

# JKspotlight



Jan.-Feb. 2013 Volume : 1  
Issue : 7



## Highlights

White Cement  
Dealer Meet



JKPL with  
Virender Sehwag







## Relaunch of CTS Magazine – New Horizons

Recently, the Customer Technical Services department and the Branding & Communication team re-launched the CTS Customer Care magazine in a brilliant new avatar. The magazine, renamed New Horizons, links the Company with customers who vary from architects, builders, masons & painters. The magazine will act as a communication tool not only with the customers but also within the Organization. With a contemporary new look and contributions from not only the CTS department but also the architect and builder community, the newsletter is a storehouse of knowledge for the readers.



## Rendezvous with Special Executive

Opportunity knocks again at your door with the third edition of the Rendezvous with Special Executive Contest! Write about **“The Company going global and your road map as the Special Executive of J.K. Cement”** and send your entries to the Spotlight editorial team.

So let your creative juices flow...because this just might be your turn to share an exciting and enlightening day with the Special Executive!

**Last date of  
submission of entries :**  
5th May, 2013

Please send your entries to  
[nitish.chopra@jkcement.com](mailto:nitish.chopra@jkcement.com)  
[shivapriya.ier@jkcement.com](mailto:shivapriya.ier@jkcement.com)



## FROM THE editor's desk



## Dear colleagues and friends,

As always, there's lots new on the horizon for us, and I'd like to begin by applauding all those within our organization who, driven by their passion to raise the bar, continue to champion change across the board.

To begin with there is New Horizons – the CTS Customer Care magazine, in a brilliant new avatar; with a contemporary new look and contributions from not only the CTS department but also the architect and builder community, the newsletter is a storehouse of knowledge for us, and our diverse customers.

The cover story focuses on a landmark event for our organization – the first ever J.K. White Cement dealer meet, a meet of such unprecedented scale and scope, that it has set a benchmark for the category across the nation. With our brand ambassador Mr. Mukesh Bhatt aka Shri Chhutkauji in his elements, this gala Bollywood themed affair celebrated 100 years of Indian Cinema in true filmi style; it was a roaring success with the 650 plus dealers present that night!

Republic Day was celebrated with much enthusiasm and patriotic fervor across the organization at Kamla Tower - Kanpur, Padam Tower - Delhi, Muddapur, Nimbahera and Jhajjar. And the event that had everyone's pulses racing was the J.K. Premier League 2013, with our swashbuckling ambassador Virender Sehwal. Closely fought matches, thrilling prizes and Sehwal's autographed memorabilia as gifts, made it an unforgettable occasion.

The spotlight this time is on Mr. P.C. Dhariwal - Sr. V.P. (Mines) who spearheaded our mining operations. Himself a vast reservoir of expertise and commitment, he has been a cornerstone of our commitment towards environmental protection and highest safety standards. The other eminent person in the spotlight is Mr. Ashok Mehta of Walplast Products Pvt. Ltd., not just one of the company's die-hard customers, but also a dynamic entrepreneur, who has scaled up from trading to the manufacture of Wall Putty, with J.K. White Cement.

I look forward to your continued support for Spotlight and to your contributions and feedback.

Best regards,

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

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## Celebrations

### Republic Day

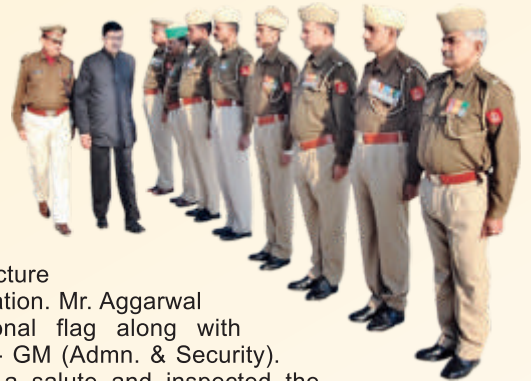
*The country celebrated its 64th Republic Day recently, and as a company we have proudly been an active, vibrant part of the great India growth story. And, as always, the celebrations were held at our Head Office, Padam Tower - Delhi and our various plants with much gusto and passion!*

#### Kamla Tower - Kanpur

Mr. Anil Agarwal - Sr. VP (Taxation & Management Services) inspecting the Republic Day parade conducted by the security personnel



At Kamla Tower, the programme began with the Chief Guest, Mr. Anil Agarwal - Sr. VP (Taxation and Management Services) garlanding the picture of Father of the Nation. Mr. Aggarwal 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. The celebrations concluded with distribution of sweets.

Traditional gaiety and gusto marked Republic Day celebrations at Kamla Nagar Township.

At Kamla Club, friendly matches between JKCL XI Team and alumni of GHSIMR were organized by Mr. R.P. Tomar - GM (HR) at the grounds of Kamla Club. Small gifts were given to all as a token of appreciation.

Hoisting of National Flag at Kamla Nagar Township



Cricket Match organised at Kamla Club



#### Padam Tower - New Delhi

Col. Bharat Singh - Head (Security & Admin.) addressing the gathering on the day.





## Nimbahera

The Nimbahera family celebrated Republic Day with patriotic fervour and joy. Mr. M.L. Goyal - Sr. V.P. (Commercial) and Chief Guest at the function unfurled the tri-colour, followed by inspection of Guard of Honour presented by Security personnel. Mr. S.K. Rathore - Head (Tech. & I.R.) was the Guest of Honour.

Thereafter Mr. Goyal and Mr. Rathore gave away prizes/ certificates to employees for their exemplary performance in different categories like best attendance during the previous year, winners and runners of various events in Annual Sports Meet organized on the occasion. The day was celebrated with great enthusiasm at Mangrol, Bamania, Kailash Vidya Vihar, Padam Vidya Vihar and J.K. Institute of Technology.



Mr. M.L. Goyal -  
Sr. V.P. (Comm.)  
addressing the  
gathering



Chief Guest  
Mr. R.C. Purohit  
addressing the  
gathering at JKIT

Tiny tots of Padam Vidya Vihar  
performing on Republic Day



Chief Guest Mr. M. L. Goyal presenting best attendance  
award to Mr. Hari Mohan Nagar at Mangrol



## Muddapur



Mr. Antriksh Jain -  
Unit Head  
addressing the  
gathering

At Muddapur, 64th Republic Day was celebrated with great enthusiasm by a large number of employees. The programme commenced with unfurling of the National flag by the Chief Guest, Mr. Antriksh Kumar Jain - Unit Head followed by the National Anthem. On this occasion, sports activities were organised which saw enthusiastic participation from Padam Club and Roshni Ladies Club members.



Volleyball  
match  
organised on  
the occasion

## Jhajjar

Republic Day was celebrated with patriotic fervour at J.K.Cement Works, Jharli, Haryana. Project Head - Mr. Harish Agarwal hosted the national flag. On this occasion a cultural program was presented by school children.



Mr. Harish Agarwal -  
Project Head  
saluting the  
National flag

## ✦ ✦ ✦ New Year Celebrations – Kamla Tower ✦ ✦ ✦



Staff of  
Kamla Tower with  
Sh. Yadupati Singhania -  
M.D. & CEO



Kamla Tower  
Staff with  
Sh. Gaur Hari  
Singhania -  
Chairman

New Year was a simple celebration at Kamla Tower, Kanpur. The employees wished each other with happiness and great enthusiasm. Corporate HR wished all the employees health, wealth and prosperity on the occasion. Bouquets on behalf of all the employees were presented to Shri Gaur Hari Singhania - Chairman and Shri Yadupati Singhania - MD. Mr. A.K. Saraogi - CFO & President (CA), Mr. R P Tomar - GM (HR), Ms. Simi Chaudhary, Mr. Ravi Srivastava were also present on this occasion.

## ✦ ✦ ✦ Saraswati Puja - Kamla Tower ✦ ✦ ✦

'Saraswati' is the consort of Lord Brahma and is the Goddess of wisdom and knowledge. She is the personification of knowledge - arts, science, crafts. She represents *Shakti*, creativity and inspiration.

Saraswati Puja, the ritual worship of the Goddess Saraswati, is performed on Basant Panchami every year. Mr. Sudhir Nanda - AVP (Development) along with Ms. Priyanka Srivastava, Ms. Santosh Yadav and Mr. Gajendra Pandey organized 'Saraswati Puja' in the office premises.

Mr. Prashant Seth - Head (Commercial & Business Information) and Mr. Sudhir Nanda performed the rituals. Chairman, Dr. Gaur Hari Singhania also reached

to seek blessings. A huge gathering of around 150 people attended this Puja, and sought blessings from Goddess Saraswati. The library was beautifully decorated with flowers. Sweets and *Panchamrit* were distributed as *Prasad*.



Mr. Prashant Seth - Head (Commercial & Business Information) during the puja



## Spotlight on Mr. P.C. Dhariwal

(Excerpts from an interview with Mr. P.C. Dhariwal - Sr. V.P. (Mines))

**Q1. You have been with the Company for over 25 years. Please throw some light on your journey. Please share with us the most fond memory of your association.**

I joined M/s J.K. Cement Works in January 1988 as Chief Mines Manager and operated four mines with a long term vision to utilise the reserve by proper blending from mines to meet the required qualitative and quantitative requirement of limestone for our plants at Nimbahera and Mangrol. Operation of Nimbahera mine was a great challenge as the mine was surrounded by a cement plant, state highway, Ahirpura village and railway line. We made the operation of mining safe and easy through controlled blasting achieved by adopting latest innovations. Today the Nimbahera Mine has been in operation since the last 40 years. We have achieved higher productivity of mines by good fragmentation, maintaining haul roads with required gradient in the mines and good housekeeping. Good fragmentation with homogeneous size of feed has improved crusher availability and productivity. This will always remain a fond memory for me.

**Q2. You have been working on allotment of mines, liasoning and taking approvals from the Government for the projects. Please share with us your experience of working on key projects and the challenges you have had to face in the process.**

The management has given me the opportunity to carry out the associated jobs of mining i.e. legal, liasoning, lobbying and grant of Mining Leases. The interaction with advocates apprising technically with the background of mining laws and circulars issued by various authorities helped us in getting the demands/

recoveries from Revisional Authorities, (Ministry of Mines Govt. of India) Appellant Authorities (Govt. of Rajasthan) and from Hon'ble High Courts of Rajasthan and Karnataka. We got letter of intent for grant of mining lease from the State Govt. for our 132 hectare Mangrol Mine within a period of 5 months from the date of application. It was possible due to follow up at each level of the State Govt. starting from Assistant Engineer's Office and developing good contacts and relationship with the Ministry.

**Q3. Mining has an environmental impact. What are the endeavours that we have taken as a Company to mitigate such effects of mining on the environment.**

Mining is known as a hazardous activity and environmentally it is said to be Non-Friendly. It is a concern for safety of man and machinery. We have always aimed for zero accident rate and environment friendly operations and have achieved the same by imposing all the related rules and regulations. All the nuisances due to blasting i.e. vibration, noise and flying of fragments were controlled and kept in safe limits by proper monitoring. Surface degradation was eliminated with an aim of zero waste generation by proper blending of run of mine limestone. On the grounds of environmental aspects and conservation of minerals, we got relaxation from Ministry of Mines (Govt. of India) to use the limestone from all four mines at both the plants - Nimbahera and Mangrol.



Mr. P.C. Dhariwal

## Spotlight on Mr. Ashok Mehta

Chairman - Walplast Products Pvt. Ltd.

*Mr. Ashok Mehta of M/s Walplast Products Pvt. Ltd. – the third largest manufacturer of Putty, has been associated with the Company since 2007. Since 2004, he has expanded his operations PAN India with Rajasthan and Gujarat being the two main hubs. Walplast has also now entered Tamil Nadu, Chhatisgarh and the recent additions are Nasik and Katni. He is ably assisted in the business by his son Mr. Kaushal Mehta and his daughter in law. Walplast is a professionally managed company and this time, we found it fitting to put the Spotlight on Mr. Ashok Mehta considering our fruitful association with Walplast.*

**Q1. You have been associated with the Company since long. How has your journey been? What do you think about the J.K. Cement culture, the people and the policy?**

Our journey has been wonderful. J.K. Cement has built strong relationships with its customers and the reason is that they treat their customers as family and extend unstinting support. The Company considers Walplast not only as a prestigious customer, but also a valued business associate. As far as the policy is concerned, J.K. Cement ensures timely delivery which in turn increases the customer confidence.

**Q2. You moved away from trading and turned to manufacturing. What prompted you to take this step? How big was the risk?**

As a trader it was my policy to satisfy my customers by giving them good quality products. However, there was some hindrance whereby I was unable to stick to my policy because I was solely dependent on a manufacturer. I was searching for a manufacturer who could ensure good quality products for my customers. But I was disheartened to know that there was no organized sector that

could fulfill this. The great potential of Wall Putty market compelled me to shift to manufacturing from trading where I could supply good quality products to customers and give them value for their money. Of course, it was a big risk, but risk is a part of business.

**Q3. We are your number one supplier. What do you think about the quality of our products? What do you think differentiates us from others?**

Quality is J.K. Cement's strength. The Company seeks periodical feedback from its customers which gives them an opportunity to understand the gap if any and take remedial steps to ensure customer satisfaction. Moreover the management takes very good care of its customers and business associates which in turn ensures our smooth functioning without any hurdles. The culture of the Company and the values that it stands for distinguishes it from others.

**Q4. You have over two decades of experience in White Cement Industry. What is your perception about the market for Putty? What are the constraints that Putty manufacturers are facing and how do you propose to overcome these?**

The market for White Cement based Wall Putty is still growing strong. As a manufacturer, I can foresee immense growth in the Putty Market. I do feel that the biggest constraint for the industry will be the absence of any innovative Putty based products. Such products once developed will give multiple options to the customers. Now is the right time for us to bring in new products.



Mr. Ashok Mehta



## WINNING ENTRY

### Environment Consciousness in the Corporate World

**T**he alarming rise of the need for conservation of resources is a global cause for concern that is not only important on an individual level but also on a corporate level. In this regard, more and more companies are coming forward with the aim to preserve our environment and constantly innovate for greener practices.

As we all know, our company is growing consistently. We are expanding our cement production capacity as well as launching new products in the market, which is a positive sign for our company. We need to develop a system for improving our environment at plant sites and corporate office. Infact, better environment and natural resources are the prime source of all material inputs to economic activities. Moreover, environment also acts as a receiver and sink of the various kinds of waste generated through human activity. So, a proper balance between development and environmental concerns is necessary in order to lay the path of sustainable development.

A systematic approach towards sustainable development involves an enduring and balanced way to economic growth, social protection and justice and environmental conservation.

The country is facing many economic and social challenges as a result of environmental degradation, ever changing market structure and poverty and economic setback which are directly affecting our economic growth as well as development.

These challenges are intrinsically connected with the state of environmental resources, such as land, water, air, and flora and fauna.

For developing 'Environment Consciousness' in the organisation, we need to adopt a well laid out Corporate Environment Policy. The objectives of the policy should

be Conservation of Critical Environmental Resources, Intra-generational Equity, Livelihood Security for the Poor, Integration of Environmental Concerns in Economic and Social Development, Efficiency in Environmental Resource Use, Environmental Governance, and Enhancement of Resources for Environmental Conservation.

Through a well drafted Corporate Environmental policy, an organization can achieve targets of improved environmental performance. Organizations may communicate or publish the information on environmental performance in a structured manner so that all the stakeholders and the public at large may use them judiciously. The management should ensure the flow of appropriate and necessary information that describes the company's environmental performance which should be communicated to all levels of the organization. This will allow internal stakeholders to fulfill their responsibilities towards the organization and

help them reach the planned and achievable environmental standards.

Organizations should hire Sr. Executives in the field of environment who can implement all the policies/programmes and regulations related to environment at plant onsite and off-site. The executive should be given the task of making the higher management/board of directors aware of important updates on environmental legislation.

These practices can only be a guideline and all individuals in the company must come together to join the global fight for environment conservation. Only then can any company succeed in its endeavor to bring a greener world to life.

**Mr. Saurabh Kumar Yadav**  
Asst. Manager - Environment  
J.K. Cement Works, Muddapur



## Winning Entries

### 1st Runner Up

#### Importance of grooming young talent

Mr. Pankaj Tewari - Asst. Manager (HR)  
J.K. Cement Works, Nimbahera

### 2nd Runner Up

#### Importance of grooming young talent

Mr. Himanshu Upadhyay - Marketing Executive  
J.K. White Cement, Ludhiana



## Participating Entries

### Importance of grooming young talent

1. Mr. Dinesh Sharma - SSA, J.K. White Cement, Ludhiana
2. Mr. Juned Khan - Sr. Officer (Training), HR - J.K. Cement Works, Muddapur
3. Mr. Ramesh Somkuwar - Dy. Manager (CTS), Jabalpur
4. Mr. Sanjay Kumar Chatterjee - CTS, Kolkata
5. Mr. Sanjeev Trivedi - Dy. Mgr. (Laboratory), J.K. Cement Works, Nimbahera
6. Mr. Anupam Rohatgi - Sr. Manager (QA), Udaipur
7. Ms. Neti Shukla - Officer (CTS), Delhi
8. Mr. Sanjay Kumar Khanduri - CTS, Dehradun
9. Ms. Nitya Wadhwa - Corporate HR, Kanpur

### Environment Consciousness in the Corporate World

1. Mr. Durgesh Yadav - Asst. Manager (HR), Kanpur
2. Mr. Sanjay Kumar Khanduri - CTS, Dehradun
3. Mr. N. Elamvaluthi - Technical Officer
4. Mr. Chandra Shekhar Dashora - Dy. Manager (H.R.), J.K. Cement Works, Nimbahera
5. Mr. Rajeev Kumar Srivastava - Manager (Accounts), Kanpur

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

1. Future of Cement Industry in the Current Global Economic Scenario
2. The importance of Brand building in today's competitive environment

Last date for submission of entries is **5<sup>th</sup> May, 2012**

Please send your entries to

**nitish.chopra@jkcement.com**

**shivapriya.iyer@jkcement.com**

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

Please send original articles only to avoid copyright violation.

## Financial Closure of Mangrol Expansion

In connection with the upcoming Brownfield expansion at Mangrol (Rajasthan) and putting up a new Split Grinding Unit at Jhajjar (Haryana) having aggregate capital outlay of Rs. 1734 crores, Company Officials headed by Mr. A.K. Saraogi - President (CA & CFO) met the new Consortium Bankers, led

by IDBI Bank Ltd. at Aamby Valley, Lonavla on 23rd February. This meeting was held to announce financial closure of fresh Term Loan of Rs. 1200 crores sanctioned for the expansion plans. The meeting was attended by Senior Executives from all the Consortium Banks, comprising 12 Banks.



Bankers Meet at Aamby Valley



Sight seeing at Aamby Valley

## Error Regretted

In the 2nd Anniversary issue of J.K. Spotlight, following points were erroneously printed.

1. The name of 1st runner up under Impressions was printed as Mr. Rajesh Kumar Srivastava instead of Mr. Rajeev Kumar Srivastava.

2. The article under 'J.K. Cement participated on Corporate Cricket Championship' was left out and another article was printed under the heading.

Both the errors are deeply regretted.

# J.K. White Cement applauds it's Superstars



## A Star Studded Evening with J.K. White Cement Dealers

A one-of-its-kind dealer meet was held in Delhi on 15th February, organised by the Branding and Communication team for our valued white cement dealers in the presence of our brand ambassador Mr. Mukesh Bhatt aka Shri Chhutkauji. A meet of this scale and size was an industry first, setting a precedent for others to follow. The event proved to be a glittering success and the theme, 'Journey of Bollywood', garnered much excitement and glamour.

The venue was decorated in true Bollywood style and was not only engaging and inviting but also showcased the 100 glorious years of cinema. A true tinsel-town style red carpet welcome was given to all dealers as they walked in. The different eras of Bollywood were presented through lively dances, going from the 1950s to the 2000s and everyone cheered to their favourite numbers.

For us, our dealers have always been our equivalent of cinema's superstars and this event was organised to show them our appreciation for their association and relationship with us. Their role is vital in the company's growth and this meet was a way of establishing a stronger bond with the 650 dealers present. Coordinating the logistics for all our hubs – north, north-east and central, proved to be a daunting challenge as large congregations were arriving from each centre and organising a meet of this size was a huge task. But, the team came through with flying colours as all the effort was much appreciated by the attendees.

Our top-performing dealers for White Cement and Wall Putty were awarded by our lovable brand ambassador Shri Chhutkauji, who was as funny and charming as ever. He interacted with the audience in his inimitable style and soon had them all in splits!

We hope that all our White Cement dealers had a memorable time with us. This event gave everyone the opportunity to create stronger bonds of mutual friendship and business association, which will surely result in shared growth and many successes.



Mr. V.P. Singh - Advisor (Marketing) (extreme right) awarding Mr. Umesh Trehan of M/s Gian Chand Ashok Kumar for being the top stockist of Chandigarh region for White Cement & Wall Putty

Star Dealers of J.K. White Cement & Company officials alongwith Shri Chhutkauji











## PEOPLE POWER TRAINING PROGRAMMES

### RTC TRAINING PROGRAMMES : FEBRUARY, 2013

#### 1. Specialized Training Program on 'Maintenance of Crushers' Feb. 05

This programme was organized for Workmen of Lafarge Cement which was attended by five Technicians from Lafarge India Pvt Ltd., Bhawaliya, Rajasthan. Mr. Rajesh Soni - Dy Manager, J.K. Cement Works, Mangrol was the faculty for the program.

#### 2. Program on 'An Orientation to Cement Manufacturing Process' : Feb. 11-14

Twenty-two GETs / DETs / MTs from Birla Cement, J.K. Cement, Shriram Cement attended the program. Senior Executives from J.K. Cement served as the faculty for the program.

#### 3. 'Supervisory Development' Programme : Feb. 13-14

Twelve executives from Binani Cement, Vikram Cement, Lafarge Cement and J.K. Cement Works, Nimbahera and Mangrol attended the program.

Dr. S.K. Jain - General Manager (HR), Birla Cement, Mr. P.K. Bhardwaj - General Manager (HR) and Mr. Vikrant Bajaj - Manager (HR), Vikram Cement were faculties at the program.

#### 4. Program on 'Effective Communication and Presentation Skills' : Feb. 22-23

Seventeen executives from J.K. Cement Works, Nimbahera and

Mangrol attended the program. Dr. Naveen Gupta - Director, Hindustan Institute of Management & Computer Studies (A unit of SGI), Mathura conducted the training.

#### 5. Program on 'An Orientation to Cement Manufacturing Process' : Feb. 25-28

Eighteen Marketing Executives from J.K. Cement attended the program. Mr. Michael Ekoh - Head (Training & Development) and Mr. Rajesh Sharma - Manager (HR & Training) were present during the training program. Senior Line Managers from J.K. Cement Works were faculty at the program.

#### 6. Visit of Delegates from Kinda Company Limited, Nairobi : Feb. 13

Mr. Joseph Ogaja - Director, Kinda Company Limited, Nairobi visited Regional Training Centre, Nimbahera on February 13. He appreciated the infrastructure of RTC and training packages used by the RTC.

#### 7. Program on 'Operation and Maintenance of Electronic Packers & its Auxiliaries' : Feb. 19-21

Seventeen participants from Birla Cement, J.K. Cement, Shree Cement, Shriram Cement and Wonder Cement attended the program. During the training program a plant visit of



Wonder Cement was arranged. Electronic Packers and Automatic Loading of Trucks was shown to participants and they appreciated the new technology used in Automation. Senior Executives from J.K. Cement Ltd. were faculty at the program.

## REWARD SCHEME - Grey Cement South

Continuing the Company's efforts to recognise & motivate team members with excellent performance, employees were rewarded under two Reward Schemes for Grey Cement South Division

Under Employee of the month scheme (Individual Awards) :

- Oct 2012, Mr. Babu Bogar - Sr. DMO (Belgaum)
- Nov 2012, Mr. Babu Deokar - DMO (Ahmednagar)

Mr. Babu Bogar and Mr. Babu Deokar were awarded with the "Employee of the month" badge and a monetary reward of Rs 10000.

Under Powerplay of the month Scheme (Team Award) :

- Oct 2012 - Belgaum District Team
- Nov 2012 - Mysore, Mandya & Kodagu (Madkeri) Team

Team members of these districts were awarded with a trophy and monetary reward of Rs 5000 each.



Mr. Babu Deokar being awarded 'Employee of the Month'



Mr. H. Jwaladillah - Asst. Area Manager (Mysore & Mandya) receiving the 'Powerplay of the Month' Award



Mr. Dayanand Kalal - Area Manager (North Karnataka - A) receiving the 'Powerplay of the Month' Award. Also seen in the photo are Mr. A.N. Shukla - Sr. G.M., Dr. Kaustubh Dadhich - Head Marketing (Grey Cement South) & Mr. Nilesh Puri - Sr. Manager (Sales HR)



## Induction for Marketing Executives - Gotan

An Induction programme was conducted for marketing executives at J.K. White Cement Works, Gotan from 11th Feb to 13th Feb.

A total of twenty-four marketing executives from all over the country viz. Karnataka, Tamil Nadu, Maharashtra, Rajasthan, Andhra Pradesh and MP were inducted. The team was welcomed and greeted in the opening meeting by Mr. C.P. Jhagdawat - VP (Commercial and Administration), Mr. Rajeev Sharma - VP (Technical) and Mr. DD Khajwania - Head (Planning).

Mr. Akshay Pratap Singh - Manager (HR) briefed the participants on the Company profile, taking them through the journey of J.K. White Cement. Mr. Khajwania explained the basics of cement manufacturing and accompanied the team for a plant visit to exhibit the practical dynamics of cement manufacturing. Mr. RP Nagar from Quality Control took a session on the basics of cement explaining the history of cement and white cement, the manufacturing process of white cement, BIS specifications, specifications for cement testing

procedures, quality parameters, and performance of white cement and its uses and applications.

Mr. Ajay Garg started the second day, explaining the functioning of the sales department. This was followed by a session on General Insurance, which was taken by Mr. P.S. Chouhan from Stores. Mr. D.D. Purohit and Mr. A.K. Gautam explained the basics of J.K. Wall Putty, covering its requirements, paste preparations, applications, and storage.

The group termed this as a memorable experience as the faculty was really cooperative and extremely efficient apart from being highly experienced in the trade.



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

**New Joinee**  
Jan. - Feb. 2013



**Mr. Jitendra Kumar Pamnani**  
Manager (Legal)  
J.K. Cement Works,  
Nimbahera

\* Manager level & above only.

## TRAINING ON PROJECT SYSTEM

Corporate HR has always initiated activities to groom the employees by upgrading their skills and help them become capable of handling new opportunities and challenges.

With this view, fresh Chartered Accountant professionals Ms. Kavisha Gupta and Mr. Vikas Gupta, both Sr. Officers from Grey Cement Accounts, Corporate Office, Kanpur, were nominated and sent to Nimbahera (Raj.) plant to undergo Project System Training (SAP). The training was attended by nominated employees of Gotan and Muddapur Plant too. The training was organized by Mr. Praveen Mehra and facilitated by SAP Consultants. The purpose of this training was to make them understand the process and procedures that are involved in initiation stage of any project, and how accounting is done. Hence, the training provided an insight into topics like Project system, project structure, procurement cycle, project settlement etc.

### Feedback from the participants



"The training session has been extremely useful and a great learning experience. Such integration trainings will help the participants in understanding the data flow structure of the organization as a whole and comprehending the associated hitches in entirety."

**Ms. Kavisha Gupta**

"The training session was fruitful and will help us in view of increased work responsibilities. The company has already initiated new projects in various locations & our training sessions were also focused towards Project Systems."

**Mr. Vikas Gupta**



## EVENTS

### J.K. PREMIER LEAGUE with VIRENDER SEHWAG - Nimbahera

Nimbahera was bristling with excitement and exhilaration when the J.K. Premier League 2013 cricket matches were organized recently with brand ambassador Virender Sehwaag at the cricket ground in Kailash Nagar Colony No. 1 on February 12. The crowd was on its feet, cheering for the internationally acclaimed cricketer.

He was extended a very warm, typical Rajasthani welcome, complete with a presentation of a traditional colourful turban.

All of the teams played the match with a lot of enthusiasm and it seemed like a national level tournament. The matches were organised for men and women and the two teams, each for men and women under the names of 'Veeru Ke Veer' and 'Veeru ke Daredevils' participated with commendable sportsmanship.

The first match was played between the men's team – 'Veeru ke Daredevils' under the captaincy of Mr. D. Ravisankar - President (Projects) and 'Veeru Ke Veer', under the captaincy of Mr. K.K. Jalori - Unit Head. Veeru ke Veer chased the set target easily and won the match with much fanfare.

Now it was time for women to show their prowess on the pitch. 'Veeru Ke Daredevils' under the captainship of Mrs. Kumud Jalori and 'Veeru Ke Veer' under the captaincy of Mrs. Janaki Ravisankar played a nail-biting

innings, but ultimately Veeru ke Daredevils came out stronger and won the match.

Viru awarded both the victor teams with trophies for their great performances, an honour they are sure to remember for a long time to come. A lucky draw was also held and the winner was given an autographed bat by our brand ambassador.

The people immensely enjoyed the games and the presence of Virender Sehwaag made the event a roaring success. On the occasion, Viru said, "I really enjoyed playing with the teams and was delighted to be with you all here today."



Virender Sehwaag presenting the winning teams with the trophy

## TABLE TENNIS AND CARROM TOURNAMENTS

The Inter Cement Industry Sports Association organized 14th Inter Cement Industry Tournament at plants of member cement companies. In this series, table tennis and carrom tournaments were organized at J.K. Cement Works, Nimbahera on January 3-4.

Mr. M.L. Goyal - Sr. V.P. (Commercial) was the Chief Guest at the inaugural function while Mr. S.K. Rathore - Head (Tech. & I.R.) was the Guest of Honour. Apart from the host team, the teams of Aditya Cement, Wonder Cement, Vikram Cement, Birla Cement and Shree Cement participated in the tournament. The final matches were played on January 4. In table tennis, the team of Aditya Cement emerged as the winner while J.K. Cement team stood runner-up. In carrom, the team of Birla Cement lifted the title by defeating Aditya Cement.



Chief Guest Mr. M.L. Goyal welcoming the players at the Inter Cement Industries Sports Association Tournament

Mr. S.K. Rathore presenting prize to a winner



## BRIDGE TOURNAMENT

Sir Padampat Singhanian was a keen Bridge player and in his memory All India Sir Padampat Singhanian Memorial Bridge Tournament was initiated and is continuing for the last 12 years.

This tournament is sponsored by Kailashpat Singhanian Sports Foundation every year. This year, the tournament was organized from 25th to 27th January by Mr. C.K. Arora and Mr. Newatia at Kamla Club, Kanpur. In this tournament, National Ranking players from all across the Country are invited, making this tournament a prestigious one.

This year 11 tables comprising 22 pairs were put up for play and the sponsor, i.e. Kailashpat Singhanian Sports Foundation decided to award cash prize to almost 50% pairs as per order of merit. The total prize money was Rs. 2,20,000/- and the prizes were given away by Chief Guest Dr. Gaur Hari Singhanian - Chairman, J.K. Cement Ltd.



Dr. Gaur Hari Singhanian - Chairman presenting award to the winning team



## SUR SANGAM with ABHIJIT BHATTACHARYA

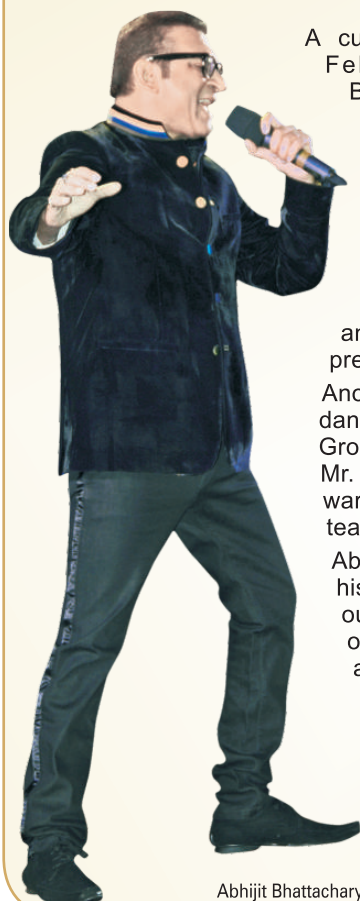
### Nimbahera

A cultural night was organized on 8th February at Nimbahera. Famous Bollywood playback singer Abhijit Bhattacharya along with co-artist Tarannum Malik performed on the occasion. Mr. K.K. Jalori - Unit Head, Mr. D. Ravisankar - President (Projects), Mr. M.L. Goyal - Sr. V.P. (Comml.), Mr. S.K. Rathore - Head (Tech. & I.R.), Mr. Nitish Chopra - Head (Branding & Communication) and members of J.K. Cement family were present on this occasion.

Another highlight of the evening was the dance performances by Prince Dance Group, which left everyone spellbound. Mr. K.K. Jalori in his address extended a warm welcome to Mr. Bhattacharya and his team and members of J.K. Cement family.

Abhijit Bhattacharya stole the show with his scintillating performance. He belted out some of the most unforgettable songs of Bollywood that received a thunderous applause from the audience.

Mr. D. Ravisankar presented a memento to Abhijit Bhattacharya and delivered the vote of thanks expressing his gratitude to all the artists and the organizing team for all the effort.



Abhijit Bhattacharya performing at the event



Performance by Prince Dance Group



Mr. K.K. Jalori - Unit Head, Mr. D. Ravisankar - President (Projects) presenting Abhijit Bhattacharya a memento.



## 13th Mines Environment & Mineral Conservation Week

J.K. Cement Lime Stone Mines celebrated the 13th Mines Environment and Mineral Conservation Week under the auspices of Indian Bureau of Mines (Udaipur Region). A function was organized on 23rd February where Mr. R.K. Tiwari - Convenor, Inspection Team was the Chief Guest, while Mr. K.K. Jalori - Unit Head presided over the function. Mr. M.L. Goyal - Sr. V.P. (Comml.), Mr. S.K. Rathore - Head (Tech. & I.R.) and members of Inspection team - Mr. Anshul Khandelwal and Mr. Virat Arora were the Guests of Honour.

The programme started with lighting of the ceremonial lamp by guests. Students of Kailash Vidya Vihar presented a welcome song and thereafter Mr. L.M. Gaur - Sr. Manager (Mines Maint.)

administered the oath to obey rules and regulations of Mines Environment & Mineral conservation.

In his welcome speech, Mr. R.C. Purohit - Sr. General Manager (Mines) explained in detail about plantation, new techniques of sound and vibration control, water pollution control, waste management and community development programmes implemented by J.K. Cement Lime Stone Mines for mines environment protection & mineral conservation.

The main highlight of safety oriented cultural programme was the drama "The Environment & Health" presented by Mr. Rajendra Kumar Sharma, Mr. Surendra Purohit and Mr. Shambhu Singh which was appreciated by one and all.



Mr. M.L. Goyal - Sr. V.P. (Comml.) addressing the audience on the occasion



Mr. K.K. Jalori - Unit Head giving away prize to Mr. Rajendra Sharma.



The inspection team viewing the exhibition

## Annual Games and Sports Meet - Mines Department

Like every year, Cess & Welfare department, Govt. of India, organized the Annual Games & Sports meet on 27th February at Kailash Vidya Vihar Sports ground, which was attended by the employees of Mines department and their children with great enthusiasm. There were individual as well as team events.

Chief Guest - Mr. R.C. Purohit - Sr. G.M. (Mines), Mr. B.K. Upadhyay - Dy. G.M. (Personnel), and Mr. L.K. Kavadia - Dy. G.M. (Mines Maint.) gave away the prizes to the meritorious participants and appreciated their sportsman spirit.



Mr. R.C. Purohit - Sr. G.M. (Mines) awarding a winner



## Rose Show 2013

Jodhpur District Administration and Rose Society of Marwar organized a Rose Flower Show Competition at Umaid Udhyan Jodhpur on 12th Jan.



Mrs. Sushma Arora - VP (LKSEC) won the first prize and her entry was adjudged the 'King of Rose'. J.K. White Cement Works' entries were also adjudged first and second for the running trophy, and the entry from Mr. B.K. Arora - President (Works) won the 'Queen of Rose' category. Overall our entries bagged 6 shields and 11 certificates. Over the years, J.K. White Cement has been participating in this flower show and has been winning prizes in different categories.





## STOCKIST'S CORNER

### SDA - CHENNAI



Mr. A K Sathyanarayanan - Sr. ME Chennai, Mr. Thirumangai Alwar - M/s. Balaji Enterprise, Chennai, Mr. A L Sundararajan - Sr. GM (South) and Mr. V Mahaadev - Manager (Marketing) at the SDA organised in Chennai on 27th Feb

### SDA SITAPUR



Mr. Neeraj Awasthi - Marketing, Mr. Piyush Modi - Marketing, Mr. Alok Anand Saxena - Marketing and Mr. Rajesh Mishra - CTS at the SDA organised at Sitapur on 20th January

### SDA - ASSAM



Mr. Debasish Borah - CTS Executive, Mr. Paras Kumar - GM (Marketing), Mr. S.P. Arora - GM (CTS) & Mr. Sanjay Kumar Chatterjee - Manager (CTS) at the SDA organised in Assam

### RETAILER MEET - PUNE



Dr. Kaustubh Dadhich - Head Marketing (Grey South) awarding Mr. Narsingh Patil of M/s Rohan Traders at the meet organised in Pune. Also seen in the photo are Mr. Manish Bahuguna - Dy Marketing Head (Grey South) and Mr. Prashant Upadhyay - Asst. Manager

## Movie Screening for Dealers

Mr. Rajeev Kumar - Sr. G.M. (UP / UTR - White Cement) (extreme left) along with company officials & dealers at a movie screening organised for the dealers of Kanpur on 24th February





## Off Site

Company Officials & Stockists during the tour

### Trip to Dubai & Turkey - Grey Cement South



### South Africa Tour - Grey Cement North



Mr. Cecil Mathew - Head, Retail Partnership Programme, Mr. N. Gowrishankar - Head, J.K. Cement Works, Fujairah and Mr. Manish Bahuguna - Dy. Head (Marketing) along with stockists during the visit to J.K. Cement Works, Fujairah

Company Officials and stockists in South Africa during the tour organised from 19th - 25th and 20th - 26th February

## Corporate Social Responsibility

### Recreational tour organised for underprivileged to Nimbahera

Ladies Club "Surbhi" hosted and facilitated the visit of girls students of Arya Anathalaya, New Delhi on January 7, 2013. The troop reached Kailash Nagar, Nimbahera in the morning and was extended a warm welcome by the Ladies Club members. They then visited the plant where they witnessed the cement manufacturing process.



Students of Chhatrawas enjoying themselves

Various competitions on art, dance, music, quiz and games were organized at Club House for the students. Mr. K.K. Jalori - Unit Head, Mr. M.L. Goyal - Sr. V.P. (Comml.), Mr. P.C. Dhariwal - Sr. V.P. (Mines), Mr. S.K. Rathore - Head (Tech. & I.R.), along with other executives also attended the function. Smt. Kumud Jalori - President and Smt. Renu Goyal - Secretary of Ladies Club presented gifts and prizes to girls. The group then visited Shri Radha Krishna temple situated in the factory premises.





## Blood Donation Camp

### Muddapur

A blood donation camp was organized by J.K. Officers & Ladies Clubs (Padam Club & Roshni Club) at Muddapur plant on 22nd January in association with KLE Hospital & Medical Research Centre, Belgam.



On this occasion, our company employees alongwith contract workers donated blood for the noble cause. A total of 107 people voluntarily donated blood during the camp. The blood donation camp was inaugurated by Mr. Antriksh Kumar Jain - Unit Head. Mr. Jain expressed his gratitude to all donors for their wholehearted contribution. Mrs. Kalpana Jain - President, Roshni Club, Mr. S.K. Jain - Head (O&M) and other Executives vz. Mr. K.C. Khandelwal, Mr. K.R. Choudhary, Mr. Anant S. Benni and ladies from Roshni club enthusiastically participated and made it a grand success.



Mr. Antriksh Jain - Unit Head lighting the lamp

Mrs. Kalpana Jain - President, Roshni Club, Mr. S.K. Jain - Head (O&M) and other Executives vz. Mr. K.C. Khandelwal, Mr. K.R. Choudhary, Mr. Anant S. Benni and ladies from Roshni club enthusiastically participated and made it a grand success.

### Gotan

J.K. White Cement Works, Gotan has been organising blood donation camps annually over a number of years. Recently a camp was organised to commemorate Sir Padampat Singhania's birth anniversary. The employees at the plant and LKSEC participated in good numbers and supported the noble cause. Mr. CP Jhagdawat - VP (Commercial and Administration) and Dr.



Mr. C.P. Jhagdawat - V.P. (Comm & Admin) inaugurating the camp

Mahendra Singh Sankhla from the blood bank of Mahatma Gandhi Hospital, Jodhpur, inaugurated the camp by lighting a lamp and offering floral tribute to Sir Padampat Singhania.



Blood Donation Camp - Gotan

Mr. P.R. Kumar - Vice Principal (LKSEC) and Mr. KM Sharma - Estate Manager (LKSEC) were also present along with the factory employees and school staff.

53 units of blood were collected with the kind support of Dr. Sankhla and his team of doctors and medical assistants. The blood testing was done by Dr. A.K. Saxena, Dr. Ankur Arora and their team.

## Legal Literacy & Awareness Programme - Muddapur

A Legal Literacy and Awareness Programme was organized by the District Legal Service Authority in association with Taluk Legal Service Authority, Mudhol, Bar Association - Mudhol, and Labour Department on 15th January in the premises of J.K. Cement Works, Muddapur. The function was presided over by Mr. Venkatesh Joshi - Senior Civil Judge, Mudhol and Secretary Taluka Legal Service authority along with Mr. Rajesh Kamate - Civil Judge, Mudhol and member secretary Taluk Legal Service authority. Mr. S. K. Jain Head (O&M), Mr. R.L. Kanabur - Senior Advocate and member of Karnataka State Legal Service Authority, Bangalore and other esteemed dignitaries graced the occasion.

Mr. M.S. Shirur, Advocate, delivered a lecture on Rights and Obligations of Workers on the various labour law topics. In his speech he briefly explained the provisions of Factories Act, Industrial Disputes Act and many others. Mr. S.K. Jain spoke about safety measures. The function concluded with vote of thanks by Mr. Lokanna Nandagav - Asst. Welfare Officer.



## Corporate Social Responsibility

### Charity Drive at Padam Tower

Inspired by the ethos of philanthropy of the organisation's founding fathers, a charity drive was organised on 26th January, as last year, at Padam Tower with enthusiastic participation from everyone. The J.K. Cement family got together on a national holiday to participate in different tasks from distributing clothes to arranging food for the poor and needy from areas in and around the Central Marketing Office. Employees across plants and other offices generously contributed old clothes and blankets for this purpose.

The staff worked with a selfless spirit and joyfully came forward to lend a helping hand to the needy.



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