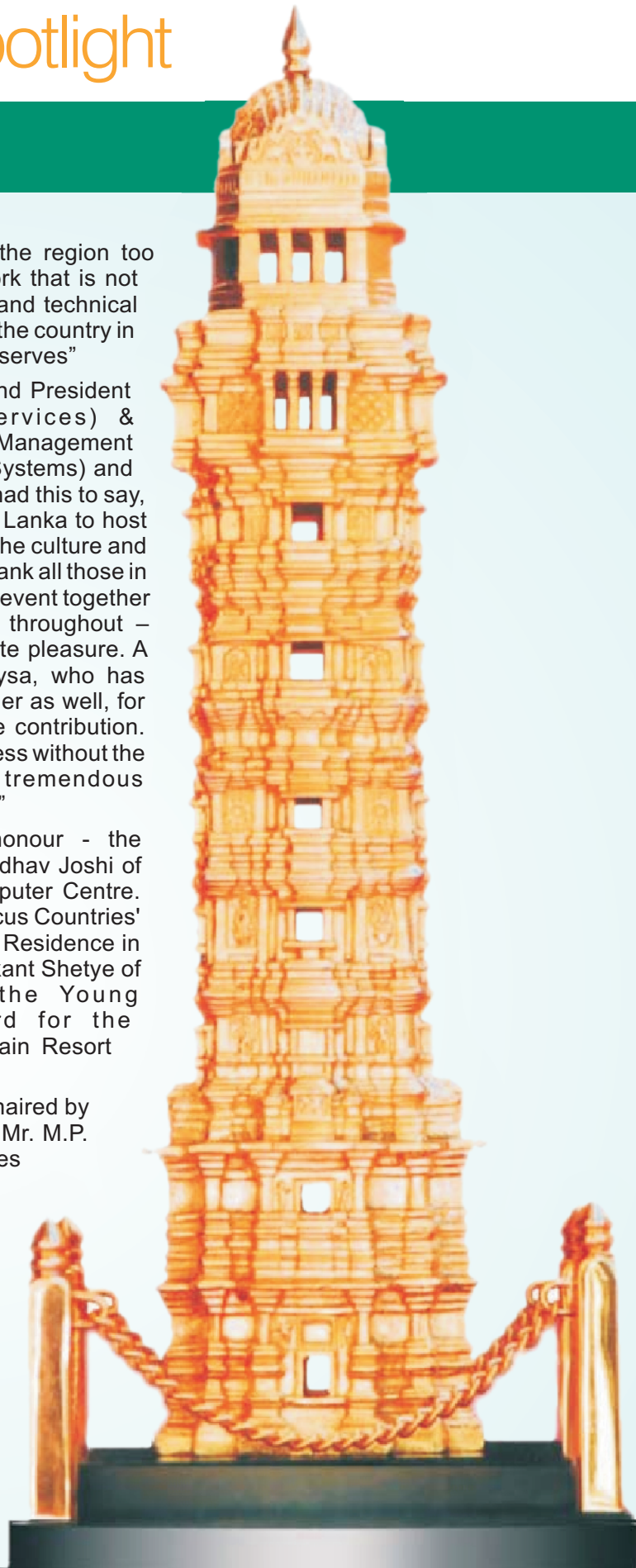
Mr. M.P. Rawal, Administrator, AYA and President (Technical & Management Services) & Management Representative (Quality Management Systems/Environment Management Systems) and President (Exports), J.K. Cement Ltd had this to say, “We are delighted to have chosen Sri Lanka to host the awards. We had to be sensitive to the culture and traditions of the country and I wish to thank all those in Sri Lanka who were part of putting this event together for their help, support and goodwill throughout – working with you has been an absolute pleasure. A special mention to Ar. Nella De Zoysa, who has served as a jury member for AYA earlier as well, for her tremendous support and valuable contribution. The event would not have been a success without the organizing team's efforts with tremendous contributions from Mr. A.K. Chaturvedi.”

Receiving the evening's highest honour - the Architect of the Year Award - was Madhav Joshi of Pune for his High Performance Computer Centre. RafiqAzam of Bangladesh won the Focus Countries' Architect of the Year Award for his SA Residence in Dhaka, and rising star Tushar Shashikant Shetye of

Pune received the Young Architect's Award for the MalharMachi Mountain Resort in Pune.

The jury for AYA is chaired by Shri Y.P. Singhania, Mr. M.P. Rawal and comprises eminent architects from various regions of India and two members representing the participating countries. This year, the award

yet again lived up to its legacy of acknowledging excellence and encouraging brilliance in architecture. We hope to further advance in scope and scale and take AYA to newer heights.



# Architect of the Year Award



Sunday, November 25, 2012

## Architects to be crowned today

Crystal Koelmeyer

For the first time in the island, an Indian firm involved in construction is planning to hold a regional awards ceremony in Sri Lanka with a jury chaired by J.K. Cement Ltd. architects from Sri Lanka, India, Nepal, Mauritius, Bangladesh, Seychelles, Bhutan, and Maldives will decide the winners of the awards ceremony while the common Grand Master Award will be given to the best overall design.

## 21<sup>st</sup> AYA in NEWS

### India's JK Cement to hold AYA in SL

**KARZAPALACHCHI**  
Over 90 percent of the building designs in Sri Lanka are done by non professionals, said Sri Lanka Institute of Architects (SLIA) President Ranjan Nadesapillai at the launch of the Architect of the Year Awards (AYA) to be held in Sri Lanka today. This is the first time AYA is held outside India.

### Sri Lanka to host Indian architect awards ceremony

Backed by its core philosophy of awarding and felicitating architects in India and overseas since 1950, J.K. Cement Ltd. is all geared up to hold the 21st annual 'Architect of the Year Award' (AYA) this year for the first time outside of India amidst the sun, sand and waves of Sri Lanka on November 25th 2012 at the Cinnamon Grand, Colombo, the company said in a statement recently.

The 'Architect of the Year Award' is a unique platform that applauds the outstanding efforts made by architects from India, Sri Lanka, Bangladesh, Seychelles, Nepal, Bhutan and Maldives; felicitating these professionals for their contribution with the motive of setting the benchmarks and achieving kaizen in standards of Architecture.

## Lanka to host Indian cement firm's 'Architect of the Year 2012' awards

By CHERANKA MENDIS

Sri Lanka will host the first ever award presentation outside India for J.K. Cement Ltd.'s annual 'Architect of the Year Award', which recognises the outstanding efforts of architects in the region.



From left: AYA Administrator M.P. Rawal, past AYA winner and Jury Member Nela de Zoysa, and SLIA President Ranjan Nadesapillai - Pic by Sameera Wijesinghe

Later on, Bangladesh, Seychelles, Nepal, Mauritius, Bhutan, and Maldives were also included in the network, motivating architects from around the region.

With 13 award categories excluding the Grand Master Award which is given once in three years, the awards focuses on the likes of green buildings, environment conscious design as well as categories of private residence, public building, group housing, etc.

"We are proud of having created this platform for recognising the outstanding work done by the architectural community and is happy to see it having grown and flourish over the years," said P.

also recognises young and budding talent in the fraternity by awarding the work done by young architects at national and State levels.

"We are proud of having created this platform for recognising the outstanding work done by the architectural community and is happy to see it having grown and flourish over the years," said P.



From left: AYA Administrator M.P. Rawal, past AYA winner and Jury Member Nela de Zoysa, and SLIA President Ranjan Nadesapillai - Pic by Sameera Wijesinghe

## Sri Lanka ripe for investment

- JK Cement delegation

"Sri Lanka is a great country to invest. People are very friendly to deal with. It's an investment-friendly environment. We are seeing a lot of business opportunities. We have a lot of projects in the pipeline. We are looking forward to investing in Sri Lanka."

JK Cement Ltd. is all geared up to hold the 21st annual 'Architect of the Year Award' (AYA) this year for the first time outside of India amidst the sun, sand and waves of Sri Lanka on November 25th 2012 at the Cinnamon Grand, Colombo, the company said in a statement recently.

SUNDAY, NOVEMBER 25, 2012

## Architect of the Year Awards in Sri Lanka

By Lalin Fernando

Over 90 percent of the building designs in Sri Lanka are done by non professionals, said Sri Lanka Institute of Architects (SLIA) President Ranjan Nadesapillai at the launch of the Architect of the Year Awards (AYA) to be held in Sri Lanka today. This is the first time AYA is held outside India.

"The SLIA has made several representations of the matter to the government which has pledged to rectify the situation," Nadesapillai said. The Institute of Architects plays a major role in the construction industry and is a vital cog in the economy of the country. AYA has been felicitating architects in India and overseas since 1950. AYA rewards outstanding efforts of architects from India, Sri Lanka, Bangladesh, Seychelles, Nepal, Bhutan and the Maldives for setting the benchmark for the industry. The AYA is held once in three years by JK Cement a leading producer of cement in India.

year's award under category group but not executives at JK Cement said. The award is given to architects in India and Sri Lanka and will felicitate architects from India, Sri Lanka, Bangladesh, Seychelles, Nepal, Bhutan and Maldives.

## Architect of the Year To be held in Sri Lanka

Backed by its core philosophy of awarding and felicitating architects in India and overseas since 1950, J.K. Cement Ltd. is all geared up to hold the 21st annual 'Architect of the Year Award' (AYA) this year for the first time outside of India amidst the sun, sand and waves of Sri Lanka on November 25th 2012 at the Cinnamon Grand, Colombo. The 'Architect of the Year Award' is a unique platform that applauds the outstanding efforts made by architects from India, Sri Lanka, Bangladesh, Seychelles, Nepal, Bhutan and Maldives; felicitating these professionals for their contribution with the motive of setting the benchmarks and achieving kaizen in standards of Architecture.





## STOCKIST'S CORNER

### SDA - Dhanbad & Patna



Mr. Gairik Chanda – MT (Branding), Mr. Rameshwar Singh (CTS ), Mr. Nalin Prabhat (Mktg), Mr. A. Kumar (Mktg.), Mr. Sumit Kumar(Mktg.) and Mr. S. Kumar(Mktg) at the SDA organised on 22nd December

### SDA - Bashirat, West Bengal



Mr. Ram Mohan Chatterjee – ASM (Bengal), Mr. Bikash Kr. Shah (ME), Mr. Gairik Chanda – MT (Branding), Mr. Paras Kumar – GM (Marketing) and Mr. Anirban Chakraborty - CTS Executive at the SDA organised on 5th December

### Annual Sub-Dealer Conference - Indore



### SDA - Udaipur



Mr. Rajendra Kumar Seth (M/S. Rajendra Kumar Ratanlal), Mr. Pankaj Gupta, State Head (Rajasthan), Dr. Kaustubh Dadhich, Head (Marketing) Mr. L.K. Gattani - DGM Marketing and Mr. Praveen Modi of M/s Friends Suppliers Co., Udaipur at the SDA

### SDA - Gujarat



Mr. Saumya Chaturvedi - Manager (Marketing) (2nd from left) and other Company officials at the SDA organised at Jetpur, Gujarat

### SDA - Jabalpur



Mr. Lokesh Jain - DGM (Marketing - White Cement), M.P. addressing the gathering at the SDA organised at Jabalpur on 20th November

Sub- dealer Mr. B. L. Puraswani M/s Sagar Enterprises, Mr Rajesh Kanthed, Mr Anil Nagori - Sales Promoter M/s Anil Nagori & Co., Mr R C Shukla President (Mktg.), Mr Sunil Jain - Regional Head (M.P.), Mr Rohit Maru – Dealer, M/s R R & Co and Mr S K Nuwal Sales Promoter M/s Salcon Enterprises at the gold distribution meet held on 13th December



**Dealer Meet - Mussourie**

Mr. Subroto Ganguli - D.G.M. (Marketing) addressing the gathering. Also seen in the photo are Mr. J.P. Tewari - Manager (Marketing), Mr. Manoj Gupta - A.V.P. (Marketing), Mr. R.C. Shukla - President (Marketing) and Mr. Nitish Chopra - Head (Branding & Communication) at the meet organised from 18th to 20th December

**Dealer Meet - Agra**

Mr. Raghavpat Singhania - Spl. Executive, Mr. R.C. Shukla - President - Marketing, Mr. Manoj Gupta - A.V.P. (Marketing), Mr. Nitish Chopra - Head (Branding & Communication) and Mr. Pankaj Basra - D.G.M. (Marketing - Haryana) at the meet organised from 27th to 29th December

**Dealer Meet - Belgaum**

Mr. Manish Bahuguna - Dy. Marketing Head (Grey South) presenting a stockist with a gold coin at the meet organised on 8th Nov. 2012

**Dealer Meet - Pune**

Dr. Kaustubh Dadhich - Head Marketing (Grey South & Rajasthan) presenting a stockist with a gold coin. Also seen in the photo is Mr. Manish Bahuguna - Dy. Marketing Head

**Off Site****Trip to Europe****Trip to China**

Company Officials and stockists in China during the tour organised from 4th to 10th December 2012

Stockists in Europe during the tour organised from 20th to 27th November 2012





## WINNING ENTRY

### The Importance of Cost Consciousness in Today's Uncertain Business Environment

**W**hen you run a business, you should have a solid outlook on your own cash flow, projected revenues and necessary expenses. Since profits fall to our own pocket, we spend what is needed at the rate required. We can do this because:

We are vested in the success of our business and we have good visibility on current and future revenues and expenses.

From the Performance Management perspective, the key to successfully running a big business is to run it like a small business.

How can you successfully motivate all members of your team to

manage expenses using values when many of them are used to operating in an



allowance rule-based approach? This is not a technical problem, rather it requires tackling on a more basic level.

In my experience, the key is to develop an approach that builds Cost Consciousness into our organizational decision model. Cost Consciousness is a term that was described by Bjarte Bogsnes from Statoil in Norway. At Statoil, management has successfully positioned their business to evolve from cost-cutting to one where employees in the field are empowered to make the right decisions about the levels of expense needed for the business. It removes a focus on budget-based entitlement spending in favour of an approach that relies on informed decisions by empowered staff. This requires two key elements:

First, a strong set of cost analytics, so that data is presented transparently and clearly for all to see, understand and use.

Second, is the corporate culture, characterized by trust that enables staff to make those decisions with confidence.

**Mr. Mehraj Ahmed**  
Marketing Executive  
J.K. Cement, Kaithal (Hr.)

## Bald Eagle Conservation North America

NURTURING  
Nature

An awe-inspiring symbol of the United States of America, the bald eagle was in dire straits during the 1960s when its numbers plummeted to only 417 breeding pairs. To save this icon of the Country, the Federal Government launched an extensive revival campaign. DDT (pesticide), which had seeped into the ecosystem causing unprecedented harm was banned. Also, the eagle was declared endangered under the Migratory Bird Treaty Act, which ensured protection of its habitat and wide-spread public education was imparted. After 40 years of painstaking efforts, the bald eagle population has risen to about 10,000 breeding pairs today, making the endeavor a soaring success.



## Winning Entries

### 1st Runner Up

#### Importance of Cost Consciousness in an uncertain Business Environment

Mr. Rajesh Kumar Srivastava - Manager Accounts, Kanpur

### 2nd Runner Up

#### Consolidation in the Cement Industry – Opportunities & Threats

Mr. Anurag Tewari – J.K. White Cement Works, Gotan

## Participating Entries

### Importance of Cost Consciousness in an uncertain Business Environment

- |                                                                        |                                                                              |
|------------------------------------------------------------------------|------------------------------------------------------------------------------|
| 1. Mr. Prasenjit Roy – Manager Accounts, J.K. White Cement, Chennai    | 3. Mr. Deen Dayal Goyal – Sr. Officer (Costing), J.K. Cement Works, Muddapur |
| 2. Mr. DD Khajwania – Planning Head, J.K. White Cement Works, Muddapur | 4. Ms. Nitya Wadhwa – Corporate HR, Kanpur                                   |

### Consolidation in the Cement Industry – Opportunities & Threats

- |                                                                                      |                                                      |
|--------------------------------------------------------------------------------------|------------------------------------------------------|
| 1. Mr. Mandanna PK – Chemist Quality Control Department, J.K. Cement Works, Muddapur | 2. Mr. Ashish Kr Dubey – J.K. Cement Works, Muddapur |
|--------------------------------------------------------------------------------------|------------------------------------------------------|

**The topics for March '13 issue are:**  
(Max 300 words)

1. Environment Consciousness in the Corporate World
2. Importance of Grooming Young Talent

Last date for submission of entries is **20<sup>th</sup> February, 2012**

Please send your entries to

**nitish.chopra@jkcement.com**

**shivapriya.iyer@jkcement.com**

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



## Certificate of Excellence to J.K.Cement Works, Nimbahera

The Employers' Association of Rajasthan every year presents the "Best Employers Award" to best employers within the State in small, medium and large scale industries segments for their best performance in various areas of their operations. This year, J.K. Cement Works, Nimbahera was awarded "Certificate of Excellence" for maintaining harmonious employer-employee relations, effective productivity levels & corporate social responsibility in the category of Large Scale Industries (Cement/Chemical/ Process Group). Mr. S.K. Gupta - Sr. General Manager (P. & L.) received the award on behalf of the Company from Hon'ble Shri Rajendra Pareek - Minister of Industries, Government of Rajasthan on November 6, 2012 at Jaipur in a glittering function.



Winners



Certificate



## Launch of J.K. Super Grip - Muddapur

J.K. Super Grip, the brand new floor and wall tile adhesive from the company was officially launched on 28th November 2012 by Mr. Antriksh Kumar Jain, Unit Head, J.K. Cement Works, Muddapur. On the occasion, a pooja was organised. Mr. S.K. Jain, Head (O & M), Mr. A.N. Shukla, Mr. Nitant Shah, Mr. S.K. Das, General Manager (Civil), Mr. K.C. Khandelwal, General Manager (Instt.), Mr. M. Ramappa, General Manager (Mines) and other executives & staff members also attended the inaugural function.



Mr. Antriksh Jain - Unit Head cutting the ribbon on the occasion



Puja being performed during the occasion



Flagging off ceremony at Muddapur

## Inauguration of New Transport Office - Nimbahera

To facilitate transporters, truck owners and drivers, a newly constructed transport office was inaugurated by Mr. K.K. Jalori - Unit Head and Mr. Arun Khurana - Sr. V.P. (Logistics). Speaking on the occasion, Mr. Jalori said that with this office, loading will become transparent and save time of transporters. In the new office various facilities are provided for transporters. Mr. Arun Khurana in his speech said that this office will operate round the clock and D.Is. of all states will be available from here very shortly. On this occasion, Mr. P.C. Dhariwal - Sr. V.P., Mr. S.K. Rathore - V.P. along with a good number of employees and transporters were present. The programme was conducted by Mr. T.D. Sanadhya - Dy. Manager (I.R.).



Mr. K.K. Jalori - Unit Head and Mr. Arun Khurana - Sr. V.P. (Logistics) along with employees performing puja during the inauguration

## Inauguration of New Administrative building - Muddapur



Mr. Antriksh Jain - Unit Head, J.K. Cement Works, Muddapur and Mr. S.K. Jain during the puja performed at the inauguration



## J.K. Cement participates in FRAGBLAST 10 - International Symposium

*International Symposium "FRAGBLAST 10" is the premium event in the mineral industry for disseminating latest advances in rock fragmentation by blasting and other related means. Fragblast conferences since inception, have eminently served the blasting community with an unparalleled combination of scientific contributions, technical innovations, and practical applications. Mr. P.C. Dhariwal – Sr. V.P. (Mines) - J.K. Cement Works, Nimbahera presented a paper at this forum. Excerpts from the paper are given below*

### A specialised blasting technique to maintain better safety and productivity in Limestone Mines of J.K. Cement Works



Mr. P.C. Dhariwal - Sr. V.P. (Mines)

J.K. Cement Works is producing cement to a tune of 4.0 Million Tonne from Nimbehera & Mangrol Cement Plants to fulfill the public and industrial need in a line to sustain the prosperity of the nation, since 1974. To meet the above expected production schedule, ore mineral is being retrieved from four captive limestone mines viz. J.K. Limestone

Mine - Nimbahera, Maliakhera, Karunda and Mangrol - Tilakhera limestone mines. In the process of continual mining of the mineral for the production of cement, the mine is approaching towards rural/urban sprawl, public roads, agricultural land and cement plants itself. As per the mineral conservation law, it is always desirable to consume the maximum quantity of the valuable keeping in view the safety of the nearby structures, the environment and human comfort & happiness. The limestone deposit exposed in our mines are very hard, thickly bedded having very high compressive strength of about 130 mpa. Because of this reason, the mechanical breaking devices like surface miner/rock breaker could not be found suitable and the management selected drilling and blasting sub-system as the most convenient and economical to win the ore mineral.

Keeping in view the above facts and requirements, it became essential to follow the latest blasting technology, the associated mechanical tools/devices and strategic planning of the work utilising the existing resources.

The latest blasting practices include: properly matched bench height and hole diameter; optimum blast geometry & designed charge factor; suitable explosive & accessories for

the site rocks; airdeck charging; non-electric system of initiation; direction of initiation and maintaining delay interval more than 15 ms between the holes in a row or between the rows. Furthermore, monitoring of ground vibration & air-overpressure using the latest seismographs of each and every blast were done to assess the quality of the blasts and their impact on environment. Several trial blasts were conducted in each mine with due consideration of the above parameters to arrive at the optimum level after detailed analyses.

The attempt resulted into an improved powder factor up to 10-12 tonne per kg with a specific drilling of 0.04m/m<sup>3</sup>. The fine fragmentation achieved adopting the optimised parameters increased shovel loading rate, lowered the fuel consumption, minimal breakdown time of machines and increasing crushing capacity from 700 TPH to 1100 TPH against a designed 800 TPH Compound Impactor Crusher. The enhanced operational capacity of crusher enabled the management to reduce the working from 3 shifts to 2 shifts per day. It is pertinent to mention that crusher installed for 1.5 MTPA clinkerisation plant, is being used for producing 2.4 MTPA clinker. This paper elaborately discusses the systematic and scientific approach to arrive at the optimal conditions of drilling and blasting maintaining sustainable mining for enhanced production without endangering the safety of the work and environment.



**Mr. Tapan Jha**  
AVP - Public Relations  
New Delhi

### J.K. Cement Ltd. welcomes Mr. Tapan Jha

Mr. Tapan Jha comes with over 35 years of experience having worked with leading Business Houses. His previous assignment was with the prestigious National Dairy Development Board (A body corporate and declared as an institution of National importance by an act of Parliament) as Head Corporate Communication & Administration.

During his professional career spanning over 3 decades, he has had diverse exposure to different aspects of organizational functioning. In the course of his career, he has handled complex departments like Administration, Corporate Affairs & Communication, Liaison and Legal.

Excellent networking, diversified experience of managing the complexities and nuances of business needs in various sectors of Industry, influencing and analytical strengths, pronounced leadership competencies and willingness to deal with ambiguity has been his forte.

#### ERROR REGRETTED

In the previous Issue of J.K. Spotlight, the designation of Mr. VDV Singh was erroneously printed as AVP - HR instead of VP - HR.

We regret the printing error.



## EVENTS

## J.K. Cement participates in Corporate Cricket Championship

The Inter Cement Industry Sports Association organized the concluding and prize distribution ceremony of the 13th Inter-Cement Industry tournament and Cultural Competitions at Shree Cement Premises on November 03, 2012. Mr. P.C. Changani - Joint President (Works), Shree Cement, Mr. R.B. Mohanty - Vice President (HR), Vikram Cement, Mr. V.K. Hamirvasia - President, Birla Cement, Mr. S.R. Singhvi - Joint President (H.R.), Shree Cement graced the occasion. Mr. S.K. Rathore, Head. (Tech. & I.R.), Mr. Jayant Malhotra, G.M. (Mech.) and Mr. B.K. Upadhyay - Dy. G.M. (Personnel) from the Company along with team coordinators, Managers and participants of Cultural programme also participated in the event.

Mr. S.K. Rathore in his speech highlighted that under the aegis of Inter Cement Sports Association sports competitions are being held from the last 12 years which is encouraging talent in sport and enhancing their skills as well as strengthening harmony among members of participating cement plants.

The members of Apex and working committees and coordinators of participating cement plants were given mementos and winners and runners of cultural competitions were awarded by senior executives of participating plants.

## JK Cement, Madhav Group in semis

**JK Cement, Madhav Group in semis**  
 JK Cement and Madhav Group were in the last quarter final heat of the tournament. The match was played on November 03, 2012. JK Cement scored 184 runs in 20 overs, while Madhav Group scored 184 runs in 20 overs. The match was a tie. The tournament was organized by the Inter Cement Industry Sports Association. The winners of the tournament were awarded mementos by the senior executives of the participating plants.



Team J.K. Cement with the Quarter Finals winning trophy

# Rhinoceros Conservation Kaziranga, Assam

By the turn of the Twentieth century, habitat loss and indiscriminate hunting had almost wiped out the entire rhino population of India. In a situation of emergency, a protected area for the rhinos was created and the numbers began to rise. Today the rhinos, around 2000 of them, face another threat- aggressive poaching for their horns. Forceful efforts to remove this threat are underway by tireless conservationists, the brave Kaziranga National Park guards (Assam) and the surrounding communities. The future of the Rhino is yet uncertain, but this crew of conservationists has already brought them back from the brink once and is dedicated to keep doing so.



NURTURING  
Nature



## INTER CEMENT INDUSTRY TOURNAMENTS

### Prize Distribution Ceremony

The Inter Cement Industry Sports Association organized the concluding and prize distribution ceremony of the 13th Inter-Cement Industry tournament and Cultural Competitions at Shree Cement Premises on November 03, 2012. Mr. P.C. Chhangani - Joint President (Works), Shree Cement, Mr. R.B. Mohanty - Vice President (HR), Vikram Cement, Mr. V.K. Hamirvasia - President, Birla Cement, Mr. S.R. Singhvi - Joint President (H.R.), Shree Cement graced the occasion. Mr. S.K. Rathore, Head. (Tech. & I.R.), Mr. Jayant Malhotra, G.M. (Mech.) and Mr. B.K. Upadhyay - Dy. G.M. (Personnel) from the Company along with team coordinators, Managers and participants of Cultural programme also participated in the event.

Mr. S.K. Rathore in his speech highlighted that under the aegis of Inter Cement Sports Association sports competitions are being held from the last 12 years which is encouraging talent in sport and enhancing their skills as well as strengthening harmony among members of participating cement plants.

The members of Apex and working committees and coordinators of participating cement plants were given mementos and winners and runners of cultural competitions were awarded by senior executives of participating plants.



Mr. P.C. Chhangani - Jt. President (Works), Shree Cement Ltd. presenting memento to Mr. S.K. Rathore, Head (Tech. & I.R.)



## 36th MINES SAFETY WEEK CELEBRATIONS

### Nimbahera

Mines Safety Week, 2012 was celebrated under the auspices of Directorate of Mines Safety (Udaipur Region from 03th December 2012 to 10th December 2012 at J.K. Cement Works, Nimbahera. About 37 Mines participated in Mechanised Opencast Mines, Semi Mechanised Opencast Mines & Manual Underground Mines category.



Mr. Rahul Guha Dy. Director General of Mines Safety (North - West Zone) presenting Second Prize in Overall Performance to Mr. R.C. Purohit - Sr. G.M. (Mines) and his team of Maliakhara Mines

Mr. Maheem Kachhwaha - A.V.P. (Mines) delivered the welcome speech. In his address, Mr. K.K. Jalori - Unit head highlighted the importance of safety rules and said that due to combined efforts of employees and management, our mines are smoothly operating without any accident. On this occasion, teacher and students of Kailash

Vidya Vihar and employees presented songs, poems and a drama on the theme of safety.

The final day & prize distribution function was held on 17th december at J.K. Lakshmi Cement Ltd, Sirohi. Mr. Rahul Guha - Dy. Director General of Mines Safety, North West Zone, Udaipur was the Chief Guest. Our Maliakhara Limestone Mine secured the **SECOND PRIZE for OVERALL PERFORMANCE** besides many other prizes the Company bagged in different categories.



Chief Guest Mr. S.M. Suthar and Unit Head - Mr. K.K. Jalori lighting the ceremonial lamp

### Muddapur

J. K. Cement Works, Muddapur hosted the final day celebration of 43rd Mines Safety week on 23rd December at Padam Nagar stadium. Nineteen companies & twenty one Mechanised Mines participated in the Mines Safety Week-2012 of Mines Safety Association Karnataka Zone-IV.



Mr. Antriksh Jain - Unit Head addressing the gathering

Hon'ble D Sengupta, Dy. Director General of Mines Safety graced the occasion as the Chief Guest while Mr. V Lakshmi Narayana - Director of Mines Safety, Bellary region was Guest of Honour. The event was attended by many other dignitaries.

Prizes were presented by the Chief Guest, Mr. Antriksh Jain - Unit Head and Mr. Laxminarayan to various mines who won the competitions in different activities, which were organized during the Safety week. Halki Limestone Mine won the 1st prize in overall performance in C1 group and Muddapur Limestone Mine won the 2nd Overall performance in B Group.

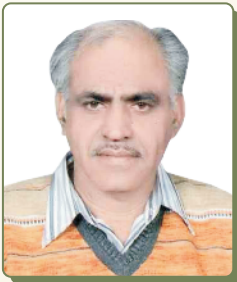


Muddapur Mines of J.K. Cement Works, Muddapur being awarded 1st prize for Drilling & Blasting

## STOCKISTS

## OUR VALUED STOCKISTS

*As valued members of the J.K. Cement fold, our stockists have always been a vital part of the company's massive machinery. Here, our marketing heads highlight some of our much appreciated associates from their respective regions.*

**M/s Kapoor Marketing  
Kanpur**


Mr. Kewal Kapoor

Mr. Kewal Kapoor of M/s Kapoor Marketing, has been dealing with the company for over 25 years. During all these years, he has not only delivered good results, but also created a niche for J.K. Cement by selling our products in the market.

Whenever I go to Kanpur and get an opportunity to interact with Mr. Kapoor, I always observe that he considers himself a member of the J.K.Cement family rather than mere a stockist of the Company.

He has always made relentless efforts in achieving the targets, growing consistently year-on-year basis, and raised the market share of the company higher than the competitor. Huge investments have been made by him in the market in order to promote our products, and most of the time strive to deliver material on FOR basis from his own end. Most of all, he declined to take the stockistship of the competitor inspite of being offered additional incentives by the competitor.

In a competitive market where profit tops the list of stockists at all times, irrespective of which brands they are selling, M/s Kapoor Marketing has always striven to promote our products only and this is what loyalty is all about.

**Mohan Sharma**

 AVP - Marketing  
White Cement

**M/s Gian Chand Ashok Kumar  
Chandigarh**


Mr. Umesh Trehan

The business partners in any industry are driven by multiple factors – the main factors being trust and loyalty to their principles.

Mr. Umesh Trehan, MD of M/s Gian Chand Ashok Kumar, Chandigarh has been associated with us for the last 20 years, and met the pressures and challenges of competition to promote our products. Mr. Trehan is a person with a broad outlook, a deep view of business ethics, and loyalty which has enabled him to deliver value to customers, and J.K. Cement on a sustainable basis.

On behalf of the White Cement Division, I take this opportunity to thank Mr. Umesh Trehan for his cooperation, efforts, and loyalty.

**V.P. Singh**

 Advisor - Marketing  
White Cement

**M/s Sankalp Traders  
Pune**


Mr. Abhimanyu Kand

After taking over the mantle of South Grey Marketing in the month of February 2012. I have met all the dealers and the major retailers. One stockist that has a special mention is M/s. SANKALP TRADERS, PUNE. The firm is headed by Mr. Abhimanyu Kand and his young and dynamic son Mr. Pariksheet Kand. Mr. Kand has been an inspiration and I admire his business acumen.

He has his shop in Loni which is a remote area in Pune and was a retailer doing about 200 mts per month. We approached him for the dealership and he readily agreed. With his excellent command and relationship with the retailers surrounding his area, he is a leading dealer of J.K. Cement who sells at an average of 1500 mts per month.

Mr. Kand has achieved great heights because of his sense of transparency with the Company and the retailers, zeal to work hard and good relationships with business associates.

He also mentors our sales team, guides them in the direction of right business practices and is a source of strength to our entire team.

"We Wish him all the success in the times to come!!"

**Dr. Kaustubh Dadhich**

 Head - Marketing  
Grey South & Rajasthan



## spotlight on Mr. K.K. Misra

(Excerpts from an interview with Mr. K.K. Misra - Advisor)

**Q1. You have served the Singhanian family with three generations. Please throw some light your journey. What is the reason behind your unstinting loyalty towards the Company? Please share the most fond memory of your association.**

J.K. Cement Ltd. Is the blue chip company of J.K. Organization and I feel proud to be associated with it like a brick in the foundation of the edifice of the organization. Having completed 40 years of services with the organization, I reflect on the years gone by. With my humble beginning at a junior position in the year 1972, the position at which I stand today, I'm more than satisfied. Each day has been memorable for me. My association with the organization spans 4 generations, starting with Late Sir Padampat Ji Singhanian, Dr. Gaur Hari Singhanian & MD & CEO Shri Yadupati Singhanian, and with both the Special Executives - Mr. Rahgavpat Singhanian & Mr. Madhavkrishna Singhanian. In the initial years, I also got the privilege to work with Shri Harishankar Ji Singhanian (Eastern Zone), Mr. Vijaypat Singhanian Ji (Western Zone) and their brothers & family members. An interesting and motivating memory that is etched in my mind is when I was introduced as a manager (even being at a much lower designation), by Late Shri Gopal Krishna Singhanian, to a great industrialist who was accompanying him on a flight. This really made me feel honoured. I always got such regard and this is one basic value that is special about our management. Another important instance which is worth sharing is that in the releasing of postal stamps on Late Sir Padampat Singhanian and Late Lala Kamalpat Singhanian, I played a vital role and this makes me feel happy.

**Q2 What is your success mantra behind being a successful administrator? What do you think is your greatest contribution?**

If anyone is to succeed as a trusted employee, he is not to see the cold, the clock or the conditions. Diligence and sincerity are the key factors that have brought me where I am today. Whenever my seniors or any one of the Singhanian family members have assigned any work to me, it was taken on top priority.

All decisions regarding administration have always been taken in the best interests of the Company as well as those of the employees, because of which I have enjoyed the respect and love of all of you. I've always taken such decisions impartially and thought of the best interest of all concerned.

**Q3 Since you have worked with three generations of the Company, what change have you observed in the style of working since the time you joined the Company?**

It's difficult to compare today's working pattern with those of yesteryears. This difference is like that of black and white films and color films, but the basic values remain unchanged. Merit, honesty, hard work and labor, never go unrewarded or unrecognized. Our organization's basic culture has remained unchanged over the years, even while keeping pace with the ever changing dynamics of the world.



Mr. K.K. Misra



Mr. Jitendra Bhandari

— brand ambassador of J.K. Super Cement for being the top performing stockist in Rajasthan.

**Q1. You have been associated with the Company since 1988. How has your relationship evolved over the years? Please throw some light on this journey so far?**

We have had a wonderful journey with the Company. There is mutual understanding and we consider ourselves a part of the J.K. Cement family. Whatever the goals have been, we have always achieved them for the Company and no matter what the situation has been, we have remained loyal to J.K. Cement.

**Q2. What is your success mantra? How have you been able to achieve a strong position in the market?**

## spotlight on Mr. Jitendra Bhandari of M/s Naveen Distributors

Mr. Jitendra Bhandari of M/s Naveen Distributors, a prominent stockist from Rajasthan started his journey with the Company way back in 1988. He started with 2-3 shops in Jodhpur and today he has a huge network spanning the whole of Rajasthan. In 2012, Mr. Bhandari was felicitated by Virender Sehwal

According to me, time management is a huge factor and this is our strength. Besides this, we have been able to build good relationships with each and every level of customer, be it big or small. In my opinion, relationship building is very crucial to our business and we have stood by our customers all the way. This has helped us reach a formidable position in the market.

The word 'Impossible' does not feature in my dictionary so there is nothing that I consider difficult to achieve.

**Q3. What is the customer perception about our brand? How do you think the Company's brands have fared in the market in the recent times?**

Customers have good faith in our brands and the recall is amazing. People trust J.K. Cement's brands and are confident that this name will deliver. The company's multimedia campaign has significantly contributed to the brands' visibility and recall but at the same time, keeping the current market scenario in mind, one must be alert and aware of the changes that are taking place.

**Q4. What message would you like to give to the Company?**

We wish to grow along side the Company and hope our association grows stronger in the years to come.



# Forest Conservation Costa Rica

NURTURING  
Nature



*Rampant deforestation is a global phenomenon, but nowhere was its ruthlessness evident more than in the post World War II Costa Rica – invigorated by all-round growth and development, this tropical paradise shaved off no less than two-third of its forest cover in just three decades. The Government woke up to this crisis in the late '70s, but the real turnaround happened, with the ground-breaking 1996 Forestry Law – a dual revolution, that began enforcing heavy penalties for destruction of forests, and rewards for conservation efforts. By end 2005, Costa Rica had more than doubled its forest cover since its worst phase in the mid 80's, covering more than a quarter million hectares.*



Ms. Nitya Wadhwa  
- Corporate HR

## Rendezvous

with  
Special Executive



### Congratulations Ms. Nitya Wadhwa !

Our heartiest congratulations to her for her coveted win. She will spend an entire day with our Special Executive - Mr. Raghavpat Singhania. Her engaging entry won her a well deserved, all expenses paid indulgence in the high life. Ms. Wadhwa will get the golden opportunity to interact with Raghavji and discuss innovative ideas and new initiatives that may bring a positive change in the Company. So watch this space to get an in-depth account of her exploits on this unforgettable day!

Thank you all for your enthusiastic participation in the contest and we hope your contributions will keep pouring in for future opportunities to win, featured in this space.



# Branding Drive

A new initiative - Branding drive was conducted by the Branding Team in Maharashtra & Goa. This is the first time in the industry that such a focused and intensive activity was undertaken to further strengthen the association with our channel partners and take their feedback. The aim behind the drive was to personally meet the dealers and give them exclusive gifts (Mobile charging stations, wind chimes etc.), POP material during the festive season. All the shops/outlets of dealers were personally decorated by Mr. Jitendra Pathak – Officer, Mr. Varun Mathur – MT and Mr. Sunoj P – Asst. Officer from the branding team. POP material was installed in every shop and overnight there was a spike in our visibility.

This project needed ample planning and meticulous execution. During this drive 153 counters were visited in 25 days across 12 districts of Maharashtra & Goa traveling approx. 5000 Km.

A questionnaire seeking feedback on branding activities (ATL & BTL)/Quality of Gifts-POP/Tours/Events was filled by the dealers. The feedback was overwhelming as most of the dealers were very much satisfied with branding activities. The dealers unanimously said that J.K. Cement's gift items especially festive boxes like Diwali, Holi, X- mas boxes are best in the industry. Many new ideas/suggestions were also given by the dealers to increase the Company's reach in rural heartland, semi urban, small towns and villages. Non branding issues (related to Marketing/CTS) were also shared by the dealers.

This drive helped us get feedback and know how effective our Outdoor campaigns, TV Ads, BTL Activities are and how we can improve further. This project was very much appreciated by all the dealers.



Mr. Sunoj P.  
- Asst. Officer



Mr. Jitendra  
Pathak - Officer



Mr. Varun Mathur - Management Trainee





## Corporate Social Responsibility

### Recreational tour organised for underprivileged to Udaipur

The Company organized a tour for 120 students of the NGO – Chhatrawas Arya Vidya Mandir, New Delhi to J.K. Cement Works, Nimbahera. Ladies Club “Surbhi” hosted and facilitated this visit on December 29, 2012. They were extended a warm welcome by Ladies club members. They then visited plant where they witnessed the cement manufacturing process. Thereafter, the students were treated to traditional Rajasthani Lunch.

Various exciting contests such as drawing, dance, quiz and games were organized for them. On this occasion, Unit Head – Mr. K.K. Jalori, Mr. S.K. Rathore - Head (Tech. & I.R.), Mr. K.M. Jain - V.P. (Accounts) presented them with gifts. The trip culminated with their visit to Shri Radha Krishna temple situated in the plant premises.



Mr. K.K. Jalori - Unit Head presenting a prize to a student



Students of Chhatrawas enjoying themselves



Quiz Competition in progress

### Eye Camp - Gotan

Lions Club Gotan has been organizing eye camp for the past 25 years with financial assistance of J.K. White Cement Works, Gotan. The club recently organised the camp on 16 Dec'12 at the government community health centre, Gotan. Mr. R.K. Ajmera - District Governor for district 323 E-2 of Lions Club graced the occasion as the Chief Guest. Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora VP - LKSEC were the Guests of Honour.

The renowned ophthalmologist Dr. Ratan Purohit and his team selected about 120 patients to be operated from an OPD of almost six hundred. Patients were taken to Jodhpur in a group of 25- 30 patients daily from 17th Dec'12 to 20th Dec'12 and were brought back to Gotan post operations. Patients were operated by FACO and microscopic technique at the 'centre for sight' and Ramrishi Laser centre Jodhpur. The entire boarding and lodging expenses along with the transportation for the patients and their aides was taken care of by the Company.



Mr. B.K. Arora - President (Works) distributing blankets at the camp



A doctor examining a patient at the camp

#### Editorial Board :

**Nitish Chopra**  
Head  
(Branding & Communication)

**Anthony Das**  
Deputy Manager  
(Branding)

**Shivapriya**  
Officer  
(Branding)

Editor : Mr. Raghavpat Singhania  
Special Executive,  
J.K. Cement Ltd.  
Publisher : Nitish Chopra  
Head - Branding & Communication  
nitish.chopra@jkcement.com  
Printer : Brijbasi Artpress Ltd.  
Owner : J.K. Cement Ltd.  
Address : Brijbasi Artpress Ltd.,  
of Printer E-46/11, Okhla Industrial  
Area, Phase-II,  
New Delhi - 110020  
Place of : J.K. Cement Ltd.,  
Publication Padam Tower,  
19 DDA Community Centre,  
Okhla Phase - I,  
New Delhi - 20

**For any feedback, inputs and suggestions  
please contact :  
editor.jkspotlight@jkcement.com**

Bi-Monthly House Magazine for free distribution