

JKspotlight



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RD
ANNIVERSARY
ISSUE



HIGHLIGHTS

22nd Architect of
the Year Awards



Lifetime Achievement
Award to
Dr. Gaur Hari Singhania





MANAGING DIRECTOR'S MESSAGE

Dear Friends & Colleagues,

As always, with the beginning of a new year, I send you the warmest wishes and blessings in the hope that the calendar will be a period of fulfilled dreams and unfettered success.

And, with the beginning of each year, I feel a growing sense of pride in the incremental growth in value of our in-house newsletter, Spotlight. Over the 3 years of its publication, this magazine has brought fun, creativity, news and inspiration into our lives, binding us in an ever more cohesive unit. These are challenging times, and I am sure that through this time, this medium shall continue to serve the vital role of strengthening our bonds of camaraderie.

I wish you all the very best.

Y. P. Singhania

Yadupati Singhania
M.D. & CEO
J.K. Cement Ltd.

Happy Hat-Trick!

As we celebrate 3 years – a hat-trick of this pervasive medium, of a successful and voracious dialogue within the J.K. Cement family, there is this sense of exuberance, that can only come with well earned achievement. And so we thought, what better way to mark this happy occasion than by recounting some of the most celebrated hat-tricks in the one field that unites us all... sports, of course! Cricket, football, badminton... whatever the sport, in the 3rd Anniversary Issue of Spotlight we are highlighting some of the greatest feats of the human body and mind in the sporting arena. Just as these hat-tricks, a result of the unrelenting commitment and tireless work, lead to renewed efforts, this hard-won milestone reinforces the team's fortitude to deliver bigger and better!



FROM THE editor's desk



Dear colleagues and friends,

The beginning of each new year brings with it a cause for celebration for the Spotlight team as it heralds the achievement of a hard-won milestone in the newsletter's journey. Hence, along with heartfelt wishes to all of you for a successful 2014, I congratulate the editorial team of Spotlight on the completion of 3 wonderful years of publishing!

The in-house magazine has achieved great heights and thanks to the boundless energy & commitment of the team, I have witnessed the meteoric rise in popularity of Spotlight over a period of time.

The theme for this issue relates to the one human endeavour that binds us all in camaraderie and unity. Sports! Being the 3rd Anniversary Issue, a celebration in itself, this Spotlight recounts some of the most celebrated hat-tricks in sporting history that catapulted the players to legendary status.

The focal story of this issue is the 22nd AYA, held in Chennai this time. This annual event has established itself as an eloquent voice, recognising outstanding talent in the architect community in India and the region. We received a great response from the community this year as well.

A great honour was bestowed on Dr. Gaur Hari Singhania - Chairman, J.K. Cement Ltd. and President, J.K. Organisation by the International Institute of Social Scientists for a lifetime of achievement for his contribution to the development of society & industry. Be sure to catch the story inside. As always, the Founder's Day was celebrated with much fervour and enthusiasm across different centres of the Company.

The spotlight on this issue is on 2 gentlemen who have been a part of the J.K. Cement family for many years and whose association with us has been a source of inspiration for us – Mr. N.K. Misra - Sr. VP (Projects, Nimbahera) and Mr. Sushil Paharia of M/s Surajmal Tansukhrui, Kishangarh.

I leave you with my deepest thanks and appreciation for your continued support and contributions which have been pouring in over the years and I urge you to stay an avid consumer of Spotlight, a tremendous platform of communication for us all.

Best regards,

Raghavpat Singhania
Special Executive
J.K. Cement Ltd.

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Celebrations

Founders Day Celebrations

Kanpur

On 7th November, J.K. Organisation celebrated its 129th Founder's Day at Kamla Retreat, Kanpur on the birth anniversary of Founder Lala Kamlapat Ji Singhanian and paid tribute to his extraordinary vision, enterprise and social commitment.

Mr. Govind Hari Singhanian - Director, J.K. Organisation was the Chief Guest. Dr. Gaur Hari Singhanian - President, J.K. Organisation, Mr. Yadupati Singhanian - MD & CEO, J.K. Cement Ltd., Mr. Abhishek Singhanian and other family members were also present at the function.

On this occasion various employees across India were honoured in recognition of their long and dedicated service of 25 and 40 years with the Organisation.



Mr. Govind Hari Singhanian - Chief Guest presenting memento to Mr. Mohan Sharma - AVP (Marketing, White Cement)

Apart from employees, various dealers across India were also honoured for having been associated with the Organization for more than 25 years.

Mr. Anil Agrawal - Secretary, J.K. Organisation highlighted the significance of Founder's Day and the contribution of Lala Kamlapat Singhanian in setting up various factories, hospitals, religious temples, sports academy etc.



Mr. Abhishek Singhanian, Mr. Yadupati Singhanian, Mr. Govind Hari Singhanian, Dr. Gaur Hari Singhanian and Mr. Anil Agrawal sitting on the dais (left to right)

The programme was well attended by a large number of dignitaries of Kanpur including Dr. Anand Agrawal - Commissioner of Income Tax-I and Mr. K.M. Bali - Commissioner of Income Tax-II, Kanpur.

The vote of thanks was given by Mr. Anoop Kumar Shukla - VP (Accounts).



Group photograph of the recipients

Nimbahera, Mangrol and Bamania

At Nimbahera, Mr. Madhavkrishna Singhanian - Special Executive, Mr. K.K. Jalori - Unit Head, Mr. D. Ravisankar - President (Projects), Mr. M.L. Goyal - Sr. VP (Comm., Nimbahera), Mr. S.K. Rathore - Head (Tech. & IR, Nimbahera) along with a large number of executives, officers, officials of J.K. Cement Shramik Sangh and Workers paid floral tribute to Late Lala Kamlapatji Singhanian by garlanding his statue and renewed their commitment to make efforts towards continual progress of the Organization.

On this occasion, senior employees were honoured and Chief Guest Mr. Madhavkrishna Singhanian presented mementos of Silver plates & glasses and citations to them for their dedicated service to the Company.

Mr. Madhavkrishna Singhanian appreciated and congratulated the employees for their long association with the Company and said that J.K. Organisation is on the way of continuous progress due to the faith and commendable efforts of its employees.



Mr. Madhavkrishna Singhanian - Special Executive garlanding the statue of Lala Kamlapatji Singhanian at Nimbahera



Mr. Manoj Kumar Sharma - Sr. Officer (HR) receiving memento for long services from Mr. Madhavkrishna Singhanian

Mr. K.K. Jalori in his speech congratulated all honoured employees and further highlighted the journey of progress of J.K. Organisation and its great contribution towards economic and industrial development of the country. Mr. S.K. Rathore proposed the vote of thanks.

Founders Day was celebrated with equal vigour and dedication at Mangrol and Bamania as well.



Mr. K.K. Jalori - Unit Head addressing the gathering



Food distribution at Govt. Referral Hospital, Nimbahera



Employees at J.K. Power, Bamania paying tribute to Lala Kamalpatji Singhania

Durga Pooja - Gotan

Durga Pooja celebration at Gotan started with aarti and pooja, prasad distribution followed by cultural programmes presented by students of LKSEC. Garba-Dandiya was organised on the day of Kanya poojan. The devotees from the vicinity, along with Company and LKSEC officials, their families and LKSEC students participated enthusiastically.

Visaran was done later in lake Chepia Nada. Mr. B.K. Arora - President (Works), Mrs. Sushma Arora - VP (LKSEC) and Mr. Rajeev Sharma - VP (Technical, Gotan) were also present along with the departmental heads.



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



Immersing (Visarjan) of Goddess Durga

Dussehra - Gotan

Festivals are celebrated with full fervor and enthusiasm at Gotan and this year's Dussehra celebration was no exception.

The festivities began with a pooja by Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - VP (LKSEC) and the blessings of Mahant Shri Garib Dasji, Maharaj of Ramdas Shyam Das Temple. Mr. Rajeev Sharma - VP (Technical, Gotan) was also present along with the departmental heads. Besides the employees and colony dwellers of LKSEC and company, thousands of villagers also participated in this programme.

As a tradition, colourful life size effigies of Raavan, Kumbhkaran and Meghnaad were set ablaze with a vibrant display of fireworks. More than 15,000 people from the villages including Gotan, Tunkliya, Dhanapa, Talanpur, Pundlu, Shiv, Mangliawas, Rol, Harsolav and Nokha have been participating in this programme for the past twenty seven years.



Mrs. & Mr. B.K. Arora during the celebration



Diwali Celebrations

Gotan

The festival of lights, Diwali marks zealous celebrations at Gotan. Lakshmi is the goddess of prosperity and wealth and Lakshmi Poojan forms the essence of Diwali celebrations.

Lakshmi Poojan was performed at both the plants viz. Grey and White. Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - VP (LKSEC) performed the pooja with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garieb Dassji, Maharaj of Ramdas Shyam Das Temple. Mr. Rajeev Sharma - VP (Technical, Gotan), Mr. P.C. Jain - VP (Accounts, Gotan) and Stores were also present on the occasion.

The administrative building and the plant was beautifully decorated with lights, rangoli, flowers, ribbons, wall hangings, and dangles. Employees and workers wished each other and sought the blessings of Goddess Lakshmi for a happy and prosperous year ahead.



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



Nimbahera

The Nimbahera family celebrated the festival of lights with great enthusiasm and joy. On this occasion the campus and Shri Radha Krishna Temple were elaborately decorated with flowers and lights creating a beautiful backdrop for the celebrations.

Laxmi Pooja was performed by Mr. M.L. Goyal - Sr. VP (Comml., Nimbahera). Thereafter Mr. K.K. Jalori - Unit Head, along with employees performed the maha-arti and prasad was distributed to all present.

'Deepawali Milan' was also organized by J.K. Officers Club at Mangal Mandap, which saw participation from staff members of J.K. Cement Works, Mangrol along with their family members. Surbhi Ladies Club also organized a 'Diwali Milan'. The get-together included activities like diya dance, funny poem recitation, one-minute games and housie etc. It was thoroughly enjoyed by all participants.



Mr. K.K. Jalori - Unit Head giving prize to a winner of Lucky Draw



Mr. M.L. Goyal - Sr. VP (Comml.) performing pooja on the occasion

Karnataka Rajyotsava - Muddapur

58th Karnataka Rajyotsava was celebrated at Muddapur Factory premises on 1st November with great zeal and enthusiasm. Mr. Antriksh Jain - Unit Head and Mr. S.K. Jain - Head (O&M, Muddapur) graced the occasion as Chief Guests. Mr. M. Ramappa - Sr. GM (Mines, Muddapur), Mr. S.K. Das - GM (Civil, Muddapur), Mr. K.R. Choudhary - GM (Electrical, Muddapur) along with other departmental heads, staff members and workmen also attended the programme.



Mr. Antriksh Jain - Unit Head performing pooja on the occasion

Mr. Antriksh Jain performed the pooja of goddess Bhuvaneshwari followed by hoisting of the Karnataka flag. In his speech, Mr. Jain described the culture of Karnataka, natural resources and spoke about the ancient language of Kannada.

Mr. B. G. Sholapur - Sr. Manager (Stores, Muddapur) presented the vote of thanks.



Mr. Antriksh Jain addressing the gathering

Spotlight on Mr. N.K. Misra

(Excerpts from an interview with Mr. N.K. Misra - Sr. VP (Projects, Nimbahera))

Q.1) You have had a long association with the Company. Please shed some light on your journey with J.K. Cement Ltd.

After completing Mechanical Engineering from Aligarh Muslim University in 1979, I started my career as a Trainee at Nimbahera and was placed in the Project Department during the execution of J.K. -III Project. I was responsible for handling the fabrication as well as design work of conveyors. After 8 months, I was transferred to H.O., Kanpur under Mr. R.G. Bagla and was given responsibilities for Material Management of the Nimbahera Project. After a year, I was called back to Nimbahera to work in the Project Department again, this time reporting to Mr. M.P. Rawal and Mr. D. Ravisankar, and given the charge to lead the department independently in 1987. Since then, I have been continuing as the head of the Project Department.

Q.2) You have been associated with some of the key projects that the Company has set up. Please share with us some of the unique challenges that you have had to face.

Every day is a new challenge during a Project execution and all of them have to be dealt with on a day-to-day basis. However, I am sharing some of the most challenging jobs that have come across during my tenure here.

a) During the grinding unit installation, an old Ball mill including packer was procured without many drawings. Taking physical measurements all installation drawings were done in-house and to reduce the cost, the Cement storage silo was also designed in-house. Maximum equipment was locally developed / purchased & the unit was successfully put in operation.

b) During Waste Heat Recovery project implementation, placement of the boilers and the ducting routing in the existing space was a very big challenge. Many structures had to be shifted to create adequate space to accommodate them. This was all done by in-house design.

c) During the Mangrol project, in order to reduce cost, Cement & Raw mill storage silo were designed departmentally.

Q.3) What according to you are some of the crucial ingredients for successful and timely completion of projects?

In my opinion, an experienced project team, coordination, motivation, timely identification of problems and its corrective action, better material management and follow-up with supplier including timely fund arrangements are the main ingredients for successful and timely completion of a project. Safety aspects and regular monitoring of the project progress is also required to achieve targets.

Q.4) J.K. Cement Works, Muddapur is one of the most modern cement manufacturing facilities in the country. Tell us about your experience of working on this project.

Yes, the Cement plant at Muddapur is a state-of-the-art plant with six stage double string Preheater & the most modern CCR Robo Lab. I was involved in this project since conception to commissioning & really enjoyed working on the same for about 4 years. However, we also faced numerous challenges and were able to successfully overcome them:

a) Kiln Stack was designed in steel, guided in four RCC column structure of about 90 mtr height. The construction time was estimated about 10 months, which was proving to be out of schedule. An innovative idea to go for RCC Chimney was finalized with a total construction time of 6 months.

b) We had to construct 4 cement & 1 fly ash silos with RCC cones. The construction of RCC cone could not allow installation of packer and other equipment resulting in delay. An idea to insert steel cone made it possible. A steel cone of 16-mtr dia was designed and installed in all silos, which allowed us to work above and below the cone thus reducing total time by about two and a half months.

All this would not have been possible because of the continuous support & motivation by our Managing Director - Mr. Yadupati Singhania, Mr. Kailash Nath & Mr. D. Ravisankar and also because of the support of the project team.



Mr. N.K. Misra

Spotlight on Mr. Sushil Paharia

M/s Surajmal Tansukhrui, Kishangarh

It was 1948 when Late Mr. Ladulalji Paharia of M/s Surajmal Tansukhrui started cement business. They are one of the oldest stockists in Rajasthan. He played a major role in shifting people of area from using lime to cement. Today his son, Mr. Sushil Paharia runs the business. They have a large network of dealers spread across Kishangarh and Jaipur rural areas. They supply cement in non trade segment in the whole Rajasthan, M.P. and U.P. also. Three generations of this family is associated with the Company and we thought it was fitting to have Mr. Sushil Paharia share his views on this association

Q1. Please throw some light on your association with the Company. What are your thoughts about the J.K. Cement culture and the people?

Our association with the company is as old as J.K. Cement itself. It was the summer of 1975 when the first stockists' meet was held at J.K. House, Jaipur. Then Marketing Manager Mr. S.S. Lumba asked my father Late Mr. Ladulalji Paharia to preside the meeting. I'm proud that even today, the third generation of our family (My son 'Sumkit Paharia') is receiving the same kind of honour from the Company.

J.K. Cement has a culture which is full of affinity where every person related to it is treated as a family member. This is the major reason why the stockists and employees are so loyal. It is rare in today's multi-brands culture. I become nostalgic thinking about some unforgettable moments with the company. Even today, while travelling on that Chittor highway, my heart starts beating faster at the sight of the factory. After all, this is the place which has been providing bread and butter to us for the last 40 years. It is due to the kind and continuous support of the Company that we still enjoy a leading position in the market.

Q2. How do you think the market for our Grey Cement brands has

evolved over the years? What according to you differentiates our brand from others?

There have been phenomenal changes in the cement industry over the years. Earlier, purchase of cement was a problem. I had to stay at Nimbahera Plant for around 10-15 days a month to procure cement. Now, the scenario has changed drastically. Selling of cement has become an art due to intense competition. Cement has shifted from a Seller's to a Buyer's market. Service is the key since the buyer has so many options.

As we've been serving people for the last 40 years, making timely changes in the product and coping with the market's demand, our brand is considered as the most trusted and premium one. It's a self explanatory example of the solidity of the brand that even after the entry of dozens of players in the market, our brand still stands tall among them with distinction.

Q3. What is your strategy for achieving success in Marketing?

It is important to understand the market and work accordingly so that we can cater to the demands of all kinds of customers. In my opinion, being consistent in providing prompt services to the customers at competitive prices is vital to the success of any business.

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

I would just like to say that the Company should have confidence in its team and align the common goals with individual goals to achieve the best possible results in the future. Always keep pace with the changes taking place in the industry.



Mr. Sushil Paharia

Joint Lenders Meet held at Hotel ITC Mughal, Agra



Mr. Anil Agarwal - Sr. VP (Finance & Taxation) (4th from left), Mr. Sanjeev Garg - VP (Finance & CA), Mr. Atul Bagla - VP (Corporate Finance) during the cultural evening

Annual Meeting of Term Lenders and Working Capital Bankers of J.K. Cement was organized at Hotel ITC Mughal, Agra on 14th December followed by a Cultural evening.

NCB Seminar - New Delhi



Mr. Rajeev Sharma - VP (Technical) addressing the gathering at the seminar

Mr. Rajeev Sharma - VP (Technical, Gotan) attended the "13th International Seminar on Cement and Building Materials" organized by National Council for Cement and Building Material (NCCBM) from 19th - 22nd November at New Delhi

Mr. Sharma co-chaired the "Technical Session-XV" on "Energy Conservation" at this seminar.

Bowling over the world



CHETAN SHARMA
(India)

In 1986, Chetan Sharma courted immortality with that torturous last ball six hammered by Miandad off his ball; the nation was shamed and Chetan clearly needed a miracle to resurrect his reputation. That moment came soon, when he became the world's first bowler to claim a hat-trick in the 1987 cricket world cup. He achieved the feat on 31st October vs New Zealand, in Nagpur.

ISO Internal Auditor's Training - Gotan

In order to expand the pool of internal auditors for OHSAS, Environment and Quality Management Services, an in house internal auditor training course for Integrated Management Services was organised for Lala Kamlapat Singhania Education Centre and J.K. White Cement Works, Gotan.

A two days internal auditor certification on Environment and Quality management Services was organised for LKSEC on 5th and 6th October.

Two separate internal auditor's certification courses were conducted for J.K. White Cement Works, Gotan from 7th - 11th October.

Two batches of 16 employees each were trained as internal auditors for integrated management systems.

To have seasoned and experience employees trained as auditors; ideally, the head of department or section-head or the person second in command were picked to be trained as auditors.

Mr. Akshay Pratap Singh - Manager (HR, Gotan) supported as a facilitator during the training programmes.

The program concluded with a meeting with Mr. B.K. Arora - President (Works), Mr. Rajeev Sharma - VP (Technical, Gotan) and Mr. C.P. Jhagdawat - VP (C&A, Gotan).

Mr. Arora in his address said that J.K. White Cement has had a



golden run with ISO accreditation. The systems and procedures at Gotan were so robust that the unit was certified within 90 days of application of ISO accreditation in 1993.

He congratulated the employees on being certified as 'Auditors' and said that they will be the flag bearers for Management Systems in the times to come.



First among equals

**KAPIL DEV
(India)**

In his illustrious career, Kapil vied for top spot among arguably the most gifted all-rounders to have ever played against each other. With feats of greatness constantly changing hands between him, Sir Ian Botham, Imran Khan and Sir Richard Hadlee, good was never good enough in those days! Kapil's hat-trick on 4th January 1991 vs Sri Lanka in Kolkata (then Calcutta) was all the more significant, because the other 3 never achieved it in their international careers.





A lifetime of achieving excellence

Dr. Gaur Hari Singhania, Chairman, J.K. Cement Ltd. & President, J.K. Organization was felicitated with Lifetime Achievement Award by International Institute of Social Scientists. This award was presented to our Hon'ble Chairman for his excellent contribution for the development of Industry and Commerce and Development of the Society.

The award ceremony was organized on 30th November at Merchants Chamber of Uttar Pradesh, Kanpur where this prestigious award was given by Retd. Chief Justice of Punjab and Haryana High Court and Chairman Human Rights Commission, Haryana and Uttarakhand, Justice Mr. Vijendra Jain and Dr. Vishwanath - Chairman of the Institute. The event was attended by His Excellency PK Kyong Song, Ambassador of DPR, Korea along with various esteemed dignitaries from Delhi and prominent citizens of Kanpur and officers from J.K. Organisation.

The award ceremony was compered by Mr. Lalit Khanna - Chairman of Employers Association of Northern India and presided over by Dr. Harish Gupta, General Secretary of The Institute of Social Scientists.



Dr. Gaur Hari Singhania - Chairman, J.K. Cement Ltd. being honoured with Lifetime Achievement Award by Justice Virendra Jain



Justice Virendra Jain - Retd. Chief Justice, Punjab and Haryana High Court and Chairman, Human Rights Commission Haryana and Uttarakhand and Dr. Vishwanathan - Founder, International Institute of Social Scientists presenting the certificate to Hon'ble Chairman Dr. Gaur Hari Singhania



My Word for J.K. Spotlight

We had asked you to send us the 1 most appropriate word you associate with Spotlight, to be featured in this anniversary issue. It was great to see that Spotlight evokes such varied perspectives from so many of you. And since you delivered so eloquently on your promise, we chose some of the best of the lot to share with you here. We thank you for your overwhelming response and also for your genuine support and encouragement.



CUSTOMER SERVICE TREE

As a company, we believe in building solid bonds with our channel partners who have always been on top priority for us. At J.K. Cement, we greatly appreciate this association with our stockists and dealers and continue to make their experience with us better in every way. To that end, we list here the various head of departments who are committed to serving you better. Roles of the departments are defined here for the better understanding and communication requirements of our channel partners.

GREY CEMENT MARKETING NORTH

Mr. R.C. Shukla

At J.K. Cement we've always tried to exceed customers' expectations through our superior customer service. We have always been sensitive to the interests of our dealers and customers (end users) with prompt and innovative ideas. Our personalised sales, distribution and technical support services for our dealers and customer is a testimony to our commitment to quality customer service.

Our efforts are always directed towards putting the customer first in all aspects of our business.

We Listen. We have provided a common platform for dealers/customers to share their ideas, grievances and other concerns to help us improve our service and increase sales. We are constantly looking for new ways and means to ensure a quick and efficient response to order processing, delivery and information flow.

E-mail: rc.shukla@jkcement.com



WHITE CEMENT MARKETING

Mr. Mohan Sharma

A marketer always has to be sensitive to the interests of the customers. He should understand the grievances of the customers and address it to their satisfaction. To deliver superior customer service, this department strengthens and trains the frontline executives with absolute product knowledge and skills as they are the first individuals to interact with the customers. On the customer front, we

have developed a culture of sharing ideas, complaints etc. during the events we conduct every month, where they are encouraged to give their feedback and help us in improving our service.

E-mail: mohan.sharma@jkcement.com



GREY CEMENT MARKETING SOUTH

Mr. R Ganesh

Customer satisfaction is a critical factor in ensuring brand loyalty for us.

The department has evaluated dealer feedback on product quality, service, sales promotion and branding on a regular basis from this region.

The successful launch of the Sales Force Automation (SFA) program in Grey Cement South

ensures that there will be continued efforts for higher customer satisfaction.

E-mail: nrajen.ganesh@jkcement.com



J.K. WHITE CEMENT WORKS, GOTAN

Mr. B.K. Arora

We at J.K. White Cement Works, Gotan ensure the manufacture of the best quality of White Cement and Wall Putty. The products

surpass quality benchmarks in all parameters, as the quality checks maintained by the department are very stringent and highly regulated. We also take special care in our packing processes in order to ensure that all types of packaging are of excellent standard and quality. Timely execution of orders received from our Marketing Division is also given utmost importance and the materials are dispatched to our valued IC parties, stockists and dealers with alacrity. All complaints received are given due attention and resolutions reached to the satisfaction of our customers.

E-mail: gotan@jkcement.com



J.K. CEMENT WORKS, NIMBAHERA

Mr. K.K. Jalori

At J.K. Cement Works, Nimbahera, utmost care is taken to ensure that only the best quality material reach the market from the factory. For this a series of strict online quality checks are performed so that at all stages of manufacturing, quality is ensured. Frequently, cement samples of competitors and our own product are drawn from the market for independent testing to evaluate market trend and improve product in line with

market expectation. Quality parameters, both physical & chemical are tested using latest equipment like X-ray etc. for accurate results.

E-mail: kk.jalori@jkcement.com



J.K. CEMENT WORKS, MUDDAPUR

Mr. A.K. Jain

J.K. Cement Works, Muddapur was set up in the year 2009. The plant is equipped with new-age technology from across the globe, making it one of the most modern plants in the Industry.

At J.K. Cement Works, Muddapur, Services begin from project conceptualization and end at product utilization, while keeping customer requirement and satisfaction as the top priority in the entire process. Hence, raw materials are refined, processes and technology are updated at regular intervals in order to serve the customers better and strengthen relationships with all stakeholders.

E-mail: antrikshakumar.jain@jkcement.com



JK Cement LTD. @ your service



WHITE CEMENT ACCOUNTS

Mr. Ashok Kapur

Accounting and Finance lie at the heart of any business, and as such, the role of this department is to ensure that the costs are kept under control while offering quality products to customers. This is achieved with the help of good and sound accounting coupled with strong financial management. The department ensures availability of

adequate cash flow to acquire resources needed, establish and control profitability levels, timely preparation of financial documents and final accounts for internal and external customers for their use.

Pursuing best business practices and offering superior customer services lead to customer interest, which in turn leads to customers' orders, ultimately enhancing the revenue and gross margin.

E-mail: ashok.kapur@jkcement.com



GREY CEMENT ACCOUNTS

Mr. Anoop Kr. Shukla

The department is entrusted with the preparation of all financial documents related to Grey Cement division of the Company for the purpose of legal and government compliances, implementation of financial strategies created by management and making investment decisions. Consolidation of financial information of the company and close coordination with statutory and tax auditors are part of

the duties carried out by us.

We try to ensure timely payments to vendors and closely monitor the Company's inflows from the market and banks. For us, timely submission of information, documents and query resolution of our customers and dealers' payments are the key area of concern.

E-mail: anoopkr.shukla@jkcement.com



LOGISTICS

Mr. Arun Khurana

Logistics being the service function, the objective of the department is to provide the best service at the most optimal cost. In order to achieve this objective, the focus is on OTIF (On time in Full) delivery of orders by an understanding of clear Service Level Agreement (SLA) with all stakeholders, dedicated infrastructure and extensive use of technology.

Effective use of technology helps us in ensuring timely execution of orders and opting supplies through optimization cost source.

E-mail: arun.khurana@jkcement.com



CUSTOMER TECHNICAL SERVICES

Mr. R.P. Singh

For the purpose of creating lasting relationships with the customers, Customer Technical Services Department was established in 1984 with the primary objective of attending and resolving technical problems of various segments of the customers. We have a team of qualified and experienced Civil Engineers who strive to achieve customer satisfaction by

resolving customers' technical and operational doubts in a time bound manner. They also provide clarifications on relevant queries raised by customers related to grey and white cement products. To generate the demand of our products, we interact with government bodies and conduct technical awareness programs for various customer segments and channel partners and simultaneously collect market feedback. We also educate our Sales/Marketing staff about our products and its applications. We operate a dedicated helpline number for addressing and resolving grievances of customers.

E-mail: cts.delhi@jkcement.com



BRANDING & COMMUNICATION

Mr. Nitish Chopra

At Branding & Communication, our endeavour is to successfully translate the marketing and sales objectives of the Company by devising various brand strategies. Various initiatives are implemented for creating a differentiated brand-identity and communicating relevant brand values to the target segment. We have been striving to carve out a niche for J.K. Cement in the

consumer's mind so that the brands may face this intensely competitive industry. Over the past few years we have introduced various multi-faceted marketing initiatives including 360 degree media campaigns, consumer contact programmes, online promotion, public relations etc. to promote the various products offered by the Company.

We have representation in all parts of the country. We respond expeditiously to the feedback given by dealers and ensure that support is extended to them as and when the need arises.

E-mail: nitish.chopra@jkcement.com

Engineers Visit to J.K. Cement Works, Muddapur



Mr. S.K. Jain - Head (O&M) with the engineers



Mr. S.K. Jain conducting a session for the participants

An induction programme was conducted for Engineers at Muddapur. Around 35 Engineers each from Bijapur, Raichur, Koppal/ Gangawati and Gokak visited the plant from 18th - 21st December. The team was welcomed and greeted in the opening meeting by Mr. Antriksh Jain - Unit Head and Mr. S.K. Jain - Head (O&M, Muddapur). Mr. Vimlesh Marghade - Dy. General Manager (Prod. & QC, Muddapur) briefed the participants on the Company

profile, taking them through the journey of J.K. Cement Works, Muddapur. Mr. S.K. Jain, Mr. Nitant Shah - Regional Head (CTS) and Mr. Vimlesh Marghade explained the basics of cement manufacturing and accompanied the team for a plant visit to exhibit the practical dynamics of cement manufacturing.

Mr. Marghade and Mr. Prakash Karajagi from Quality Control took a session on the basics of cement explaining the history of Grey Cement, the manufacturing process of Grey Cement, BIS specifications, specifications for cement testing procedures, quality parameters, etc.



PETE SAMPRAS
(America)

Sheer class on grass



Among the all time greats of tennis, Sampras raised the bar of the game to a new high, and is the only player in the open era to have remained the year-end world number one for 6 consecutive years. His aggressive serve and volley style earned him a hat-trick twice on the hallowed Wimbledon Courts - in 1993, 1994, 1995, and then again in 1997, 1998, 1999. Actually, he went on to make it four-in-a-row in 2000!

Gaur Hari Singhania Institute of Management & Research as Knowledge Partner for International Trade Fair - 2013



Students of GHS-IMR at the Trade Fair



Dr. (Prof.) Rakesh Premi - Principal (GHS-IMR) receiving the certificate on behalf of Team GHS-IMR

GHSIMR was given a wonderful opportunity to organize the International Trade Fair as a knowledge partner which was jointly initiated by NSIC and MSME, Government of India. Students of GHSIMR participated with great enthusiasm by conducting various activities at the Trade Fair while the faculty of GHSIMR delivered lectures on varied topics.

Prof. Kunwar Milind Singh delivered a seminar on India's Foreign Trade Policy, 2009-2014. Dr. Pragya Awasthi gave an effusive discourse on Effective Communication whereas Dr. R.D. Mishra spoke on Entrepreneurial Leadership and Dr. Sunil Shukla talked about

Export Marketing. Dr. Monika Srivastava was also among the speakers and discussed Managing People and Resources. Dr. (Prof.) Rakesh Pemi - Director GHS-IMR received the participation award on behalf of team GHS-IMR from Mr. K.H. Muniyappa - Hon'ble Union Minister of State, MSME, Government of India for their excellent performance & participation in the First International Trade Fair.

Magic at play, on clay



RAFAEL NADAL (Spain)

The enigmatic, energetic and explosive 'Rafa' has etched his name in history, in arguably the most competitive era of tennis, having to slug it out with greats like Federer and Djokovick. While he has won on every surface, he is, undoubtedly, the king of clay, surpassing the elusive hat-trick on it twice - he won in 2005, 2006, 2007, 2008, 2010, 2011, 2012, 2013.

Creating blueprints of an innovative future

22nd Architect of the Year Awards (AYA)

Since the past 22 years, J.K. Cement has endeavoured to do its part in nurturing and encouraging talent in the architect fraternity. Following this tradition of felicitating and honouring outstanding work in the community, the company hosted the 22nd AYA 2013 with much fanfare on 7th December at Hotel Leela Palace, Chennai. His Excellency, Dr. K. Rosaiah - Hon'ble Governor, Tamil Nadu graced the occasion as the Chief Guest. Over the years, AYA has become one of the most significant events for the architect community across the



Mr. Madhavkrishna Singhania - Special Executive, J.K. Cement Ltd. and Mr. Yadupati Singhania - MD & CEO, J.K. Cement Ltd. presenting a memento to the Chief Guest, Dr. K. Rosaiah - Hon'ble Governor of Tamil Nadu

sub-continent with seven countries participating including Nepal, Bangladesh, Bhutan, Maldives, Mauritius, Seychelles and Sri Lanka. An esteemed jury selected 11 winners out of 169 exceptional entries after intense debates, deliberations and careful examination of the projects. Awards were presented in various categories and young, budding talent was also recognized. Mr. Yadupati Singhania - Managing Director, J.K. Cement Ltd, chaired the jury. The other jury members included senior professionals from the Indian architectural community as well as from Nepal

and Bangladesh such as Ar. Ravindra Kumar, Bangalore, Ar. S.S. Ray, Bhubaneswar, Ar. Neelkanth Chhaya, Ahmedabad, Ar. K.K. Asthana, Lucknow, Ar. Ravi Kapoor, Patna, Ar. Arun Dev Pant, Nepal, Ar. Saif U I Haque, Bangladesh, Ar. Satyaki Sarkar, Ranchi and Mr. M.P. Rawal - Administrator (AYA).

The Green Architecture category, which was



Ar. Aparna Narasimhan receiving the Architect of the Year Award

introduced during the 20th AYA, has been very well received by the architecture world and this year the winner in this category was announced as Ar. Brinda Parth Shah, from Rajkot for her project titled "A Country Retreat", which has a built-up



Mr. Madhavkrishna Singhania addressing the gathering



Mr. M.P. Rawal - Administrator (AYA)
addressing the gathering

area of 203 sq.m. Several old windows and doors were procured from broken building yards and refurbished. Waste materials were used from industry and factory sites for firebricks. The use of old windows, ceramic waste material and the vaulted roof was introduced in the village to make the residents aware of alternative construction techniques and materials.

Speaking on the success of the awards ceremony Mr. Yadupati Singhania, Managing Director, J.K. Cement Ltd said, "We at J.K. Cement Ltd. are immensely proud to host the

prestigious Architect of the Year Awards every year. When I look back, it gives me a sense of utmost satisfaction that AYA is now 22 years old and the kind of respect that AYA has earned is commendable. It would never have been possible without the support of the Architects who have been participating every year and my fellow jury members. I would like to heartily congratulate all the winners who truly deserve every bit of adulation coming their way for further raising the bar in architecture standards in India. We look forward to greater success in the years to come and hope to see AYA scale newer heights."

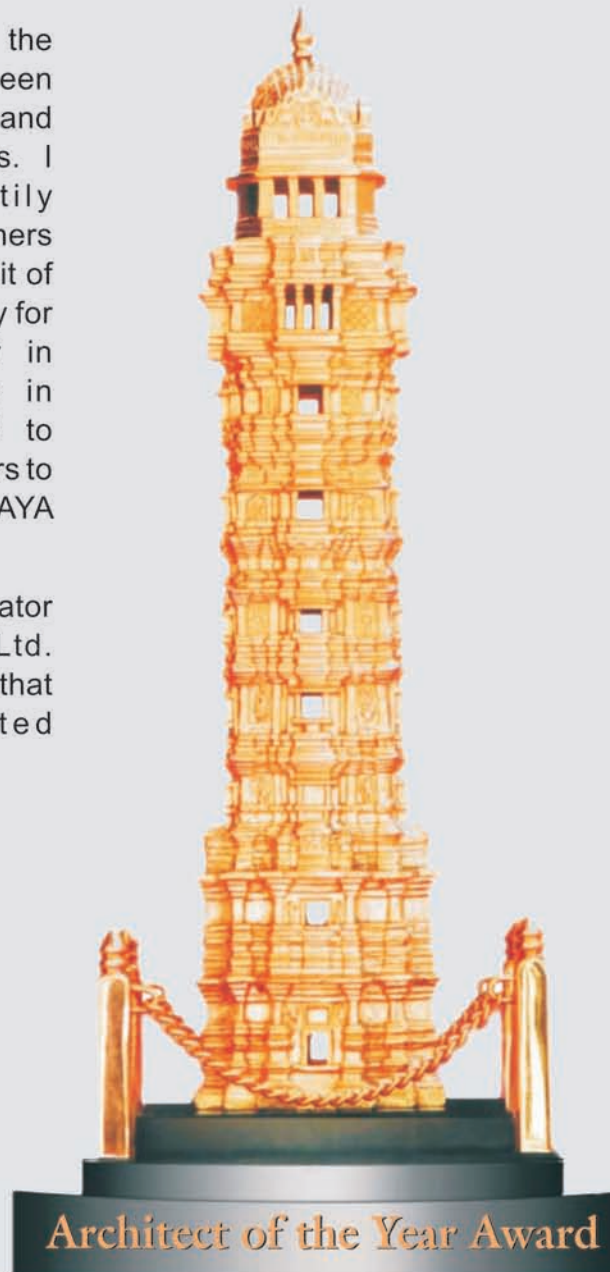
Mr M.P. Rawal - Administrator (AYA), J.K. Cement Ltd. remarked, "We are glad, that our young and gifted



Hon'ble Governor of Tamilnadu, Dr. K. Rosaiah lighting the lamp at the event. Also seen in the photo are Mr. Madhavkrishna Singhania and Mr. Yadupati Singhania



Winners and Jury Members along with the AYA Team



Architect of the Year Award

architects are showing interest in green architecture year on year for the environment at large. With AYA, we not only encourage outstanding talent in architecture but also make the awards more comprehensive by including relevant categories. The winners of the 22nd AYA truly deserve every bit of recognition and appreciation.”



Ar. Brinda Parth Shah receiving the Green Architecture Award

AYA in NEWS

Region 32

Governor sees huge challenge for architects

Stresses on need to adopt



...giving away a trophy at the Archdiocese of ...
...yesterday.

[illegible]

J K Cement felicitates outstanding Architects from Indian Subcontinent
Architect of the Year Awards in Chennai, 7th December 2013

[illegible]

जे के सीमेंट चेन्नई में २२वें आर्किटेक्ट ऑफ द ईयर को सम्मानित करेगा

अर्वाइवें में आर्किटेक्ट समुदाय को

मुंबई, वास्तुकला दृश्य कला का ही
एक जगह पर है। हमारे एवं संरचनाओं जो कि
का आविर्भाव है, स्वयं में
के समेट लिमिटेड आगामी
एवाइंग (आर्किटेक्ट ऑफ द
नव आयोजन करने जा रहा है।
का वार्षिक उत्सव है एवं इस
न वास्तुकारों को सम्मानित
सके देशों में काफी संख्या
को एवसहित करने वाला,
वास्तुकला-संबंधी आयोजनों
रस्ता नम चुका है। इस एवं
संस्था संयंत्र

में आयोजित किया जाएगा। एवाइंग
निर्माणक मंडल को अत्यन्त ही के.सो
लि. के प्रथम निर्देशक यदुपति सिंघानि
के प्रथम निर्देशक यदुपति सिंघानि
करी। इसमें भारत के विभिन्न क्षेत्रों के प्र
वास्तुकार और भागीदारी करने वाले पड़
देशों (नेपाल और बंगलादेश) के दो स
शामिल होंगे। इस एवं को पुस्तक
लिए जबरदस्त संख्या में प्रविष्टियां प्राप्त
हैं, जो इस बात को दर्शाती है कि ए
लिए जबरदस्त संख्या में प्रविष्टियां प्राप्त
हैं, जो इस बात को दर्शाती है कि ए
भारतीय उपमहाद्वीप में वास्तुकारों के
समस्त विश्वसनीय एवं प्रतिष्ठित पुरस्क
में निश्चित हुआ है।

J.K. Cement Ltd. to felicitate Architect community at the 22nd Architect of the Year Awards in Chennai

[illegible]

J.R. Convent Ltd.

[illegible]

22 ஆண்டுகளாக...
சிறந்த கட்டிடக் கலைஞர்களை
தெரிவதற்கும் J.K. சிமெண்ட்!

[illegible]

JK Cement honours outstanding architect

[illegible]

जेके सीमेंट ने वास्तुविदों का सम्मान किया

[illegible]



The Simple Strength in Infinite Elegance - Mrs. Sushma Arora (VP - LKSEC)



When one meets a person whose selfless and gracious actions inspire and motivate, they leave a lasting impression, regardless of the passing of time. Mrs. Sushma Arora is one such person. Lala Kamlapat Singhania Education Centre and Gotan in particular feels privileged to have her as a part of the team.

Over the years, she managed to bring about difficult, radical changes in and outside the periphery of Gotan. In a time when many established people thought that girl education in the rural backdrop of Gotan would pose a challenge to their age-old traditions and customs, she took up the task of changing these deeply instilled views of prevailing ignorance and illiteracy and fought for girls' education. In her attempt to remedy the situation she opened a school with only a handful of children from the village and the children of the employees of the Company. She recruited educated and willing wives of a few workers and they began teaching the students themselves, opening a new chapter of hope and pride. Today, many voices are heard in favour of girls' education in Gotan but the credit goes to her who has been an impassioned supporter of their education.

Her remarkable ability to stand up against intense pressure and always take action based on her convictions is truly inspiring. Though some keen observers in the educational and social front did acknowledge her greatness in the past, it is only in recent years that there is a surge in appreciation of her service and sacrifice in uplifting the masses. It was in recognition of her tireless journey towards the progress of society and education that she was conferred upon with the 'Indira Gandhi Priyadarshani Award' in the year 2007. Recently, in recognition of her lifelong dedicated services in the promotion of peace, education and UNESCO activities in her institution, **Confederation of UNESCO Clubs and Association of India (CUCAI)**, New Delhi honoured her with 'Excellence in Peace Education Award' during the International Seminar on 'Cultural Heritage and Peace



Mrs. Sushma Arora - VP (LKSEC) receiving the Excellence in Peace Education Award from Mr. Tarun Gogoi - Chief Minister of Assam

Education' in Guwahati by Mr. Tarun Gogoi - Chief Minister, Assam.

When the Kargil War left many soldiers' families bereaved, their children clueless of their future and education, she took the initiative to raise a big corpus of fund through which education, lodging and boarding of their children could be met.

Today, if Gotan has become a catalyst for change, then Mrs. Arora has had a

irreplaceable role to play. Whether it is the matter of education of her driver's son or that of a Mess worker's child, she never hesitated in lending a helping hand. The uniqueness of her character is that her actions are not a compulsion but a driving force. Her zest for innovativeness can't be scaled. Even on her travels she keeps her vision trained on new methods and innovations to bring back with her for the benefit of her students.

Her unrelenting dedication and tireless commitment will surely continue to sow the seeds of further growth of the school and society.





WINNING ENTRY

Business in the age of social empowerment

In the present scenario of social empowerment, it is not enough for a business to run with just a vision, an organizational commitment with aligned systems, and employee's empowerment to utilize their full potential. It also needs to share the same with its social domain by effectively and efficiently connecting with it, reducing the so-called autocratic & bureaucratic distances and making the social domain feel most-valued.

The need of the hour is to leverage the power of social empowerment for business betterment and reinforce & renew business growth and thereby growth of customers, business associates, media, leaders, competitors and all the stakeholders.

A wise man's advice to any Industry in the age of social empowerment is to create a positive mindset among all stakeholders by synergizing traditional thinking with new ways of connecting with the social domain:

- Extensive use of social media such as SMS and social-networking to demonstrate

concern for social responsibilities towards future generations.

- Make profitable decisions by understanding the societal expectation and how those factor in the business culture.
- Promote collaborative projects on Social Welfare with NGOs or institutions and shift gears towards efficient liaison management.
- Solution-based proactive-partnership approach is expected from organizations to build relationships with society.
- Leverage IT to build an image of a Socially Responsible corporate and so on...



Stakeholders with a positive mindset :

- Stay loyal and are less price sensitive
- Advertise about the company and its products
- Offer innovative ideas to the company
- Press on legislations in favour of business

Thus, the prosperity of any business in the age of social empowerment certainly depends upon the extent of creating a positive mindset about the organization among all the stakeholders.



PULLELA GOPICHAND
(India)

Courting Greatness



When Gopichand came on the Indian badminton scene, it was little expected that he would smash his way to the top with such finesse. At his peak, his robust performances on the court sent his opponents vying to keep up with his flying racquet. No wonder then that he won the Indian National Badminton Championship in 1996, 1997 and 1998. And in 1999 and 2000 to make it just short of a double hat-trick!



Mr. Francis Xavier
GM (Commercial)
J.K. Cement Works, Muddapur

1st
Runner Up

Corporate Social Responsibility: Obligation or Commitment

CSR (Corporate Social Responsibility), as the name suggests is the responsibility of Corporates to contribute something significant to the society they work in.

Today, CSR in India is approached in a more organised fashion than before. It has become an integral part of the corporate strategy. Companies have CSR teams that devise specific policies, strategies and goals for their CSR programs and set aside budgets to support them.

At J.K. Cement Ltd., CSR means Care, Sensitivity and Responsibility.

The Company always looks for the betterment of the communities in which it operates. It adopts villages where it focuses on holistic development by providing better medical and sanitation facilities, building schools and houses, and helps the villagers become self-reliant by teaching them vocational and business skills.

For enhancing brand image and publicity, some organisations have started donating a portion of each purchase made by its customers during a specific period of time to the non-profit entities. It motivates the

buyer of the product because they feel a part of purchase is going for a good cause. P&G working for education with NGO, Shiksha is an example of such an activity.

Accusations by governments and civil society of environmental pollution, human rights abuses and exploitation of labour in supply chains, have pressured companies to become more environmentally and socially responsible, but Companies have understood its importance, so its no more an obligation.

In a world where brand value and reputation are increasingly seen as an organization's most valuable assets, CSR can build the loyalty and trust that ensure a bright sustainable future. In the current era, businesses are not judged only on their results but on their behavior towards others as well.

Thus CSR is an integral commitment of every aspect of business life.

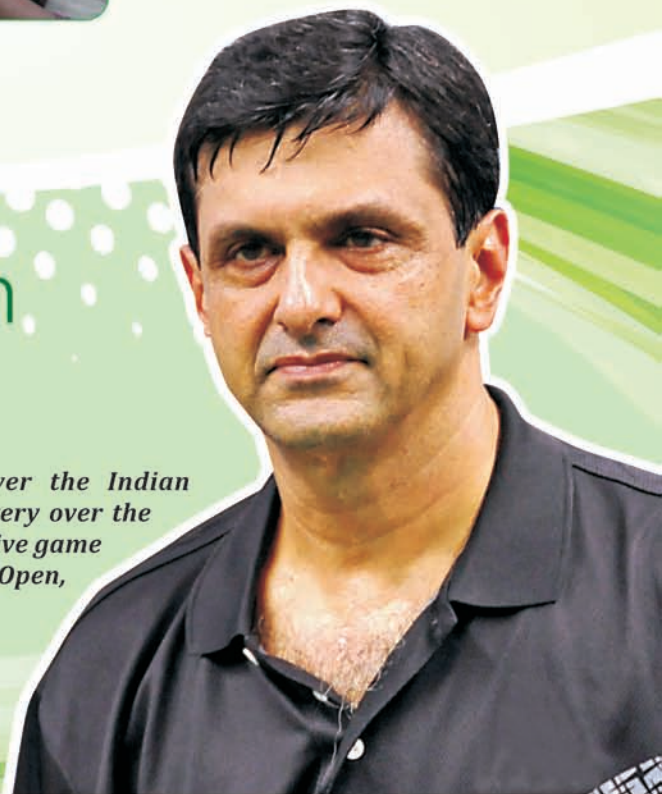
Mr. Himanshu Upadhyay
M.E. (White Cement)
Ludhiana



The Goodness in Baddie!

India's premier shuttler, Prakash Padukone reigned over the Indian badminton courts from 1971. However, his undisputed mastery over the game was evidenced when in 1980, his energetic and aggressive game brought home 3 coveted international titles, the Danish Open, Swedish Open and All England Championship.

PRAKASH PADUKONE
(India)



2nd
Runner Up

Corporate Social Responsibility: Obligation or Commitment

The term Corporate Social Responsibility is self-explanatory. It is the responsibility of corporates towards the social and natural culture. One of humankind's greatest challenges this century will be to ensure sustainable, just and balanced development. The needs of current and future generations cannot be met unless there is respect for natural systems and international standards protecting core social and environmental values.

Strategically speaking, business can only flourish when the communities and ecosystems in which they operate are healthy. Corporates have commitments not only towards its internal management but also to shareholders, environment, labour unions, government & NGO'S etc..

Types of CSR may include practicing responsibility towards Environment – curbing pollution to develop clean energy solutions, Philanthropy – donating to national and local charities, Ethical Labor Practices – treating employees fairly and ethically etc.

Direct benefits of implementing CSR are better anticipation and management of an ever-expanding

spectrum of risk, improved reputation management, enhanced ability to recruit, develop and retain staff, improved innovation, competitiveness and market positioning, enhanced operational efficiencies and cost savings and improved ability to build effective relationships with the supply chain and regulators.



CSR does not come free. It involves a real commitment of resources, management time and energy. On the other hand each dollar invested in the CSR activities can yield more than three dollars in business benefits. In addition, the improvements in social and natural culture are incomparable.

Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

Mr. Rahul Jain

Management Trainee (Commercial)
J.K. Cement Works, Muddapur

Consolation
Entry

Corporate Social Responsibility: Obligation or Commitment

What is CSR??? CSR stands for corporate social responsibility, is a corporate self regulation integrated into a social model. CSR is a built in mechanism of a corporate to look after its social responsibility towards the society with the aim to embrace responsibility for the Company's actions and to encourage a pure impact through its activities on the environment, consumers, employees, society, communities etc. CSR principles involves economic, legal and ethical aspects.

It is an obligation for corporates in many ways. Corporates are morally or legally bound to have CSR policy. In many countries and in many states of India, before starting any new project we have to take a social license from the Govt. and there are laws too to implement CSR. Infact, there is



ISO for social responsibility ISO 26000. Many times corporate implementation of CSR goes beyond compliance and engage in "action that appear to further some social good, beyond the interest of the corporate and which is required by the law". Again, CSR is an obligation for the corporate to get an edge on their competitors financially. Many industries use the strategy of

benchmarking to compete within their respective industries in CSR Policy, implementation and effectiveness. Benchmarking involves reviewing how society and environment react to the policy and what the financial advantages are. The scale and nature of the benefits of CSR for an organization can vary depending on the nature of the corporate. CSR also helps in 'Brand

differentiation', 'Risk Management' etc. Consumers are becoming more aware of the environment and social implications of their day to day decision making and are therefore beginning to make purchasing decision related to their environment and based on ethical concerns.

CSR methodologies can be used as a strategic tactic to gain public support for their presence in global as well as in

the local market helping them sustain a competitive advantage by using their social contributions to provide a subconscious level of advertising.

Mr. Ashish Asopa

Electrical

J.K. White Cement Works, Gotan

Participating Entries

Business in the age of Social Empowerment

Mr. Rajeev Kumar - Accounts Officer (White Cement), Ludhiana

Corporate Social Responsibility : Obligation or Commitment

- | | |
|--------------------------------------------------------------|------------------------------------------|
| 1. Mr. Rahul Kanungo - Manager (MIS, Delhi) | 3. Mr. S.K. Das - G.M. (Civil, Muddapur) |
| 2. Mr. Rajan Singh Tanwar - Engineer (Electrical, Nimbahera) | 4. Mr. Dinesh Sharma - SSA (Ludhiana) |

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

1. Role of aam aadmi in today's democracy
2. The No. 1 rule of customer service:
The customer is always right. True or False

Last date for submission of entries is
1st March, 2014

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

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

Mines Safety Week - Gotan

ONGC and Oil India Ltd., Jodhpur organized 27th Mines Safety Week under the aegis of Directorate General of Mines Safety.

J.K. White Cement's Dhanappa Limestone Mines was adjudged first in overall performance in B-category. Dhanappa mines was adjudged first in Welfare Amenities, Protective Equipment & Vocational Training and also first in Explosive (Storage, transportation and usage).

Gotan Limestone Mines was also adjudged first for Welfare Amenities & PPE usage in C Category. Gotan Limestone Mines was also adjudged second in Opencast Working and Transport Road & Dust Suppression. J.K. White Cement Mines Head, Mr. Bajrang Lal received the trophy along with his team.



27th Mines Safety Week - Gotan



PEOPLE POWER TRAINING PROGRAMMES

Workshop on Team Building and Positive Attitude - Gotan

A program on Team Building and Positive Attitude was organised in two sessions covering different categories of employees from 29th - 30th November at J.K. White Cement Works, Gotan.

Mr. Michael Ekoh - Head (Training & Development) and Mr. Rajesh Sharma - Manager (HR, Kanpur) were the trainers and Mr. Akshay Pratap Singh - Manager (HR, Gotan) and Mr. Amit Vaid - Asst. Officer (HR, Gotan) supported as facilitators during the training program.

This one day program had two separate sessions for a batch of 16 employees each. The session included trainees, supervisors & section heads.

The program aimed at instilling the importance of team bonding and the power of positive thinking. It was a fun learning experience with brainstorming sessions in individual and group exercises, work place analysis and learning through various audio visual aids. Employees liked the outdoor activities apart from the classroom sessions. While there were animated discussions during the indoor session, the outdoor activities exhibited coordination, teamwork and cooperation.



Mr. Michael Ekoh - Head (Training & Development) (4th from right) along with the participants

Putty Applicator's Training - Gotan

A training session for the applicators of the Company was conducted from 19th - 21st December at J.K. White Cement Works, Gotan. The team was welcomed and greeted by Mr. Rajeev Sharma - VP (Technical, Gotan). Mr. Akshay Pratap Singh - Manager (HR, Gotan) took a presentation on the Company profile, taking the group through the journey of J.K. White Cement over the past three decades. Mr. Rajeev Gupta and Mr. Ramesh Kumar from CTS (Madhya Pradesh) accompanied the Putty Applicators as group coordinators.

Post the presentation on company profile there was a brief session on the Putty plant and its various sections by Mr. DD Purohit - Manager (Value Added Products, Gotan). Mr. Purohit explained the basics of Putty manufacturing and accompanied the team for plant visit to exhibit the practical dynamics of putty manufacturing.

Mr. D.D. Purohit and Mr. A.K. Gautam - Head (Putty Plant) exhibited application of fine and coarse putty to the group at the site itself. They also explained the basics of J.K. Wall Putty, covering its requirements, paste preparations, applications and storage.

On the second day, the group was taken through RRM plaster, texture and tile adhesive. The session covered theory as well as practical demonstrations.

On the final day, the group was taken to the Putty lab for demonstration of physical and non-conventional testing of putty apart from other methods and techniques implemented to ensure consistency of quality. Putty applicators shared their queries and suggestions with Mr. B.K. Arora - President (Works). It was an interactive session. As a token of thanks Mr. Arora awarded an identity card, a certificate of being a trained applicator and a gift to each of the participating applicators.



Mr. B.K. Arora - President (Works) presenting certificate to one of the applicators



Marketing Induction Programme - Gotan



Two inductions for the marketing executives were conducted in the month of November viz. during 14th - 16th November and 28th - 30th November at Gotan. Eighteen marketing executives from Chhattisgarh, Jharkhand, Delhi, MP, Maharashtra, Uttarakhand, West Bengal, and Raipur and seventeen marketing executives from Delhi, Punjab, Haryana, Rajasthan, Gujarat, Bihar, Maharashtra, Tamil Nadu and Andhra Pradesh were inducted during this program.

Mr. Akshay Pratap Singh - Manager (HR, Gotan) took the teams through the journey of J.K. White Cement, giving them a brief of the plant and its various sections. Mr. Virendra Singh - Deputy Manager (Planning, Gotan) accompanied the teams for a plant visit to exhibit the practical dynamics of cement manufacturing. Mr. K.N. Pandey - Sr. GM (Quality Control, Gotan) took the session on the basics of cement, explaining the history of cement and White Cement, the manufacturing process of, BIS specifications, specifications for cement testing procedures, quality parameters etc. along with a brief of J.K. Water Proof.

Mr. Ajay Garg - DGM (Sales, Gotan) explained the functioning of the sales department and Mr. B.L. Agarwal - Sr. Manager (Stores, Gotan) spoke about general insurance. Mr. Ujjawal Kumar from Civil Department threw light on the basics of mosaic flooring including the raw material and other requirements. The team was also taken to the school site and civil sites to exhibit mosaic flooring, sand spray and pre-cast panels.

Mr. Akshay Pratap Singh took awareness sessions on Social Accountability-8000 and Mr. Virendra and Dr. Ranjeet explained the concepts of integrated management systems to the visiting teams.

The induction programme concluded with a meeting with Mr. Rajeev Sharma - VP (Technical, Gotan), and Mr. C.P. Jhagdawat - VP (C&A, Gotan) along with faculty members. The group members shared their experiences, concerns and suggestions towards improvement. Both the teams termed this a memorable learning experience.



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

**New Joinees
Nov. - Dec. 2013**



Mr. Girish J Bakshi
Head (Employee Relations)
J.K. Cement Works, Muddapur



Mr. Vijay Kumar Bhardwaj
G.M. (Elect.)
J.K. Cement Works, Mangrol

* Manager level & above only.

Wastage Management Awareness Programme - Muddapur



A three-day Wastage Management Awareness Training Programme was organized at J.K. Cement Works, Muddapur from 18th - 20th December. 43 employees from the plant participated in the programme. Mr. Rajesh Sharma - Manager (HR, Kanpur) and Mr. Juned Khan - HR (Muddapur) coordinated and organized the programme with Mr. N. Sivadas, Quality System Consultant from Coimbatore as the faculty. Topics discussed in the programme included Wastage in Industries - An Overview, Types of Wastages in a Factory, 6 Major Machine Related Wastages/Losses, Improving OEE, Reasons of Wastage, Cost Reduction through Wastage Control, all of which were accompanied with practical demonstrations. Mr. Antriksh Jain - Unit Head delivered a speech on Wastage Management in the closing ceremony. Mr. S. K. Jain - Head (O&M, Muddapur) and Mr. Girish Bakshi - GM (HR & IR, Muddapur) also spoke about the wastage management methodology. The function concluded with vote of thanks by Mr. Michael Ekoh - Head (Training & Development).



The playmaker's posse of posts



PAOLO ROSSI
(Italy)

It definitely is the stuff of legends, the magnificent return of Paolo Rossi to the football field for the 1982 world cup and his hat-trick against Brazil which shot Italy into the semis. For his remarkable feats, he became one of the only 2 players to have won the cup trifecta - the FIFA World Cup, the World Cup Golden Boot and the World Cup Golden Ball.

Program on 'Waste Control and My Role' : Gotan

A program on 'Wastage Control and My Role' was organised in three sessions covering different categories of employees over a period of 3 days from 22nd - 24th October. Mr. B. K. Arora - President (Works) inaugurated the first session. Ms. Pragya Bharti and Ms. Huma Aziz served as trainers from HRD, Delhi. Mr. Michael Ekoh - Head (Training & Development) and Mr. Rajesh Sharma - Manager (HR, Kanpur) were present as facilitators.

It was a three-day program comprising one session each for Workers, Supervisor to Sr. Officers and for Deputy Managers and above. The program aimed at instilling the need for cost reduction through wastage control and loss prevention. The purpose was to make the employees aware about their contribution to cost reduction. The program covered various types of wastage in industries, its impact on productivity, ways of improving overall equipment efficiency through wastage/loss elimination and 5s & housekeeping for wastage control.

It was a good learning experience where brainstorming sessions in individual and group exercises, work place analysis and learning through various audio visual aids were conducted as a part of the training.



Kickin' it with The King

When even as young as 17 years Pelé was creating records few have surpassed till today. Is it a wonder then that the fraternity terms him as the Football Player of the Century? His 3 strikes against France during the FIFA World Cup 1958 semis began his ascent to the top. Besides, he is the only player in the world to have won 3 FIFA World Cups!

PELÉ
(Edson Arantes do Nascimento)
(Brazil)



EVENTS

MINES SAFETY WEEK CELEBRATIONS - NIMBAHERA

The 37th Mines Safety Week was celebrated from 16th - 22nd November. In all, 40 Mines of the region participated in Mechanised Opencast Mines, Semi Mechanised Opencast Mines & Manual Underground Mines category. J.K. Cement Lime Stone Mines celebrated the 37th Mine Safety Week under the auspices of Directorate of Mines Safety (Udaipur Region).

A function was organized on 18th November at J.K. Lime Stone Mines, Nimbahera in which the convener of the Inspection Team Mr. Chandan Singh was the Chief Guest, while Mr. M.L. Goyal - Sr. VP (Comm.), Nimbahera) presided over the event. Mines Inspection Team Members Mr. Lalit Kumar Sharma, Mr. Lala Ram Meena, Mr. S.K. Rathore - Head (Tech. & IR, Nimbahera), Mr. Nahar Singh - President and Secretary of J.K. Cement Shramik Sangh and Mr. P.K. Saxena were the Guests of Honour.

Mr. L.M. Gaur administered the oath to obey rules and regulations of mine safety and students of Kailash Vidya Vihar presented a song on the theme of 'Safety'.

Mr. R.C. Purohit - AVP (Mines) delivered the welcome speech and said that during the inspection of our mines valuable suggestions have come from the inspection team which will be implemented in due course. He further said that safety weeks that are being celebrated since 1976 have helped immensely in strengthening the level of safety and its awareness at the mines.

The programme was successfully conducted by Mr. R.C. Vyas - Dy. Manager (Mines, Nimbahera).

Our Maliakhhera Limestone Mine was presented the **FIRST RUNNER UP PRIZE for OVERALL PERFORMANCE**.

In addition to this, we bagged the following prizes:-

Maliakhhera Mines:-

1. 1st Prize in Storage, Transport, Handling & Use of Explosives
2. 2nd Prize in General Open Cast Working and Layout
3. 2nd Prize in Mining Lighting & Electrical Installation

Nimbahera Mines:-

1. 2nd Prize in Occupational Health and Safety, First Aid & Vocational Training

Mangrol Tilakhhera Mines :-

1. 2nd Prize in Maintenance of Mine Plans, Sections & Statutory Records

Karunda Mines :-

1. 2nd Prize in Publicity, Propaganda & House Keeping



Participants at the function taking safety oath



Welcome address by Mr. R.C. Purohit - AVP (Mines)

Mr. R.C. Purohit - AVP (Mines) receiving citation for Maliakhhera Mines winning 1st Runner-up prize



Exhibition on the theme of Safety

SAFETY AWARENESS PROGRAM – J.K. CEMENT WORKS, JHAJJAR

Safety awareness programmes are being conducted at regular intervals at J.K. Cement Works, Jhajjar. Engineers and officers actively participate in these programmes involving all the workers at the site. They highlight the importance of safety in human life and urge the people to follow the safety rules while working in order to avoid unfortunate incidents. The motive is to increase safety awareness among workers at the plant and propagate prevention of mishaps and accidents.



ANNUAL DAY FUNCTION PADAM VIDYA VIHAR



Folk dance presentation by girls

Mr. K.K. Jalori - Unit Head addressing the gathering



Welcome Dance by tiny tots

KAILASH VIDYA VIHAR



Guests of Honour Mrs. & Mr. K.K. Jalori giving away prize for achievements in sports



Chief Guest, Mr. L.L. Meena presenting the trophy for overall achievements to Indra House

MOVIE SHOW ORGANISED FOR RETAILERS - KANPUR



Retailers at the movie show organised for them from 22nd - 24th December





Off Site

Europe Tour for Business Organisers - Grey Cement North



Mr. Raghavpat Singhania - Special Executive and Mr. R.C. Shukla - President (Marketing) with dealers during the tour organised from 13th - 18th November

White Cement Stockist Meet - Jodhpur (Rajasthan Region)



Mr. V.P. Singh - Advisor felicitating one of the top performing stockists of Gujarat Region at the meet organised from 4th - 6th December

White Cement Stockist Meet - Jodhpur (Gujarat Region)



Mr. V.P. Singh - Advisor felicitating one of the top performing stockists of Gujarat Region at the meet organised from 2nd - 4th December

Visit of Stockists to J.K. White Cement Works, Gotan

Two teams of stockists visited J.K. White Cement Works, Gotan on 3rd and 5th December. Both the teams consisted of eighty stockists, each from Rajasthan and Gujarat. The stockists visited the plant to understand the cement manufacturing process and future plans of market expansion.

The group was welcomed and greeted by Mr. Rajeev Sharma - Vice President (Technical, Gotan) and Mr. C.P. Jhagdawat - Vice President (C&A, Gotan).

Mr. K.N. Pandey - Head (Quality Control, Gotan), Mr. Nitin Kaushik - Head (Mechanical, Gotan), Mr. V.S. Rathore - Deputy Manager (Planning, Gotan) and Dr. Ranjeet Bagariya - Environment explained the basics of cement manufacturing and accompanied the team for a plant visit to exhibit the practical aspects of cement manufacturing. The team of HODs



Team of Stockists with the plant staff

took the guests through Centralized Control Rooms and Packing Plants and Mr. Pandey explained the processes and rigours of quality control to the group in the QC lab.

The group said that this was a great learning experience terming this as a very fructifying visit, which gave them useful insights on production and management. It acquainted them with not only cement manufacturing process but also the incorporation of modern technology and competitive advantage through cost reduction methods.

The group was also taken on a tour of LKSEC by Mr. R.C. Joshi (Principal) and his team. The team of stockists expressed their gratitude towards the Management for the kind hospitality and for providing such an opportunity of mutual interaction.

Convocation JK Centre for Technician Training, Kanpur



L-R (Mr. Ashutosh Tiwari, Mr. A. K. Pandey, Mr. D. K. Singh, Mr. Sunil Tiwari, Mr. Lalit Khanna, Mr. Md. Umar)



Trainees with the assessment sheet

The Convocation ceremony of 8th session of Electrician & Mechanical Fitter & 2nd batch of Mobile Technician & 5th Batch of Industrial welder Course of J.K. Centre for Technician training was organized on 23rd October at a glittering ceremony at Kamla Nagar, Kanpur. A total of 82 assessment sheets were distributed to the passed out Trainees of Electrician, Mechanical Fitter, Industrial Welder & Mobile Technician.

On this occasion, Mr. D. K. Singh (Principal Govt ITI, Kanpur) was present as Chief Guest; he distributed the assessment sheets to 52 Trainees of Electrician & Mechanical Fitter along with outstanding performance & scholarship cheques to Mr. Abhishek Mishra & Mr. Harshit Rawat.

Mr. Sunil Tiwari (Manager, Kanpur Plastipack Ltd.) distributed the assessment sheet to the Industrial Welders & spoke about the huge requirement of Technicians in the Industry & the role of J.K. Centre for Technician Training in successfully fulfilling this need.

The institute has signed an MOU with IIT Kanpur where Mechanical Fitter Trainees get advance workshop Training at IIT workshop for 4 days. The 1st Batch has already completed the workshop. The J.K. certified Technicians have also made several commercial projects like Car Parking Shade, Seating Bench, Road barriers etc.

The Program was also attended by Mr. A. K. Pandey (Principal, JKITC), Mr. Md. Umar & all the faculty members of JKCT.

Corporate Social Responsibility Laying the foundations of a better world

Blood Donation Camp - Kanpur

A blood donation camp was organized on 3rd December at the Gaur Hari Singhania Institute of Management & Research campus in association with HDFC Bank.

The day started with an inaugural function presided by the Chief Guest, Mr. R.P. Tomar - General Manager (Corporate HR, Kanpur)

The other dignitaries on the dais included Mr. Sajjad Hasan Rizvi - Circle Head, HDFC Bank, Ms. Vasudha Khemka - Branch Manager, HDFC Bank and Mr. Ajay Shanker Dixit - President Rotary Club (North).

The inaugural function was followed by blood donation. There were more than 50 participants at the drive out of which 28 donated blood including Mr. Puneet Rai - Faculty Member (GHSIMR), Mr. Vinod Chandra Sharma - Placement Executive and Mr. Abhishek Misra. Nineteen students from GHSIMR also enthusiastically participated in this drive.



Mr. R.P. Tomar - GM (Corporate HR) inaugurating the camp



Mr. R.P. Tomar addressing the gathering

Corporate Social Responsibility

Joy of Giving Week Celebrated at Kamla Tower, Kanpur

'Joy of Giving Week' is a national movement started in the year 2009 that aims to engage every member in contributing selflessly anything of value that might help someone – money, time, skills or resources.

This year, Corporate HR at Kanpur marked the Joy of Giving Week from 2nd October to 8th October. The distribution of the articles was done in November.

It was organized with a view to collect food grains, toys, basic items etc. for donation at orphanages and old age homes. The Management encouraged the employees to participate in this noble drive wholeheartedly and the staff came forward with generous contributions.

Volunteers from different departments were called to join this drive and posters spreading the message were put up all around in the office premises. The employees contributed medicines, old toys, clothes, food articles, cereals and grains, pulses, etc. The material collected was distributed at Shishu Bhawan, Cantt., Kanpur and Swaraj Vridhashram, Panki.



Blankets Distribution - J.K. Cement Works, Mangrol

In keeping with the company's philanthropic ethos, the members of J.K. Cement Works Mangrol Club organized a blanket distribution camp on 15th December where company's officials gave blankets to 70 people in need. Mr. R.B.M. Tripathi, Mr. Zahid Beig, Mr. D.C. Gupta, Mr. A.K. Sisodia, Mr. Amit Saraogi, Mr. Abhay Dhuppar, Mr. M.K. Tyagi and many other executives participated in this noble cause. Mr. Ghanshyam Dholi - Sarpanch, Gram Panchayat, Mangrol proposed the vote of thanks. The programme was organised by Mr. K.D. Bairagi and Mr. Rajeshwar Sharma.



Mr. R.B.M. Tripathi alongwith other company officials during the distribution

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