

# JKspotlight

Towards Perfection – Our Tradition

Jan.-Feb. 2016 Volume : 1  
Issue : 25



Architect of the Year Award

JK Cement LTD.  
honours  
the architects of  
a better tomorrow

24<sup>th</sup>  
Architect of  
the Year  
Awards

## HIGHLIGHTS

24th Architect  
of the  
Year Awards



J.K. White Cement Works,  
Gotan honoured with the  
Best Employer Award 2014





## J.K. White Cement Works, Gotan honoured with the Best Employer Award 2014

J.K. White Cement Works, Gotan was honoured with one of the most prestigious award, the 'Best Employer Award' for the year 2014, by the Employers' Association of Rajasthan.

The Employers' Association of Rajasthan celebrated its 52nd Foundation Year and Presentation of 'Best Employer 2014 - Award' at a grand ceremony at The Lalit Hotel, Jaipur on 25th February. Mr. Kali Charan Saraf, Hon'ble Minister of Technical & Higher Education, Govt. of Rajasthan, graced the function as the Chief Guest, while the Guest of Honour was Mr. Nirmal Nahta - Mayor, Jaipur Nagar Nigam.

It was a huge gathering representing the various industries of the Rajasthan, Trade & Industry Associations, Trade Union Representatives, other dignitaries and mediapersons.

The Employers' Association of Rajasthan presents Awards to the 'Best Employer' one in each of the three categories of large, medium and small industries. Mr. Kali Charan Saraf and Mr. A.K. Jain - President, Employers' Association of Rajasthan, presented the prestigious award to J.K. White Cement Works, Gotan in the large scale industries category (Cement / Chemical / Process Group)

which was received by Mr. B.K. Arora - President (Works), Mr. Rajeev Sharma - V.P. (Technical) and Mr. C.P. Jhagdawat - V.P. (C & A). All the major cement companies of Rajasthan sent their entries for the above category and J.K. White Cement Works, Gotan emerged as the winner.

Representatives from various cement companies including JK Lakshmi Cement - Sirohi, Binani Cement - Sirohi, Shree Cement - Beawar, Manglam Cement - Kota and UltraTech Cement and dignitaries from various small, medium and large-scale industries attended the function.

A panel of judges reviewed various companies' contribution towards Health & Hygiene, Safety & Accident Prevention Measures, Environment, Corporate Social Responsibility, Production, Sales, Cost Cutting Initiatives, Industrial Relations and Employees Welfare Criteria, as the parameter for this esteemed award.

J.K. White Cement Works, Gotan was adjudged the Best Employer for its unparalleled efforts towards employee care and its contributions to Corporate Social Responsibility and Industrial Health and Safety.



Mr. B.K. Arora - President (Works), felicitating Chief Guest Mr. Kali Charan Saraf, Hon'ble Minister of Higher & Technical Education, Govt. of Rajasthan



Chief Guest presenting the award to Mr. B.K. Arora, Mr. Rajeev Sharma - V.P. (Technical) and Mr. C.P. Jhagdawat - Vice President (C&A)



Award Winners with the Chief Guest



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

The past few months have been quite eventful and it gives me immense pleasure to share these recent happenings with you all.

The year has begun on quite a high note for the Company, as J.K. White Cement Works, Gotan was awarded the Best Employer Award 2014 by the Employers' Association of Rajasthan on the august occasion of its 52nd Foundation Year. To add to its glorifying run, J.K. Cement Ltd. was included in 'Top 500 Companies' in India by Dun & Bradstreet (USA) and also bagged the MTM Corporate Star Award 2015 for Best Incentive Programme for Distributors/Dealers. J.K. Spotlight was also awarded for the Best Concept in the Newsletter category at the NIB Awards, instituted by Ernakulam Press Club in association with Public Relations Council of India - Kerala Chapter.

J.K. Cement Limited has always been resolutely committed to commemorating and celebrating the innovative spirit. One of the greatest testaments to this effort is the Architect of the Year Awards. The focus in this issue is on the recently held 24th AYA. Organised in the Garden City, Bengaluru, the Awards continued its tradition of honouring excellence in architecture.

As a frontrunner in India's infrastructural growth since its inception, J.K. Cement Ltd. has been a proud flag bearer of the Nation. In celebration of the glorious legacy of the Republic of India, the 67th Republic Day was celebrated across the various centres of the Company with much enthusiasm amidst unfurling of the tricolour, parades and singing of the National Anthem.

In this issue, the spotlight is on Mr. Ashok Cherian, Chief Information Officer, Delhi, who has been an integral part of the J.K. Cement family for many years, valued greatly for his sincerity and dedication, and Mr. Kanhaiya Lal Agarwal of M/s Agarwal Trading & Co., Mathura, a prominent stockist of Grey Cement North. Both these gentlemen have been vital partners in our company's growth story.

Continuing the practice of imparting knowledge and instilling self belief in its employees, a number of training programmes were conducted across the various centres of the Company.

In keeping with the Company's ethos of philanthropy, various Corporate Social Responsibility activities were organised across the organisation.

I would like to thank you for your enthusiastic participation and hope you will find this edition of Spotlight both engaging and useful. I look forward to your positive response and continued participation.

Best regards,



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

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## Celebrations

### Republic Day

*Amid unfurling of the tricolour and colourful parades, the 67th Republic Day was celebrated at various centers of the Company.*

#### KANPUR

##### Kamla Tower

The programme at Kamla Tower began with the Chief Guest, Mr. Atul Bagla - Vice President (Finance), garlanding the picture of Father of the Nation. He then hoisted the national flag along with Major S.B. Singh - G.M.

(Admn. & Security). Mr. Bagla took a salute and inspected the Republic Day parade conducted by the security personnel. The national anthem was sung by all the employees. The celebrations concluded with distribution of sweets.

##### Kamla Nagar Township

Traditional gaiety and gusto marked Republic Day celebrations at Kamla Nagar Township. The colony premises was beautifully decorated, and everyone gathered to display nationalistic sentiments, where patriotic songs were played honouring the day Indian Constitution came into force in 1950.







The event commenced with the unfurling of the National Flag by Chief Guest, Mr. Ashok Sharma, Ex-Director, J.K. Cement Ltd. The security staff under Capt. (Retd.) K. K. Singh presented an impressive display of military drill. Compliments were paid to the Tricolour by the attendees and was followed by a smart salute by the team of Security personnel. After this, all those present, sung the National Anthem which filled the air with patriotism. The flag hoisting was then finally concluded with the echoes of 'Jai Hind' reverberating through the air. On this occasion, various events such as painting contests and quizzes were organised for the colony residents.



### PADAM TOWER



Col. Bharat Singh -  
Head (Admin & Security),  
during the flag hoisting



### NIMBAHERA & MANGROL

The Nimbahera family celebrated 67th Republic Day with great enthusiasm and joy. Mr. P.R. Choudhary - Head (Technical), who graced the occasion as the Chief Guest, unfurled the tricolour which was followed by inspection of Guard of Honour presented by Security personnel. Thereafter Mr. Choudhary gave away prizes/certificates to employees for their exemplary performance, best attendance during the previous year and felicitated the winners and runners of various events in Annual Sports Meet organised on the occasion.

On this occasion, 1,317 prizes were given away to all the participants in the Sub-Division Level function organised at Shyama Prasad Mukherjee Stadium, Nimbahera.



Mr. P.R. Choudhary - Head (Technical),  
felicitating an employee



Mr. M.K. Tyagi - Dy. Manager  
(Security), Mangrol, receiving  
the best service award and  
certificate from Mr. R.B.M Triparhi  
- A.V.P. (O & M)



Mr. P.R. Choudhary inspecting the  
Guard of Honour

At Mangrol, Chief Guest Mr. R.B.M. Tripathi – A.V.P. (O&M), hoisted the national flag in the presence of a large number of employees, followed by inspection of Guard of Honour. He then gave away best attendance and best service awards to employees, contractors and winners/runners of annual games and sports contest. In his speech, he inspired everyone to continue to improve their skills in order to contribute to the organisation. Mr. Jayant Malhotra, Mr. D.K.Patel, and Mr. M.K. Madan, graced the function as Special Guests. The celebration concluded with distribution of sweets.

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



Mr. P.C. Bhandari - Principal  
(JK Institute of Technology)  
unfurling the National Flag



Trainees at JKIT singing a patriotic song



Students of Kailash Vidya Vihar singing the National Anthem

## GOTAN



The employees at the plant along with the staff and students of LKSEC celebrated the 67th Republic Day with patriotic fervour. Mr. B.K. Arora - President (Works) hoisted the Indian Tricolour and took the salute of the parade of security staff and the students of LKSEC. The march-past of the school band to the tunes and roaring drums captivated the audience. The patriotic group song by the students further mesmerised them.

Mr. C.P. Jhagdawat - V.P. (Commercial and Admin.), in his address highlighted the achievements of the plant in the previous year.



Mr. B.K. Arora - President (Works)  
hoisting the Indian tricolour



Mr. B.K. Arora - President  
(Works), felicitating an employee  
for his exemplary performance



Mrs. Sushma Arora - V.P. (LKSEC),  
awarding a student of LKSEC



Mr. R.C. Joshi - Principal (LKSEC),  
congratulating a student of LKSEC



Mrs. Sushma Arora – V.P. (LKSEC), awarded winners amongst LKSEC Staff for various contests and also the boys and girls selected for national level games. Various sports contests were organised for the students and employees thereafter and Mr. RC Joshi – Principal (LKSEC), awarded the winners amongst the students.

Mr. Anil Badgotri – A.V.P. (Commercial), felicitated the factory employees. The prize distribution was followed by sweets distribution.



NCC contingent of LKSEC



Tug of War



## MUDDAPUR

Mr. Antriksh Jain - Unit Head, garlanding the portrait of Mahatma Gandhi



The 67th Republic Day was celebrated at J.K. Cement Works, Muddapur with patriotic fervour and great enthusiasm. Chief Guest Mr. Rajnish Kapur - Business Head hoisted the National Flag which was followed by National Anthem. Mr. Madhavkrishna Singhanian - Special Executive, also graced the occasion. Mr. Antriksh Kumar Jain - Unit Head, Mr. S.K. Jain -

Head (O & M), Mr. R.K. Bajaj - Vice President (Projects), Mr. Deepak Khanna - Head Marketing (Grey Cement South), Mr. Manish Bahuguna - Head Sales (Grey Cement South), Mr. M. Ramappa - Sr. G.M. (Mines), Mr. S.K. Das - Sr. G.M. (Civil), along with other executives, staff members and workers were also present on this occasion. The Chief Guests Mr. Madhavkrishna Singhanian and Mr. Rajnish Kapur inspected the Guard of Honour presented by Security Personnel which was followed by march past.

The children at Sir Padampat Primary School also celebrated the day with great joy.



Mr. Madhavkrishna Singhanian - Special Executive and Mr. Rajnish Kapur inspecting the Guard of Honour





Mr. Harish Agarwal rewarding a Security Guard for his exceptional performance in delivering his duty

## JHARLI



At Jharli, the programme was presided over by Mr. Harish Agarwal - Unit Head. The program coincided with the beginning of flag-hoisting. The Guardsmen saluted the Tricolour.

Mrs. and Mr. Harish Agarwal were felicitated by Pragati Club members on this occasion. This was followed by a cultural program. Staff and family members participated with great enthusiasm in the cultural programme besides games and other activities. On this occasion, rewards were also given to the workers for their exceptional performance throughout the year. Meritorious boys and girls from local villages who won Gold Medals at State and National level competitions were rewarded by the Unit Head.



Mr. Harish Agarwal - Unit Head addressing the gathering



Mrs. Neelam Agarwal rewarding a child for his performance during the Cultural programme



Mr. Harish Agarwal opening the Volleyball match



## Basant Panchmi

### GOTAN

As a tradition, Darpan ladies Club of J.K. White Cement Works, Gotan celebrated Basant Panchmi at President Bungalow on 13th February.

Mr. B.K. Arora - President (Works), and Mrs. Sushma Arora – V.P. (LKSEC), inaugurated the programme by lighting a lamp and offering floral tribute to Mother Saraswati, the revered Hindu goddess of knowledge/ learning, music and arts. The festival welcomes the onset of spring on the fifth day of the Hindu month of Magh. Various games as well as bhajans were organised during the function. The employees and their families had good fun as they played games and flew kites. All the arrangements and facilities for the programme were taken care of by the members of Darpan Club under the direction and guidance of Mrs. Sushma Arora.

Mr. PC Jain V.P. (Accounts) and Mr. Anil Badgotri – A.V.P. (Commercial) were also present on the occasion along with other departmental heads.



Mrs. Sushma Arora - V.P. (LKSEC), along with members of Darpan Ladies Club



Mr. B.K. Arora - President (Works), flying kites with other employees



## New Year 2016

### KANPUR

New Year celebrations were kept simple at Kamla Tower. The employees wished each other happiness with great enthusiasm. Corporate HR wished all the employees health, wealth and prosperity on the occasion. Mr. A.K. Saraogi - CFO & President (CA), Mr. R.P. Tomar - GM (Corporate HR) and the Corporate HR Team was also present on this occasion.



### NIMBAHERA & MANGROL

New Year was celebrated at Sushila Nagar by JK Club Mangrol. Club president Mr. R.B.M. Tripathi - A.V.P. (O & M, Mangrol) and committee members welcomed Mr. S.K. Rathore - Unit Head, who graced the occasion as the Chief Guest. On this evening, 'Chanchal Orchestra' from Kota performed for the gathering. The main attraction was 'Bhavai' dance on sword and nails with lighted lamps. Mr. Rathore congratulated the Mangrol team & extended his best wishes for New Year and their future endeavours. The function was followed by dinner and dance by the club members.



New Year Party celebrations



Chief Guest Mr. S.K. Rathore - Unit Head, being welcomed by Mr. RBM Tripathi - A.V.P. (O & M)



Mr. S.K. Rathore addressing the gathering

### MUDDAPUR

J.K. Cement Works, Muddapur welcomed 2016 with great enthusiasm and fanfare. The much awaited New Year's Eve Party was fun filled and was organised at Stadium complex in the presence of Mr. A K Jain - Unit Head. Mr. S.K. Jain - Head (O & M), other departmental heads and their families enjoyed the get together. It was a memorable night with friends and family amidst music, dance and fun.





## JHAJJAR - JHARLI



Mrs. and Mr. Harish Agarwal cutting the cake on the occasion

Mr. Harish Agarwal – Unit Head and Mrs. Neelam Agarwal inaugurated the celebrations at Jharli. Mr. P. K. Bansal - Sr. V. P. (Projects), was also present on the occasion. All staff members with their families were invited on the occasion. The day become more exciting as Jharli Plant achieved the target of maximum dispatch of 98 lac tons of cement in the month of December, the highest ever for the Plant till date.

Mr. Agarwal congratulated team Jharli for the achievement and extended his best wishes to the team for achieving new targets in 2016.

It was a beautiful evening with great music and some interesting dance performances.



A performance on the eve of New Year



## FUJAIRAH

The Fujairah family celebrated the New Year with great fervour and joy. Mr. Rajesh Khanna – Head (Technical & Operations), Mr. Ravi K - Head (Commercial), Mr. M.A. Faisal - Head (HR), and all the Managers, employees and

workers celebrated the occasion together. Special decoration and lighting arrangements were also made on this occasion by the Admin Department.







## J.K. Spotlight bags Gold for Best Concept – NIB Awards

Spotlight has over the last 5 years of its publication become a stimulating platform for creative expression of members of the J.K. Cement Family. It has indeed been able to generate greater sense of camaraderie among stockists, business associates and J.K. Cement team members.

J.K. Spotlight, recently bagged another award, this time for the Best Concept in the Newsletter category. NIB Awards has been instituted by Ernakulam Press Club in association with Public Relations Council of India - Kerala Chapter. NIB Awards celebrates excellence in Indian PR, Media and Communication sectors (House Journals, Newsletters and E-Magazines). The Media and PR awards were judged by an independent jury of experts.



M. Joby Varghese – Sr. Manager (Marketing, Kerala), accepted the award on behalf of the Company from Kerala PWD Minister Mr. V K Ibrahim Kunju at the ceremony held in Kochi on 20th February.



M. Joby Varghese - Sr. Manager (Marketing, Kerala), accepting the award on behalf of the Company from Kerala PWD Minister Mr. V K Ibrahim Kunju in the presence of Prof. K V Thomas - M.P.

## J.K. Cement Ltd. Bags Position in Top 500 Companies of India



In the survey, based on various standards at different levels, by Dun & Bradstreet (USA), J.K. Cement Ltd. was included in 'Top 500 Companies' in India. A function was organised at Hotel Rambagh Palace, Jaipur on 29th January, in which Mr. Anant Arora - CEO, South West, Airtel Business India and Mr. Ashok Jain - Additional Chief Secretary, Urban and Housing Development, Govt. of Rajasthan, presented a memento and citation to Mr. M.S. Shekhawat - AVP (HR & ER). The survey is recognised worldwide.

Mr. S.K. Rathore - Unit Head and Mr. M.S. Shekhawat - AVP (HR & ER) with the citation



## Off Site

### Annual Stockist Meets - White Cement

#### Delhi and Haryana (Amritsar)

10<sup>th</sup> - 12<sup>th</sup> January

#### Rajasthan (Jaisalmer)

27<sup>th</sup> - 29<sup>th</sup> January



Mr. Niranjan Mishra – President (Marketing), felicitating Mr. Mukut Sharma of M/s Shree Agencies for being the top performing stockist for Wall Putty in Rajasthan. Also, seen in the photograph are Mr. Kamlesh Kumar – Sr. Manager (Marketing), Mr. Mohan Sharma – AVP (Marketing), Mr. Shailesh Gupta – AVP (MIS) and Mr. Sunil Ojha – D.G.M. (Marketing)



Mr. Niranjan Mishra – President (Marketing), felicitating Mr. Jitendra Bhandari of M/s Naveen Distributors for being the top performing stockist for White Cement in Rajasthan.



Mr. Niranjan Mishra - President (Marketing), felicitating Mr. Vinay Kumar (M/s V. Kumar Trading Co.) for being the top performing stockist for Wall Putty in Haryana. Also, seen in the photograph are Mr. Anurag Sharma – D.G.M (Marketing), Mr. Mohan Sharma – A.V.P. (Marketing) and Mr. Shailesh Gupta – AVP (MIS)



Mr. Niranjan Mishra – President (Marketing) felicitating Mr. Surendra Jain (M/s Bhagwati Cement Store) for being the top performing stockist for White Cement in Haryana.



Mr. Niranjan Mishra – President (Marketing), felicitating Mr. Vikas Aggarwal of M/s Aggarwal Traders for being the top performing stockist for White Cement and Wall Putty in Delhi. Also, seen in the photograph are Mr. Anurag Sharma – D.G.M (Marketing), Mr. Mukhtar Ahmed – ASM, Mr. Mohit Shukla – Sr. Marketing Executive and Mr. Shailesh Gupta – AVP (MIS)



## Grey Cement North

### Hongkong Macau Tour

16<sup>th</sup> - 20<sup>th</sup> January



### Australia Tour

23<sup>rd</sup> February - 2<sup>nd</sup> March



## White Cement

### Dubai Tour

11<sup>th</sup> - 14<sup>th</sup> February



## J.K. Cement wins MTM Corporate Star Award 2015 for Best Incentive Programme for Distributors/Dealers



The Company bagged the MTM Corporate Star Award 2015 for Best Incentive Programme for Distributors/Dealers at MTM & LLTM, India's premier MICE Travel Mart held in conjunction with the Luxury & Leisure Travel Mart on 17th December 2015 in New Delhi. The awards recognise corporate excellence in Incentive Programmes, Training Programmes and well-planned Business Travel. The awardees included companies that set benchmarks for corporate leadership and employee motivation.

Mr. Ashish Sharma - Officer  
(Travel Desk)  
receiving the award





## WINNING ENTRY

### Importance of Ethics in Business

**B**usiness ethics are those virtues that businessmen apply while making business decisions. These values guide members of a group to act in a manner that is consistent. They are the standards expected within the business world, even if they are not termed and scripted.

Every businessman wakes up each day with an intent to make profit. When a business operates within ethical realms, there will always be clear indications for growth. A company with a code of business ethics is more likely to build a good reputation, which brings financial rewards over a period of time.

Charging the customer a fair price as a token of respect and never selling him defective items are some of the basic ethics that are important. Being kind and generous to the staff and suppliers also helps in the long run. Ethical behaviour attracts customers towards the firm's products, thereby boosting sales and profits. It not only makes employees to stay with the company but also attracts more employees wanting to work for the enterprise, thereby reducing labour turnovers and recruitment costs and resulting in an increased overall productivity. Most importantly it attracts investors and keeps the company's share price high, thereby protecting the business from takeovers and

mergers. On the other hand, unethical behavior may damage a firm's reputation and make it less appealing to stakeholders.

Profits could fall as a result.

Also many companies, interested only in money making, often conduct business ethically whenever it suits their purpose and go astray when the incentives diminish. Some gigantic companies around the globe have made their fortune by partially ignoring business ethics, but it was short lived and contributed to the recession, which we all endured. Dishonesty does give you cash in the short term, much like sawing off the branch that you are sitting on gives you timber for a short time but in the long run it fails.

It will always be a temptation to those, with weak morals coupled with financial pressure, to become unethical. But, it takes raw courage to be honest. The amount of troubles by which a business goes through, help in growing its reputation and ultimately becoming successful. Thus, we can say ethics do take courage, and hard work. But they are worth it!



**Mr. Anurag Tiwari**  
Project Department  
Gotan

## Winning Entries

1st Runner Up  
**Importance of Ethics in Business**  
Mr. Rajan Singh Tanwar  
Engineer, Power Plant, Mangrol

2nd Runner Up  
**Importance of Ethics in Business**  
Mr. Adnan Khan  
Officer (Purchase), Fujairah

## Participating Entries

### Environment Consciousness in Corporate World

1. Mr. Ranjith Nair – HR Supervisor, Fujairah
2. Mr. Bandari K – Shift Engineer, Fujairah
3. Mr. Rajeev Srivastava – Accounts (Grey Cement South), Kanpur



### Importance of Business Ethics

1. Mr. Akash Verma – Sh. Chemist (Gotan)
2. Mr. Gulrej A Khan – Office Accounts & MIS, Fujairah
3. Mr. Mohsin Khan – Engineer (Instrumentation), Jharli
4. Mr. Simrandeep Singh - Planning Department, Gotan
5. Mr. Bandari K – Shift Engineer, Fujairah
6. Mr. Ketan Bhatt – Sales Accounting, Fujairah
7. Mr. Rajeev Srivastava – Accounts (Grey Cement South), Kanpur

**The topics for May '16 issue are:**  
(Max 300 words)

1. Going Digital - The New Success Mantra for Brands
2. Intolerance - Reality or Media Hype?

Last date for submission of entries is  
**25<sup>th</sup> April 2016**

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 New Administrative Building - Gotan

Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora – V.P. (LKSEC), inaugurated the new administrative building on 13th February in the ground adjacent to the main entrance of the factory. Mr. C.P. Jhagdawat – V.P. (Commercial and Administration), and Mr. P.C. Jain – V.P. (Accounts), were also present along with the departmental heads.

Accounts, Administration, Commercial and HR Department, moved to the new administrative building.

Mrs. And Mr. Arora performed the *pooja* with the guidance and blessings of Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam Das Temple which was followed by distribution of *prasad*.



Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - V.P. (LKSEC) performing the Aarti



Mr. B.K. Arora inaugurating the office



Mr. B.K. Arora during the inauguration

# J.K. CEMENT FELICITATES EXCEL ARCHITECTURE AT 24<sup>TH</sup> ARCHI THE YEAR AWARDS IN BANGA



Mr. Raghavpat Singhania –  
Special Executive,  
J.K. Cement Ltd  
addressing the  
gathering at the  
24th AYA

A pioneering initiative from J.K. Cement Ltd., one of the foremost participants in India's industrial growth, the Architect of the Year Award has become one of the most anticipated and respected award platforms among professionals in architecture.

The 24th edition of the AYA was organised in the Garden City, Bengaluru on 6th February at The Leela Palace Hotel. The event, themed 'Green Architecture

**Cement felicitates and honours outstanding talent in Architecture. I would like to congratulate all the winners of the 24th AYA, who truly deserve every bit of adulation coming their way for further raising the bar in architecture standards. AYA is amongst the most credible recognition in the architecture industry and we look forward to greater success in the years to come."**



Winners of the 24th AYA along with the jury members

and Affordable Housing' received a record 153 entries for various categories this year. 11 recipients were selected after careful consideration by the jury, chaired by Mr. Yadupati Singhania - Chairman and Managing Director, J.K. Cement Ltd, included senior professionals from the Architect community.

Speaking on the success of the awards ceremony **Mr. Yadupati Singhania, said, "Every year J.K.**

This year's AYA featured a new award category, the 'Student Architect' Award while the revolving category was 'Hill Architecture', a commendation award. Additionally, awards were given in other categories like Green Architecture, Architect of the Year and Young Architect award while Commendation awards included Private Building, Public Building and Group Housing. In the state architecture segment, the awards comprise state



Cover Story

# EXCELLENCE IN THE FIELD OF ARCHITECTURE

architect, state commendation award and state young architect award while the awards for foreign countries included foreign architect of the year, foreign commendation award and foreign young architect award. Mr. A.K. Chaturvedi – A.V.P. (Tech & Mgt Services, Udaipur) and the AYA Secretariat worked tirelessly to make the event a great success.

**Mr. M.P. Rawal - Administrator (AYA) & Advisor, J.K. Cement Ltd.** remarked, "We are overwhelmed to witness widespread participation of young and budding aspirants from across the globe. We are proud of having created this platform for recognizing the outstanding work done by the architectural community and are happy to see it having grown and flourish over the past two decades."

The AYA continues its tradition of honouring outstanding architects for their genius of design and innovative thinking and has lived up to its legacy of helping pave the way for a better tomorrow in design.

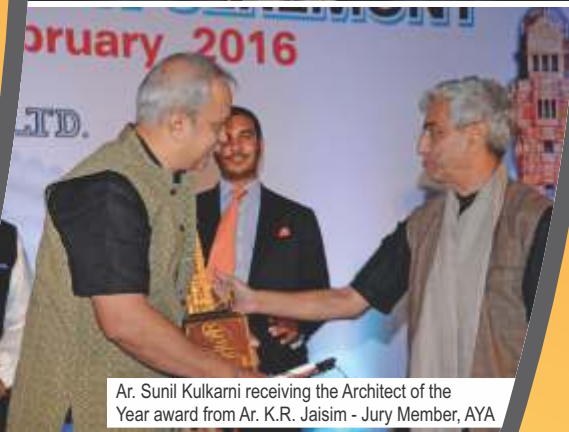
Ar. Partha Ranjan Das receiving the State Commendation award from Mr. Madhavkrishna Singhania



Mr. Shardul Patil receiving the Architecture Student of the Year Award from Mr. Madhavkrishna Singhania – Special Executive, J.K. Cement Ltd



Ar. Akshat Bhatt being felicitated with the Young Architect Award by Mr. Raghavpat Singhania

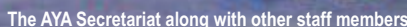


Ar. Sunil Kulkarni receiving the Architect of the Year award from Ar. K.R. Jaisim - Jury Member, AYA



Architect of the Year Award







## Spotlight on Mr. Ashok Cherian

(Excerpts from an interview with Mr. Ashok Cherian - Chief Information Officer (Delhi))

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

The journey has been exciting, enriching and a challenging one. Traversing through uncharted territories, the journey had its fair share of complexity but with the great heritage and values for which the organization stands for, it became enjoyable. I consider myself fortunate to work under young and dynamic Special Executives. I strongly believe that the milestones crossed in the journey was because of the trust in the shared vision and the freedom that they gave me. While there have been many moments to remember or rejoice, the most significant one was going live with SFA in Grey Cement South operations in an extremely short time span against all odds. Looking back, SFA stands tall today, spread across all levels in our Marketing function, which is yet another example of the vision and involvement of our Special Executives. The road ahead also looks equally interesting and as IT touches more and more lives of our employees and stakeholders, the thrust is only bound to become stronger.

### 2) A lot has been achieved by the IT Department in a short span of time. How has the IT function at J.K. Cement Ltd evolved over the years? What new systems/features have been introduced to bring in better efficiency?

I would say that we had a lot to do as it was actually a green field venture. Enabling "Business differentiation" has been the fundamental focus for the IT function. Be it 'enabling real time sales transactions across 150+ locations across India' or 'understanding the varied and diverse Sales KPI's on a daily basis' or 'enabling a customer connected sales force' or even 'closing our books in much shorter timelines', J.K. Cement's business capabilities have come a long way leveraging IT. Further strengthening of customer focus by unique game changing IT enabled Customer Loyalty platforms to RFID based cost and service optimization models, the list of IT enabled capabilities is long but the thrust has been on business oriented IT leverage. While many of the front end capabilities are visible, there has also been a big focus on IT Infrastructure upgradation and standardization and today J.K. Cement can proudly rub shoulders with the best of its peers in its ability to deliver any application or

system ranging wide in platforms including mobility. Today we have the best in class Internal and External Network ready for any technology deployment. End user systems are up to date and standardized and security standards and capabilities live up to the needs of a growing large company. We do have an Employee Centric IT Strategy focus also and currently we are deploying world class tools from the Microsoft Enterprise Suite for Mailing, Collaboration, Communication which is bound to take Employee Productivity and Engagement to the next level. These tools and our IP Telephony network are forming a part of our 'One Group' focus giving the freedom to the employees to work and collaborate seamlessly within the Group.

### 3) As the Chief Information Officer, what are some of the unique challenges that you have had to face? How did you / are you poised to overcome them?

I don't think I had very unique challenges. Some of them was probably unique to Cement sector where IT proliferation and adoption was limited. But the realization in our Leaders on the need for change and power of digitization was the ice breaking factor for me here. In spite of being detailed and time consuming, every meeting I had with our CMD Sir at Kanpur discussing the options we have leveraging IT was extremely positive and interactive. I always left these meetings inspired with his charisma and the support he committed was indeed the fundamental strength to overcome the challenges. From a transactional view, I firmly believe on the "do it right the first time" principle. By practising it, I feel that none of our initiatives has met with any major flaws from the beginning and this definitely helped in raising the bar on credibility, opening up more and varied areas for digitization. Working closely with the blend of new and existing talent at all levels across the organization, partnering Project Nirmaan, we are currently gearing up for an 'IT Ver 2.0' in J.K. Cement to be built on the world class and strong 'One Group' foundational processes'.



Mr. Ashok Cherian



Mr. Kanhaiya Lal Agarwal & Mr. Rajendra Kumar Agarwal

Cement brands, his commitment towards the organisation has been overwhelming. The firm is known to be a brand ambassador of our brand in the region.

### 1) Please share with us about your association with the company?

Our association with J.K. Cement Ltd goes back to atleast 40 years. It's been a long journey and a very strong association. It all started in the year 1975, in the month of October, when I deposited the security amount and became an Authorised Dealer of the Company.

21st January, 1976, was the date when I first received cement from the Company by rail. Now when I look back, I never thought that we would come so far but I always trusted the Company and knew that we will evolve and grow alongside. Hence our association is more like a sacred bond which enabled us to achieve prosperity and growth and the relationship only got stronger and stronger over the years.

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

There is a saying that 'Race for Quality has no Finish Line' and I am proud to be associated with such a brand that has always kept quality as its first priority. Along with Quality, the Company has always met my demands in

## Spotlight on Mr. Kanhaiya Lal Agarwal

M/s Agarwal Trading & Co., Mathura

Mr. Kanhaiya Lal Agarwal of M/s Agarwal Trading & Co., Mathura has been a dedicated associate of the Company for the last 40 Years. The second generation of the family is actively devoted to the business. An exclusive dealer of our Grey

terms of supply, so I never missed out on my orders from the market. So timely supply has been one of the greatest strengths of the brand. Also, in my opinion, visibility of the brand has been the maximum in Mathura market as compared to other brands. Besides, pricing and packaging of our brand has lived up to expectations, which has helped us in penetrating the market.

### 3) What is your strategy for success? How have you been able to sustain your business?

When I started working, I never laid down a particular strategy to achieve success. I just believed in hard work and had the will to grow. I was the only supplier from my area. I remember competing with other brands such as ACC who had already established a strong network in the market. It was never going to be easy but the brand helped me a lot. I am a simple and an ethical man and strongly believe in one thing "You do good for someone and you get good in return." This has been the principle for my business as well.

Along the way, the Company assisted me and I started developing a strong network of retailers and also made them join the Company directly through ARS. I started of as a 50-100 MT dealer and now I can proudly say that I achieve approximately 1500 MT on a monthly basis. I always stood for what I am and earned the respect and trust of my customers, retailers and also my peers in the market.

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

I have given more than 40 years to the Company. I would love to see the coming generations of my family continuing the business and thus we can both continue growing as one family.

It has been a beautiful journey and I am very pleased to be a part of J.K. Cement Ltd.



## PEOPLE POWER TRAINING PROGRAMMES

### RTC Activities - JANUARY

#### 1) Operation & Maintenance Of Ball Mill And Vertical Roller Mills : Jan 4-6

Eight participants from Aditya Cement, Udaipur Cement Works; Gujarat Cement Works, Koyaya and J.K. Cement Works, Mangrol attended the program. RTC part-time trainers from J K Cement conducted the program.

#### 2) Presentation Skills & Public Communication: Jan 7-8

Dr. Sanjay Pandya –Director & Chairman, The Motivator, Vapi conducted the program for Frontline/ Middle Management executives. 27 participants from J.K. Cement Works, Nimbahera and Mangrol attended the program and found it very informative. They also shared the learnings from the program during feedback sessions, and the use of communication in their day-to-day working.

#### 3) Use of Fly Ash in Cement Industry – Issues & Challenges : Jan. 11-12

Fourteen Engineers/Supervisors from Aditya Cement, Udaipur Cement Works; Vikram Cement; Wonder Cement; J.K. Cement Works, Nimbahera and Mangrol attended the program conducted by Dr. V.K. Mathur - Ex-NCCBM.

#### 4) Workshop on Safety at Workplace : Jan. 13-14

The workshop for Engineers/Supervisors target group was organized by Mr. Sudhir Sharma and Mr. Devashish Das from Vikram Cement and Mr. S.N. Sharma from J.K. Cement Works, Nimbahera. The workshop was attended by thirty seven participants from J.K. Cement Works, Nimbahera and Mangrol. They also shared their feedback about the program.



Training programme on Operation & Maintenance of Kiln in progress.



Faculty and participants of the course Use of Fly Ash in Cement Industry

#### 5) Team Building & Conflict Management : Jan. 15-16

Dr. Karunesh Saxena - Director - FMS, Mohan Lal Sukhadia University, Udaipur conducted the program for Frontline/ Middle Management executives. Twenty-two participants from Nimbahera and Mangrol attended the program.

#### 6) Specialized training programme on Operation & Maintenance of Kiln at Nirma Cement : Jan. 27-28

A Specialized need based Training Program was conducted at Nirma Cement, Jaitaran. Mr. G.K. Chouhan - Unit Head, and Mr. Piyush Patel – AGM (Training), Nirma Group chaired the inaugural session. Mr. Y.K. Mathur - Sr Manager (Mech) and Mr. Rajesh Mathur – Sr. Manager (Process), J.K. Cement Works, Nimbahera conducted the program. Mr. A.K.S. Chauhan – AGM (Mech.) and Mr. Vardia - Head (Thermal Power Plant) were present on this occasion.

Chairing the valedictory session, Mr. Chouhan focused on production as a prime concern and motivated the participants to add value to their work by implementing and sharing their knowledge acquired during the program. Mr. Patel also emphasized on competency development of human resources.

#### 7) Operation & Maintenance of DC Drives - Nirma Cement : Jan. 28-30

Ten Engineers/Supervisors from Birla Cement, Gujarat Cement; Trinetra Cement; J.K. Cement Works, Mangrol and Nimbahera attended the program conducted by a pool of RTC trainers.

## Orientation Programme – Grey Cement North Marketing Team

Orientation programme for newly joined Executives in Grey Cement North Marketing team was organized at Muddapur and Nimbahera. In all, there were 18 participants at Muddapur and 13 participants at Nimbahera. The Orientation programme aimed at making the new entrants aware about the glorious achievements of the group, Company's philosophy, culture and values. It also emphasised on Cement as a material, production and quality control, the manufacturing process and quality control system.

The programme at Muddapur was organized from 19th to 21st January while the orientation programme at Nimbahera was organised from 18th to 20th February.



Orientation Programme at Muddapur



Orientation Programme at Nimbahera



## Personality Development Programme - Marketing Team (White Cement and Grey Cement South)

The Training & Development team organised a program on Personality Development on 15th and 16th February for White Cement and Grey Cement South Marketing Team at Bengaluru Office. The programme aimed on creating a positive image about self and the brand. The workshop also included aspects like presenting oneself, formal dressing and table etiquettes, telephone etiquettes, body language and posture, the magic of effective rapport building etc.



Participants from White Cement Marketing



Participants from Grey Cement South Marketing

## Time Management Programme

### Padam Tower

The Training & Development Team organised a program on Time Management on 11th February at the Central Marketing Office, Delhi. The programme was conducted by Mr. Rajan Sinha. The workshop saw enthusiastic participation from all participants and the concepts of time management and life management, both professionally and on a personal front, were understood and practised through experiential learning.



Participants of Time Management Programme

## Fire Fighting Awareness & Training Programmes - Nimbahera

With a view to develop awareness among employees and train them for fire-fighting, Safety Department organised training programmes at the plant during December 2015. Training was conducted by Mr. S.N. Sharma – Dy. GM (Safety). The subject of the programme was 'Display and Application of Different Types of Extinguishing Systems'. 25 middle management personnel and 60 workers attended the training programs at various locations across the plant. Techniques and Application of different types of fire extinguishing systems was demonstrated which are installed at the plant and their usage was explained.



Mr. S.N. Sharma - Dy. G.M. (Safety) explaining about Safety precautions

Safety Department team explaining about the use of fire extinguisher

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

**New Joinees  
Jan. - Feb. 2016**



**Mr. Nagesh Upadhyaya**  
General Manager (Elect.),  
Nimbahera



**Mr. Sanjay Kumar Khandelwal**  
A. V. P. (Power Plant)  
Nimbahera

\* Manager level & above only.

## EVENTS

### 39th Mines Safety Week Celebrations - Nimbahera

The 39th Mines Safety Week, 2015 was celebrated from 13th to 19th December under the auspices of Directorate of Mines Safety (Udaipur Region). Mines of the region in Mechanized Opencast Mines, Semi Mechanized Opencast Mines & Manual Underground Mines category, including all five mines of J.K. Cement, participated in the event. A function was organised on 19th December at J.K. Lime Stone Mines, Nimbahera in which the convener of Inspection Team Mr. A.S. Gohil was the Chief Guest, while Mr. Rajnish Kapoor - Business Head presided over. Mines Inspection Team members Mr. Hitendra Ganotra and Mr. Rajendra Kumar Kataria, and Mr. M. Kachhwaha - Head (Mines), Mr. P.R. Choudhary – Head (Technical) and the President and Secretary of J.K. Cement Shramik Sangh, Mr. Dalpat Singh and Mr. P.K. Saxena were the Guests of Honour.

Mr. Rajendra Sharma, administered the oath to obey rules and regulations of Mines Safety, while students of Kailash Vidya Vihar presented a welcome song and a song on the theme of Safety. Chief Guest Mr. Gohil in his speech expressed satisfaction at the safety measures adopted by the mines of the Company and said that the zero accident rate in the past is the result of safety awareness amongst the employees and the efforts of the Management in this direction.

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The prize distribution function was held on 20th December at Vikram Cement Works, Khor. The following prizes were won by the Company's mines :

1. Maliakhera Mine :-
  - (a) Storage Transport, Handling & Use of Explosives : First Prize
  - (b) General Opencast Working & Layout : Second Prize
2. Nimbahera Mine :- Publicity Propaganda & House Keeping : First Prize
3. Karunda Mine :- Maintenance of Mine plans, Sections & Statutory Records : First Prize
4. Mangrol Limestone Mine (132 Hec.) :- Mine Lighting & Electrical Installations : Second Prize



Chief Guest awarding certificate to Nimbahera Mines team



Karunda Mines team receiving the certificate



Oath taking on the occasion



Mr. Rajnish Kapur - Business Head lighting the ceremonial lamp

### National Youth Week Celebration - JK Institute of Technology, Nimbahera

To commemorate the birth anniversary of the youth icon and the maker of modern India - Swami Vivekananda, the National Youth Week commenced on 12th January at J.K. Institute of Technology, Nimbahera. A skill exhibition was also arranged at

JKIT for students of local schools, their parents and general public depicting the world class training facilities and infrastructure available at the Institute and the technical projects, models prepared by trainees. The exhibition was

MLA Mr. S.C Kripalani inaugurating the exhibition. Also seen in the photograph are Mr. S.K. Rathore - Unit Head and Mr. Ashok Navlakha



Conference for Workers during Youth Week Celebration



inaugurated by local MLA Syt. Shrichand Kriplani in the presence of Mr. S.K. Rathore - Unit Head, political leaders, Nimbahera staff and Institute's Principal, staff and trainees.

The visitors praised the models and projects prepared by the trainees. Various cultural and sports activities and workers' conference was also held for the trainees. The program successfully culminated on 19th January.



Guests viewing the exhibition

## Chhepia Nada - Gotan

To the west side 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 6-7th February. The temple is quite renowned in the area as the Cheppia Nada temple. It is considered very sacred and is a symbol of immense faith for the locals in the vicinity.

As a tradition, this year also the annual function was held on the evening of 6th February. The entire campus was beautifully lighted and programs of Satsang and Ratri Jagran were organised in which Saints from far off places along with the locals of Gotan participated. On 7th February, Mr. Rajeev Sharma –

V.P. (Technical) and Mrs. Chitra Sharma performed the *Havan Pooja*, with the guidance and blessings of Pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyamdas Temple.

Along with the employees of the Company, about 7,500-10,000 villagers from Gotan and nearby villages participated in the function.



Prasad Distribution



Mr. Rajeev Sharma - V.P. (Technical) and Mrs. Chitra Sharma performing aarti

## Inter Cement Cricket Tournament - Jharli

J. K. Cement Works, Jharli took the initiative of involving cement plants situated in and around Jharli and started the Inter Cement Cricket Tournament this year. The tournament was organised by Sports committee of Jharli Plant which includes Mr. Gaurav Kumar Singh, Mr. Dilip Upadhyay, Mr. Umesh Kumar, Mr. Harikesh Malanhans and Mr. Manish Vyas. Besides J.K. Cement Works, Jharli, teams from Lafarge Cement, UltraTech Cement and J. K. Lakshmi Cement took part in the tournament.

The tournament was inaugurated on 8th January by Mrs. Rashmi Saxena, wife of Mr. S. K. Saxena - Unit Head, J. K. Lakshmi Cement, in the presence of Mr. Harish Agarwal - Unit

Head, J. K. Cement Works, Jharli, Mr. S. K. Saxena - Unit Head, J. K. Lakshmi Cement, Mr. Ravindra Khamparia, Unit Head and Mr. Vaibhav Singh - Mechanical Head, Lafarge Cement and staff members from all cement plants.

Round Robin League Method was followed in the tournament in which every team has to play a match with each other. The Jharli team won all its league matches. Final was played between Lafarge Cement and J. K. Cement Works, Jharli on 18th January. It was a low scoring and close match which was won by Lafarge by a small margin of 10 runs. Such tournaments will help develop a spirit of camaraderie among members of the Cement Plants.



Winners and Runners up of First Inter Cement Cricket Tournament



Mr. Harish Agarwal - Unit Head, Mr. S. K. Saxena - Unit Head, JK Lakshmi Cement, Mr. Ravindra Khamparia - Unit Head, Lafarge Cement with staff members during inauguration of Inter Cement Cricket tournament

## PANACHE 2016 - Annual Cultural Fest - Sir Padampat Singhania University, Udaipur



Panache'16, a two day Annual Cultural Fest of Sir Padampat Singhania University, Udaipur was inaugurated on January 8, by Mr. Rohit Gupta (Collector, Udaipur). The inaugural ceremony was followed by a Talk Show in which Mr. Gupta interacted with the students. In the cultural programmes, the students presented classical and folk dances.

Mr. Indeeep Bakshi, well known Bollywood Singer rocked the event with his popular hit songs. Stunt Show, Dance Competitions, Band Performance and DJ Night, was also part of this grand event.

## National Seminar on Achieving Excellence in Customer Service - Sir Padampat Singhania University, Udaipur

A one day National Seminar on achieving excellence in customer service was organised by the School of Management, Sir Padampat Singhania University, Udaipur on 6th January. The key note speaker Prof. Shyam S Lodha - Chairman, Marketing, Southern Connecticut State University, USA, in his address emphasized on the relevance of changing patterns in customer service. The Guest of Honour, Prof. Meera Mathur, Mohan Lal Sukhadia University, Udaipur highlighted the importance of customer and impact of efficient service standards. Mr. Avinash Kumar, Chief Manager, Bank of Baroda, Udaipur shared his perspective on achieving the

right balance between internal and external customers. The Technical session was devoted to presentations and discussions on customer service, banking, telecom industry and health sector. The delegates from industry and academia along with SPSU fraternity participated in the seminar.



Prof. Shyam S Lodha, Chairman, Marketing, Southern Connecticut State University, USA delivering lecture on relevance of changing patterns in customer service



National Seminar on Achieving Excellence in Customer Service

## Cricket Match - Jaipur District Deaf Sports Association

The Grey Cement Marketing Team of Rajasthan sponsored the Cricket Match organised by the Jaipur District Deaf Association on 29th November. The team arranged T-Shirts and caps for all the players.





## Board of Directors' Meeting - J.K. Cement Works, Fujairah

The Board of Directors Meeting was held at Fujairah Plant on 18th February.

From Left to Right -  
Mr. M.A. Faisal - Head (HR),  
Mr. Ajit Singh Yadav - Manager  
(Liasoning), Mr. Raghavpat  
Singhania - Special Executive,  
HE Dr. Ibrahim Sa'ad Mohammed  
Ahmed and Mr. Christer Eriksson -  
CEO (J.K. Cement Works, Fujairah)



Board Members with the employees

## Inter Departmental Cricket Tournament 2016 - Fujairah



Mr. Christer Eriksson - CEO (J.K. Cement Works, Fujairah)  
felicitating the winning team



Mr. Christer Eriksson presenting the trophy to the first runner up



The second runner up being awarded by the CEO

The HR Department organised an Inter Departmental Cricket Tournament on 8th and 9th January as a part of employee engagement activities.

All the departments participated in the tournament with great enthusiasm and made it a success.

The Technical Department led by Mr. Rajesh Khanna emerged as the winner while HR Team led by Mr. M.A. Faisal was the runner up. The position of second runner up was bagged by Mechanical Department, led by Mr. Vibhu Rohella. Mr. Bhagwan Singh (Technical Team) was felicitated as the Man of the Match.

Mr. Christer Eriksson, CEO (J.K. Cement Works, Fujairah) led the Award Ceremony and gave away awards to the winning team members.



## J.K. Cement Works, Fujairah participates in the Inter Corporate Cricket Tournament

J.K. Cement Works, Fujairah participated in the Inter Corporate Cricket Tournament - 2016, conducted by Arabian Wellness & Lifestyle Management, Ras Al Khaima at ARC International Factory Cricket Ground on 22nd, 23rd, 29th January and 5th February. A total of 24 teams participated in this tournament and the Fujairah team entered the Quarter Final.

The participating team from J.K. Cement Works, Fujairah



## Fujairah International Arts Festival 2016

J.K. Cement Works, Fujairah participated in Fujairah International Arts Festival 2016, organised by the Commission under the patronage of HH Sheikh Hamad Bin Mohammed Al Sharqi, Supreme Council Member and Ruler of Fujairah Programme and the guidance of Dr. Sheikh Rashid Bin Hamad Bin Mohammed Al Sharqi.

The festival focuses on local music, dance, culture and the Arabic culture. The event also focused on geographical and cultural diversity from various nationalities.



HH Sheikh Rashid Bin Hamad Bin Mohammed Al Sharqi (third from left side) along with staff members and other dignitaries

## Safety Week - Fujairah

Safety Week was observed at J.K. Cement Works, Fujairah wherein employees focused on safety while at work and also attended sessions on first aid and fire fighting.



## Corrigendum

An error was committed in the January Issue of J.K. Spotlight. The name of 'Mr. Aarun Khurana', was misspelt as 'Mr. Aarun Khanna' in Page Nos. 3, 22 & 24.

The names of the 'New Joinees' in the 'People Power' section was also not correctly represented on Page No. 27. The correct order of the names is as follows:

Photograph 01 - Mr. Sagnik Banerjee - Manager (Logistics), Nimbahera

Photograph 02 - Mr. Asheesh Kumar Gupta - General Manager (Production), Nimbahera

Photograph 03 - Mr. Rajendra Kumar Pokharna - Sr. General Manager (Commercial), Nimbahera

The errors are sincerely regretted.



## Project TIVRA - Jharli

Project TIVRA was launched at J. K. Cement Works Jharli on 11th January. The main objective of the project is to reduce TAT (Turn Around Time) of vehicles and to increase cement dispatches. The project was inaugurated by Mr. Harish Agarwal - Unit Head, in the presence of Mr. Surjit Rana - Head (Logistics), transporters and team members at Jharli.

Project TIVRA aims at reduction in plant Turn Around Time (TAT) of vehicles from 07:00 hrs. to 04:00 hrs. The success of the project will lead to increase in dispatches, improvement in service level, increase in vehicle scheduling, cost saving and increase in market share.

The Project targets to reduce or eradicate issues like average timing of Heavy Commercial vehicles, incompatibility of loader machines for different capacity of vehicles, weight variance, communication gap between weigh bridge and packing plant, carelessness of drivers, insincerity of Shift Supervisor, MRP print change, fluctuation in flow of vehicle placement, compulsion to keep more trucks in yard etc.

Action Plan of the Project includes creating awareness for all concerned, 100% implementation of RFID system, installation of loader for big size vehicles, competency of

packers, sound communication between all departments, control on drivers, flexible load plan, resolving MRP Print issue, both side operational of weigh bridge, Batta and Tarpaulin issue, consistency of vehicle flow and packer planning, Shift of raw material from gate 2 to gate 1 and exclusive planning of dedicated packer for short lead vehicles.

Goal of Project TIVRA is to reduce TAT from 07:00 hrs. as on 11th January 2016 to 04:00 hrs. on 1st April 2016. Team Jharli is striving wholeheartedly to achieve the target.



Mr. Surjit Rana – Head (Logistics), speaking on the occasion of inauguration of Project TIVRA

## Project MASHAAL - Jharli

Along with the launch of the project at the other plants, Project Mashaal was launched at J. K. Cement Works, Jharli on 15th December. The one month program lasted till 15th January. During this duration, various meetings were held with the staff members and workmen of all departments to explain them the importance of Mashaal. Mr. Sanjay Purohit - Asst. Manager (Electrical), was the co-ordinator for the Project from Jharli.

The aim of Mashaal was to encourage ideas and suggestions from employees at all levels related to improvements in Plant operations, improvement of product quality, reduction of energy consumption of plant, waste reduction techniques, fixed and variable cost reduction, external and internal communication and improvements in housekeeping.

The project was a success and J. K. Cement Works, Jharli contributed 276 ideas towards the program.



Mr. Harish Agarwal - Unit Head, sharing his ideas about Mashaal with workers and staff members



Plant Attendants and Maintenance Team creating Awareness about Mashaal

## Convocation 2016 - Sir Padampat Singhania University, Udaipur

Convocation 2016 of Sir Padampat Singhania University, (SPSU) Udaipur was held on 17th January at the University campus. Mr. R C Bhargava - Chairman, Maruti India Ltd., was the Chief Guest and Mr. Sakira Horie - Chief Operating Officer, Hitachi Rail Systems, Japan was the Guest of Honour on the occasion.

The ceremony was presided over by the Chancellor of Sir Padampat Singhania University - Mr. B.K. Goswami.

Three hundred and ninety graduating students were awarded Bachelors, Masters and PhD degrees from the 2 Schools – the School of Engineering and the School of Management.



## Saraswati Puja - Kanpur

Saraswati Puja, the ritual worship of Goddess Saraswati, is performed on Basant Panchami every year. The festival is celebrated to pay obeisance to Saraswati, Goddess of knowledge and learning.

Ms. Priyanka Srivastava, Ms. Santosh Yadav and Mr. Gajendra Pandey organised Saraswati Puja in the Library of office premises.



## Flower Show - Kanpur

Kanpur Floriculture Society organised a Flower Show at JK Lawns, Kamla Nagar Township on 13th and 14th February. It was inaugurated by Smt. Usha Jhunjhunwala, renowned figure of the city. It was a visual treat for all nature lovers.

Dahlias, gladiolus, lilies, polianthes tuberosa, roses, cut flowers in earthen vases, foliage plants, cactus, aromatic herbal and medicinal plants, bonsai, bougainvillea and flowering shrubs vied with each other to grab attention. In all, there were 113 categories. The importance of seasonal varieties displayed and their contribution in curbing environmental pollution was explained to the visitors. The by-products were also displayed.

Various schools, institutes, hospitals and Corporates participated in this event. Ganga Kuti and Kamla Retreat also participated





in this event with great enthusiasm.

Overall, 'Kamla Retreat' bagged the second prize while 'Ganga Kuti' won the third position. In the Lawn Category under the Institutional Category, Kamla Retreat won the prize; while in Residential Category, Ganga Kuti was declared the winner.



## Corporate Social Responsibility

### Laying the foundations of a better world

### Charity Drive - Padam Tower

Like every year, the employees at Padam Tower got together on 26th January to organise a Charity Drive under the guidance of Mrs. Sonam Singhania and Mrs. Sanaa Singhania. The staff enthusiastically participated in

distributing clothes and food to the needy. Everyone worked with a selfless spirit and rendered their services joyfully towards this noble cause.



### Charity Drive - Gotan

As a practice, a charity drive was organised to support the Charity event conducted at Padam Tower Delhi. Mrs Sushma Arora - VP (LKSEC) motivated the employees at plant and LKSEC staff to contribute to the noble cause. All the employees donated clothes in large numbers. The clothes so collected were then sent to Delhi.





## Breast Cancer Awareness Camp - Gotan

J.K. White Cement Works, Gotan organised a Breast Cancer Awareness Camp from 23rd to 24th January.

Women from the plant and LKSEC colony attended the camp conducted by a team of doctors from Bhagwan Mahaveer Cancer Hospital, Jaipur. Mrs. Sushma Arora – V.P. (LKSEC), inaugurated the Camp. A Team of Oncologists consisting of Dr. Priyanka, Dr. Sajal Goyal and Dr. Harish from Bhagwan Mahaveer Cancer Hospital, Jaipur conducted the mammography and medical examinations for detection.

It was quite an informative programme and an awareness session was also conducted wherein the visiting doctors' team presented an audio-visual on Breast Cancer Awareness. Dr. A.K. Saxena, Dr. Ankur Arora and Dr. Umesh Sharma, along with the plant dispensary team also assisted the visiting team during the program.



Visiting Doctor addressing the gathering during the awareness session



Ladies at the registration counter during the camp



Mrs. Sushma Arora - VP (LKSEC), addressing the gathering during the inauguration

## Eye Camp - Muddapur

Employees at Muddapur actively participated in the Free Vision Test organised by Padam Club & Roshni Ladies Club on 2nd January at Medical Aid Centre. This camp was conducted as a part of Employee Welfare activity.

A total of 184 employees, mostly contract workers including essential service providers like drivers, security personnel, welders, fitters etc. and family members of employees benefitted from the camp.





## Project SWACHHA - Jharli

J. K. Cement Works, Jharli launched an initiative to make the Plant clean and green by transforming the Plant into an orchard. With regard to this, Project Swachha was launched on 4th January, inaugurated by Mr. Harish Agarwal - Unit Head. It was an eight week mission regarding Plant Housekeeping, Safety and Environment. The slogan of the project was 'Transforming Plant into Orchard'.

Steering committee of the project included Mr. K.K. Chaturvedi, Mr. K. P. Singh, Mr. Gaurav Kumar Singh, Mr. Sarvendra Kushwaha and Mr. Harikesh Malanhans. For smooth functioning of the Project, it was divided into four teams namely, Tippler Monsters led by Mr. D.K. Sharma, Grinding Black Wolves led by Mr. Roopendra Singh, Packing Red Hawks led by Mr. Amit Singh and Office Ravens led by Mr. U.K. Paul.

The agenda of the project is to end open solid & liquid waste handling practices and create awareness among all to systematize the plant waste (E-waste, Hazardous, Medical etc.) with proper handling & dumping and to

change people's attitude towards waste handling practices.

The Steering Committee kept a close watch on all the proceedings. Regular meetings were conducted and committee lent guidance to all the teams ensuring proper completion of the project within the stipulated time.



Steering Committee member Mr. Sarvendra Kushwaha presenting his views on Project SWACHHA



Mr. Harish Agarwal – Unit Head, cutting the cake along with team Jharli during the inauguration of the Project



Mr. Harish Agarwal along with Team Jharli during inauguration of Project SWACHHA

## Blood Donation Camp by Sir Padampat Singhania University, Udaipur

The NSS Cell of Sir Padampat Singhania University, Udaipur in association with HDFC Bank organised a Blood Donation Camp on December 19. The faculty members, administrative staff and students of the University participated enthusiastically in the camp. It is noteworthy that 100 units of blood was donated in the camp. A team of doctors from RNT Medical College Udaipur monitored the event.



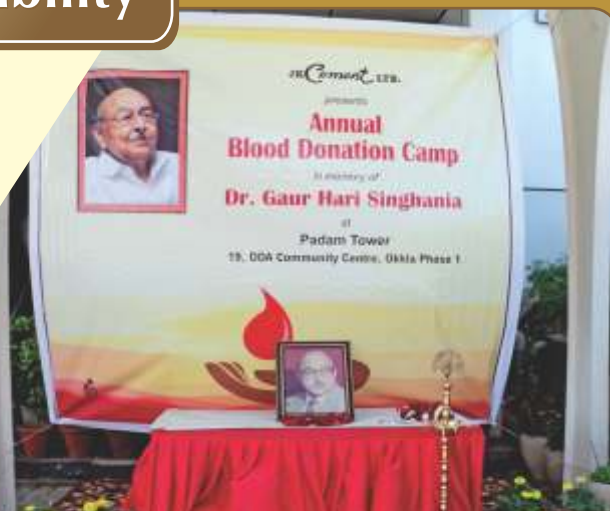
## Corporate Social Responsibility

### Blood Donation Camp - Padam Tower

A Blood Donation Camp was organised at Padam Tower on 22nd February in the memory of Dr. Gaur Hari Singhania. The camp was inaugurated by Mrs. Sonam Singhania – Madam Special Executive. Several companies and establishments working out of DDA Community Centre, Okhla Phase 1, also participated in the camp.

The Camp was organised in collaboration with AIIMS, New Delhi and Blood Connect, an NGO run by college students, which works as a link between donors and AIIMS/LML Hospital.

The response from donors was overwhelming. In all, 54 units of blood was collected. The blood collection team from AIIMS, the young volunteers from Blood Connect and the donors, all went home happy, having contributed to a good cause.



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