

# JKspotlight



Towards Perfection – Our Tradition

Jan.-Feb. 2017  
Volume : 1 Issue : 30

## Annual Business Organisers Meet - Dubai Grey Cement



### Highlights

International  
Annual Business  
Organisers Meet  
Dubai

Annual  
Business  
Organisers  
Meet - Dubai



Republic  
Day  
Celebrations







## 5 Star Rating for J.K. Cement's Mines

The Indian Bureau of Mines recently organized the National Conclave of Mines and Minerals 2015-16 at New Delhi. As a part of this, all major mineral mines were rated by the agency on various parameters. It was a proud moment when two of the Company's mines, Mangrol - Tilakhera Limestone Mines and Malyakheda Limestone mines received a five star rating from amongst more than 700 mines across India.

The Central Minister for Mines, Mr. Piyush Goyal felicitated Mr. S. K. Rathore - Unit Head (Nimbahera & Mangrol) and Mr. Maheem Kachhwaha - Head (Mines) on behalf of the Company.

Mr. S. K. Rathore - Unit Head, Nimbahera & Mangrol and  
Mr. Maheem Kachhwaha - Head (Mines) receiving the citation



## J.K. Cement Works, Nimbahera honoured for contribution towards 'Green Nimbahera Clean Nimbahera Campaign'

The Nimbahera team planted more than 20,000 saplings during monsoon last year under the local administration's 'Green Nimbahera Clean Nimbahera Campaign'. To recognize this effort towards maintaining a green and clean environment, the SDM Nimbahera honoured the Company on Republic Day. Mr. Shailesh Choubisa - Dy. Manager (HR) received the citation and memento on behalf of the Company.

Mr. Shailesh Choubisa (R) receiving citation  
and memento from SDM, Nimbahera (L)

## MTM (Mice Travel Mart) Corporate Star Award 2016

J.K. Cement bagged the MTM Corporate Star Award 2016 in the Best Incentive Programme for Distributors/ Dealers category. Mr. Vineet Notani - Sr. Officer (Travel Desk) received the award at MTM & LLTM, India's premier MICE Travel Mart, held in conjunction with the Luxury & Leisure Travel Mart.

The MTM Corporate Star Awards recognise corporate excellence in Incentive Programmes, Training Programmes and Well-planned Business Travel. The awardees consist of companies that set benchmarks for corporate leadership and employee motivation.

Mr. Vineet Notani - Sr. Officer  
(Travel Desk) receiving the award



## World Women Leadership Congress and Awards

Ms. Shivapriya Iyer - Asst. Manager (Branding) bagged the 'Women Super Achiever Award' for Excellence in Marketing & Communication at the World Women Leadership Congress and Awards hosted by Femina on 17<sup>th</sup> February at Taj Lands End, Mumbai.

The WWLC hosts its annual Women Leadership Awards to identify and celebrate the outstanding leadership and achievements demonstrated by women leaders that are reflected by the distinct innovations and initiatives brought in by them in various private and public sectors.

The Women Leadership Award recognizes and appreciates the profound role played by women as leaders, executioners, and decision makers, in shaping the future of the region and the nation.

Ms. Shivapriya Iyer - Asst. Manager (Branding)  
with the 'Women Super Achiever Award'



## FROM THE editor's desk

### Dear colleagues and friends,

It gives me immense pleasure to share with you a snapshot of the eventful past few months.

A proud Indian enterprise, the Company celebrated the 68<sup>th</sup> Republic Day across the various centres of the Company with parades, cultural programmes and sports competitions that invoked the spirit of patriotism.

The focus in this issue of Spotlight is on the first International Annual Business Organisers meet for Grey Cement, held in Dubai. The theme of the grand event was 'Arabian Nights' and it was a platform to acknowledge and celebrate the contribution of our Business Organisers. The guests were treated to a quintessential Arabic experience in the global city of Dubai.

The Annual Dealer Conference for Grey Cement themed 'Dangal' was held in Chandigarh, to celebrate the fighting spirit and determination of our valued channel partners.

As a people centric organization, the employees have always been a top priority for the organization. In keeping with this ethos, several facilities were inaugurated at the plant level for the welfare of employees and their families.

We embarked on a journey of business transformation with Project Nirmaan in November 2015 with the aim of improving performance across the organization. Project Nirmaan is now approaching the closure of Phase-3 and the contribution of each one of you will surely make this endeavour successful.

In this issue, the spotlight is on Mr. P.C. Jain - Vice President (Stores & Accounts, Gotan) and Mr. Manoj Boob of M/s Mahalaxmi Trading Co., Sangli, two vital contributors in the Company's success story.

In keeping with the Company's ethos of philanthropy, various CSR activities were organized at different centres with the aim of contributing towards a better world.

I would like to conclude by thanking all of you for your continued support and contributions to this endeavour over the years. I urge you all to continue sharing your valuable feedback and support our tireless efforts in making Spotlight a tremendous communication platform.

Best regards,

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

### CONTENTS

Awards & Accolades	2
Editor's Desk	3
Celebrations	4-9
Events	10-15
Project Nirmaan	16-17
Cover Story	18-20
Spotlight on Mr. P.C. Jain & Mr. Manoj Boob	21
People Power	22-24
Dangal	26-27
Impressions	28-29
Off-Site	30
CSR	32-36



## Celebrations

### Republic Day

Amid unfurling of the tricolour and colourful parades, the 68<sup>th</sup> Republic Day was celebrated at across different centers of the Company with great patriotism.



#### Kanpur

##### Kamla Tower

The programme began with the Chief Guest, Mr. Anil Agarwal - Sr. Vice President (Taxation) garlanding the picture of the Father of the Nation. He then hoisted the national flag along with Major S.B. Singh - GM (Admn. & Security). Mr. Agarwal took a salute and inspected the Republic Day parade conducted by the security personnel. The national anthem was sung by all the employees present. This was followed by an inspiring address from Mr. Agarwal.



Chief Guest during the flag hoisting ceremony



##### Kamla Nagar Township

Traditional gaiety and gusto marked Republic Day celebrations at Kamla Nagar. The colony premises was beautifully decorated. Everyone gathered at the ground, where patriotic songs were played during the festivities, honouring the day Indian Constitution came into force.

The event commenced with the unfurling of the National Flag by Chief Guest, Dr. V. P. Singh, Additional Central PF Commissioner (Uttar Pradesh & Bihar). Dr. Singh addressed the audience present and explained the importance of the day and significance of the National Flag. The flag hoisting finally concluded with the echoes of 'Jai Hind' reverberating through the air. The security staff under Capt. (Retd) K. K. Singh gave an impressive display of military drill.

Various games and competitions were also organized on the occasion for all residents. Everyone participated with great enthusiasm and the function ended with the prize distribution ceremony.





## Padam Tower - Delhi

Mr. Tapan Jha -  
Head (Admin &  
Security) during the  
flag hoisting ceremony



## Nimbahera and Mangrol

The Nimbahera family celebrated the 68<sup>th</sup> Republic Day with great enthusiasm and joy. The Chief Guest, Mr. S.K. Rathore - Unit Head unfurled the tri-colour, in the presence of Mr. M. Kachhwaha, Mr. MS Shekhawat and Col. Bharat Singh who graced the occasion as special guests along with the employees. This was followed by inspection of Guard of Honour presented by Security personnel. Thereafter Mr. Rathore presented prizes/certificates to the employees for their exemplary performance in the previous year and also felicitated winners of various events as a part of Annual Sports Meet organized on the occasion.

At Mangrol, the Chief Guest for the day Mr. DK Patel – Head (Technical) hoisted the national flag followed by inspection of Guard of Honour. In his address, he urged everyone to put in their best efforts for the growth of the organisation. The celebration ended with distribution of sweets to everyone present.

Republic Day was celebrated with equal enthusiasm at Kailash Vidya Vihar, Padam Vidya Vihar, J.K. Institute of Technology and Shramik Sangh Office.

Mr. D.K. Patel - Technical Head  
saluting the Tricolor at Mangrol



Mr. Rajendra Sharma receiving  
the best attendance award

Students of  
Kailash Vidya  
Vihar presenting  
a patriotic song



Mr. P.C. Bhandari - Principal,  
JKIT giving away prize  
to a trainee



## Gotan



plant from existing 2 lac MTPA to 4 MTPA.

J.K. White Cement Works, Gotan and LK Singhania Education Centre celebrated the 68<sup>th</sup> Republic Day with patriotic fervour and great enthusiasm. Mr. B.K. Arora - Business Head (White Cement) hoisted the Indian tricolor and took the salute of the parade of security staff and the students of LKSEC. Students of LKSEC presented a patriotic song on the occasion.

Mr. C.P. Jhagdawat- V.P. (Commercial and Administration) in his address highlighted the various achievements of the Company in the year gone by including the expansion of Katni puty



Mr. B.K. Arora - Business Head (White Cement) during the flag hoisting ceremony



Mr. C.P. Jhagdawat - V.P. (C & A) addressing the gathering on the occasion



## Muddapur

At Muddapur, the Chief Guest Mr. R.B.M. Tripathi - Unit Head, hoisted the National Flag which was followed by the National Anthem. He then inspected the Guard of Honour presented by Security Personnel followed by march-past.



Mr. R.B.M. Tripathi - Unit Head addressing the gathering

Mr. Basant Gupta- Commercial Head, Mr. KC Khandelwal - Sr. GM (E & I), Mr. A.P. Aarons - PLH, Mr. IB Chennai - GM (Power Plant), Mr. SV Patwardhan - DGM (Mechanical), other executives, staff members and workers were also present on this occasion.

The children at Sir Padampat Primary School also celebrated the day with great joy. The students presented various cultural activities on this occasion.



Mr. R.B.M. Tripathi - Unit Head inspecting the parade of Security personnel



Mr. R.B.M. Tripathi felicitating the students



Cultural program by students



## Jharli



Despite the bad weather, the attendance at the celebration organized at Jharli was remarkable. The programme was presided over by Mr. Harish Agarwal - Unit Head. The Guardsmen saluted the Tricolor.

A small cultural program was organized on the occasion which saw active participation from the staff and their family members. Rewards were also given to workers for their exceptional performance during the year. Meritorious boys and girls from local villages who had won Gold medals in National level competitions were also rewarded by the Unit Head.



Tiny tots during the Fancy Dress Competition



Mr. Harish Agarwal rewarding a worker for his exceptional performance



Mr Harish Agarwal - Unit Head during the flag hoisting ceremony



## Katni

The employees at Katni celebrated the 68<sup>th</sup> Republic day with great zeal and enthusiasm. Mr. Anil Badgotri - Unit Head, hoisted the Indian Tricolour followed by the National Anthem. Mr. Anil Badgotri in his speech paid tribute to the martyrs and highlighted the various achievements of the plant in past six months. Tug of war was played between security guards and staff members.



Mr. Anil Badgotri – Unit Head honouring a security guard



Parade by security guards



Katni plant staff members alongwith Mr. Anil Badgotri





## New Year

### Kamla Tower, Kanpur

Kamla Tower family hosted a simple New Year celebration. The employees wished each other great enthusiasm and happiness. Corporate HR wished all the employees health, wealth and prosperity on this occasion.



Team Corporate HR with  
Mr. Yadupati Singhania  
- MD & CEO



Team Corporate HR with  
Mr. A.K. Saraogi - CFO &  
President (CA)

### Jharli

J. K. Cement Works, Jharli welcomed New Year with great joy and enthusiasm. Mr. Harish Agarwal – Unit Head and Mrs. Neelam Agarwal inaugurated the programme. All staff members were invited with their families on the occasion. Mr. Agarwal congratulated team Jharli for achieving all targets in 2016 and extended his best wishes for the year 2017.



It was a beautiful evening of music and dance that culminated with dinner.



Mrs. and Mr. Harish Agarwal  
lighting the lamp on the  
occasion of  
New Year Celebration

Cake cutting on  
the occasion

### Fujairah





## Saraswati Puja Kamla Tower

The fifth day of traditional calendar month of Magh is celebrated as Basant Panchmi.

Like every year, *Saraswati Puja* was organized in the premises of Kamla Tower (Library) in order to pay regards to *Ma Saraswati*.

The rituals of the puja were performed by Mr. Anil Agarwal - Sr. Vice President (Taxation). Employees based at Kamla Tower and Kothi attended the *puja* in large numbers.

Several other company officials were present on the occasion. The women offered a floral tribute to Goddess Saraswati and sang *Saraswati Vandana*.

The library was beautifully decorated with flowers. The puja was organized under the inspired guidance of

Mr. A. K. Saraogi - President (CA) & CFO and the leadership of Mr. Anwar Abbasi - Sr. Manager (Corporate HR) and Mr. R. P. Tomar - Sr. General Manager (Corporate HR). The *puja* ended with the distribution of *panchamrit* and *prasad*.



Mr. Anil Agarwal - Sr. V.P. (Taxation)  
performing the rituals



## Chhepia Nada Gotan

To the west of Gotan village, there is an old and famous Samadhi sthal of Baba Narayandasji Maharaj. On the request of villagers, the Company constructed a Hanuman Temple in the year 2000 in the campus of the Samadhi. Since then, every year the company celebrates the annual function of Murti Sthapana on 6<sup>th</sup>-7<sup>th</sup> February. The temple is quite renowned in the area as the Chhepia Nada temple. It is considered very sacred and is a symbol of immense faith for the locals of the vicinity

As a tradition, this year also the annual function was held on the 6<sup>th</sup> evening. The entire campus was beautifully lit and *Satsang & Ratri Jagran* was organised for the locals of Gotan.

On 7<sup>th</sup> Feb, Baba Garibbandhu Dasji Maharaj, Mahant Ramdasji Shyamdasji Samadhi, Mr. C.P. Jhagdawat - V.P. (C&A), Mr. Ujjwal Kumar performed the *Havan Pooja*, with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garibbandhu Dasji Maharaj of Ramdas Shyamdas Temple. After the Havan Yagya, *Mahaprasad (lunger)* was distributed to all the devotees.

Around 7500-10,000 villagers from Gotan and nearby villages participated in the function along with the Company officials.



Mr. C.P. Jhagdawat -  
V.P. (C & A)  
performing  
the rituals



## EVENTS

### Rozgar Mela – JK Centre for Technician Training, Kanpur

J.K. Centre for Technician Training, Kanpur & NSDC (National Skill Development Corporation) in association with FICCI & Mahendra Skills Training & Development Pvt. Ltd. organized a Mega Rozgar Mela at JK Centre for Technician Training on 19<sup>th</sup> & 20<sup>th</sup> November. Eight Sector Skill Councils (SSC) including food processing and Tourism & Hospitality sector and few corporates such as Maruti Suzuki and Eureka Forbes, participated in the program for short listing skilled resource for their respective establishments. The mela was inaugurated by Madam Urmila Sonkar - Addl Commissioner, Kanpur. The event was graced by Senior District Officers, Mr. Kaushal Raj Sharma - IAS (DM) Kanpur, Mr. Satish Nigam - MLA and Mr. Satish Mahana - MLA. The mela was attended by 9500 candidates out of whom 1150 candidates were offered jobs in different sectors.

Chief Guest for the valedictory session, Smt. Anupriya Patel - H'ble Minister of State, Ministry of Health and Family Welfare, distributed offer letters to 50 selected candidates and congratulated the team for the success of the event.



### Annual Function - Prayas Padam Vidya Vihar



### Science Exhibition Kailash Vidya Vihar



Mr. S.K. Rathore - Unit Head inaugurating the exhibition





## BRANDCRAFT 2016 - Gaur Hari Singhania Institute of Management and Research (GHSIMR), Kanpur

The theme of this year's Brandcraft conference, held at GHS-IMR campus on 17<sup>th</sup> December was 'Branding - A source of competitive advantage'. The conference focused on various challenges faced by brands, and how organizations can build, protect and grow their brands in the face of difficult circumstances. The conference brought together brilliant scholars, researchers, and practitioners, who



Dr (Prof) Rakesh Premi with the guests and speaker participants



Chief Guest Mr. Prateek Srivastava, Founder, Chapter Five Brand Solutions during the inaugural session

debated and exchanged ideas about the role of branding in the 21<sup>st</sup> century.

## SPIC MACAY - Gaur Hari Singhania Institute of Management and Research, Kanpur

Dr. Gaur Hari Singhania Institute of Management and Research in collaboration with Spic Macay organized a Kathak dance performance by Dr. Malabika Mitra on 5<sup>th</sup> December 2016 at the Institute auditorium. She was accompanied by three other celebrity artists, namely Pandit Dinanath Mishra on tabla, vocalist Pt. Anand Gupta, and Mrs. Santi Devi & Mr. Sandeep Neogi on sitar.

On 8<sup>th</sup> November, a musical evening of Ghazals and Sufi songs was organized in association with Spic Macay. The evening was

graced by renowned musicians such as Ghazal singer Padmashree Pandit Swami G.C.D. Bharti and his group and Sufi singer Bharti Bandhu. It was a beautiful evening for music lovers.



## Annual Sports Event - Muddapur

Members of Padam Club and Roshni Club jointly organized the Annual Sports Event at Padam Nagar Stadium on the eve of Republic Day. A friendly cricket match was held between the team members of both the clubs, who participated with great zeal and enthusiasm.



## Project Endeavour - Sir Padampat Singhania University (SPSU), Udaipur

Project Endeavour is an initiative of Sir Padampat Singhania University, Udaipur to promote innovation through multi-disciplinary projects by students of varied interests. 29 projects were evaluated on 19<sup>th</sup> February by expert jury members from industry and academia. Some prominent projects included designing smart devices using IOT, water harvesting, green computing, Android app design, road safety measures and energy conservation. The experts appreciated the projects and encouraged the students to continue to participate in such initiatives to nurture their talent and develop their personality.



## Skill Craft Camp - Sir Padampat Singhania University (SPSU), Udaipur



SPSU organized a Skill Craft Camp on 26<sup>th</sup> November, to provide students with guidance and insights towards their future academic studies. The camp was able to facilitate learning through interactive laboratory sessions, management games and quizzes. The students were also guided on how to prepare for board and competitive examinations. The students also gave interesting and engaging presentations on topics such as *Swachh Bharat Abhiyan* and personal hygiene. The university also organized a kite show which was thoroughly enjoyed by the students.

## Inter Corporate Cricket Tournament - Fujairah

An Inter-Corporate Cricket Tournament was organized by Arabian Wellness & Lifestyle Management at the ARC International Factory Cricket Ground in February. The tournament was attended by 16 teams, including J.K. Cement, all of whom displayed great enthusiasm and team spirit and were cheered on by their respective fellow employees.





## 40<sup>th</sup> Mines Safety Week 2016 Celebration - Udaipur Region

The 40<sup>th</sup> Mines Safety Week was celebrated from 3<sup>rd</sup> to 9<sup>th</sup> December, where 41 Mines of Udaipur Region participated in Mechanized/ Semi Mechanized opencast category. Inspection of all our mines was carried out on 3<sup>rd</sup> & 4<sup>th</sup> December.

The prize distribution function was held on 11<sup>th</sup> December at Railway Training Centre, Auditorium, Udaipur and was graced by Mr. R.L. Kulshrestha - Dy. Director General of Mines Safety as the Chief Guest. JK Cement's mines won the following awards:

S. No.	Name of mine	Activity	Prize
01.	Maliakhara Mine	Overall Performance in Mechanized Opencast Welfare Amenities & Activities Mine Lighting and Electrical Installations	Runner Up First Prize Second Prize
02.	J.K. Cement Limestone Mine - Nimbahera	Publicity Propaganda & House Keeping	First Prize
03.	Karunda Mine	Welfare Amenities & Activities	Second Prize
04.	Mangrol Limestone Mine (132 hec.)	Maintenance of Mine Plans, Sections & Statutory Records	Second Prize
05.	Mangrol Tilakhara Limestone Mine	General Opencast Working and Layout	Second Prize

### Trade Test Competitions Prize Winners (Individual Trade)

S. No.	Trade	Name of Winner	Prize	Name of Mines
01	Driller	Mr. Prakash Vaishnava	First	Karunda Limestone Mine
02	Poster	Mr. Rakesh Mali	First	
03	Slogan Writing	Mr. Surendra Kumar Garg	First	J.K. Cement Limestone Mines
04	Blaster	Mr. Surendra Kumar Garg	Second	



Mr.S.K. Rathore - Unit Head felicitating a participant



Mr. Rajendra Sharma - MTO administering safety oath



Inspection team viewing the exhibition

## Inter-Cement Volleyball Championship - Jharli

The Inter-Cement Volleyball Tournament was held at Jharli from 9<sup>th</sup> to 12<sup>th</sup> February. The tournament was attended by all the cement plants in the region, such as Ultratech Cement, Lafarge Cement, J K Lakshmi Cement and J. K. Cement Works, Jharli. Six league matches were played in total and team Lafarge cement won the tournament.



A shooting tournament was also held, where two league matches were played between four teams. This tournament was won by Team J.K. Cement.

Mr. Harish Agarwal - Unit Head, seen here with the winning team

## 17<sup>th</sup> Mines Environment & Mineral Conservation Week 2016 Celebration - Udaipur Region

The 17<sup>th</sup> Mines Environment and Mineral Conservation Week was celebrated at Kailash Vatika, Ahirpura Mines from 16<sup>th</sup> to 21<sup>st</sup> January. The event commenced with the lighting of ceremonial lamp by the Chief Guest, Mr. M.C. Pancholi - Convener (Inspection Team) and welcome song was sung by students of Kailash VidyaVihar. The Union Vice President, Mr. Rajendra Sharma, administered an oath to preserve the environment and make efforts towards mineral conservation. The Chief Guest then presented prizes to the winners of poster-making and slogan competition.



Oath ceremony during the function

The inspection team later carried out inspections of all the mines. Mechanized Opencast Mines Group competition also took place, where J.K Cement won the overall 1<sup>st</sup> runner up prize for Mangrol Tilakhera Limestone mine.

All our mines participated in Mechanized Opencast Mines Group & won the Overall 1<sup>st</sup> Runner Up prize for our Mangrol Tilakhera Limestone Mine and other prizes as given below :-

- a) **Maliakhera Mine**
  - Systematic & Scientific Development : Winner
  - Reclamation & Rehabilitation : 2<sup>nd</sup> Runner Up
- b) **Karunda Mine**
  - Publicity & Propaganda : 1<sup>st</sup> Runner Up
- c) **Nimbahera Mine**
  - Mineral Conservation : 1<sup>st</sup> Runner Up
- d) **Mangrol Tilakhera Limestone Mine**
  - Overall Performance : 1<sup>st</sup> Runner Up
  - Sustainable Development : Winner
  - Afforestation : Winner
- e) **Mangrol Limestone Mine**
  - Environmental Monitoring : Winner



Mr. M Kachhwaha - Head (Mines) during the final function at Udaipur

## Inter-Departmental Games - Jharli



Finals of the Volley Ball Tournament Championship

Inter-departmental games were organized at Jharli from 23<sup>rd</sup> to 25<sup>th</sup> January. Volley Ball matches were played between five departmental teams including HR & Admin, Accounts & Materials, Electrical & Instrumentation, Mechanical and Process & QC. HR & Admin. and Electrical & Instrumentation departments reached the finals of the tournament. Final match was played on 25<sup>th</sup> January which was won by HR & Admin. Both teams were awarded by Mr. Harish Agarwal - Unit Head on Republic Day. The Table Tennis Tournament was held from 16<sup>th</sup> to 21<sup>st</sup> January which saw participation of 24 players from various departments.

Inter-departmental Volley Ball Champions receiving the trophy from Mr. Harish Agarwal - Unit Head.



Electrical & Instrumentation Team receiving the Runner-Up Trophy from Unit Head



## JK Cement Works, Fujairah participates in Mapei Football Tournament

The Fujairah team participated in the Mapei Football Tournament held at the Sports Mania, Dubai on 24<sup>th</sup> February and entered the quarter finals. The aim of the tournament was to re-inforce the spirit of team work in the employees and make them realize that getting fit can be fun. This fun-filled event was equally enjoyed by the participants as well as the spectators.



Team Fujairah

## Employees' Suggestion Scheme Annual Reward Function - Fujairah

JK Cement Works (Fujairah) FZC celebrated Employees' Suggestion Scheme Annual Reward Function for the year 2016 on 2<sup>nd</sup> February. This occasion was graced by Mr. Christer Eriksson - CEO, along with Suggestion Scheme Committee members Mr. MA Faisal - Head (HR), Mr. Ravi Kodituwakku - Head (Finance & Controlling), Mr. Rajesh Khanna - Head (Tech & Ops.), and Mr. Ramesh Patwal - Sr. Officer (HR & Admin). The CEO awarded the participants for their valuable suggestions and concluded the event with an inspiring speech.



## Padam Vidya Vihar Celebrates National Girl Child Day

The Padam Vidya Vihar family celebrated National Girl Child Day on 24<sup>th</sup> January. A picnic was organized at Bhimkeshwar temple for all the students, who came dressed in colorful attires and brought their favourite eatables. They were also explained the importance of educating a girl child.



## Project NIRMAAN



### Project Nirmaan –

The journey of Project Nirmaan, which started in November 2015, is now approaching the closure of Phase-3. So far, all the functionalities that were agreed upon during phase-2 have been successfully configured in the system. Furthermore, we are in the process of releasing remaining functionalities into the system. The objective of Project Nirmaan can be achieved only if we treat this as a journey and not just as a onetime project. It's essential that we work together as a team to sustain the new developments that we have made during this journey for the progress of the organization

#### Key Events

**CTM (Core Team Member) Training** - CTM training and UAT for PP, QM, MM, SD, CO, PM and PS modules was held from January to March. CTM's from HO, plants and Sales Offices actively participated in the training. All these modules would be made live in SAP after these CTM's share their knowledge with the end users at their respective locations. Training were held at Padam Tower and Regional Training Centre, Nimbahera.

#### Strengthened foundation for Global Standards

"Project Nirmaan is a very significant initiative launched by the Company for developing and strengthening management systems and processes of an organization so as to improve its performance. It has been a pleasure to work as a core team member under such experienced seniors, as this has helped me learn some valuable skills for furthering my career.

SAP has now become a basic necessity for any company that wishes to achieve a lean manufacturing process. SAP PP module will

help us get an optimized forecast plan for analyzing and initializing production and procurement processes. I hope this project helps JK Cement become one of the top most cement manufacturing companies."



**Mr. Arun Singh**  
CTM PP Module  
Mangrol



**Mr. Raghunandan Prakash Nagar**  
CTM QM Module  
Gotan

"Project Nirmaan aims to build a strong organizational foundation for plan to produce and system manufacturing. The project will maximize benefits, drive compliance and ensure sustainability.

All raw material with acceptance limit of characteristics, standardized vendor return process etc will be available in system for business decisions.

This initiative will certainly take the group to new heights in the future."





I am very grateful for being a part of the Delta Planning meeting of Project Nirmaan. I really enjoyed the discussions which included a session on manufacturing process of cement. Currently the delta changes include the planning process annually as well as rolling planning. Mr. Prashant Khare's advice and tips regarding the process and reports were very helpful. Mr. Karthik, Mr. Arun

Singh and Mr. Abhinav clearly explained the process and shared their valuable suggestions for improvement in the reports.



**Mr. Sai Prathyush**  
JKT Consultant PP Module

"Project Nirmaan aims to build a strong foundation of J.K. Cement with several initiatives including SAP. Quality Management is an integral part of the logistics function as well as within SAP. Quality Management is also important for warehouses, where incoming materials as well as the quality of the finished goods are inspected.

I would like to express my gratitude towards team Project Nirmaan for their sincere efforts and for organising such a useful workshop in RTC, Nimbahera. I have already started applying the suggested strategic changes in the business processes, under the guidance of BPR and Project Nirmaan. I would also like to offer my sincere thanks to my Project Managers Mr. Sanjeev Garg, Mr. Jitendra Singh (CIO), Mr. Prashant Khare (Process Owner) and Mr. Praveen Mehra (IT Lead) for their guidance, support and encouragement."



**Mr. Shashikant Mishra**  
JKT Consultant QM Module



### Master Data Management Tool

The business value of enterprise applications is only as good as the data that can be leveraged. Fragmented, inconsistent data affects cross-sell/up-sell ability, delays time to market, creates supply chain inefficiencies and weakens market penetration. Master Data Management (MDM) solutions are applications designed to consolidate, cleanse, enrich, govern and share the key business data from across the enterprise, and synchronize the data with all down stream business applications and tools.

### Relevance of MDM tool for JK Cement

Concurrent pressures of profitability, time-to-market complexity exist in our industry. Product commoditization forces companies to seek alternate ways to generate revenue. Complex distribution and sales - resellers, retailers, direct, online, etc. make it very difficult to forecast demand accurately. One of the ways to deal with these challenges is to focus on customer-centric processes and to synchronize the demand-driven supply chain. MDM provides capabilities required to rationalize the data used in these processes.

### MDM Business Value

The Data Warehousing Institute estimates that data quality problems cost U.S. businesses more than \$600 billion a year. Yet, most executives are oblivious to the data quality issues that are slowly eroding the value of their organizations.

Business Function	
<b>Finance and Corporate</b>	Enhanced and accurate reporting Efficient planning and budgeting with increased granularity Enhanced ability to regulatory compliance Improved decision making based on accurate data
<b>Sales Marketing and Customer Service</b>	Single view of customer (increase customer satisfaction) Enable better interaction with customer across touch points Ability to cross sales and up sell products and services Accurate install base information
<b>Supply chain, Manufacturing, Procurement</b>	Reduced errors in item coding Reduced delays in shipment Reduced inventories due to accurate coding
<b>HR</b>	Improved productivity with efficient processes Reduced errors
<b>IT</b>	Reduced staff for data cleansing tasks Improved productivity of standard based application developments

**MDM Journey:** Given the benefits, the Company has decided to Implement MDM Solution. A thorough research and solution evaluation was conducted and MDM solution from Exalca Technologies Pvt. Ltd was selected. The primary reason for the selection was because the solution is native to SAP and no additional hardware would be required, which will make the sustenance and maintenance of the solution very simple and would be easily managed by our existing SAP support team.

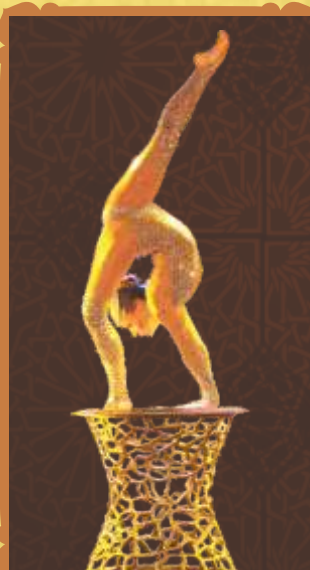
**Implementation Timelines:** Implementation was started on 28<sup>th</sup> Feb and Go-Live is scheduled on 8<sup>th</sup> April. We have taken a slightly different approach for this implementation and all baseline configuration has been completed and a demo workshop was conducted with business users where live system was shown to them and additional requirement was collected. The system is now ready with additional changes and UAT is to be finished by 31<sup>st</sup> March.

# International Annual Business Organisers Meet Dubai

.. Grey Cement ..



Mr. Deepak Mehra -  
President Marketing



J.K. Cement Ltd. has been a meeting ground of achievers, always ready to conquer new challenges. Our channel partners have steadfastly supported us in our endeavour to be one of the leading players in the Cement Industry. With the end of another financial

year, the Company celebrated the valued contribution of its Grey Cement Business Organisers at a meet held in the global city of Dubai.

Dubai, the capital city of UAE, offers an eclectic mix of modern culture with history, adventure, as well as world-class shopping and entertainment.

The opening Gala Dinner for the BOs and their spouses was organised at the magnificent St. Regis hotel, Al Habtoor City. The palatial ball room, which was decorated in the 'Arabian Nights' theme, left our guests dazzled as they walked in.

The event began with an inspiring speech by Mr. Raghavpat Singhania - Special Executive, who spoke about various challenges of the current business environment, especially due to demonetization. However, he emphasized that, "We are sure that the strong partnership between J.K. Cement and our valued channel partners would help us take this challenging situation in our stride and keep moving forward". Mr. Rajnish







Kapur - Business Head (Grey Cement) and Mr. Deepak Mehra - President (Marketing) also delivered inspiring keynotes.

The guests were greatly entertained with energetic and vivacious performances, including a performance by a talented contortionist, magical quick change acts, and stunning dance performances. Emcee for the evening, Nitin Arora, interacted with the guests and added humour and fun to the event. He also engaged the audience with interesting activities, such as the couple's game and 'Kya aap paanchvi class se tez hai' quiz show.

The memorable night concluded with the lavish buffet spread. Everyone thoroughly enjoyed this glittering evening, which was full of an exuberant spirit.

The business end of the meet continued the following morning with a half day conference, while



Mr. Rajnish Kapur - Business Head



Mr. Raghavpat Singhania -  
Special Executive, J.K. Cement Ltd.  
addressing the gathering



the Spouses spent their time shopping.

Post lunch, our guests were escorted to discover the beauty and customs of the desert on the Dubai desert safari. After an exciting mix of traditional and modern desert adventures including dune bashing and a memorable camel ride, the guests settled inside the camp and enjoyed the sunset.

As the guests relaxed, live entertainment at the camp completed the desert experience. The guests were also treated to a cocktail dinner at the camp before returning to their hotels for the day.





## Arabian Nights



V.K. Cement  
Vyapar Pvt.  
Limited -  
Winner (Delhi)



Jain Traders -  
Winner  
(Haryana)



Hira Lal & Co -  
Winner (Punjab)



The following day, the guests experienced the 21<sup>st</sup>-century wonders and historical charms of Dubai. True to the city, the tour gave the guests a taste of Dubai's architectural highlights, including the glitzy Burj Al-Arab hotel and beautiful Jumeirah Mosque, and the traditional Al Bastakiya district.

To conclude the eventful stay at the shopper's delight, Dubai, the guests were treated to the open-air carnival atmosphere at Global Village, the largest seasonal cultural extravaganza in the region. Our guests got an opportunity to enjoy the heritage, art handicrafts, as well as authentic food and beverages of over 70 participating countries.

The BO Meet was an exciting 3 day Arabian adventure, which our channel partners and their spouses enjoyed to their heart's content. They headed home with beautiful memories of this unforgettable trip.

With the Annual Business Organisers Meet, the JK Cement team is all geared up to work towards higher goals and even better performance.

Agarwal Agencies  
- Winner  
(Rajasthan  
zone-1)



Shree Nathji Sales  
Corporation -  
Winner (Gujarat)



Salcon  
Enterprises -  
Winner  
(Madhya Pradesh)



Friends Suppliers -  
Winner  
(Rajasthan zone-2)



Shri Durga  
Sales Company  
- Winner  
(Uttarakhand)



Jai Maa Jagdamba  
Trading Corp. -  
Winner (U.P.)





## Spotlight on Mr. P.C. Jain

(Excerpts from an interview with Mr. P.C. Jain - Vice President (Stores & Accounts, Gotan))

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

I joined the organisation in 1983 after qualifying CA in 1982. At that time, the plant in Gotan was still under construction and the post of Head (Accounts) was vacant. I was asked to complete the pending jobs with the department, headed by Mr. V.P. Gupta – GM (Works). I am happy to report that my team members and I were able to successfully complete the assigned task before the deadline. Mr. Gupta truly appreciated our performance. Thereafter, our accounts team has always been ahead of schedule while completing their given tasks. Furthermore, we have always been legally compliant. Our target of 'Zero defect in legal compliance' has been achieved every time. I also fondly remember the time when my suggestion to pay all reimbursements, such as petrol expenses and driver salary, along with the salary in the form of allowances, was accepted by the committee formed by the top management. Because of the quick implementation of this suggestion, the Company was able to save more than thousand working hours every month.

Similarly, I also insisted that the local management review allowances by adding tax-free allowances in the salary, such as the Uniform Allowance. Mr. B.K. Arora - Business Head (White Cement), took keen interest in my suggestion and implemented it at the organisational level. Moreover, when FBT was imposed by the Government, I was fully involved in the process of its implementation for accounting and Income Tax law compliance at the organisational level.

### 2) Being the Accounts head at J.K. White Cement Works, Gotan what is your take on the culture of cost consciousness in the Company? What kind of compliances are being followed to ensure the same?

Being the Head (Accounts), I always plan ahead for adequate fund management for timely online and real time payments to vendors and release statutory payments, i.e. excise duty, service tax, TDS, TCS, Royalty, PF, ESI, power bills etc. on the due dates. As regards to legal compliances, our objective is 'zero defects', which we always achieve. Because of this, we never had to pay any fees to the advocates for defaults. The plant was commissioned in the year of 1984 with a production capacity of 50000 MT per year. Today, we are manufacturing 5 Lacs MT White Cement, 5.4 lacs MT Wall Putty and also manufacturing Grey Cement at another plant and putty at Katni. The

increase in manpower has been quite less as compared to the increase in the scope of work and most of the activities have been centralised. Just one executive releases payments pertaining to Grey Cement, White Cement and Putty Plant at Katni. In the same way, all legal and statutory records are handled by common executives. Almost all the executives work for all three units simultaneously. This arrangement suits the company quite well, as they are able to cut cost on the number of employees, while gaining from the expertise of the existing employees. This is only possible due to the constant upgradation of their skills by way of the training that the Company provides on a regular basis.

Reconciliation of accounts also plays a vital role for an organisation. We always ensured that the accounts matched with that of vendors, the available statutory credits, like CENVAT credit or VAT credit, are fully availed. The Company has never lost any such credit.

### 3) According to you what are the essential elements required to ensure the success of the Accounts function of an Organisation.

In my opinion, the key elements essential to a successful accounts function of an organisation are responsibility, control of activities, customer satisfaction and timely closure of balance sheet.

The role of each individual in the organisation varies depending upon the level of responsibility and nature of involvement of the individual.

Control activities are the policies and procedures that help ensure the correct execution of management directives. Control activities occur throughout the organisation at all levels and functions. They include a range of activities, such as approvals, authorizations, verifications, reconciliations, review of operating performances, and segregation of duties. Control activities usually involve two elements: a policy establishing what should be done and procedures to affect the policy. All policies must be implemented thoughtfully, conscientiously and consistently. The accounts team considers all stakeholders as customers. This is because timely payment to suppliers ensures good supplies at competitive rates. Moreover, timely and correct information to tax officers ensures timely assessment of settlements.

The timely closure of balance sheet helps in on-time submission of the same to the stakeholders, as well as compliance of legal requirements.



Mr. P.C. Jain



Mr. Manoj Boob

## Spotlight on Mr. Manoj Boob

M/s Mahalaxmi Trading Co., Sangli

Mr. Manoj Boob of Mahalaxmi Trading Co, Sangli, is one of the most prominent dealers of Grey Cement, Kolhapur region. His association with J.K. Cement dates back to the year 2001 when he became a dealer for J.K.

White Cement and further strengthened his bond with a Grey Cement dealership when it was launched in 2009. Since then he has not looked back and has become an integral part of the JK Cement family. He is ably supported by his brother Mr Sandeep Boob in the business. Mahalaxmi Trading Co has consistently topped in sales in Sangli district since the beginning. Considering his strong association with us, we found it fitting to have him share his views about his association with the Company.

### 1) You have had a very long association with the Company. What are your thoughts about the J.K. Cement culture and the people?

Our association with J.K. Cement has been very fruitful and satisfying. We can easily attribute our growth to the Company's trust, transparency and fair dealings.

### 2) What is your mantra for success?

Some of the key factors that has contributed to our success includes our quick response to the needs of our customers and our ability to quickly adapt to the changing market situation. Since we are operating in a highly competitive market, it's imperative that we always remain alert and proactive while responding to our customers' requirements. Our strengths also include our capacity to effectively manage and build strong and long-lasting relations with our channel partners.

### 3) What according to you are the strengths of our brand and what differentiates us from others?

According to us, few of our greatest strengths are consistent quality and prompt services, which helps us differentiates from others. Moreover, the J.K. Cement team always motivates us to keep achieving higher goals.

### 4) What message would you like to give to the J.K. Cement family?

We really appreciate the efforts and support of the Company. However, we need to further improve upon the relationship building activities with all our channel partners. We also feel that now is the time to introduce a product that can be placed in the premium category segment. We hope that the Company continues to maintain high standards of quality, services and dealer/ customer satisfaction.



## PEOPLE POWER TRAINING PROGRAMMES

### Training Programme - Muddapur

J. K. Cement Works, Muddapur organised two training sessions from 6<sup>th</sup> to 9<sup>th</sup> February for the employees. The trainer for the sessions was Mr. Vinay Kumar, who has a rich experience of 30 years while Mr. N. K. Vaishnav was the training co-ordinator from RTC Nimbahera. Mr. Anil Gupta conducted the training session on 'Gearboxes and Alignment' & 'Hydraulics, Basics and Applications in VRM and HEM Equipment'.



Fourty participants from J. K. Cement and other companies including M/s. Dalmia Cement and M/s. Godavari Biorefineries Ltd. attended the training sessions and truly utilized the opportunity. Mr. RBM Tripathi - Unit Head, Mr. Jayant Malhotra - Technical Head, Mr. Girish Bakshi - Head (ER) and Mr. Sanyog Dubey - Head (PM Cell) also attended the inauguration as well as the closing ceremonies.



### Training Programme - Jharli

#### One Day Learning Workshops

S. No.	Course Title	Trainer	Date	No. of Participants
1	Change Management	Ms. Huma Aziz - Asst. Manager, RTC Nimbahera	10/02/2017	21
2	Improving Personal Productivity	Ms. Huma Aziz - Asst. Manager, RTC Nimbahera	13/02/2017	19

#### Personal Health & Hygiene

A one day workshop on Personal Health & Hygiene was organized for workmen & technicians at Jharli by Ms. Huma Aziz - Asst. Manager, RTC. Around 34 participants learnt about the importance of good health & hygiene practices.



Miss Huma Aziz during the training on Change Management



Ms. Huma Aziz during the training on Personal Health & Hygiene for Workmen and Technicians.



## Training & Demonstration Programme on Value Added Products - Jharli



Mr. R. P. Singh - Head (CTS, White Cement), explaining the fundamentals of value added products to the team.

A training and demonstration programme on application of Value Added Products was organized at J K Cement Works, Jharli from 19<sup>th</sup> to 27<sup>th</sup> January under the guidance of Mr. R. P. Singh - Head (CTS, White Cement) that was attended by eight CTS executives.

An introductory presentation on Value Added Products & various applications of J.K. White Cement. During this presentation, a detailed agenda for the Training Program was laid out by Mr. Singh. The Objective was 'Do it Yourself' and 3 Groups were made for further demonstration of application.

This was followed by a presentation by Mr. Arun Saxena on Value Added Products and its applications procedure and product technical specifications, test specifications, test parameters and various International Standards.

Demonstration on surface preparation was also carried out for Coarse Putty.



Practical demonstration of value added products.

## In House Short Learning Session - January 2017 Jharli

S. No.	Course Title	Trainer	Date	No. of Participants
1	Safe Sling Practices	Gaurav Kumar Singh Asst. Manager Mech.	13/01/2017	29
2	Road Safety	M.K. Srivastava Officer Safety	13/01/2017	18
3	Power Purchase	Avtar Singh Asst. Manager Electrical	21/01/2017	17
4	Preventive Maintenance	Abhinav Jain Sr. Manager Pm Cell	25/01/2017	20
5	SAP for Beginners	Nilesh Kumar Bhoi Jr. Officer Purchase	30/01/2017	19



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

**New Joinees**  
Jan. - Feb. 2017



**Mr. Anil Gupta**  
Head (Mechanical)  
Muddapur



**Mr. Hemant Dave**  
Dy. General Manager  
(Preventive Maintenance)  
Mangrol



**Mr. Sanyog Dubey**  
Head (PM Cell)  
Muddapur



**Mr. Umashankar Choudhary**  
Head (Production)  
Muddapur

\* Manager level & above only.

## ISO Internal Auditor Certification Program - Katni

For effective implementation of the management systems at J.K. White, Katni, an in-house IMS internal Auditor training programme was conducted from 20<sup>th</sup> - 23<sup>rd</sup> December at the plant. The training was conducted on ISO 9001:2015 (Quality Management system) and ISO 14001:2015 (Environmental Management system) by Mr. Vishal Chavan of M/s. Lloyds Register Quality Assurance. A total of sixteen staff members from different departments were trained as internal auditors in the program. Mr. Virendra Singh Rathore from Gotan coordinated the training session.

The program aimed at making the employees aware about the ISO standard (ISO 9001:2015 & ISO 14001:2015) clauses with respect to plant processes & working, as well as training for the role of an internal auditor. It was a good learning experience for all the participants. The training included brainstorming sessions in individual and group exercises, work place analysis and learning through various audio visual aids, which helped the participants effectively grasp the key learning points of new standards.

The Katni unit is in the process of getting ISO 9001:2015 and ISO 14001:2015 certification by March 2017.



Mr. Anil Badgotri - Unit Head along with the trainer and the participants

## SAP PM Module Implementation (GO Live) - JK White, Katni

The IT team of JKT and Padam Tower visited Katni during 7<sup>th</sup> December to 9<sup>th</sup> December for implementation of PM Module of SAP at the plant. The first phase of training for the module was conducted in October 2016. In the 2<sup>nd</sup> Phase, the PM Module has been successfully implemented at Katni.

Mr. Praveen Mehra - IT (Delhi), Mr. Shashikant and Mr. Ankur Rastogi from JKT, Mr. Anil Badgotri - Unit Head and Mr. Virendra Singh Rathore - Gotan with other team members



## Sir Padampat Singhania University honoured with The Times Education Achievers 2017 Award

The Times of India Group awarded The Times Education Achievers 2017 to Sir Padampat Singhania University, Udaipur. The University received the award for its outstanding contribution towards higher education under the category of Innovative Learning System. Professor P.C. Deka, the Vice Chancellor of the University received the award on behalf of the University at a glittering ceremony held on 31<sup>st</sup> January. The Times Education Achievers Award honours those individuals, teams and institutions that continue to innovate and inspire as they drive the frontiers of knowledge.





## Visit of Contractors - Jharli

On 27<sup>th</sup> December, a team of 25 contractors visited Jharli, accompanied by executives from Padam Tower, Delhi. Dr. Balendu Gaur - Sr. Manager (QC) and Mr. Gaurav Kumar Singh - Asst. Manager (Mechanical) assisted the visiting team. The visiting team was taken through a technical presentation on cement manufacturing and CSR activities at Jharli. The plant was also visited by a team of contractors, who were there to understand the process of manufacturing and testing cement. The visiting team also met Mr. Harish Agarwal - Unit Head, who also presented gifts to them.



Mr. Harish Agarwal - Unit Head along with the visiting team of contractors

Team of contractors during the Technical Presentation

## Dubai Trip for workers - Fujairah

JK Cement Works, Fujairah organised a trip to Dubai for workers on New Year's Eve. All the workers thoroughly enjoyed this trip and together celebrated the New Year.



## Gymnastic Floor Arena donated - Jharli

J K Cement Works, Jharli recently donated the Gymnastic Floor Arena at Jahanara Sports Stadium to District Sports Council, Jhajjar on 2<sup>nd</sup> February. Mr. Ramesh Chandra Bidhan - DC, inaugurated the floor arena in the presence of Mr. Harish Agarwal - Unit Head and his team, D.S.C. Officer Mr. Rajveer, famous Gymnastic Coach, Mr. Sandhu Bala, players and spectators. This donation will surely lift the morale of the district gymnasium team, who have been performing well in the state and national level championships. Mr. R. C. Bidhan thanked the Unit Head and the team for keeping their word and taking this unique initiative to fulfill the dreams of many upcoming players of the region.



Mr. R. C. Bidhan - DC, Jhajjar and Mr. Harish Agarwal - Unit Head during the inauguration



Mr. R. C. Bidhan addressing the gathering



H o n o u r i n g

## Indomitable Spirit of Our Heroes

### Annual Dealer Conference for Grey Cement, Rajasthan



Sogani Agencies - Winner, Rajasthan Zone 1 (Tonk)



Agarwal Fertilizer - 2nd Runner Up, Rajasthan Zone 1 (Bharatpur)

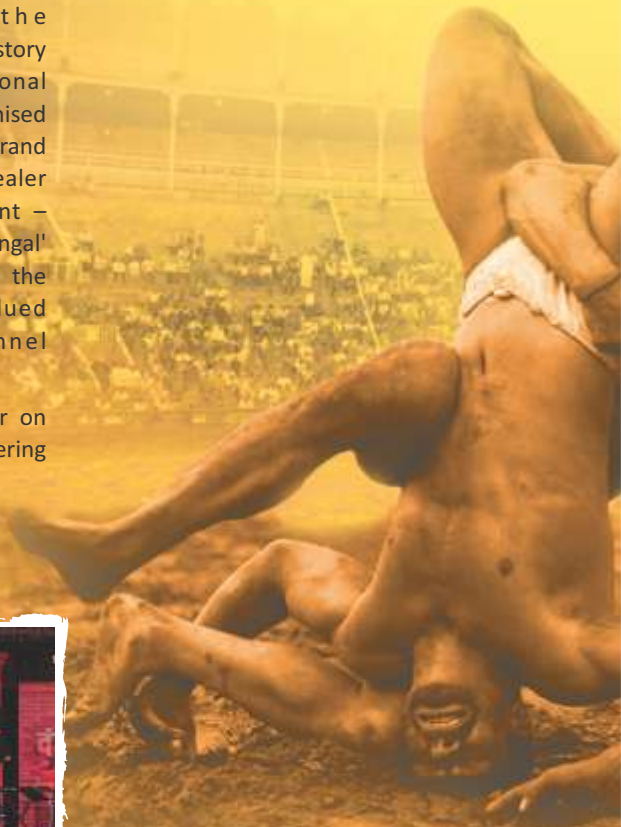


**A**t J.K. Cement Ltd. we have always been passionate about performing at our best and realize that success is hard earned. Our channel partners have been the torchbearers of our success story and true to our organizational ethos, we have always recognised their achievements through grand celebrations. The Annual Dealer Conference for Grey Cement – Rajasthan Zone, themed 'Dangal' served as a platform to laud the indomitable spirit and valued contribution of our channel partners.

The gala event held in Jaipur on 25<sup>th</sup> January witnessed a gathering of over 400 guests. During the gala evening, the guests were treated to interactive sessions

with the emcee, fun games and performances. The top performing dealers were also felicitated for outstanding performance in their regions.

The star attraction of the evening was the spellbinding performance by star singer Raja Hassan who left the audience mesmerized with his marvelous talent. Other performances included the enthralling Malkham act and performances by Wen Jugglers.







The selfie zone, which was specially created for the event to allow the dealers to take pictures with the Pehelwans, was an innovative engagement platform.

The event was an outstanding success and the dealers had a memorable time, truly appreciating the efforts of the organising team in putting together, such a grand celebration. Our channel partners are the face of our growing network and such meets go a long way in further strengthening our association with them.



Kalpesh Cement Agency - 2nd Runner Up,  
Rajasthan Zone 2 (Udaipur)



Gyani Building Materials - 1st Runner Up,  
Rajasthan Zone 2 (Sri Ganganagar)



BL Jain and Sons - Winner, Rajasthan Zone 2 (Udaipur)





## WINNING ENTRY

### Is India ready to go cashless?

Until recently, India was an incredibly cash-centric economy. Cash accounted for upwards of 95% of all transactions, 90% of vendors didn't have card readers or the means of accepting electronic payments, 85% of workers were paid in cash, and almost half of the population didn't even have bank accounts. But 'Demonetization' sowed the seed for a new era – the cashless India movement. Amid all the protests and praises, Modi government has definitely paved way for India to accept the plastic way of payment.

Demonetization pushed millions of new users onto country's digital economy grid. New bank accounts are being opened at a heightened rate, merchant registrations spiked across India, e-payment services such as Paytm, payment banks, e-wallets are seeing tremendous growth, and digitally focused e-commerce companies like Flipkart, Amazon, Big Basket and others have been benefited by this move.

India has the infrastructure to support digitalization. Under *JanDhanYojna*, people can open savings account with zero balance and get access to Debit card or Rupay card. Aadhar card linking has become almost mandatory for all the bank accounts. This ensures that the bank has all the information about the registered owner, including fingerprints. India is trying to improve digital economy using advanced

payment services such as UPI that allows transfer of funds using smartphones and Government is launching Apps like Bhim to support such payment services. One of the major challenges is only 17% of India's population currently has access to a smartphone. But smartphones and mobile data plans are becoming more affordable with each passing day.

India is definitely equipped to make a transition from traditional cash way to digital payments but going completely cashless will require a lot of ecosystem building to even reach a tangible threshold. India culturally believes in cash and a paradigm shift in thinking will need time, resources and knowledge transfer to public. Government has already started campaigns to provide basic technological know-how of its digital services and promotions for digital payments through incentive plans.

The way people pay for things is a cultural pattern, and such patterns are often hard to break. But once they are broken and new ways emerge, new patterns become solidified as societies update the way they function. Cashless is now the big buzzword in India and there is still a long road to cover before India can go completely cashless but journey has begin.



**Mr. M.S. Ramana**  
Zonal Head, South 1  
White Cement Marketing

## Winning Entries

1<sup>st</sup> Runner Up

**The importance of organizational culture**

Mr. Ramesh Patwal  
Sr. Officer (HR & Admin), Fujairah

2<sup>nd</sup> Runner Up

**Is India Ready to go cashless**

Mr. Gaurav Mishra  
Sr. Officer (Kanpur)

## Participating Entries

### The importance of organizational culture

1. Mr. Mrityunjay Kumar - Civil Engg. Department, Muddapur
2. Mr. Mohit Kothari - Engineer (Instrumentation), Mangrol
3. Mr. Bandari K - Shift Engineer, Fujairah
4. Mr. Gajraj Singh Yadav - Officer (Logistics), Fujairah
5. Mr. Sanjay Patni - J.K. Cement Works, Gotan

6. Mr. Amit Gupta - Deputy Manager (Taxation), Kanpur
7. Mr. Abhinav Jain - Head (PM Cell), Jharli
8. Mr. Arjun Singh - Packing Plant
9. Mr. Suresh Kumar - Asst. Manager (Admin.), Muddapur



### Is India ready to go cashless?

1. Mr. Mrityunjay Kumar - Civil Engg. Department, Muddapur
2. Mr. Nishat Hashmi - Graduate Engineer Process, Fujairah
3. Mr. Kratagya Gupta - Mumbai
4. Mr. Mohit Kothari - Engineer (Instrumentation), Mangrol
5. Mr. Sanjay Patni - J.K. Cement Works, Gotan
6. Mr. Shafique Mohammed - IT Department, Muddapur
7. Mr. Bandari K - Shift Engineer, Fujairah

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

1. Moral Policing - Law of the Land
2. Impact of GST on Business

Last date for submission of entries is  
**25<sup>th</sup> April 2017**

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.

## Inauguration of Library - Muddapur

JK Cement Works, Muddapur recently got its own library, with all the necessary amenities.

This was officially inaugurated by Mr. R.B.M. Tripathi - Unit Head on 18<sup>th</sup> January. Mr. Jayant Malhotra - Technical Head, Mr. Basant Gupta - Commercial Head, Mr. Anil Gupta - Sr. GM (Mechanical), Mr. K.C. Khandelwal - Sr. GM (E & I), Mr. U.S.

Choudhary - Sr. G.M. (Production), Mr. Girish J. Bakshi - Head (ER & IR), Mr. Nitin Purohit - GM (Mines), Mr. Vijay Sharma - Manager (Drawing), and other executives and staff members were also present on this occasion.



Mr. R.B.M. Tripathi - Unit Head  
during the inauguration

## Inauguration of Super Market - Muddapur

A super market was recently inaugurated at the Padam Nagar Colony, Muddapur by Mr. R.B.M. Tripathi - Unit Head on 23<sup>rd</sup> January. This super market has been built solely for the convenience of the employees as the plant is located in a very remote area. The employees, who had been facing a lot of problems pertaining to grocery and other items, were overjoyed by this new development.

Mr. R.B.M. Tripathi - Unit Head  
during the inauguration



## Corrigendum

Some errors were committed in the January 2017 issue of JK Spotlight:

- 1) The designation of Ms. Nitya Chawla was mentioned as 'Dy. Manager (Corporate HR)' instead of 'Manager (Corporate HR)' on page number 25.
- 2) Gaur Hari Singhania Institute of Management and Research was mentioned as 'Gaur Hari Singhania Institute of Medical Research' on page number 40.

The errors are sincerely regretted.



## Off Site

### TOURS

#### Thailand Tour 11<sup>th</sup> - 16<sup>th</sup> January



**Grey Cement - North**

#### Thailand Tour 22<sup>nd</sup> - 26<sup>th</sup> January



**Grey Cement - South**

### Inauguration of Transport Office - Jharli



Mr. Harish Agarwal -  
Unit Head inaugurating  
the transport office

Transport Office was inaugurated by Mr. Harish Agarwal - Unit Head, on 14<sup>th</sup> January at Jharli. Mr. Surjit Rana - Head (Logistics), his team and all the other team members were present on this occasion. Amongst the transporters, Mr. Ravinder - Vishnu Roadlines, Mr. Naresh Gupta - Shree Shyam Transport, Mr. Purshottam Gupta - Falodi Transport, and Mr. Devender of Shyam Roadlines Pvt. Ltd. attended the inauguration.





## Inauguration of X-Ray Centre - Nimbahera

On 14<sup>th</sup> January, an X-Ray centre for employees was inaugurated by Mr. S.K. Rathore - Unit Head at J.K. Colony Dispensary, Nimbahera. Mr. Rathore extended a warm welcome to Dr. S.K. Chaudhary and his medical team. The inauguration was attended by Mr. Maheem Kachhwaha - Head (Mines), Mr. M.S. Shekhawat - AVP (HR & ER), Mr. C.P. Dak - AVP (Civil), executives and workmen.

Mr. S.K. Rathore - Unit Head inaugurating the X-Ray Centre



## Visit of Special Executive to Katni

Mr. Madhavkrishna Singhania - Special Executive visited Katni plant on 6<sup>th</sup> January to discuss matters pertaining to various projects. During this visit, he planted a palm tree in front of the admin block and reviewed the overall working of the plant. He also appreciated the initiatives undertaken by the plant to increase productivity and improve safety measures.



Mr. Madhavkrishna Singhania - Special Executive watering a plant at Jharli

## Work Culture in Nimbahera and Mangrol

With a view to develop work a culture in JK Cement Works, Nimbahera and Mangrol, a work plan was launched on 29<sup>th</sup> December. Under this plan, all functional heads, departmental heads, sectional heads and concerned team members, who have field experience, are required to visit their respective work area sites every day between 10.30 AM to 12.00 noon, with the objective of increasing speed of execution of jobs being done at sites, improving productivity of workers and machines, ensuring proper supervision of work by field staff and strengthening house-keeping and safety culture.



Mr. S.K. Rathore addressing the executives at Mangrol



Mr. S.K. Rathore - Unit Head discussing about the work plan with executives at Nimbahera



## Corporate Social Responsibility

### Laying the foundations of a better world

CSR

Conducted profits  
free  
Company  
Impact  
Development  
Society  
Corporate  
Definition  
Society  
transparent  
Impact  
free  
Social  
Development  
Responsibility  
artical  
business  
Impact  
transparency

## J.K. Cement joins hands with Parivartan for a green tomorrow - Kanpur

JK Cement Ltd. in association with 'Parivartan', initiated a community intervention drive for adopting and taking care of greenery and cleanliness of the nearby areas of Kamla Tower (within 2-3 kms). The drive was initiated under the inspired guidance of Mr. A.K. Saraogi - President (CA) and CFO. The inauguration ceremony witnessed the presence of Mr. R.P. Tomar - Sr. General Manager (Corporate HR), Mr. Anil Gupta - Trustee (Parivartan), Mr. Shiv Kumar Mishra and Mr. Ramesh Chandra Mishra - Ex-Corporator, Dr. Nikhil Gupta - Neonatologist (Amba Hospital), volunteer employees from the Company along with Parivartan team and local residents.

Everyone present pledged '*Mera Kuda Zameen Na chune paye*'. A team of volunteers were selected to keep a check and take the initiative to bring awareness among the masses. Volunteers such as Ms. Nitya Chawla, Ms. Harshita Gupta, Ms. Shreya Saraf, Mr. Amit Saxena, Mr. Kshitij Srivastava, Mr. B.L. Agarwal, Captain R. K. Dwivedi, Mr. Rakesh Singh, Mr. Sanjay Shukla and many others were present on this occasion.





## Blood Donation Camp - Gaur Hari Singhania Institute of Management & Research, Kanpur

A blood donation camp was organized in the Institute campus on 7<sup>th</sup> December in association with HDFC bank and Rotary Club of Kanpur, North. The occasion was graced by Dr. R.P. Yadav - Chief Medical Officer, Kanpur, Ms. Vashundra Kameka - Senior Manager, HDFC Bank and Mr. Ajay Dikshit from Rotary Club. The Director GHS-IMR, Dr. (Prof.) Rakesh Premi warmly welcomed the esteemed guests.

The camp saw active participation from not only the students but outsiders as well. A total of 98 units of blood were collected after the initial medical screening. Dr. Monika Srivastava, along with HDFC official Mr. Kawaljeet Singh Bhatia, made untiring efforts to make this event an all-out success. The zeal and dedication showcased by the student coordinators for the event was praiseworthy.



Dr. R.P. Yadav - Chief Medical Officer, Kanpur, Ms. Vashundra Kameka - Senior Manager, HDFC, Mr. Ajay Dikshit - Rotary Club and Dr. (Prof.) Rakesh Premi - Director GHS-IMR during the camp

## Medical Check-Up & Registration Camp - Mega Medical Camp



The Nimbahera team organized three medical check-up camps from January 12 to 14 at villages Lota Bheru, Karthana and Badoli Ghata respectively. At the camps, patients were given free treatment for seasonal diseases and also check-ups pertaining to blood sugar and blood pressure was carried out.

Besides this, around 43 people having ailments related to heart,

hemiplegia, paralysis, cancer, bones etc. were registered for the mega medical check-up camp to be organized by the Company on February 24 - 25 in association with Medanta Medicity, Gurugram.



## Free Veterinary Check-up and Medical Camp - Nimbahera

J.K. Cement Works, Nimbahera organized a free veterinary check-up and medical treatment camp on 21<sup>st</sup> December at *Shree Ram Seva Sansthan Gau-shala* and *Sanskar Ashram*, Nimbahera. In the camp, 65 cows from *Gau-shala* were treated. Besides that, owners of 362 cows were given various medicines free of cost by JK Trust's veterinary doctor and his team.



## Medical Check-up Camp - Mangrol

J.K. Cement Works, Mangrol in association with Transport Sewa Sansthan, organized a medical check-up camp on 19<sup>th</sup> December at Sushila Nagar, Mangrol. The camp was formally inaugurated by Mr. K.L. Pancholi - Chairman (Municipal Board, Nimbahera), Mr. Parasmal Parakh - Vice Chairman (Municipal Board), Mr. Moti Lal Ahuja - Nimbahera City BJP President and Mr. D.K. Patel - Technical Head (Mangrol).

A team of doctors from RNT Medical College, Udaipur carried out medical examination of around 162 patients and distributed free medicines. Besides this, ECG test of 18 patients and blood sugar test of 37 patients was also carried out.

In the concluding ceremony, Mr. S.K. Rathore - Unit Head, Mr. D.K. Pandey - General Manager, Dr. S.K. Choudhary and Dr. Pankaj Mani, Mr. Sushil Kalra - Transport Association, Mr. Hari Shankar Sharma, Mr. Ashok Sharma, etc. were present. Mr. Sushil Kalra expressed gratitude towards the Management for their co-operation in organizing the camp and assured that the association will organize such camps in the future as well.



## Contribution towards Charity Drive at Padam Tower - Gotan

Keeping up with the philanthropic spirit of J.K. Cement, a charity drive was organised at the Padam Tower, Delhi. Mrs. Sushma Arora - VP (LKSEC) motivated the employees at the plant and LKSEC to contribute to this charitable cause. The inspired staff donated clothes in large numbers, which were then sent to Delhi.

## Environmental Awareness - Muddapur

Pollution is a major issue which has a devastating effect on human life. Air pollution caused by vehicular emission has especially become a challenge. In order to contribute towards a healthier environment, a conscientious effort was undertaken by Mr. R.B.M. Tripathi - Unit Head. To contribute his bit in saving the environment and creating awareness among the employees, he has started commuting on a bicycle to the plant once a week.

He wishes to set an example for the employees and to encourage them to contribute their bit towards a cleaner environment.





## Concrete Flooring at Hanuman Temple, Hebbal - Muddapur

As a part of its CSR activities, J.K. Cement Works, Muddapur, made arrangements for concrete flooring of Hanuman Temple situated at Hebbal in Mudhol Taluka.

Mr. RBM Tripathi - Unit Head, Mr. Jayant Malhotra - Technical Head, Mr. Basant Gupta - Commercial Head, Mr. Girish J. Bakshi - Head (ER & IR), Mr. R.K. Singh - Civil Head visited the site after the

completion of work. The Temple committee and villagers welcomed the team from Muddapur and also expressed their gratitude for this great initiative.



## Blanket Distribution - Mohanbari Village, Jharli

J.K. Cement Works, Jharli, organized a blanket distribution program this winter at Mohanbari village. On 28<sup>th</sup> January, Mr. Sanjay Vijay, Mr. Uttam Kumar Paul, Mr. Ashok Kumar and Mr. Umesh Kumar distributed 100 pieces of blankets to the old, poor, and needy villagers.



The event was attended by around 500 villagers and was very well organized by the Mohanbari village sarpanch and his team. The Sarpanch, on behalf of everyone present, warmly welcomed and thanked Jharli team for their efforts and also hoped that the Company would continue to contribute to such social causes.

## Medical Camp - Fujairah

J.K. Cement Works, Fujairah organized a medical camp for all its employees at the plant on 9<sup>th</sup> February. The camp was conducted by Aster Medical Centre, Ras Al Khaimah, UAE. Every employee who attended this camp got a chance to get a free medical check-up, which included a blood test and dental check-up. Dr. Anju Rose Thomas, MBBS, spoke about various lifestyle disorders including complications that occur due to diabetes and also shared tips for a healthy lifestyle.



## Corporate Social Responsibility

### Charity Drive – Padam Tower

On the occasion of Republic Day, a charity drive was organised at Padam Tower with the kind assistance of Mrs. Sonam Singhania and Mrs. Sanaa Singhania. The event witnessed enthusiastic participation of staff, who joyfully distributed clothes and food to the needy. The entire drive was imbued with a selfless and joyful spirit towards this noble cause.



#### Editorial Board :

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

**Shivapriya**  
Asst. Manager (Branding)

**Diya Sengupta**  
Officer (Branding)

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

Publisher : Nitish Chopra  
Head (Branding & Communication)  
nitish.chopra@jkcement.com

Printer : Brijbasi Artpress Ltd.

Owner : J.K. Cement Ltd.

Address of Printer : Brijbasi Artpress Ltd., E-46/11, Okhla, Industrial Area, Phase- II, New Delhi- 110020

Place of Publication : J.K. Cement Ltd., Padam Tower, 19 DDA Community Centre, Okhla Phase- I, New Delhi- 20

**For any feedback, inputs and suggestions please contact : [editor.jkspotlight@jkcement.com](mailto:editor.jkspotlight@jkcement.com)**

**Bi-Monthly House Magazine for free distribution**