

JKspotlight

Towards Perfection – Our Tradition

Mar.-Apr. 2017
Volume : 1 Issue : 31



JK SUPER CEMENT'S New Avataar



सुरक्षा का नया चिन्ह

JK SUPERTM CEMENT

BUILD SAFE

Highlights

**JK SUPER
CEMENT**
BUILD SAFE

JK Super
Cement's
new Avataar



Annual Stockists
Meet, White
Cement - Kolkata



Annual Dealer
Conference,
Grey Cement -
Indore



JK Cement Works, Jharli felicitated by Mission Energy Foundation

JK Cement Works, Jharli was felicitated as the Winner by Mission Energy Foundation, New Delhi for systematic approach in using Fly ash and Pond ash at Jharli unit. The award was received by Mr. Harish Agarwal - Unit Head during the conference organized by Mission Energy Foundation at New Delhi on 27th - 28th February. The conference was sponsored by Ministry of Environment, Ministry of Power, Ministry of Coal and Renewable Energy, Reliance Industries Ltd., Ashtech and Maharashtra State Power Generation Co. Ltd.

The event was attended by all major power producers of the Country, officials of Central Pollution Control Board, Hindustan Zinc, Jindal Steel & Power and NTPC Ltd. Several cement manufacturing companies including ACC Ltd., Ultra Tech Cement, JK Lakshmi Cement Ltd., Orient Cement Ltd. and JK Cement Ltd. also participated.



Mr Harish Agarwal - Unit Head receiving the award

JK Cement shines at the Asian Customer Engagement Forum and Awards (ACEF)

JK Cement added yet another feather in its cap when it's recent branding cum CSR initiatives i.e. 'JK Cement SwachhAbility Run' and 'JK Super Cement Bal Sabha at Diggi Mela (Rajasthan)' bagged 2 Gold Awards at the Asian Customer Engagement Forum and Awards (ACEF) in the categories of 'Successful use of CSR Activity' and 'Best Creativity' respectively. The award ceremony was held on 29th April at Westin Hotel, Mumbai. The ACEF aims to elevate customer engagement initiatives and practices in the Asia Pacific region by showcasing the best campaigns, activities and initiatives as benchmarks for others to emulate. The ACEF that received 650 entries (Brands and Agencies) this year helps promote the best brands, organizations, agencies and individuals for their

outstanding achievements in customer engagement & brand excellence. The prestigious ACEF Awards are organized by a team of professionals from India, Sri Lanka and UAE and are guided by the Advisory Board members from Branding, Marketing and Creative Agencies based in India, US, Australia, Singapore, UAE and Sri Lanka.



Mr. Nitish Chopra - Head (Branding & Communication) receiving the award for JK Cement SwachhAbility Run



Branding & Communication Team, J.K. Cement and the Team from Vritti Media receiving the award for Bal Sabha Campaign

JK Cement Works, Mangrol wins World CSR Organization's Recycling & Waste Management Leadership Awards



Citation and Trophy for Best Waste Management Officer to Mr. S.K. Rathore - Unit Head



Citation and Trophy for Private Sector Waste Management Award to JK Cement Works, Mangrol

On the sixth anniversary of World CSR Organization Day, i.e. 18th February, The World CSR Organization awarded JK Cement Works, Mangrol for its outstanding contribution in Recycling & Waste Management in the following categories:

- Best Waste Management Officer – Mr. S.K. Rathore - Unit Head
- Private Sector Waste Management Award - JK Cement Works, Mangrol

The awards were endorsed by World CSR Congress, thought leaders and Asian Confederation of Business.

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

New beginnings signal exciting times, especially when the venture is as momentous as the one we recently embarked upon. The past few months have been quite eventful and it gives me immense pleasure to share these recent happenings with you all.

The Company, over the last one year had embarked on a market research and brand study for the brand JK Super Cement. This culminated in a brand makeover with a new visual identity, brand positioning and television commercial. Based on the key insights from the exercise, where safety was identified as the need that unifies all our stakeholders, 'Build Safe' was established as the new positioning for JK Super Cement. Also, to justify our promise of 'Build Safe', the nation's protector - a soldier became the protagonist of our brand story. The new logo reveal and brand story were screened amidst great fanfare at our plants prior to the nationwide launch of the new campaign.

Other major events in the past few months included the Annual Stockists Meet (White Cement) for East Zone, themed JK Olympics and the Annual Dealer Conference (Grey Cement) for MP and Gujarat, themed Dangal. These meets with our channel partners serve to strengthen our relationships with them while giving us an opportunity to felicitate the top performers of the region.

While JK Super Cement's new brand promise is safety, the pursuance of safe working practices at our plants is woven into our work culture intimately. Thus, National Safety Week was celebrated across various centres of the Company where all members of the JK Cement Family pledged to uphold and adopt safe working practices.

In this issue, the spotlight is on Mr. Alok Mehrotra – V. P. (Accounts, Grey Cement South) and Mr. Prakash Agarwal of M/s Agarwal Agencies, Alwar, two vital contributors towards the Company's success story.

In keeping with the ethos of contributing to the creation of a sustainable society, various Corporate Social Responsibility activities were organised at different centres.

Spotlight has emerged as a stimulating platform for your creative expression. Your ever-increasing enthusiasm in contributing to this effort in the form of feedback, inputs and encouragement is highly appreciated. I look forward to your positive response and continued participation.

Best regards,



Raghavpat Singhania
Special Executive
J.K. Cement Ltd.

**CONTENTS**

Awards & Accolades	2
Editor's Desk	3
Celebrations	4-5
JK Olympics - Kolkata	6-7
Events	8-10
Spotlight on Mr. Alok Mehrotra & Mr. Pawan Agarwal	11
Project Nirmaan	12
Cover Story	14-18
Udaan	19
Dangal - Indore	20-21
People Power	22
Impressions	24-25
CSR	26-28

Celebrations

Holi

Kanpur

Holi, the festival of colours, was celebrated with great fervour and enthusiasm among the residents at JK Staff Colony, Kamla Nagar.

The celebration started late evening with *Holika Pujan*, where *Holika dahan* was performed and the *puja* was conducted by the *Purohit*, which was attended by all the residents of the colony.

The next morning, Holi was played with full gusto and the air was filled with vibrancy. The special attraction of the day was the 'Rain Dance Party' and everyone gorged on gujiyas and thandai. The event, which was organised by Mr. R.P. Tomar - In-charge (Kamla Nagar Colony), was whole heartedly enjoyed by everyone present.

Holi Milan was also organized in the colony premises. Employees and their families were invited for a gala celebration of music, dance and games.



Mangrol

Holi was celebrated with full fervour in Sushila Nagar, Mangrol. The Holika Dahan pooja was performed on 12th March by Mr. D.K. Patel – Technical Head, followed by the *Holika-Dahan Parikrama* which was conducted by Sushila Nagar residents.

On 13th May, *Dulhandi* was celebrated with various colours of *gulals* representing the colourful nature of Holi. The festivities, which was followed by a delicious lunch, was graced by Mr. S.K. Rathore – Unit Head and Mrs. Neelam Rathore – President (Surbhi Ladies Club).



Mr. D.K. Patel - Head (Technical) setting Holi on fire at Mangrol

Mr. SK Rathore - Unit Head along with colony residents at Mangrol



Katni



Mr. Anil Badgotri - Unit Head performing the puja

At Katni, *holika-dahan* was performed on 12th March by Mr. Anil Badgotri - Unit Head. This was attended by the employees and their families.

The Holi Milan was organized the next day, where the gathering exchanged greetings and played with *gulal*. Songs, dance and poetry on Holi was also performed on the occasion. Thereafter everyone was treated to a delicious lunch.

Gotan

Like past eleven years, Gotan celebrated Holi in its unique way this year as well, without *gulal* and colors.

The *Holi-dahan* was performed on 12th March by Mr. Rajeev Sharma - Unit Head under the blessing and guidance of *pandit* Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garib Bandhu Dasji Maharaj of Ramdas Shyam Das Temple.

On 13th March, the *Holi Milan* programme was organized, where everyone present exchanged Holi greetings with sandalwood and saffron with *Kewra* water. The students of L.K. Singhania Education Centre, Gotan presented Holi geet, dance and poetry. The cultural programme was followed by lunch, after which the unique water shower event was organized.



Muddapur

The Roshni Ladies Club, Muddapur, organized a colorful and vibrant *Holi Milan* function where everyone participated with great enthusiasm. There were special arrangements for decoration, lighting and music. The Club President Mrs. Sushila Tripathi and Vice President, Mrs. Poonam Malhotra began the festivity by worshipping Lord Krishna & Radha and then lighting the ceremonial lamp. It was a beautiful and colourful evening, where every club member actively participated in activities like Special Colour Tambola, Pair Game, Pritam Pyare letter writing etc. The members were also served festive delicacies such as *thandai* and *gujia* and everyone present had a gala time.



Mahashivratri

Gotan

To celebrate Mahashivratri, Rudrabhishek ceremony was organised at JK White Cement Works, Gotan on 24th February. The ceremonial proceedings started before the sunrise with chanting of mantras from holy vedas. Mr. B.K. Arora - Business Head (White Cement) performed Lord Shiva's Abhishek with milk, holy Ganga water, rose water, *kewra* and *panchamrita* with the guidance and blessings of Mahant Shri Garib Bandhu Dasji Maharaj of Ramdasji Shyamdasji Temple.

The Company Officials, staff & students of LK Singhania Education Centre, Gotan also participated. *Mahaprasad* was arranged for the fasting devotees. The respective head of departments along with employees were also present on the occasion.



Celebrations in the City of Joy

Annual Stockists Meet

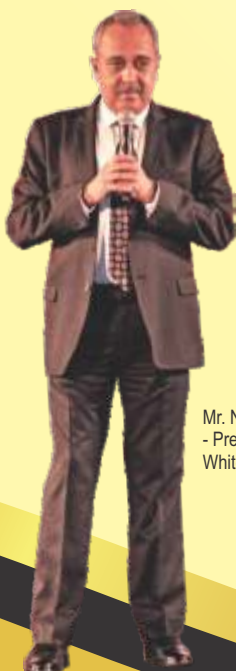
White Cement - Kolkata



Santoshi
Hardware -
Winner
(White Cement,
Jharkhand)

JK Cement has always striven towards excellence with the unstinting support of our channel partners. To celebrate their true spirit of sportsmanship and tireless efforts, the Annual Stockists Meet for White Cement (East Zone) was organized on 7th March in Kolkata. Themed as 'JK Olympics', the meet was attended by 300 guests from Bihar, Jharkhand, Chhattisgarh and UP East.

In true Olympics style, the meet was kicked off with the lighting of the ceremonial torch by Mr. Niranjan Mishra – President (Marketing, White Cement), who then delivered an inspiring speech. As the evening progressed, the emcee involved the guests in various interactive sessions and fun games. The meet was conceptualized such that the channel partners are inspired to excel in their performance. The highlight of the event was Tron and Shivay dance act presented by team 5678, a famous Bangalore based dance group.



Mr. Niranjan Mishra
- President (Marketing,
White Cement)



Ravi Hardware Stores - Winner
(Wall Putty, Bihar)





The top performing stockists were awarded and recognized for their exemplary performance. A lucky draw was also conducted, where the dealers won some exciting prizes.

The top performing dealer in the zone was awarded a brand new Maruti Baleno car.

The evening was infused with spellbinding performances by Beat Breakers of India's Got Talent fame and other Indian and International Artists.

JK Cement has always recognized the untiring efforts and contribution of the dealer community towards the Company's growth. This grand gesture is a part of a long standing tradition in the Company, serving as a small token of our appreciation for their outstanding work.



Kapoor Marketing - Winner
(Wall Putty & White Cement, EUP)



Shiv Shakti Stores - Winner
(White Cement, Bihar)



Juneja Agencies - Winner
(Wall Putty and White Cement, Chhattisgarh)



EVENTS

Women's Day Celebration - Kanpur

JK Cement Ltd. believes that the employees are its true assets and has always provided equal opportunities to both men and women without any discrimination. The Corporate HR team celebrated International Women's Day on 8th March at Kamla Tower. As a part of employee engagement activities, a half day workshop was organized for all the female employees. Mr. A.K. Saraogi – President (CA) & CFO inaugurated the workshop and acknowledged their contribution towards the organization, home and society. Dr. Nita Jain – Principal, Christ Church College graced the occasion as the Chief Guest and lit the ceremonial lamp. She addressed the gathering with an inspirational speech, where she emphasized on work life balance and the importance of self-protection at the workplace. This was followed by a lecture on



Mr.A.K. Saraogi - President (CA) & CFO inaugurating the workshop along with the Chief Guest and staff members

'The Art of Nutritional Cooking' by Mrs. Priyanka Diwan, who is an entrepreneur. Another female entrepreneur, Ms. Nishta who owns a handicraft jewelry company, gave a moving speech on 'You can do it'.

The workshop was then preceded by a delicious lunch. Slogan writing competition and games were also organized on this occasion. Mr. R.P Tomar – Sr. General Manager (Corporate HR) presented the vote of thanks.



Fire Service Week - Jharli

The Fire Service Week is observed nation-wide from April 14th to 20th, under the guidance of the Fire Advisor, Ministry of Home Affairs and Govt. of India. This day is significant for highlighting the importance of fire prevention in all industries.

The Safety Department of JK Cement Works, Jharli organised a training program for the employees with the objective of improving the on-site emergency plans and fire prevention/control techniques.

Following are some activities that were conducted during the Safety Week:

- 14th April - Mr. Manoj Pandey – HOD (Packing Section) organized an accident awareness program.
- 15th April –Mr. Avtar Singh – Asst. Manager (Electrical) conducted a training program on principles of fire-fighting.



- 17th April – Mr. Manoj Yadav – Manager (Utility) conducted a safety program to demonstrate the proper use of fire extinguisher and explain various kinds of fire.
- 18th April – Mr. Gaurav Kumar Singh – Asst. Manager (Mechanical) also conducted a fire safety program, focusing on good house-keeping to avoid fire accidents.
- 19th April – External trainer, Mr. Vikas - SLV Securities Pvt. Ltd., Gurgaon was asked to review the emergency plan of the HR building.

- 20th April – The week long Fire Safety program was reviewed and videos were shared with the Plant personnel.

Mr. Manoj Kumar Srivastava – Safety Officer, Jharli successfully coordinated the Fire Service Week program which saw active participation from members of the staff as well as workers.

National Safety Week
Nimbahera & Mangrol

The Nimbahera & Mangrol family celebrated National Safety Day on March 4th, renewing their commitment towards safety. On this occasion, a function was organized by the Safety Department at Nimbahera that was graced by Mr. Maheem Kachhwaha – Head (Mines) as the Chief Guest and was attended by many executives, staff members and workers.



Members of Surbhi Ladies Club participating in Safety competition



Hoisting of the safety flag at Nimbahera



Live demonstration of safety belt usage at Mangrol



Guests viewing the safety exhibition

The Chief Guest unfurled the safety flag which was followed by a safety oath administered by Mr. Rajendra Sharma. Mr. SN Sharma – GM (Safety) in his welcome address, emphasized on the need and importance of awareness on safety amongst employees.

Banners depicting safety messages were also put up in the factory premises. To build more awareness, the Safety Department organized competitions like safety quiz, poetry and slogan writing and poster making for employees and their families.

At Mangrol, Mr. R K Bajaj – VP (Projects) graced the function as the Chief Guest. Mr. Bajaj, Mr. Khandelwal and Mr. Bhardwaj hoisted the safety flag and Mr. Rajeshwar Sharma administered the safety oath. The program was anchored by Mr. S N Sharma – GM (Safety) and Mr. Mukesh Singh - Asstt. Manager (Safety) while Mr. DC Gupta presented the vote of thanks. The members of Surbhi Ladies Club and participants of various competitions organized during the week participated in the program. The concluding ceremony of safety week celebrations was organized on March 10th at Nimbahera.

Gotan



Demonstration being conducted on the occasion

JK Cement Works, Gotan celebrated its 46th Safety Week from 4th to 10th March. During that week, various contests were organised for employees such as poetry writing and poster making. Mock accidents, fire drills and safety awareness demonstrations were also organised.

Mr. Rajeev Sharma – Unit Head addressed the audience and highlighted the importance of work safety throughout the year. He also spoke about the necessity of integrating organisational health and safety in work culture as well as employees' lifestyle. Mr. CP Jhagdawat – V.P. (Commercial and Administration) and Mr. KN Pandey – Sr. G.M. (QC) were also present along with the respective departmental heads. The audience took the safety oath, led by Mr. RK Sharma – Security Chief,

where each member pledged to rededicate themselves to the cause of safety, health and protection of the environment by observing all the rules, regulations and procedures.

Mr. Sharma and Mr. Jhagdawat felicitated the winners of the various competitions conducted during the week. The program concluded with various demonstrations of fire-fighting techniques, precautions and the uses of fire extinguishers.



Jharli

JK Cement Works, Jharli celebrated the 46th National Safety Day on 4th March. The safety week was observed from 4th to 10th March, under the guidance of Mr. Manoj Srivastava - Safety Officer. The HODs, Engineers, Officers, Supervisors and Contractors actively participated in the Safety Week. They worked towards inculcating habits that prevent accidents and enhance occupational, personal and environmental well being.

Safety posters were displayed at various prominent locations throughout the Plant. A lecture session was organized at the Jharli Guest House by the safety department,



Posters at the exhibition

where videos on how to adopt proper safety measures while working at a height or handling electric works were played. Security personnel and workers attended emergency drills and fire prevention acts conducted by an external trainer. The Jharli team undertook a massive drive to propagate safety measures amongst general public by demonstrating and explaining the importance of safety measures. To motivate them further, the team also gifted caps and pens.

An exhibition on the theme of Safety was also set up, displaying various safety equipments by 3M PPE's vendor, who also



PPE's training session by 3 M PPE's supplier and trainer

conducted a seminar. A prize distribution ceremony for winners was organised. The Jharli team also visited the Rajkiya Balika Vidyalaya Jharli village and arranged a program to demonstrate safety measures and create awareness on safety amongst the students and teachers.

Katni

JK White, Katni celebrated the 46th safety Day on 10th March. Various contests based on the theme of safety, such as poetry, essay and slogan writing competitions were organised to mark the occasion. The winners of various contests were awarded by Mr. Anil Badgotri – Unit Head, during the function. Meetings pertaining to departmental and interdepartmental safety issues were also held. Mr. Badgotri addressed the gathering, where he highlighted the importance of safety both inside and outside the plant.

The programme was concluded with fire fighting demonstrations. Mr. R.K. Mishra - Head (Security) explained the types of firefighting techniques that can be used to counter various kinds of fire and the necessary precautions.



Mr. Anil Badgotri – Unit Head, addressing the gathering



Demonstration of fire fighting techniques



Mr. Anil Badgotri felicitating a winner

Fire Safety Training – Kamla Nagar, Kanpur

Fire safety, emergency preparedness and management is a crucial part of any infrastructure because the safety of employees and the visitors is at stake. A fire must be curtailed quickly to reduce property damage and disruption to services. Once a fire erupts, it can be difficult to curtail it without the appropriate equipment and training.

To ensure employees are equipped to handle fire emergencies, Mr. R.P. Tomar - Kamla Nagar Township In-charge arranged for a fire safety training for security personnel in the premises of Kamla Nagar Township. The training was conducted by Capt. (Retd.) K.K.

Singh. During this training, fire and it's chemistry along with type of fires, their causes and preventive measures were explained to the security personnel. The role of security in case of an emergency was also explained to them. Demonstration of fire extinguishers and hydrant and sprinkler system on live fire was explained to them.



Spotlight on Mr. Alok Mehrotra

(Excerpts from an interview with Mr. Alok Mehrotra – VP (Accounts, Grey Cement South), Kanpur)

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

I still remember my first day in JK Cement. Post my qualification of Chartered Accountancy and after serving 30 years in the Industry, delivering at different positions including Unit Head at Mysore Cement Ltd, I got the opportunity to work with J.K. Cement Ltd as Chief Internal Auditor. As the years went by, I was assigned different positions by the Management. I've had the good fortune of having the goodwill of my seniors and support from my peers and subordinates. We have always worked as a team. The support of our respected Chairman and Managing Director, Mr. Yadupati Singhania and Mr. A.K. Saraogi - President (CA) & CFO, has been a driving force in achieving all my professional goals.

2) Being the Chief Internal Auditor, what is your take on the culture of Internal Audit in the Company? What kind of compliances are being followed to ensure the same?

Moving ahead towards 'One Group Transformation', in line with the new phase of growth and operational management, JK Cement is witnessing many dynamics. The Management/Senior Leadership Team (SLT) is determined to bring in a new era of growth and prosperity for our employees, investors and stakeholders. Internal Audit being an important function of the Organisation, we have adopted many policies and procedures for ensuring the orderly and efficient conduct of business, including adherence to Company's policies, safeguard of its assets, prevention and detection of errors, accuracy and completeness of the accounting records and timely preparation of reliable financial information.

Internal Audit function is evolving with meticulous detailing and internal controls and checks which include review of the following areas:

- Senior management, to be responsible for establishment of overall policies and active oversight of parameters and controls.
- Internal audit, to review the activities of various functions and recommend to Management for improvement of systems and procedures and to implement the changes for better performance and to add value. Also, to ensure that independent assessments are made encompassing functioning of various compliances under

various statutes and rules & regulations framed there under, adequate systems and procedures are in place for physical verification of stocks of raw materials, finished goods, stores and spare parts, work-in-progress, fixed assets and other assets, proper books of accounts vouchers along with supports and other documents are maintained, confirmation of balances from debtors, creditors and other parties are obtained periodically/at year end and proper systems and procedures are in place for internal control at various departments.

- Operational risks, including segregation of duties, checks and balances, protection of customer funds and securities, operating systems, management information systems, management reporting, front and back office operations, contingency planning and disaster recovery.

- And finally, to ensure that products and activities are assimilated into the risk management system in a timely and appropriate manner.

3) What according to you are the essential elements required to ensure the success of the Audit function of an Organisation?

The essential elements of an effective internal audit and control function within the framework of an organisation are:

- Structure and Culture of Organization
- Delegation of authority
- Policies and procedures
- Trained and qualified staff
- Information technology controls
- Review process e.g. internal audit
- Liaison with auditors and legal advisors
- Senior Management compliance assurance
- Risk identification and assessment



Mr. Alok Mehrotra

Spotlight on Mr. Pawan Agarwal

M/s. Agarwal Agencies, Alwar



Mr. Pawan Agarwal

Mr. Pawan Agarwal of M/s. Agarwal Agencies, Alwar is one of our prominent stockists of Grey Cement North. His association with JK Cement began in 2016 as a sales promoter in Alwar District of Rajasthan. Mr. Agarwal started his cement and fertilizer business in

1997. He has previously worked with other cement brands as well. Considering his strong association with us, we found it fitting to have him share his views about the association with the Company.

1) Please share your thoughts on your association with JK Cement, the organization culture and the people.

I have been associated with JK Cement since March 2016 as a Business Organizer for Alwar District. The Company has an excellent work culture and they take care of and value all their stakeholders. The staff at JK Cement is very helpful and has always supported us in all our endeavours.

2) What is your mantra for success? How have you been able to sustain your business?

I always look at the bright side of things and never let negativity get me down. It is also my firm belief that to achieve great things, we have to step out of our comfort zone. These are the two beliefs that have helped me sustain my business and achieve success.

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

The Company's strengths include team work, smart strategic planning, quick decision making process and creativity. In fact, the success of the brand can be attributed to the relentless efforts put in by the JK Cement team.

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

I sincerely hope that JK Cement always upholds the spirit of team work and continues strengthening the brand image by working wholeheartedly towards the common goal of continued success.

Project NIRMAAN



Project Nirmaan –

Project Nirmaan is soon approaching its closure. Most of the key deliverables have been made live in the system, with a few functionalities that are in progress in the Finance stream. As we approach the end, it is becoming increasingly important to ensure the sustainability of processes that are in line with the BPR recommendations and training imparted throughout this process.

Key Events

SAP Upgrade

March and April witnessed key activities relating to SAP Go-Live in the system. PP, QM, PM, MM, SD, CO have also been successfully made live. key activities relating to SAP Go-Live in the system. PP, QM, PM, MM, SD, CO have also been successfully made live. Few functionalities of MM module and FI and PS module will be made live by the end of May. The next set of activities that are planned include TRM tool, that would be available by May end and BPC tool which is expected to Go-Live in Production server by end of July.

CRM Tool Kick-off

It is a matter of great pleasure for the Nirmaan team that the Project C4C (Cloud For Customer) kick-off was held on 11th April in the presence of Mr. Raghavpat Singhania and Mr. Madhavkrishna Singhania. PwC has been chosen as our implementation partner for implementing Project C4C. A brief presentation highlighting the objectives, business needs, solution overview and benefits to JK Cement was given by PwC executives.



CRM Tool Kick Off

Election Booths Adopted - Kanpur

JK Cement has always been at the forefront to serve the society and has been contributing for the development of Kanpur City. This time, the Company adopted five election booths during the elections, and took care of the security, cleanliness, administrative arrangements etc. Special arrangements were also made for the disabled and elderly.



Bridge Tournament - Kanpur

The 17th All India Sir Padampat Singhania Memorial Bridge Tournament was organized at Kamla Club, Kanpur under Kailashpat Singhania Sports Foundation. 48 rank players from West Bengal, Bihar, Delhi, Karnataka, Tamil Nadu, Maharashtra and Uttar Pradesh participated in the tournament in pairs.

The tournament was inaugurated by Brig. Vinay Mohan Sharma - Commandant, Cantt., Kanpur.

The Chief Guest, Mr. Yadupati Singhania – Chairman and Managing Director, JK Cement and the Guest of Honour, Mr. Abhishek Singhania, distributed the prize money to the first twelve pairs and a running trophy to the first prize winning pair.



Mr. Yadupati Singhania
- Chairman & Managing
Director with other
dignitaries on
the dias.



Mr. Abhishek Singhania
presenting the
Running Trophy to
the winners



Mr. Anil Agarwal
- Sr. VP (Finance &
Taxation)
welcoming the
Chief Guest

First Aid Training - Kamla Nagar

The three main objectives of First Aid are: Save Life, Promote Recovery and Prevent Worsening of the casualty's condition.

Mr. R.P. Tomar - Kamla Nagar Township Incharge organised a First Aid Training for the security personnel at Kamla Nagar Township under the guidance of Capt. (Retd.) K. K. Singh, who imparted basic first aid knowledge to the security team. The security personnel were trained to render first aid during an emergency. The training included demonstration of simple first aid measures and life saving techniques.



Matrihasha Diwas - Kanpur

A full-fledged library was recently set up at the Head Office with numerous resources and learning programmes available.

With the aim to inculcate a reading habit among the staff, Corporate HR observed International Mother Language Day (Matri Bhasha Diwas) at Kamla Tower. On this day, an

exhibition showcasing books in Hindi was held and the employees were made aware of the different collections available. An essay writing competition was also announced with the intent to highlight the essence of 'Matrihasha'.



P R E S E N T I N G

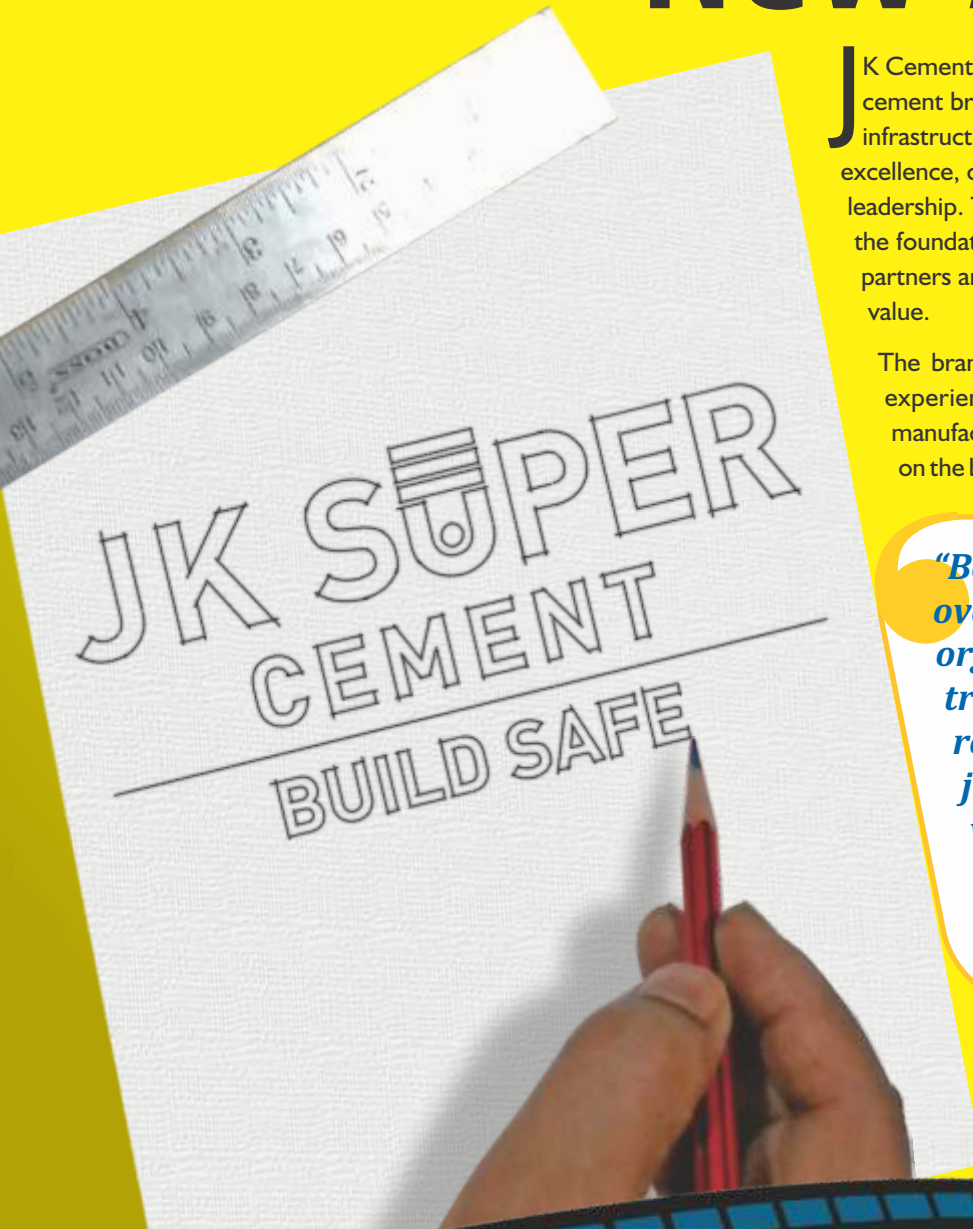
JK SUPER CEMENT'S **New Avataar**

JK Cement is one of India's most respected and trusted cement brands that has partnered India's multi-sectoral infrastructure needs on the strength of its product excellence, customer orientation and technology leadership. The Company has also been strengthening the foundations of trust with its customers, channel partners and stakeholders, by delivering unsurpassed value.

The brand has stood the test of time due to its rich experience of over four decades in grey cement manufacturing and endured the vagaries of the market on the backing of its core beliefs and values.

"Being a part of a renowned, over one century old organization comes with a tremendous responsibility. The responsibility, to create not just great products, but great value. And value is a constantly shifting goalpost."

- Mr. Raghavpat Singhania



"The dynamic Indian Cement industry is in a constant state of flux. The challenge for brands in a parity product category is the task of carving out a distinct identity in the minds of consumers."

- Mr. Madhavkrishna Singhania

As a market leader with a colossal footprint on the infrastructure boom and keeping the ever changing demands of the business environment in view, JK Cement embarked upon a journey of business transformation. The brand makeover of JK Super Cement signals this change journey."

- Mr. Rajnish Kapur
Business Head (Grey Cement)

"The new brand identity unites all SKUs of our Grey Cement business under the umbrella of the 'JK Super Cement' brand. This consolidation of the brand will enable us to leverage synergies across all our markets as we move forward towards expanding our footprint across the nation."

- Mr. Deepak Mehra
President – Marketing (Grey Cement)

A brand is the living, breathing manifestation of any business and therefore it is important for it to keep abreast with the changing times. To understand what the brand means to different stakeholders and to assess their needs, expectations and aspirations, we conducted an extensive market research and brand study that included in-depth interactions with our dealer community, business organizers and employees. Based on the insights from this exercise and the Management's vision of a contemporary brand, the Grey Cement brand has been revitalized with a new visual identity and brand positioning.

Our New Brand Positioning

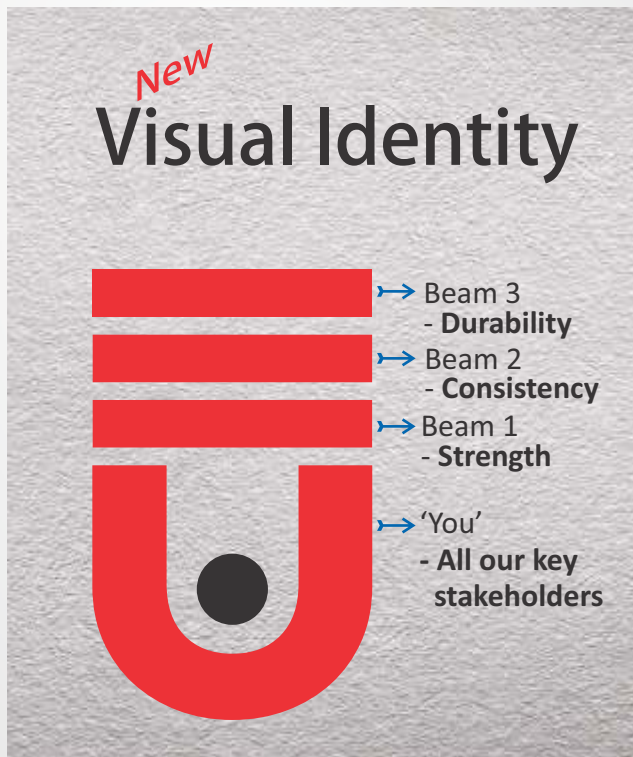
A key insight that emerged from the market research was that the need for safety of oneself and that of our loved ones is one of the most fundamental and baser instincts. Also, critical to the Indian context is the importance of leaving behind a lasting legacy for future generations. The consumer is looking for certainty of performance, delivery, longevity, value and peace of mind. Hence making the right choice of cement is crucial. It is an investment where the consumer has high financial and emotional stakes. We have built safety, into the very DNA of our brand. And therefore JK Super Cement's brand mantra - **'BUILD SAFE.'**

"The desire for certainty and the assurance of safety is a powerful human need that unifies all our stakeholders. Using these key insights, 'Build Safe' was established as JK Super Cement's new positioning."

- Mr. Nitish Chopra
Head (Branding & Communication)



The New Visual Identity



JK SUPER
CEMENT
BUILD SAFE

The new visual identity of JK Super Cement manifested in its modern and contemporary look signals the revitalization and change journey of the brand. The use of a clean and simple font and straight lines is a move towards being minimalistic and lean.

Using the insight that 'symbols' are powerful tools that aid retention and recall in the human memory, a visual mnemonic has been introduced in the logo, which subliminally implies the new positioning of the Brand i.e. Build Safe.

The mnemonic has been carefully crafted so that in time and with adequate exposure it becomes synonymous with the Brand and the promise of Build Safe and easily recognizable by all our stakeholders.

The visual mnemonic integrated is meant to convey the following attributes of the brand:

- JK Super Cement is a brand that cares, driven by the core values of the Organisation that has always kept 'people first'. The 'U' symbol resonates with this people centricity of the brand towards all its key stakeholders. 'You' - our consumers, employees, channel partners, suppliers and business associates are at the center of all activities that the Brand does. The use of the colour red is also very significant as it symbolises the strength and a new and auspicious beginning.
- The symbol 'U' also gives the impression of a strong and poised man, bearing the load of 3 beams, each beam signifying the three core values of the Brand

▲ **Strength:** Cement is the building block of any structure and therefore the virtue of 'strength' is the foundation of the brand promise

▲ **Consistency:** Communicates the 'consistent' delivery of quality and product experience

▲ **Durability:** The long life of the structure and resistance from the elements emanates from the promise of 'durability'.



Our New Brand Campaign



In line with our new positioning and visual identity, we have launched a brand new TV Commercial, which is an emotional homecoming journey of a young soldier, who wants to ensure the safety of his mother and fulfill her dream of a perfect home. While the single proposition of strength is hygiene for the cement category, JK Super Cement has taken the emotional route and tapped into a very powerful human need.

The brave Indian soldier is the epitome of safety and security for the nation. He stands guard at the country's frontier braving even the most hostile conditions, away from his family. He loses sleep so that we can sleep better. Though he spends months on end away from her, yet he is assured of his mother's safety and well-being. That assurance is JK Super Cement.

The film celebrates the bond of love between a mother and son and takes us on a beautiful journey from breathtaking snowcapped mountains to the warmth of mustard fields. The essence of this ad has been beautifully summed up in the signoff line - "Desh ke rakshak se behtar suraksha ka matlab kaun samajhega..."



Mega Launch at our Units

After an incessant flurry of activity since the rebranding exercise started last year, the new Brand Avataar of JK Super Cement was finally revealed across our Grey Cement Units.

Our stakeholders have been the primary inspiration for our new identity and it was indeed a proud moment for all of us at the JK Cement Family to witness the new Brand Avataar come to life at our plants in Nimbahera, Muddapur and Jharli.

The unveiling of the logo was no less than a grand celebration. A film specially prepared to showcase the journey of the new brand identity was displayed which was followed by our new Logo teasers. Our brand new TV Commercial was also screened for the first time ever for the employees.

The blessings of the almighty were invoked for this major transformation in the journey of the brand by way of *pooja* conducted for the new Super Cement bags. The event was concluded by the reveal of the new brand collaterals for JK Super Cement.

This re-invention of the brand identity of JK Super Cement was a momentous event for all members of the JK Cement Family and received an overwhelming response. We are certain that this Brand makeover will propel our Company towards greater heights.





A Manufacturing Excellence Drive - Muddapur



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

Udaan 2 was officially launched at J.K. Cement works, Muddapur on 29th March under the guidance of Mr. Rajnish Kapur - Business Head (Grey Cement) and Mr. R.B.M. Tripathi - Unit Head.

Other than specific power, thermal energy & clinker factor, other important KPIs like AFR, clinker strength & kiln MTBF & around 18 nos. KPIs have also been considered in Udaan 2.

The new Udaan logo was unveiled By Mr. Rajnish Kapur followed by a plantation drive with all the Udaan KPI teams.

In the evening, all the KPI team mentors introduced their teams to the Business Head. He was also briefed about their action plans to achieve their aspirations. Mr. Kapur interacted with all the teams and extended his best wishes for a successful venture. Mr. Tripathi congratulated all the new team members and assured everyone of his complete support for the initiative.



Mr. Rajnish Kapur - Business Head (Grey Cement) with the team members



Plantation Drive during the launch of Udaan

Storming activity - JK White Cement (South -1 Zone)

A storming activity for JK White Cement was organised under the leadership of Mr. Sree Ramana – Head (Zonal South-1). The first activity was conducted in Guntur, Andhra Pradesh on 25th March, followed by Bangalore, Mysore, Mangalore and Hassan in Karnataka. The Marketing team visited the retailers and created awareness about the products besides presenting them with branded merchandise.

The objective of the activity is to reach out to each retailer across the major cities of South -1. With this initiative, the Marketing team aims to make the retailers aware of the product portfolio and encourage them to make a purchase decision. The activity has also been conceptualised to help the Marketing team gain confidence and perform better.

The entire Marketing team of Zonal South – 1 will continue to participate in the storming activity, accompanied by a CTS executive.



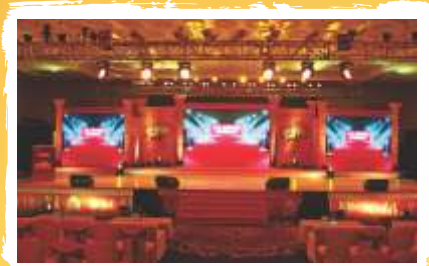
C e l e b r a t i n g t h e

Passion for setting New Milestones

Annual Dealer Conference for Grey Cement, Indore



Mr. Rajnish Kapur - Business Head (Grey Cement)



At JK Cement, we always aim high and also understand the importance of celebrating the accomplishment of milestones. Applauding the achievements of our ever-growing network of stockists, the Annual Dealer Conference of Grey Cement for MP and Gujarat was held on 7th March in Indore.

Innovatively themed 'Dangal', the meet witnessed a gathering of over 300 guests from MP and Gujarat. Acknowledging their efforts, Mr. Rajnish Kapur - Business Head (Grey Cement) and Mr. Deepak Mehra - President (Marketing, Grey Cement) motivated the channel partners with their keynote address.

In keeping with the theme, sports and motivational acts were woven seamlessly into the event flow. The emcee for the evening engaged



Om Prakash Bawri - Winner (Madhya Pradesh)



Arvind & Company - Winner (Madhya Pradesh)





the guests with interactive sessions and fun games during the course of the evening. The highlight of the gala event was the spellbinding performance by celebrity singer Priyanka Negi. The audience was also enthralled by the Malkham Act and the juggling acts by performers from Goa.

The top performing dealers were felicitated for their outstanding performance in their respective regions. Apart from that, there was a lucky draw with many attractive prizes.

This event gave everyone the opportunity to create stronger bonds of friendship and business association, which will surely result in shared growth and future success.



Mr. Deepak Mehra -
President (Marketing,
Grey Cement)



New Shubham Traders - Rising Star Award (Madhya Pradesh)



Vijaylaxmi Steel - Rising Star Award (Gujarat)



Pitolwala Cement
Depot - Winner
(Gujarat)



PEOPLE POWER TRAINING PROGRAMMES

Induction for CTS Executives - Gotan

(1st - 4th March)

Inductions for CTS Executives were conducted during 1st -4th March. A total of ten CTS Executives from Andhra Pradesh, Delhi, Haryana, Karnataka, Madhya Pradesh, Maharashtra, Uttaranchal & U.P. were inducted during the program.

Mr Amit Vaid - Officer (HR) presented the Company profile, taking the teams through the journey of JK White Cement. Mr. Rajesh Sharma - Sr. Manager (HR) presented a backgrounder on JK Cement.

Dr. Ranjeet Kumar Bagariya - Sr. Officer (Environment) accompanied the teams for a plant visit to exhibit the practical dynamics of cement manufacturing. Mr. KN Pandey - Sr. GM (QC) took the 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 etc. while briefly explaining JK Waterproof. Mr. Pandey accompanied the teams for Quality Control Lab visit as well. Mr. Ajay Garg, G.M. (Sales) explained to them about the functioning of the Sales department.

Mr. Ujjwal Kumar & Mr. Prakash Kumar Saini from the Civil Department took

sessions on the basics of mosaic flooring including aspects like raw material and other requirements. The team was also taken to the school site and civil sites to exhibit mosaic flooring, sand spray, and pre-cast panels.

The application of JK Wall Putty was exhibited to the group at the site itself by Mr. D.D. Purohit - Sr. Manager (Value Added Products) and Mr. Vikas Kumar, I/C Putty Plant. Mr. Purohit and Mr. Kumar took a session explaining the basics of JK Wall Putty; covering its requirements and storage etc. Dr. Bagariya took awareness sessions on Social Accountability 8000 and explained the concepts of integrated management systems to the visiting teams. Mr. Ashish Singhai - G.M. (Indore Office) spoke about CTS activities and market queries.

The induction program concluded with a meeting with Mr. B.K.

Arora - Business Head (White Cement), Mr. Rajeev Sharma - Unit Head and Mr. C.P. Jhagdawat - VP (C&A) along with the respective departmental heads. The group members shared their experiences, concerns and suggestions towards improvement. The team termed this a memorable learning experience.



Inauguration of Second Railway Line - Gotan

JK White Cement Works, Gotan installed another private railway siding in the premises of the Grey Cement plant for the purpose of loading container racks. The project was taken up on depository work basis with Northern Western Railway Headquarters, Jaipur under the able guidance of Mr. B.K. Arora - Business Head (White Cement). The project was completed in record time within 2 months with complete support of the Railway Authorities.

Right before the formal inauguration, a pooja was performed by Mr. Arora & Mrs. Sushma Arora - V.P. (LKSEC) under the guidance and blessings of Mahant Shri Garibbandhu Dasji Maharaj of Ramdas Shyam Das Temple. Mr. Rajeev Sharma - Unit Head, Mr. C.P. Jhagdawat - V.P. (C&A) were also present along with other departmental heads. This second railway siding rail installation will increase efficiency, resulting in substantial savings in the freight charges.



Mr. B.K. Arora - Business Head (White Cement) and Mrs. Sushma Arora - VP (LKSEC) at the inauguration



Inauguration of railway siding

Workshop Conducted by STEP-HBTI - Kanpur

Industry interface plays a key role in a dynamic business environment enabling the B-schools and students to maintain pace with the business world. This prepares them for good employment opportunities and a resourceful career. In line with this, Mrs. Nitya Chawla – Manager (Corporate HR) was invited by STEP-HBTI, Kanpur for conducting a workshop on Recruitment and Selection on 17th April.

Mrs. Chawla conducted the workshop that focused on interviewing techniques, common mistakes, expectations in interviews from freshers, do's and don'ts of Group Discussions (GD) & Interviews and other activities such as Mock GDs. The session also included various aspects of resume writing which enabled the freshers to understand how to draft an impressive CV while applying for prospective jobs.



Inauguration of Mechanical Workshop - Jharli

Mr. Harish Agarwal - Unit Head inaugurated a Mechanical Workshop on 10th March in the presence of all the staff members. Mr. Agarwal inspected all the machines in the workshop while members from the Mechanical team demonstrated the working of all the machines.



Mr. Harish Agarwal with team Jharli during the inauguration of Mechanical Workshop.

The workshop was long awaited and is very significant for the mechanical department and all the associated departments in the context of maintenance work at the Plant. Earlier, for even a small job, the concerned departments were dependent on outside workshops which were both time consuming and expensive.



Mr. Harish Agarwal - Unit Head inaugurating the Mechanical Workshop.

ISO Certification - Katni

JK White, Katni commenced production of Wall Putty in May 2016. Within the first year of operation, the plant has been certified for ISO 9001:2015 for quality management system and ISO 14001:2015 for Environmental Management system by the prestigious Lloyd's Register Quality Assurance Ltd. (LRQA).

In a very short span of time, the plant has strengthened the systems and procedures for different working areas and has also adopted the best practices. The efforts for accomplishing the ISO certification began on November 6th.

On March 22nd, the Plant won the certification for quality as well as Environment Management Systems, fulfilling the target which was set by Mr. BK Arora – Business Head (White Cement). In the audit report, Mr. Shivarama krishnan - LRQA Auditor also appreciated the overall working of the plant.

The Management Representative Mr. Ashish Asopa and executives of Gotan plant, Mr. Virendra Singh Rathore and Dr. Ranjeet Bagaria were the key driving force behind this achievement apart from the other team members at the plant.



Mr. Anil Badgotri - Unit Head and Mr. Shivaramakrishnan - LRQA Auditor with other executives of the plant



Certificate of ISO 9001:2015 and ISO 14001:2015



WINNING ENTRY

Moral Policing - Law of the Land

"The repression of my rights and coercion of your ethical norms to forcefully align my behavior and suit it to your criteria of 'acceptable conduct', through violent or illegal means."

Or

"Working towards a better future by attempting to stop degradation of values, morals and ethics in the greater interest of society, often (reluctantly) using dynamic and compelling means."

Which of the above two is right?

If you have been on the receiving end, you would propagate the first one but if you are driven by a desire to help society by implementation of small, but stringent rules, you would firmly stand by the latter.

The best way to resolve issues is to understand other's perspective, and respect their opinion, and not always try and enforce our thoughts and belief systems upon them. However, sometimes things are stretched a little too far, when people go to the extent of using violence to enforce their beliefs upon others. It is a product of very simplistic belief that everything 'traditional' is sanctimonious and all things western are evil. They masquerade as the guardians of their culture and tradition.

They fail to realize that by using violence as a means to ensure the preservation of their culture, they are tarnishing it beyond repair.

Instead of following what is legal and making efforts to understand issues of pertinence, they start 'punishing' people who have taken a different moral stance. Common things these 'moral policers' have taken objection to include Valentine's day, love marriages, couples meeting in public, sex education in schools, Law of the Land (Aggregate of all custom, statute usage, and other types of laws of a country applicable to everyone within the jurisdiction of its courts).

It can easily be understood through the picture above, where two people are standing opposite an object that looks different from different angles. The amusing thing is that both parties feel that they are right; and that 'THEIR TRUTH' is 'THE TRUTH'.

Since it is easier to live with our prejudices and biases, illusions and perceptions rather than understand our opposition's perspective, conflicts are created and continued everywhere, including Moral-Policing. If someone is doing wrong, it is the duty of the police to take an action against it. Other people do not have any right to punish them at their own level. Even the law does not support moral policing.



Mr. Priyesh Shrivastava
Technical Analyst to
Technical Head (Mangrol)

Winning Entries

1st Runner Up

Moral Policing – Law of the land

Mr. Vivek Sharma
Engineer (Instrument), PM Cell

2nd Runner Up

Impact of GST on Business

Mr. Sudheer Kumar Nair
Sr. Officer (Production Dept.), Mangrol

Participating Entries

Moral Policing – Law of the land

1. CA Sonika Arora – Sr. Accounts Officer (White Cement), Kanpur
2. Mr. Bandari K – Shift Engineer (Production Department), Fujairah
3. Mr. Saurabh Gupta – DGM (Taxation & Management Services), Kanpur

Impact of GST on Business

1. Mr. Bandari K - Shift Engineer (Production Department), Fujairah
2. Mr. Anil Thakur – Sr. Engineer (Process), Mangrol
3. Mr. Chetan Badola
4. Mr. Gaurav Mishra – Senior Officer (MIS), Kanpur
5. Mr. Nilesh Kumar – Purchase Department, Jharli
6. Mr. Vikas Gupta - Assistant Manager (Accounts), Kanpur
7. Mr. Priyesh Shrivastava - Technical Analyst to Technical Head, Mangrol

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

1. The Increasing importance of Cyber Security
2. Importance of Soft Skills for Career Growth

Last date for submission of entries is
25th June 2017

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

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

Participation in Industrial Conclave - Katni

The Government of Madhya Pradesh and the Department of MSME, in partnership with Confederation of Indian Industry (CII) organised the Katni Industrial Conclave at Katni on 8th & 9th April.



Mr. Rajendra Shukla and Mr. Sanjay Satyendra Pathak along with Mr. Anil Badgotri – Unit Head and other officials of the Company

On the initiation of the CII, DIC and the Local collector, the Katni team also participated in the conclave and set up an arcade in the exhibition demonstrating the Company's products and development plans. The Chief Guest for the event was Mr. Rajendra Shukla, Cabinet Minister of Commerce & Industry, Minister of Mining Resources and Minister of Public Relations (Govt. of Madhya Pradesh) and Mr. Sanjay Satyendra Pathak, Minister of state MSME graced the occasion as the Guest of Honour.

The Conclave received a good response, with participation from more than 100 investors from different parts of the Country, besides the local industries/investors. Mr. Vivek Pratap Singh from CTS, Gwalior was also present at the exhibition.

Commissioning of Small Packing Plant - Katni

A small packing plant at Katni was commissioned on Ramnavami. A *pooja* was performed by Mr. Anil Badgotri - Unit Head along with other plant executives.



Mr. Anil Badgotri – Unit Head performing the pooja

With this commissioning, the Katni plant can now pack 1 kg and 5 kg Wall Putty alongside the existing 20 kg, 30 kg and 40 kg packing. The small packing FFS machine is supplied by M/s Bosch Ltd. and this machine has the facility to pack both 1 kg and 5 kg packing.



The machine producing 5 kg packing

Corporate Social Responsibility

Laying the foundations of a better world



JK Cement Works, Nimbahera partners with Medanta for a two day Medical Camp

JK Cement Works, Nimbahera partnered with Medanta – The Medicity to provide free healthcare to the underprivileged in Nimbahera, Rajasthan on 24th - 25th February. A medical camp was organized under the able leadership and guidance of Mrs. Sonam Singhania – Madam Special Executive.

The camp was inaugurated by Mr. Srichand Kriplani - UDH Minister, Government of Rajasthan. This campaign foresaw the treatment of 1213 patients by renowned doctors of Medanta. Apart from physical examination, other important medical diagnostics like Blood Pressure, Blood Sugar, ECG, Echocardiography and X-Ray were also conducted free of cost.

Dr. SK Chaudhary and his team from Medanta registered

1586 patients for the camp. To encourage more registrations, free medicines, food, water and transportation was also arranged. Mr. S K Rathore – Unit Head addressed a large media gathering on the final day of the camp, where he shared insights of the camp's success. He also mentioned the role of Mr. Yadupat Singhania – Chairman & Managing Director in inspiring and propelling various CSR activities being undertaken by the Company. He also sincerely thanked Mrs. Sonam Singhania for her gracious presence, guidance and support.



Mr. SC Kriplani, Minister for UDH, Govt. of Rajasthan inaugurating the camp



Doctor explaining process of using inhaler to an asthmatic patient



Registration of patients

International Women's Day - Mangrol

JK Cement Works, Mangrol organised International Women's Day on 8th March at Ladies Self-Reliance Centre, Mangrol. Mr. Bhanwar Lal Vishnoi - Regional Development Officer, Nimbahera graced the occasion as the Chief Guest and Mr. DV Sharma – Head Trainer was the Guest of Honour.

The members of *Kriti Sansthan*, *Arunima Seva Sansthan* and Sparsh Sanitary Pad Project were an integral part of the

programme. Mr. Shailesh Choubisa, Mr. Rajeshwar Sharma and Gram Panchayat Secretary, Mr. Babu Lal Dashora also graced the occasion. The members of Surbhi Club shared their ideas to improve the centre. They also spoke about their experiences of partaking in the various training programmes held at the centre that have impacted their lives positively.

JK Cement Works, Nimbahera donates towards 'Mukhyamantri Jal Swavlamban Yojana'

As a step towards fulfilling its social responsibilities, J K Cement Works, Nimbahera recently became a partner in Rajasthan Government's ambitious project 'Mukhyamantri Jal Swavlamban Yojana'. The Nimbahera team donated a handsome amount and took up rain water harvesting work at *Atal Sewa Kendra*, Village Arniya Joshi so as to increase underground water level by preventing wastage of rain water.

District Collector, Mr. Indrajeet Singh expressed his gratitude towards the Company for becoming an active partner in the scheme.



Mr. SK Rathore - Unit Head presenting the donation to Dist. Collector, Chittorgarh

Renovation of Police Guest House - Gotan

JK White Cement Works, Gotan shouldered the responsibility of complete renovation and furnishing work of the Guest House of Police Line Nagaur. They also provided furniture and fixtures for the guest house.

Mrs. Malini Agarwal – I.G. Police and Mr. CP Jhagdawat – V.P. (C&A) inaugurated the guest house on 3rd March. Mrs. Agarwal praised the Company's initiatives and their commitment towards Corporate Social Responsibility.



Mrs. Malini Agarwal - I.G. Police and Mr. CP Jhagdawat - V.P. (C&A) during the inauguration



Earth Day - Jharli

Earth Day is celebrated globally on 22nd April every year to demonstrate support for environmental protection. JK Cement Works, Jharli also participated this year by planting trees at the plant premises.

On this occasion, many staff members shared their views on how to contribute to a greener world. They also took an oath of planting as many trees as they can and reducing the wastage of plant bi-products.



Team Jharli planting sapling on the occasion of World Earth Day

Corporate Social Responsibility

Plantation Week - Fujairah

JK Cement Works, Fujairah participated in the Plantation Week organised by Fujairah Municipality from 12th to 16th March. The target of this Plantation Week was to plant saplings in various schools, companies and factory premises so as to reduce carbon footprint and environmental pollution. The Company, along with the members of Fujairah Municipality planted 10 saplings in the plant premises.



Clean-up Campaign - Fujairah

JK Cement Works, Fujairah (JKCWF) participated in the clean-up campaign that was organized by Environment Protection Section, Fujairah Municipality in March. The Fujairah team was given the responsibility to clean up an area near a beach and they spent almost half a day tidying it up. The Fujairah Municipality greatly appreciated the plant's participation in the campaign.



Donation of Cricket Kit - Katni

The JK White, Katni team donated cricket kits to the Youth Cricket team of Badwara Sports Club as a part of its CSR initiatives.

Mr. Anil Badgotri - Unit Head, along with Mr. Alok Raj Goutam of Katni plant distributed the cricket kits to the team with the aim to promote the sport among the village youth as well as inspire them to cultivate the spirit of sportsmanship.

Mr. Anil Badgotri - Unit Head
and Mr. Alok Raj Goutam
distributing cricket kits



Editorial Board :

Nitish Chopra

Head (Branding & Communication)

Shivapriya

Asst. Manager (Branding)

Diya Sengupta

Officer (Branding)

Editor : Raghavpat Singhania
J.K. Cement Ltd.

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

Printer : Brijbasi Artpress Ltd.

Owner : J.K. Cement Ltd.

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

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

For any feedback, inputs and suggestions please contact : editor.jkspotlight@jkcement.com

Bi-Monthly House Magazine for free distribution