

JKspotlight



Towards Perfection – Our Tradition

May-June 2017
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OUR DIGITAL JOURNEY



Highlights



Digital Journey



82nd Birth Anniversary
of Late Chairman,
Dr. Gaur Hari Singhania

'YADUPATI SINGHANIA AWARD' Launched at TECHKRITI-2017, IIT-Kanpur

JK Cement Ltd. supports the IIT Kanpur Techkriti event every year by contributing a handsome amount. Techkriti is an annual International Technical & Entrepreneurship Festival of IIT Kanpur wherein almost 25,000 students from national and international institutes participate in different competitions. This year the participants were from IITs, IIMs, NITs and as well as international students from countries such as USA, Japan, Germany, China, Kuwait, Nepal, Bhutan, Pakistan etc.

Some of the competitions included 'Remote Control Models', Building Video Games, Managerial & Technical Skill Test, International Autonomous Robotics Challenge (IARC), RC aircraft with electric motors, Hover Rugby, Programming Contest, Bridge Design Challenge, Presentation Events, Quiz Events, Business Events etc. This year, apart from the contributions, JK Cement Ltd. launched 'Yadupati Singhania Award' for presentations on 'Green Building For Durability' and 'Use of Blended Cement for Sustainability in Building Construction' to generate innovative ideas and create awareness towards environment friendly construction practices. Students from several institutions participated in the presentation.



Mr. Raghavpat Singhania felicitated with 'Major Donor Award' by Rotary Club of Kanpur Gaurav

Rotary club is a group of local businessmen and professionals who form part of Rotary International, a community service organization founded in Chicago in 1905. The purpose of a local Rotary club is to bring people together who then work collectively to solve community problems, provide humanitarian aid and promote goodwill and peace. Rotary clubs exist around the world and Rotary International has over 1.2 million members. Their motto is 'Service Above Self'. It has different districts.

Rotary Club District 3110 organized its' annual award ceremony on 25th June at Bareilly. Rotary Club of Kanpur Gaurav, under this district, has been awarded with the highest category award, i.e.

Diamond Club for its' contribution towards society for the year 2017.

On this occasion, Mr. Raghavpat Singhania - President 2017-18, Rotary Club of Kanpur Gaurav was felicitated with 'Major Donor Award' for his contribution towards Rotary International Foundation. It is under his leadership and guidance that several community welfare initiatives have been implemented by the club.

Mr. S.K. Agarwal - Treasurer, Rotary Kanpur Gaurav received the award on his behalf.



Mr. Raghavpat Singhania



FROM THE **editor's** desk**D**ear colleagues and friends,

First and foremost, let me congratulate each and every one of us for the widely appreciated launch of JK Super Cement's new brand identity. Not only have we been able to create a new and dynamic identity through our TV Campaign, but also created a phenomenal buzz through our various social media platforms.

The focus in this issue of Spotlight is on the exciting digital journey of JK Cement as we continue to extensively engage with consumers and industry alike through Facebook, YouTube, Twitter and LinkedIn.

Another highlight is the 82nd Birth Anniversary Celebration of our Late Chairman – Dr. Gaur Hari Singhania. The celebrations organized at Kanpur and Jhajjar were truly in keeping with his undying humanitarian spirit.

This quarter has been quite remarkable in terms of the wide recognition that the Company has received in the form of awards and accolades. The Company also launched the 'Yadupati Singhania Award' at Techkriti, IIT Kanpur to encourage innovation in and awareness towards environment friendly construction.

Our spotlight in this issue is on Mr. RBM Tripathi – Unit Head, JK Cement Works, Muddapur and Mr. Bhawarlal Khatri, M/s Chetak Minerals, Navi Mumbai. Both these gentlemen have had much to contribute for the Company's success today.

In keeping with the ethos of creating a sustainable environment, various Corporate Social Responsibility activities were organized at different centers on the occasion of World Environment Day.

With each progressive issue, Spotlight has had phenomenal success in bringing all of us together and the response has encouraged the entire team to continue the good work. I thank you for your enthusiastic participation and welcome your suggestions and contributions.

Best regards,



Raghavpat Singhania
JK Cement Ltd.

**CONTENTS**

Editor's Desk	3
Celebrations	4-6
Events	8-10
Awards & Accolades	11
Project Nirmaan	12
Off-Site	13
Cover Story	14-15
People Power	16-18
Leader's Speak	20
Spotlight on Mr. RBM Tripathi & Mr. Bhawarlal Khatri	21
Impressions	22-23
CSR	24-28

82nd Birth Anniversary of Late Chairman, Dr. Gaur Hari Singhania

Kanpur

Dr. Gaur Hari Singhania, the Late Chairman of JK Cement was a foresighted industrialist with a humanitarian spirit and a compassionate heart. To mark his 82nd birth anniversary, and to keep his philanthropic spirit alive, the team at Kanpur organized a health check-up camp on 11th June and a *bhandara* & musical evening on 12th June.



Health Check-Up Camp

The health check-up camp was organized at the Merchant Chambers of Commerce and Industry, Uttar Pradesh and was inaugurated by Mr. Yadupati Singhania – Chairman & Managing Director. Mr. Abhishek Singhania also attended the camp. The camp facilitated free medical consultation of around 550 patients and free medicines were also provided. Eminent doctors from Kanpur, such as Dr. A.S. Prasad, Dr. Awadh Dubey, provided free consultation and checkups in Orthopedics,





Mr.
Srivas
Navne

Optometry, Cardiology, Gynaecology, Pediatrics, ENT, family medicine etc., Mr. A.K. Saraogi - President (CA) & CFO and Mr. Anil Agarwal - Sr. VP (Taxation and Management Services) were also present on this occasion.

The camp was a great success due to the tireless efforts put in by the staff at Kanpur, namely Mr. R.P. Tomar, Dr. Prashant Singh, Ms. Nitya Chawla, Ms. Priyanka Srivastava, Ms. Sanchi Saxena, Ms. Pratibha, Ms. Jigisha, Ms. Kriti Chadha, Mr. Amit Saxena, Mr. Vipin Agarwal, Mr. Om Prakash Sharma, Mr. A. K. Pandey, Mr. Jai Prakash Rai, Mr. Lalit Mishra, Mr. U.K. Gupta, Mr. Sanjay Shukla, Mr. Deepanshu Gaur, Mr. Vinay Jaiswal, Mr. Shiben Debnath, Kshitij tava, Mr. et Khare,



Bhandara

On this occasion, a *bhandara* was organized at Shri Kamleswar ji Mahadev Temple, Parmat. *Prasad* was served to more than thousand people. Mr. C.P. Agarwal, Mr. T.N. Aggarwal, Mr. Sunder Lal Yadav, Mr. Rajmani Pandey, Mr. Vinod, Mr. Prashant, Mr. Manoj Pal, Mr. Sunil Kumar and others from JK Organization volunteered for the occasion.



A Musical Evening

A musical evening '*Bhule Bisare Geet*' was organized by Merchant Chambers of Uttar Pradesh, where old songs were performed by the band on the evening of 12th June. All prominent figures of the society, close friends and family of Late Chairman Sir, and JK Cement executives along with their family members attended the program. The cultural program was preceded by Hi-Tea.



Jharli

The 82nd Birth Anniversary of our honourable Late Chairman Dr. Gaur Hari Singhania was celebrated with great fervour at Jharli.

Celebrations began with the offering of garland and lighting of ceremonial lamp by Mr. Harish Agarwal – Unit Head. Mr. Agarwal addressed the gathering and spoke about the life history of Dr. Singhania. Mr. Surender Dahiya - Sr. Manager (HR & Admin), Mr. Manoj Yadav – Manager (Utility), Mr. Manoj Srivastava - Safety Officer and Mr. Abhinav Jain – GET (Mechanical) also delivered speeches, where they spoke about the eventful life of our Late Chairman.

To mark this occasion, Mr. Ratnesh Kumawat – Engineer (Mechanical) gave a presentation on the basics of Hydraulics while Mr. Rahul Soni – GET (Mechanical) spoke about safe practices. Mr. Shubham Gurjar – GET (Instrumentation) spoke about the GPS Tracker with RFID, and Mr. Amit Jain – CA (Trainee) gave a presentation on the Hindu Undivided Family.



Mr. Harish Agarwal - Unit Head lighting the lamp



Mr. Harish Agarwal addressing the gathering



Hanuman Jayanti Celebration - Mangrol

Hanuman Jayanti was celebrated at the Hanuman Temple, Mangrol on 11th April. In the morning, Dhawaja Aarohan was done in the presence of Mr. DK Patel - Technical Head, Mr. VK Bhardwaj - Sr. GM (Electrical), Mr. MK Madan - GM (Instrument), Mr. DC Gupta - DGM (Mechanical), Mr. SS Darji - DGM (Electrical), Mr. DK Dhakar - DGM (Mines) and Mr. Sunil Sharma - Manager (HR).

After Dhawaja Aarohan, Sundarkand paath was organized, which was attended by Mr. S.K. Rathore - Unit Head and other executives and colony residents. The program concluded with *prasad* distribution.



Decorated idols of Lord Ganesha and Lord Hanuman



Mr. S.K. Rathore - Unit Head performing aarti after Sundarkand Paath



Mr. D.K. Patel - Technical Head performing pooja at Hanuman Temple, Mangrol

JK White, Katni celebrates its first anniversary

JK White, Katni began its commercial production on 26th May. During this one year, the plant has successfully achieved the targets set by the Management. The Plant also got the ISO 9001:2015 & 14001:2015 certification within one year of commission from the prestigious Lloyds Register, UK.

To celebrate its first year anniversary JK White, Katni arranged a get-together for the staff & their families on 28th May. Mr. Rajeev Sharma - Unit Head, Gotan and Mr. Anil Badgotri - Unit Head, Katni began the celebration with the cake cutting ceremony. Mr. Badgotri also thanked the Management and appreciated the efforts of all the team members.



Mr. Rajeev Sharma - Unit Head (Gotan) and Mr. Anil Badgotri - Unit Head (Katni) cutting the cake



Students of Padam Vidya Vihar performing on Mother's Day

Mother's Day Celebration Nimbahera

On Mother's Day, a cultural program and a workshop was organized by the students of Padam Vidya Vihar in the school campus. Mrs. Rita Trivedi extended a warm welcome to all the mothers. Staff members Mrs. Monica Saxena and Mrs. Priyanka Ojha informed everyone about the school rules and regulations. The mothers truly appreciated the program organized by the school.



Flower Show - Kanpur

Kanpur Floriculture Society organized a Flower Show at JK Lawns, Kamla Nagar Township. The ceremony was graced by Smt. Usha Jhunjhunwala, Smt. Rajshree Dalmia, Dr. PC Singh, Smt. Sushma Maniktala, Mr. Anil Dalmia, Dr. Akshlendra Swaroop and Dr. Rashmi Kapoor. Promoters of JK Cement have always supported such initiatives of Kanpur Floriculture Society. The occasion was graced by Mr. Yadupati Singhania – Chairman & Managing Director, Ammaji Smt. Sushila

Singhania and Smt. Varsha Singhania.

It was a visual treat for all the nature lovers. Dahlias, gladiolas, lilies, tulips, liliun, polianthes tuberose, roses, Iris, Freesia, cut flowers in earthen vases, foliage plants, cactus, aromatic herbal and medicinal plants, bonsai, bougainvillea and flowering shrubs vied with each other to grab attention. In all, there were 122 categories. The importance of seasonal varieties displayed and their contribution in curbing environmental pollution was explained to the visitors. The by-products were also displayed.

Various schools, institutes, hospitals and corporates participated in this event. Ganga Kuti and Kamla Retreat also participated in this event with great enthusiasm. Kamla Retreat was the overall winner and bagged 76 prizes in various categories while Ganga Kuti stood second and won 48 prizes. In the Lawn Category under Institutional Category, Kamla Retreat won the prize; while in the Residential Category, Ganga Kuti was declared the winner.



Mrs. Varsha Singhania and Smt. Sushila Singhania at the flower show



Mr. Yadupati Singhania - Chairman & Managing Director arriving at the event

EVENTS

International Yoga Day - Kamla Nagar



Corporate HR organized a Yoga Camp for the employees on 21st June as a part of initiatives promoting wellness at JK Staff Colony, Kamla Nagar. Ms. Vidhi Aggarwal - Director of Naytri Studio of Performing Arts, Lucknow and a Gold Medalist in Yoga was invited to facilitate the program.

Around fifty employees and their family members attended the camp. The yoga session proceeded as per the national protocol. It started with warm up exercises, followed by Yogasanas and Pranayam. Mr. R.P. Tomar - Sr. General Manager (Corporate HR) presented the vote of thanks and Mr. R.K. Dwivedi - Security presented a memento to Ms. Aggarwal.



International Yoga Day - Sir Padampat Singhania University, Udaipur

Sir Padampat Singhania University (SPSU) celebrated the International Yoga Day with great zeal. The faculty, staff, students and trainees at the University got together to perform yoga to become a part of the 'New Era' of peace and harmony.



May Day Celebration - Jharli

Like every year, JK Cement Works, Jharli celebrated the International Workers Day. A cultural program was also organized, where the workers participated joyfully. The workers took part in fun events such as lucky draw and tug of war. A grand bhandara was also arranged for all the workers, which was graced by Mr. Harish Agarwal - Unit Head.



Security staff playing Tug-of-War



Mr. Harish Agarwal - Unit Head serving the workers

27th Annual function of Shree Radha Krishna Temple - Nimbahera



Devotees attending special aarti after shobha yatra

JK Cement family celebrated the 27th annual function of Shri Radha Krishna Temple on 30th April. Mr. SK Rathore – Unit Head & Mrs. Neelam Rathore performed a puja for Lord RadhaKrishna, Lord Yadureshwara Mahadev and Lord Hanuman. This *puja* was attended by company executives including Mr. KM Jain, Mr. Maheem Kachhwaha, Mr. Shekhawat, Mr. RC Purohit and Mr. AK Srivastava along with the officers & their family members, Mr. Dalpat Singh - President (Workers Union), Mr. PK Saxena - Secretary and members of Surbhi Ladies Club.

'Shobha Yatra' was performed in the evening, where idols of Lord Radhakrishna were brought out of Temple by the devotees and put up in the beautifully decorated chariot. A large number of devotees from Nimbahera and nearby places participated in this yatra. The members of Surbhi Club, members of local Prabhat Pheri Mandal, Vidyapati Bhajan Mandli and Marwari Bhajan Mandli sang bhajans throughout the Shobha Yatra. JK Cement Shramik Sangh, JK Officers' Club and the club staff arranged refreshments for the devotees.



Mr. SK Rathore - Unit Head & Mrs. Neelam Rathore performing a special puja



A view of Shobha Yatra

TCS conducts a workshop at Sir Padampat Singhania University, Udaipur

TATA Consultancy Services visited Sir Padampat Singhania University on 11th April and conducted a workshop on Big Data, Cloud Computing and Internet of Things (IoT). Mr. Narendra Singh Chandel - Regional Head, Talent Acquisition, North India, Mr. Rajit Sikka – Head, Academic Interface Program (North) and Cdr. Manash K Paul (Retd.) - Senior Consultant, TCS interacted with the students.



The session focused on the features of cloud computing, virtualization, data analysis, deployment challenges and usefulness of Internet of Things. The workshop was followed by an interactive question answer session with the students. The delegates apprised the students of the various TCS flagship contests that offer exciting prizes and internship opportunities and also chances of getting pre-placement offers through these contests. The enthusiastic participation of the students and the delegates made the event a great success.

21st Convocation of Gaur Hari Singhania Institute of Management and Research, Kanpur

Mr. Yadupati Singhania - Chairman (GHS-IMR) & CMD (JK Cement) awarding Gold Medal to a student



Dr. (Prof.) Rakesh Premi - Director (GHS-IMR) presenting diploma certificates to students



Mr. Abhishek Singhania (Member, Governing Council), Chief Guest - Dr. Karna Bir Poudyal, Dean Faculty of Management Studies, Pokhara University, Nepal and Mr. Yadupati Singhania

Gaur Hari Singhania Institute of Management and Research (GHS-IMR) celebrated its 21st convocation on 29th April. Mr. MK Chakravorty – Registrar, led the academic procession in the ceremony hall. The academic procession included the Chief Guest, Dr. Karna Bir Poudyal - Dean Faculty of Management Studies (Pokhara University, Nepal), Mr. Yadupati Singhania - Chairman (GHS-IMR) & CMD (JK Cement), members of governing council - Mr. Abhishek Singhania, Mr. Anil Agarwal & Mr. A.K. Saraogi, Dr. (Prof.) Rakesh Premi - Director (GHS-IMR) and other faculty members.

Dr. Poudyal addressed the gathering and praised the efforts of the institute in the field of academics. He also spoke about the importance of integrity and work ethics to survive the cut-throat corporate environment. Dr. (Prof.) Premi read out the annual report of the institute and noted that the meritorious list was dominated by female students this year as well. He also appreciated the placement process.

Prof. Shekhar Trivedi then conferred diplomas to the 21st batch. The ceremony was concluded with a vote of thanks by the PGP Chair, Mr. Devendra Jaiswal, followed by the National Anthem.



Graduating batch of students (2015-17) with Chief Guest, Governing Council & Faculty Members

JK Cement Works, Fujairah participates in Football Tournament

The Fujairah football team participated in an inter-corporate football tournament which was organized by Arabian Wellness & Lifestyle Management at the Higher College of Technology for Men, Ras Al Khaimah on 5th & 6th May.

The aim of the tournament was to promote the spirit of team building and sportsmanship as well as to make the participants realize the fun aspect of fitness. The event was thoroughly enjoyed by the participants as well as the spectators.



JK Cement Works Fujairah Football Team



Productivity Super Excellence Award - Gotan

JK White Cement Works, Gotan was honoured with the Productivity Super Excellence Award by the Rajasthan State Productivity Council on 28th May at a glittering ceremony organized at Rajasthan Chamber of Commerce. The Chief Guest, Honorable Industry Minister,

Govt. of Rajasthan, Mr. Rajpal Singh Shekhawat presented the award to Mr. B.K.

Arora - Business Head,

Mr. Niranjan Mishra - President (Mktg.), Mr. C.P. Jhagdawat - Vice President (C&A), Mr. Amit Mehta - AVP (Technical) and other team members from Gotan.

The Company was adjudged the best for its admirable performance in terms of productivity, operational excellence, quality, safety and cost efficiency, CSR activities etc. Gotan has also made unparalleled efforts towards employee care, Corporate Social Responsibility and Industrial Health and Safety.



Mr. B.K. Arora - Business Head, Mr. Niranjan Mishra - President (Mktg.) and Mr. C.P. Jhagdawat - Vice President (C&A) receiving the award from the Chief Guest

JK Cement bags 'Best Place to Work' and 'Best HR Leader' Award

JK Cement Ltd. was recognized as the 'Best Place to Work' in the Cement Industry at the Indian HR Convention held at Mumbai on 24th June. Mr. RP Tomar – Sr. GM (Corporate HR) was felicitated as the 'Best HR Leader' in the individual category of HR Development and Management Awards.

HR Development and Management Awards for the year 2017 were announced by the Indian Conventions for excellence in leadership, innovation and performance across the Industry. These awards recognize the exemplary contributions and efforts of employers. They also honour the commendable practices and work culture of employers and acknowledge individuals who have changed the face of the industry.



Mr. R. P. Tomar – Sr. GM (Corporate HR) being awarded the 'Best HR Leader' in Cement Industry

Gold Medal at 'Seem National Energy Management Award' & 'Best Energy Efficiency Organization Award' - JK Cement Works, Mangrol

JK Cement Works, Mangrol won the gold medal in the cement sector in Seem National Energy Management Award 2016 at an award ceremony held on 26th May. The award function was organised by Dr. Jayant A. Sathaye, Senior Scientist and Strategic Advisor and Founder of the International Energy Studies Group at the Lawrence Berkeley National Laboratory California.



Mr. D.K. Patel - Technical Head (Mangrol) receiving the trophy for second Best prize for 'Best Energy Efficiency Organization'



Mr. D.K. Patel receiving the Gold Medal in 'SEEM National Energy Management Award 2016'

Also, JK Cement Works, Mangrol bagged the 2nd prize for 'Best Energy Efficiency Organization' at the National Energy Efficiency Circle (EC) Competition organized by Confederation of Indian Industry (CII) on 18th-19th May. The award was presented to the Mangrol team by Mr. Rene Van Berkel - Unit Chief (Industrial Resource Efficiency), United Nations Industrial Development Organization (UNIDO), Vienna.

Project NIRMAAN



Project Nirmaan –

'One Group Transformation' under Project Nirmaan was started with the following objectives:

- To operate as one group rather than collection of Plants.
- To develop best in class business processes and technology capabilities.
- To bring transparency in reporting.

We are currently in the final stages of closure of Project Nirmaan which involves technology implementation of BPR recommendations through SAP upgrade and other add-on IT tools.

SAP Closure

We are in the final stages of closure of SAP Upgrade which is one of the major initiatives undertaken as a part of Project Nirmaan. Except for BPC and TRM, almost all functionalities of different modules have been made live in the system. Most of the processes & functionalities (except BPC & TRM) have been successfully configured and made live in the system. The training for all SAP modules have been completed and it is important to ensure that the training being imparted to CTM's is further percolated down to the end users for sustenance and adoption of Project Nirmaan recommendations.

GRC tool

GRC refers to Governance, Risk Management and Compliance and consists of 9 products which will help JK Cement build a security model around segregation of

duties, fraud and compliance risks associated with SAP access grants, role definitions and provisioning access. 6 out of 9 products of GRC Tool have been successfully made live in the system with only Secure Provisioning, Role Management and Role Recertification pending.

CRM Tool

CRM project is being led by PWC team through implementation of C4C which will target technology enablement of O2C process for sales and marketing planning, account management, price administration and feedback & complaints management. BBP sign-offs for Grey Cement, White Cement and Fujairah have been successfully concluded. The first release of CRM project is expected to Go-Live by 31st July and 2nd release by 31st Aug which would be followed by one month support by our implementation partner PwC.

Visit of Jhajjar's Deputy Commissioner to JK Cement Works, Jharli

Mr. Ramesh Chandra Bidhan - Deputy Commissioner, Jhajjar visited Jharli Plant on 21st June. He was felicitated by Mr. Harish Agarwal - Unit Head along with the Jharli team. Mr. R. C. Bidhan visited the CCR, Packing Plant and Wagon Tippler section and was impressed with the operations and cleanliness at the Plant. He also planted a sapling in the garden.



Mr. Harish Agarwal - Unit Head felicitating Mr. R. C. Bidhan - DC, Jhajjar



Mr. R. C. Bidhan planting a sapling

TOURS



Off Site

Europe Tour

30th June - 7th July

White Cement

Singapore Tour

15th - 19th MarchGrey Cement
(North and South)

Russia Tour

19th - 23rd April

White Cement

First Export Consignment of JK Super Grip - Jharli

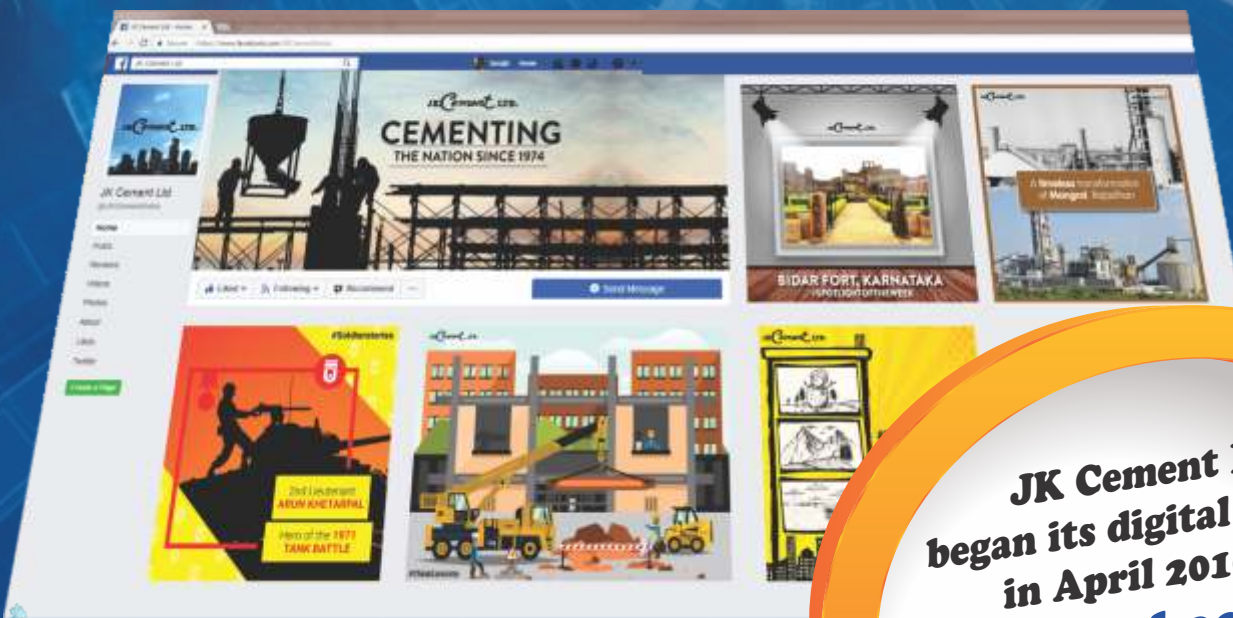
JK Cement Works, Jharli exported its first consignment of JK Super Grip on 13th May, which was then dispatched to Uganda and Kenya.

JK Super Grip, which is a Grey Cement based polymerized product, is slowly but surely capturing the market. JK Cement Works, Jharli has a daily production capacity of 15 TPD and on an average it dispatches 150 Tons per month.

Mr. Pukhraj Jain - Commercial Head and team members with the first dispatch of JK Super Grip



OUR DIGITAL JOURNEY



14,083,520 Views

JK Cement Ltd.
began its digital journey
in April 2016 on
Facebook
and
Twitter

What had once been considered as a passing fad among youngsters, social media, now with over 3 billion internet users, has definitely become the marketing giant, offering businesses a convenient and cost effective mode of connecting with their customers. The ever increasing numbers of internet enabled smart phones has moreover ensured that the best way for a businesses to reach out to their consumers is via digital media replacing more traditional forms.

Realising the importance of making our presence felt on digital media, JK Cement embarked on the 'Digital journey' in April 2016 on Facebook and Twitter. We then expanded our digital scope by adding 2 more platforms i.e. LinkedIn and YouTube in October 2016.

In a short span of time, we have been able to garner a lot of engagement owing to the quality of content that is both relevant and interesting. We have crossed many a milestone including the launch of successful Brand campaigns, exciting contests, garnering over 2 lakh likes on Facebook to name a few.

In pursuit of engaging a wider building long-lasting exciting campaigns launched on

audience base and relationships, several and fun contests were Facebook and Twitter.

Keeping in mind the more serious tenor of LinkedIn, the platform was more judiciously used to engage the business community.

Our brand champion for JK Wall Putty, Shri Chhutkauji became an important protagonist for some of our exciting social media contests, like #KyunkiDeewareinBolUthengi and #AskChhutkau. Both these campaigns managed to garner widespread appreciation and active participation from our social

97k

439 Comments 7119 Share



JK Cement LTD.



We then expanded our digital scope by adding 2 more platforms i.e.

LinkedIn

and

YouTube

in October 2016

contest.

Since we announced our presence on social media, we have been able to successfully leverage the medium to

media fraternity.

We also successfully utilized our various social media platforms to reveal the new identity of JK Super Cement through engaging posts and contests such as the logo puzzle and #MySafePlacels

engage a wide audience base and build strong camaraderie on all the social media platforms. The love and encouragement of our fans and followers has helped us strengthen our association further.

Social media has not only become a mode of announcing to consumers about the brands' initiatives and offers but also a major tool in engaging consumers and the industry alike to build confidence and trust in the brand.

We are certain to take the brand to greater heights with this journey on Social Media while building stronger bonds of association and expanding our network of fans.



facebook fans & still counting



PEOPLE POWER TRAINING PROGRAMMES

RTC Activities: Training Program for Mongolyn Alt. (MAK) Corp., Mongolia

A three weeks training program on 'Cement Manufacturing Process' was organized at the Regional Training Centre, Nimbahera from February 12th to 2nd March. This program was attended by 12 trainees from Mongolyn Alt. (MAK) Corp., Mongolia. Mr. SK Rathore - Unit Head spoke about the benefits of the program. Mr. MS Shekhawat - Asst. Vice President (HR & ER) welcomed the Chief Guests and briefed the participants about the program.



Participants, faculty members and Company Executives

This program was conducted in two phases. The first phase, which was held from 12th to 21st Feb, pertained to the general orientation of cement manufacturing process and covered all theoretical aspects from mining to packaging of cement manufacturing process. RTC part-time trainers from all disciplines provided them practical knowledge of CBT's and A-V aids. The second phase, which was held from 22nd Feb to 2nd March, was

specific to five disciplines, namely Process, Mechanical, Electrical, Instrumentation and CCR. The participants were divided into five batches and given advanced inputs in their specific discipline. They were also sent for plant visits to JK Cement Works, Nimbahera and Mangrol and Wonder Cement, Nimbahera. During the valedictory session, Mr. Rathore emphasized the need for training and its application at cement plants. Mrs. Ariunaa Demberel - Director and Mrs. Urelerdene Sanjaasuren - Head (HR) from Mongolyn Alt. (MAK) Corp., Mongolia spoke about their experiences and shared feedback on the session. Other participants also shared their feedback on the program and expressed their gratitude. Mr. NK Vaishnav - Asst. Manager (RTC) thanked the distinguished delegates and participants for making the training program a grand success.



Mr. SK Rathore, - Unit Head (L) welcoming Mr. Shagdarsuren Viktor (R) of Mongolyn Alt. (MAK) Corp., Mongolia



Welcome address by Mr. MS Shekhawat - AVP (HR & ER)

Marketing Inductions – Gotan



Marketing inductions for 18 Marketing Executives from Gujarat, Haryana, Maharashtra, Punjab, Rajasthan, Tamil Nadu, U.P. & West Bengal were conducted during 17th - 20th April. Mr. Amit Vaid - Officer (HR) took the teams through the journey of JK White Cement while Mr. Rajesh Sharma - Sr. Manager (HR) gave a presentation on JK Cement.

Dr. Ranjeet Kumar Bagariya - Sr. Officer (Environment) accompanied the teams for a plant visit, where the practical dynamics of cement manufacturing was showcased. Mr. R.P. Nagar - Chemist (QC) spoke about the basics of cement industry, detailing its history, manufacturing process of white cement, BIS specifications etc. Mr. Nagar also accompanied the team for the Quality Control Lab visit.

Mr. Ajay Garg - General Manager (Sales) explained the functions of the sales department. Mr. Prakash Kumar Saini & Mr. Brijesh Kumar Godha from the Civil Department spoke on the basics of mosaic flooring. The team was also taken to the school site and civil sites to exhibit mosaic flooring, sand spray and pre-cast panels.

The application of JK Wall Putty was exhibited to the group at the site by Mr. D.D. Purohit - Sr. Manager (Value Added Products) and Mr. Vikas Kumar - I/C Putty Plant. They also explained the basics of JK Wall Putty, its requirements, storage needs etc. Dr. Ranjeet Kumar Bagariya took awareness sessions on ISO & Social Accountability 8000 and explained the concepts of integrated management systems. Presentation on marine insurance, mediclaim policy and Group Personnel Accident Policy were conducted via video conferencing. Another video conference was organized by Corporate HR to discuss various HR related policies and procedures.

Mr. Ashish Singhai - General Manager (CTS, Central Zone) & Mr. Arun Saxena - Manager (Demo & New Product Development) gave presentations on the workings of CTS and how to handle market complaints.

The induction program concluded with a meeting with Mr. Amit



Mehta - Asstt. Vice President (Technical) along with the respective faculty. The group members shared their experiences, concerns and their views on how to improve the induction program. On the whole, the team termed the entire experience as memorable and educational.

Another round of similar inductions were conducted during 22nd – 24th May, where a total of 17 Marketing Executives from Maharashtra, Tamil Nadu, W. Bengal, Kerala, Karnataka, Andhra Pradesh & North East participated.

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

New Joinees May - June 2017



Dr. Nitika Sharma
Dy. General Manager
(Training & Development)
Delhi



Mr. Ajit Kumar
General Manager
(Accounts), Kanpur



Mr. Amit Kumar
Exec. Assistant to
President Marketing
(White Cement), Delhi



Mr. Amit Mehta
AVP (Technical),
Gotan



Mr. B. Surendra Kumar
Sr. Manager (Marketing)
Tamilnadu



Mr. Rajendra Singh
AVP (Logistics)
Delhi



Mr. Sameer Srivastava
Deputy General Manager
(Logistics), Delhi



Mr. Sanjay Kumar
Manager (Accounts)
Gurgaon



Mr. Sanjay Sinha
Dy. General Manager
(Admin & Security)
Delhi



Mr. Vikas Malhotra
Dy. General Manager, CTS
Chandigarh

* Manager level & above only.

RTC TRAINING PROGRAMS

April 2017

Regional Training Centre, Nimbahera conducted 8 training programs in the month of April. This includes 6 Technical and 2 Management programs. A total of 157 participants were trained during the month including 69 participants from JK Cement and 88 participants from different companies including Nirma Cement, UltraTech, Wonder Cement, Nuvoco Vistas Corp. Ltd.

Highlight of the month was a training program conducted at Hindustan Zinc Ltd, Rajpura Dariba mines on 'Training of Trainers'. A number of trainers including Mr. DV Sharma, Mr. Vijay Bhardwaj, Mr. Rajesh Mathur, Mr. Vishal Jain, Mr. Manoj Madan, Mr. Vinay Kumar (KEA), Mr. Amit Solanki, Mr. NK Vaishnav and Ms. Huma Aziz conducted the program at site. 44 participants attended the session. Mr. Deepak Sapor - Unit Head, RD mines; Mr. Anil Gadiya and Ms. Roohi Sherwani also attended the inauguration as well as closing ceremony.



Participants of cost reduction training program organised on 24th April

TRAINING SUMMARY APRIL 2017

S. No.	Course Title	Trainer	Date	No. of participants
1	Supervisory Development Program	Ms. Huma Aziz	10-11/04/17	16
2	An Orientation to Cement Manufacturing Process	RTC Trainers	12-14/04/17	13
3	Maintenance of Electrical Equipments	RTC Trainers	13-15/04/17	10
4	Training of Trainer (TOT)	RTC Trainers	13-15/04/17	44
5	Operation and Maintenance of HEM equipment- Dozer & Loader	RTC Trainers	17-19/04/17	1
6	Cost Reduction	Ms. Huma Aziz	24-25/04/17	23
7	Mine Planning Operation using HEM Equipment	RTC Trainers	27-28/04/17	25
8	Operation & Maintenance of Gearbox and Alignment	RTC Trainers	27-29/04/17	15

MAY 2017

Eleven training programs including 6 Technical and 5 Management programs were conducted in the month of May. A total of 194 participants were trained during the month. 102 participants from JK Cement and 92 participants from different cement companies including Nirma Cement, UltraTech, Wonder Cement, India Cement-Trinetra Cement, Banswara attended the training session and truly utilized the opportunity.

Highlight of the month was a training program 'Foundation Course in Management'. The session that was conducted by Dr. Mohan Rao was especially designed for the GET/DET/MT's to help them improve and enhance their managerial skills. 16 participants benefitted from the program which was sponsored by Dungsam Cement Corp. Ltd (DCCL), BHUTAN.



Workshop on electrical hazards & safety conducted on 24th - 25th May

TRAINING SUMMARY MAY 2017

S. No.	Course Title	Trainer	Date	No. of participants
1	Gas Analyzer And Sampling System	RTC Trainers	8-9/05/17	14
2	Personal Health And Hygiene	Ms. Huma Aziz	11-12/05/17	21
3	Reliability Centered Maintenance For Zero Breakdown	RTC Trainers	12-13/05/17	11
4	Effective Presentation Skill	CBSE FACULTY	12-13/05/17	44
5	An Orientation To Cement Manufacturing	RTC Trainers	17-19/5/17	13
6	Advances In Refractory Management In Cement	RTC Trainers	22-23/05/17	11
7	Importance Of Time Management	Ms. Huma Aziz	23-24/05/17	17
8	Electrical Hazards And Safety	RTC Trainers	24-25/05/17	11
9	Team Building And Stress Management	Ms. Huma Aziz	26-27/05/17	13
10	Foundation Course In Management	Dr. Mohan Rao	29-30/05/17	16
11	Operation & Maintenance Of Material Handling	RTC Trainers	30-31/05/17	23



Management Development Program - Gaur Hari Singhania Institute of Management and Research

A Management Development Programme titled 'Time in or Tune Out' was organized at Gaur Hari Singhania Institute of Management and Research (GHS-IMR) on 4th June. 21 top officials of various leading enterprises attended the 5 hours long session. Dr. (Prof.) Rakesh Premi – Principal (GHS-IMR) explained the concept of time management, followed by the five time management techniques incorporating the psychometric tests.

Dr. (Prof.) Rakesh Premi - Principal (GHS-IMR) conducting the session

Mega Job Fair - JKIT, Nimbahera

JK Institute of Technology (JKIT), Nimbahera organised a mega job fair this year as well. Last year, the fair was attended by 13 companies for campus placements and there were almost hundred percent placements. Owing to last year's success, the institute decided to provide employment to the unemployed youths of the district and organise a district level Mega Job Fair on 24th May in association with the District Employment Office.

Mr. S.K. Rathore - Unit Head (Nimbahera) inaugurated the fair in the presence of former MLA, Mr. Ashok Navlakha, Mr. Alok Shukla - District Employment Officer, Mr. PC Bhandari - Principal (JKIT), District Industry Officer, other dignitaries and more than 1700 candidates.

25 Companies including Larsen and Toubro, Volvo Eicher, Pronto Technotex, Monomark Engineering etc. participated in the fair and shortlisted 1003 candidates for further recruitment.

Mr. S K Rathore - Unit Head and
Mr. Ashok Navlakha,
Ex-MLA flagging off the fair



Mega job fair organised at JKIT



Registration process

Family Get-Together – Fujairah

JK Cement Works, Fujairah organized a family get-together as a token of recognition of the various accomplishments and milestones of the employees. The get-together brought

together families of all 12 nationalities and different cultures, which in turn increased the bond between the employees and their families.



Family get-together at Fujairah



LEADERS SPEAK Towards new directions

Evolving people strategies for transforming business

– Mr. Andleeb Jain
Chief People Officer



The JK Cement family has risen to great heights of success guided by visionaries with profound experience. Here, we introduce the torchbearers of the Company, under whose guidance we expect to post even greater achievements.

Mr. Andleeb Jain has joined JK Cement as Chief People Officer, based at Central Marketing Office, Delhi. He is a Senior HR professional with 24 years of rich and varied experience of all important facets of HR & Administration.

He did his B.E in Chemical Engineering in 1993 from Panjab University Chandigarh, and, subsequently completed his Diploma in Business Finance from ICFAI.

He started his career as a Process Engineer and worked with companies like Grasim Industries (Aditya Birla Group), Punjab Alkalies and Chemicals Limited (PACL), and Rallis India Limited (Tata Group), before making a career transition to consultancy in Confederation of Indian Industry (CII).

He has indepth exposure of Corporate/ Group HR functions, systems and processes, independent handling of key HR positions, large teams and manpower base. He has worked with top tier Indian and MNC EPC and Service Organisations like GMR Group, Punj Lloyd Group, Lanco Group in the field of Airports, Power (Thermal and Hydro), Real Estate, Power Transmission, Roads & Highways, Railways.

In his last assignment, he held the position of Regional Director (Asia)- HR, Admin, IT and Management Compliances for Spanish Multinational Group, Isolux Corsan for over four years. He was also a member of the Board for the Company in India.

Mr. Jain is also associated with NGO 'Actionaid' as the member of their Advisory Board and is a frequent speaker at many seminars and conferences.

❖ **Considering your vast experience, how do you think HR has evolved over the years as a function? What according to you are some of the emerging trends in this area?**

HR has come a long way from a record keeper of Time Office and Personnel Department to a Business Partner. It has been a long journey of learning for HR. Today HR is partnering a business in terms of evolving people strategies, which transform business and help them achieve and sustain competitive edge.

It's a no brainer that behind every successful business is a dedicated and engaged workforce. People are the differentiators in the success or failure of a business or an enterprise.

Increasing number of CEO's are realizing this and spending their majority of time on people issues. Various surveys and researches have proved that if CEO's/Business Heads spend more time on People issues, there will be visible business benefits.

HR is becoming more and more data oriented. Digital revolution has also not left HR behind. Today Analytics and AI are making inroads in how HR develops people and keeps a tab on various parameters that affect the workforce.

Social Media is becoming a major source of employer branding and talent acquisition.

❖ **How according to you can HR be seen as a strategic business partner in an organization?**

HR has to be a strategic Business

Partner in an organization. HR must take part right from the strategy discussion to execution and last mile connections. HR needs to be visible, accessible and service oriented.

As I have said earlier, people are the key differentiators in an organization. So it's amply clear that a strong focus on people through partnering of HR and Business make perfect business sense.

A decision right from talent acquisition, development or engagement needs to be jointly discussed between Business and HR teams, defined, continuously improved and implemented.

❖ **As the Chief People Officer at JK Cement, what are some key challenges and opportunities that you foresee going forward?**

I think, we are doing many things right already. But, as in any existing system, there is always scope for improvement.

Some areas (just an indicative list and not in that order of priority) where I would like to focus are

- Making HR a trusted Business Partner and strengthening the customer orientation
- Increase accessibility and visibility of HR Team
- People Capability Development
- Bringing in technology to HR policies and processes, for ease of access and transparency.

I am sure that with the support from our employees and top decision makers, we would be together able to make JK Cement an employer of choice.

Spotlight on Mr. RBM Tripathi

(Excerpts from an interview with Mr. RBM Tripathi - Unit Head (JK Cement Works, Muddapur))

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

I have been fortunate enough to hold various positions in JK Cement and my association with this organisation has been exciting and challenging. I joined JK Cement Works, Nimbahera in the year 1987 and started working in the kiln section. In the year 2001, the Management trusted me and made me in-charge of the Cement Mill & Packing Plant in Mangrol. After putting in my best in this role, I was given the responsibility as the Head (O & M) at Mangrol Plant. In August 2016, I got promoted as the Unit Head of Muddapur.

My journey from a GET to Unit Head has been wonderful and memorable. With the tremendous support and guidance of our beloved CMD, Mr. Yadupati Singhania, our dynamic Special Executives, President (CA) & CFO and Business Head, I could deliver on all the responsibilities assigned to me to the satisfaction of Management. Each day of my journey has been memorable, however the most significant and memorable experience was when I was honoured for completing 25 years with the Company. For the first time, I got an opportunity to express my gratitude to the CMD and was fortunate enough to receive his blessings.

2) As the Head (Operations and Maintenance) of JK Cement Works, Mangrol what initiatives did you undertake to strengthen the function? According to you, how has the Preventive Maintenance Cell instituted under Project Nirmaan contributed to Plant performance?

After joining J.K. Cement Works, Mangrol as the Technical Head, my first attempt was to improve the overall efficiency of the plant in terms of technology as well as productivity. We initiated various upgradations/modifications at the plant to increase the productivity and optimisation as well as to reduce the overall cost of production. With the valuable support and guidance of the Management, we were able to achieve our mission and increase the profitability of the Company. We were also able to maintain harmonious relations with the villagers around the plant. I was personally involved in the beautification of the Plant and with the continued support from

everyone, we were able to remodel and improve the housekeeping of Mangrol plant. Preventive Maintenance will play an important role in the Cement Industry, as it will ensure that equipments and other infrastructure are in good condition for delivering optimal outputs. Following the formation of PM Cell under Project Nirmaan, we were able to reduce unplanned breakdowns and improve the capacity utilisation, which ultimately helped us in improving overall productivity and profitability of the Company.

3) What is your vision as the Unit Head of JK Cement Works, Muddapur? As the Plant Head, what challenges have you had to face?

My vision as Unit Head of Muddapur is to make the Plant the best in the Country in terms of productivity, profitability, safety and housekeeping. Our prime endeavour is to produce consistent and better quality cement from Muddapur plant, achieve customer satisfaction, and increase brand equity. We are also aiming to achieve optimum capacity utilization for all equipments, use quality inputs in manufacturing, create a healthy work culture, motivate employees, increase utilization of Alternate Fuels and train/develop the available manpower.

The biggest challenge that I had to face was non-availability of C.F. Silo (Raw Meal Silo). This is because the C.F. Silo had been damaged before I joined the Muddapur Plant and it had to be safely demolished with the help of M/s. Control Demolition Technology Inc., U.S.A. The main challenge then was to operate the Plant without C.F. Silo. The Plant initially began at a lower output, but the quality was inconsistent due to variation in the raw meal standard deviation. However, all the issues were sorted-out one by one and now the plant is running at full output and manufacturing quality products, consistently. In fact, an article on operating Cement Plant without C.F. Silo at Muddapur Plant has been published in 'World Cement' and 'Industrial Angles'.



Mr. RBM Tripathi



Mr. Bhawarlal Khatri

Spotlight on Mr. Bhawarlal Khatri

M/s Chetak Minerals, Navi Mumbai

Mr. Bhawarlal Khatri of M/s Chetak Minerals has been associated with JK Cement Ltd. since the past 15 years. Located in Navi Mumbai, he supplies Wall Putty and White Cement to more than 650 retailers. He is among the top 20 stockists in the Country and the best performing in the Western Zone.

One of the most prominent stockists and highly trusted, he sold 3150 tonnes of Wall Putty and 1550 tonnes of White Cement last year. We found it fitting to have him share his views about his long association with the Company.

1) You have had a long association with JK Cement. How has your journey been?

I have been associated with JK Cement for the past 20 years and it has been an honour for me to be a part of this family. The journey has been challenging and memorable; challenging because when we started as a stockist, the market had many competitors. However, the firm desire to achieve success made us connect to more than 600 retailers, covering the entire region of Navi Mumbai

and Thane and these retailers are still with us today. The success that we have achieved would not have been possible without the unstinting support from the Company.

2) You have been felicitated for being the top performing stockist for White Cement and Wall Putty in Mumbai. What is your mantra for success?

Our mantra for success is the passion to achieve higher and further and keep delivering our very best.

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

The Company's greatest strength lies in its transparent and customer centric approach towards business. JK Cement is a trusted brand that has rich experience of over four decades in cement manufacturing.

4) What message would you like to give to the JK Cement family?

We have strong faith in the Company's future. We are sure that the Company will continue to produce innovative products and keep supporting us so that we too can grow alongside the JK Cement family.



WINNING ENTRY

The Increasing Importance of Cyber Security

We are living in an increasingly networked world, from personal banking to online purchasing. Protecting those networks is no longer optional. Cyber risk is now at the top of international agenda as high-profile breaches raise fears that hack attacks and other security failures could endanger the global economy. Cyber crime is likely to increase, despite the best efforts of government agencies and cyber security experts. Its growth is being driven by the expanding number of services available online.

Many aspects of our lives rely on the Internet and computers, including communications (e-mail, cell phones, texting), transportation (traffic control signals, car engine systems, airplane navigation), Government (birth/death records, Aadhar Record, licensing), finance (bank accounts, loans, electronic paychecks), medicine (equipment, medical records), and education (virtual classrooms, online report cards, research).

Cyber security involves protecting the information and systems. The

average unprotected computer connected to the Internet can be compromised in moments. Thousands of infected web pages are being discovered every day. Hundreds of millions of records have been involved in data breaches. New attack methods are launched continuously. These are just a few examples of the threats faced by us, and they highlight the importance of information security as a necessary approach to protecting data and systems.

Recent example of Cyber Breach was Ransomware 'WannaCry', which is a type of malicious software designed to block access to a computer system until a sum of money is paid.

So in this continuously growing network, Cyber Security is an essential factor for safeguarding our valuable information from those who seek to do harm. With the right level of preparation, it is possible to control damages and recover from a cyber-breach.



Mr. Ratnesh Kumawat
Engineer – Mechanical
Jharli

Winning Entries

1st Runner Up

Importance of soft skills for career growth

Mr. Bharat Barara
State Coordinator (Indore)

2nd Runner Up

Importance of soft skills for career growth

Mr. Mohsin Khan
Sr. Engineer (Instrumentation), Jharli

Participating Entries

The increasing importance of cyber security

1. Mr. Kapil Vasita – Assistant Geologist (Mines), Nimbahera

Participating Entries

Importance of soft skills for career growth

1. Mr. Priyesh Shrivastava – Technical Analyst, Mangrol
2. Mr. Gopal Krishan – State Head (Punjab)

The topics for September'17 issue are:
(Max 300 words)

1. What is the key to success :
Smart Work or Hard Work
2. Do you agree with the Government
that Nationalism and Patriotism in school
children is the need of the hour?

Last date for submission of entries is
25th August 2017

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

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

Contractors Visit to JK Cement Works, Jharli

A team of 15 contractors, accompanied by executives from Central Marketing Office (Delhi), visited Jharli Plant on 23rd June. Mr. Deepak Kushwaha - Sr. Officer (QC) and Mr. Ratnesh Kumawat - Engineer (Mechanical) assisted the visiting team. The team was then given technical presentation on cement manufacturing processes and on various CSR activities undertaken at Jharli. The team of contractors also visited the plant, where the process of manufacturing and testing of cement were explained to them. The team also met the Logistics Head, Commercial Head, E & I Head and HR Head at Jharli. The Jharli team distributed parting gifts to the contractors.



Jharli staff members along with the visiting team of contractors

Jharli staff members with the visiting team in the CCR building



Mr. Surjit Rana - Head (Logistics, Jharli) giving away gifts to a visiting team member

Bankers Visit to JK Cement Works, Jharli

JK Cement Works, Jharli was inspected by a team of six bankers comprising Allahabad Bank, Andhra Bank, Indian Bank, J&K Bank, Union Bank of India and United Bank of India on 14th June. They were accompanied by Mr. Ajai Srivastava - Sr. Manager (Finance, Delhi). Mr. Harish Agarwal - Unit Head, Mr. Pukhraj Jain - Commercial Head and the Jharli team welcomed the bankers. The bankers were also briefed about the plant proceedings and they were appreciative of the overall development of the plant.



Jharli Team members explaining the process to the Bankers

Mr. Harish Agarwal - Unit Head and Mr. Pukhraj Jain - Commercial Head with the team of Bankers at Jharli



Team of Bankers in the Packing Plant section

Corporate Social Responsibility Laying the foundations of a better world

World Environment Day



Gotan

The Gotan team organized a plantation drive to commemorate World Environment Day on 5th June. To celebrate this day, saplings were planted by Mr. Rajeev Sharma - Unit Head, Mr. C.P. Jhagdawat - Vice President (Commercial & Administration), Mr. P.C. Jain - V.P. (S&A) and Mr. Amit Mehta - Head (Technical) along with

departmental heads and employees. A seminar was also conducted by the Unit Head, who spoke about the importance of conserving natural resources and utilizing those resources in a manner that doesn't harm the environment. A contest was organized to celebrate the day, where the employees were asked various questions

about the environment, conservation of natural resources and the winner was rewarded. This was followed by an exhibition displaying posters and images that aimed at creating environmental awareness amongst the employees.



Plantation drive at Gotan



Mr. C.P. Jhagdawat - V.P (C & A) felicitating a worker

Muddapur

JK Cement Works, Muddapur celebrated the World Environment Day on 5th June by organising an Eco Walk, where all the employees and contract labourers reached the plant by walking. The

employees also planted a number of trees around the Plant and near their respective offices. Competitions such as essay writing, slogan writing, best from waste were organised for the employees and Padam Nagar women.



Mr. RBM Tripathi - Unit Head planting saplings



Eco walk from Padam Nagar to Plant

During the evening, a massive plantation programme was organised at the Plant site. Mr. R.B.M. Tripathi - Unit Head and Mrs. Sushila Tripathi – President (Roshni Club) graced the occasion as the Chief Guests. Mr. Jayant Malhotra - Technical Head, Mrs. Poonam Malhotra - Vice President (Roshni Club), Mr. Basant Gupta - Commercial Head and other executives, workmen & Roshni Club Members also attended the programme.

A meeting was also organized at the Administrative Building with the goal of increasing awareness about World Environment Day. On this occasion, company officials spoke about water consumption in plants, Alternate Fuels & Raw Materials (AFR) and ways to reduce pollution.

Keeping in view the pollution caused by vehicles, Mr. R.B.M. Tripathi set an example for the employees at the plant by walking from Padam Nagar colony to the Plant.



Mr. RBM Tripathi felicitating a winner



Mr. RBM Tripathi walking towards the plant

At Jharli, staff members together took an oath to take utmost care of plants in and around the plant premises with the motto of conserving and nurturing the environment.

The employees also planted saplings around the plant site in an effort to increase the greenery in and around the Plant by 33%. Team Jharli plans to plant another 1000 saplings in the current financial year.

Jharli



Jharli Staff celebrating Environment Day



Staff members planting saplings

JK Centre for Technician Training



Plantation Drive at JKCTT

JK Centre for Technician Training Pvt Ltd (JKCTT) celebrated the World Environment Day in association with Indian Industries Association, Kanpur & Kanpur Management Association.

The program included an essay writing competition for the trainees on the theme 'Connecting People to Nature' & the winners were awarded certificates. IIA National President - Mr. Sunil Vaish, Mr. B. K. Bhatia, Mr. Sandeep Awasthi, Mr. Md. Umar, Mr. Rakesh Gupta, Mr. Ashutosh Tiwari and all the instructors & trainees at the Institute graced the occasion. 101 saplings were planted and the event was featured in the local daily newspaper the next day.



Katni

JK White, Katni celebrated World Environment Day, by organising a tree plantation campaign at the Plant as well as at the dolomite mines. The programme was inaugurated by Mr. Anil Badgotri - Unit Head along with all the staff members & labourers.

Mr. Praveen Singh – Mechanical Head spoke about various environmental issues, where he highlighted the importance of protecting the nature. The session aimed at encouraging the general public to actively participate in keeping the environment clean.



Mr. Anil Badgotri - Unit Head and staff members planting saplings



World Environment Day celebration at Katni

Medical camp at Regional Training Centre - Nimbahera

JK Cement partnered with Geetanjali Medical College and Hospital (GMCH) to organise a follow up medical camp at the Regional Training Centre, Nimbahera on 2nd May.

Taking inspiration from the Medanta Medical camp held on 24th – 25th February, approximately 300 patients, suffering from varied chronic diseases and in dire need of assistance and care, were short-listed. The camp included physical examinations as well as medical diagnostics such as blood pressure, blood sugar and ECG and medicines were provided free of cost. The initiative was undertaken under the inspired guidance and leadership of Mrs. Sonam Singhania – Madam Special Executive.

The camp was successfully organised by Mr. SK Rathore – Unit Head. Mr. Rajnish Kapur - Business Head, Mr. KM Jain – Head (Commercial) and other senior officials also attended the camp.

Mr. MS Shekhawat – AVP (HR & ER) and Mr. RC Purohit – AVP (Mines) extended a warm welcome to the doctors and medical team and also presented mementos to them.



Patient undergoing ECG test



Distribution of free medicines



Mr. Rajnish Kapur - Business Head & Mr. S K Rathore - Unit Head gracing the occasion

Soil Health Testing Centre - Muddapur

JK Cement Works, Muddapur donated a handsome amount towards the construction of a Soil Health Testing Centre at Haliyal Taluk, Uttar Kannada as a part of CSR activities. The donation was handed over to the Deputy Commissioner on 21st April by Mr. RBM Tripathi - Unit Head in the presence of Mr. R.V. Deshpande – Industries Minister (Government of Karnataka), Mr. Basant Gupta - Commercial Head and Mr. Rajeev Agarwal.

Mr. RBM Tripathi - Unit Head presenting the donation



Summer Camp - Nimbahera

Surbhi Ladies Club, Nimbahera organized a summer camp for children from 5th to 14th May in the Padam Vidya Vihar School Campus. The camp was organized under the guidance of Mrs. Sonam Singhania – Madam Special Executive.

The camp was inaugurated by Mrs. Neelam Rathore – President, Surbhi Club. The camp included various cultural and sports activities like football, basketball, table tennis, karate, dance, art & craft and mehendi design making. The children participated in various activities that helped them develop their creative skills.

Chief Guest for the day, Mr. SK Rathore – Unit Head, appreciated the efforts of Surbhi club in organizing an interesting and educational camp for children.



Mr. S.K. Rathore & Mrs. Neelam Rathore attending the exhibition



Inauguration of Summer Camp by Mrs. Neelam Rathore - President, Surbhi Club



Students learning how to dance

Donation to Community Health Centre - Gotan

JK White Cement Works, Gotan has always been an active participant in social work in the field of education, health, sports, development of infrastructure, Social

development etc. This time around, the plant donated desert coolers and benches to the Government Community Health Centre to help the hospital staff and patients. The initiative is in line with development of social assets through public partnership.

जेके सीमेंट ने अस्पताल में लगाए कूलर



गोतन | तेज गर्मी से राहत दिलाने के लिए राजकीय भंवरताल नाहर सामुदायिक स्वास्थ्य केंद्र प्रभारी अधिकारी डॉक्टर जससा राम मोघवाल ने जेके व्हाइट सीमेंट प्रबंधन से आग्रह किया कि चिकित्सालय में मरीजों व चिकित्सालय के स्टाफ के लिए 10 कूलर व व्हाइट सीमेंट से बनी 5 बैंच की आवश्यकता है। जिसे लेकर गोतन जेके व्हाइट सीमेंट वर्क्स ने सीएसआर के तहत चिकित्सालय में मरीज, चिकित्सक व स्टाफ के लिए 10 कूलर व मरीजों के बैठने के लिए व्हाइट सीमेंट से बनी 5 बैंच निःशुल्क भेंट की।

Animal Treatment Camp and Calf Exhibition - Jharli

JK Cement Works, Jharli organized an Animal Treatment Camp and Calf Exhibition in collaboration with JK Trust team. Trained doctors from JK Trust Team provided free treatment to the sick cows, buffaloes and calves. Proper training and rearing methods were imparted to the villagers for maintenance of their animals. An exhibition was also held, where cows and buffalo calves born via the Cattle Breed Improvement Program were exhibited. The camp was attended by the villagers in Jharli as well as from neighbouring villages. Mr. Rajveer Jakhar – Sarpanch (Jharli) appreciated the efforts of Jharli team and JK Trust in organizing such a successful camp and exhibition.



Corporate Social Responsibility

Free medical check-up camp - Nimbahera

JK Cement Works, Nimbahera organized a medical check-up camp on April 25th at a Govt. Primary School of Village Pipliya Gadiya, Gram Panchayat Karunda in association with Chitrangan Mobile Unit of R.N.T. Medical College, Udaipur. At the camp, Dr. Anurag Talesara - Orthopaedic Surgeon, Dr.

Saras Gupta - Dermatologist, Dr. Bhanu Pratap - ENT Specialist, Dr. Veena Gupta - Gynecologist, Dr. LN Sen and Dr. P Shankar Sharma (General Surgeons) carried out free medical examination for around 150 patients. The patients were also provided free medicines. Mr. Amba Lal of R.N.T. Medical College, Dr. S.K. Choudhary (Nimbahera) and his staff also assisted

the doctors. Sparsh sanitary napkins manufactured by Surbhi Ladies Self Help Group were also distributed at the camp. Social worker, Mr. Laxman Singh and many senior citizens of the village expressed their gratitude towards the management for organizing such camps.



Doctor attending to patients at the camp



Distribution of free medicines

SDM, Nimbahera Shri Indraaj Singh visits Surbhi Ladies Self Help Centre

On 12th April, Mr. Indraaj Singh - SDM, Nimbahera and Mr. Gautam Lal - Tehsildar, Nimbahera visited Surbhi Ladies Self Help Centre, Mangrol, run by JK Cement Ltd. under its CSR program. On arrival, they were extended a warm welcome by the Company Officials, followed by introduction of NGO

officials. The positive effects on the social and economic life of the women involved in the Sparsh Napkin project initiated by the help centre were also discussed. Mr. Indraaj Singh highly appreciated the efforts of the Company and extended his firm support towards the company's CSR projects.



SDM with the Project Sparsh team



Manufacturing of Sparsh sanitary napkins

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