

JKspotlight

Towards Perfection – Our Tradition

Jul.-Aug. 2017
Volume : 1 Issue : 33



NEW AND IMPROVED
CONTAINS HIGH PERFORMANCE POLYMERS

JK
PrimaxXTM
White Cement Based Primer

Best Finish, Best Nikhaar
Bahari Deewaron ka Sachha Yaar

Best
Suited for
Exteriors



Highlights

Annual
**Dealers
Conference**
Grey Cement
Bangkok, Thailand

Annual Dealers
Conference
Grey Cement
Bangkok, Thailand

JK
PrimaxXTM
White Cement Based Primer

Relaunch of
JK PrimaxX



JK Cement Works, Mangrol bags the Golden Peacock Award

JK Cement Works, Mangrol bagged the prestigious 'Golden Peacock Award', instituted by the Institute of Directors (IOD), under the category 'Golden Peacock Eco-Innovation Award (GPEIA)' on Environment Management. The award was presented by Hon'ble Judge (Supreme Court of India), Mr. Kurian Joseph to Mr. K. M. Jain - Head (Commercial) and Mr. Rajesh Mathur - Dy. GM (Production) at the 19th World Congress on Environment Management and Golden Peacock Awards Presentation Ceremony in Hyderabad on 7th-8th July.



Mr. Rajesh Mathur - Dy. GM (Production) and Mr. K. M. Jain - Head (Commercial) receiving the award

Hon'ble President of India visits Kanpur



Chairman and Managing Director, Mr. Yadupati Singhania meeting with President of India Sh. Ram Nath Kovind

Total Lubrication Management (TLM) Room Inauguration - Jharli

In the process of creating the concept of TLM (Total Lubrication Management), JK Cement Works, Jharli prepared a room for lubrication storage for the Plant. Mr. Harish Agarwal - Unit Head inaugurated the room on 2nd August. As per the concept, storage lubrication should be standardised and colour coded. This is another significant step towards centralising maintenance activities.



A glimpse of TLM Room, Jharli



Mr. Harish Agarwal - Unit Head inaugurating the TLM Room



FROM THE editor's desk

Dear colleagues and friends,

This year has been a whirlwind of activities for the Company. As yet another issue of Spotlight reaches you, it gives me immense pleasure to inform you all about the latest developments in the Organization.

We embarked upon a new beginning as we signed on one of India's hugely talented comedians, Sunil Grover as the brand ambassador for JK PrimaxX. He features in our brand new TV Campaign that clearly highlights the properties of our product with the help of the contrasting and highly amusing personalities of brothers Ram and Shyam and establishes JK PrimaxX as 'Bahari Deewaron Ka Sachha Yaar'.

In continuation of our efforts towards strengthening our partnership with our dealer community, the first ever International Annual Dealers Conference for JK Super Cement was organized for our Gold and Platinum dealers in Bangkok. Furthermore, since our channel partners are the pillars of our nationwide success, Annual Stockist Meet for White Cement (South Zone) was held in Bengaluru, honouring the achievements of our stockists.

Another important focus is on the Independence Day celebrations that was held across various centres of the Company with much pride and a deep sense of patriotism. Our commitment to social service has always guided the company's philanthropic directive and towards that end various Corporate Social Responsibility activities were organised at different centres.

Our spotlight in this issue is on Mr. SK Jain – Head (Technical), Fujairah and Mr. Vikrant Hundswadkar, M/s Cement Bazaar, North Karnataka who have been major contributors to the Company's success story.

In conclusion, I would once again like to thank all the avid readers of Spotlight, who have encouraged us to make it the engaging interaction medium it is today. I urge you all to continue to exchange your encouraging feedback and inputs, and support our tireless efforts.

Best regards,

Raghavpat Singhania
JK Cement Ltd.

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Celebrations

Independence Day

Amid unfurling of the tricolour and colourful parades, the 71st Independence Day was celebrated across all centres of the Company.



Kanpur

Kamla Tower

Independence Day Celebrations at Kamla Tower began with the Chief Guest, Mr. Anil Kumar Agrawal - Sr. VP (Taxation) garlanding the portrait of Gandhi Ji. The Chief Guest then hoisted the National flag along with Major S.B. Singh - GM (Admn. & Security).

Mr. Agrawal along with Maj. S.B. Singh inspected and saluted the Independence Day parade conducted by the security personnel. The National Anthem was sung by everyone present, which was followed by a speech by Mr. Agrawal, where he emphasised on the importance of the day. Further, he spoke about the empowerment in our Country, which is the biggest democracy of the World in terms of economic, social and political development. The celebrations concluded with distribution of sweets.



Mr. Anil Agrawal inspecting the parade



Mr. Anil Agrawal - Sr. V.P. (Finance & Taxation) saluting the National Flag

Kamla Nagar Township

Kamla Nagar Township celebrated Independence Day with traditional gaiety and gusto. Patriotic songs were played during the festivities, honouring the day our Country became independent in 1947.

Mr. S. K. Sinha - Deputy Chief Labour Commissioner (Central Govt. of India) was the Chief Guest for the day. Mr. Sinha unfurled the National Flag, which

was followed by the Guard of Honour presented by the security staff under the leadership of H. Capt (Retd.) Mr. K.K. Singh. Mr. Sinha inspected and saluted the Independence Day parade conducted by the security personnel. This was followed by the National Anthem.

The cultural program commenced with a puppet show and a special patriotic presentation which was enjoyed by one and all. This was followed by a quiz for the audience. The event was concluded with vote of thanks and distribution of sweets.



Mr. S.K. Sinha - Chief Guest garlanding the portrait of Mahatma Gandhi



Patriotic Presentation



Mr. D K Patel - Technical Head (Mangrol) presenting the citation to Mr. O P Vasu

Nimbahera and Mangrol

JK Cement Works, Nimbahera celebrated Independence Day with great enthusiasm and patriotism. On this occasion, Mr. SK Rathore - Unit Head, the Chief Guest for the event, hoisted the National flag in the factory premises, which was followed by the National Anthem. He then inspected the Guard of Honour presented by Security Personnel. In his speech, he called upon everyone to work hard in the interest of self, the



Company, society and the Nation at large. The program ended with vote of thanks and distribution of sweets.



Security personnel presenting the Guard of Honour to Mr.S.K. Rathore - Unit Head

The Mangrol family also celebrated Independence Day with full fervour. Mr. D. K. Patel - Technical Head hoisted the National Flag. Mr. Patel distributed 'Best Contribution for Plant' award to Mr. Om Prakash Vasu for his excellent observation & communication skills. Kailash Vidya Vihar, Padam Vidya Vihar and JK Institute of Technology also celebrated the day with great zeal.



Students of Kailash Vidya Vihar singing a patriotic song

Gotan



Mr. CP Jhagdawat - VP (C&A) addressing the gathering

The employees of White Cement and Grey Cement plants at Gotan celebrated the 71st Independence Day with great enthusiasm. The Indian Tricolor was hoisted by Mr. Rajeev Sharma - Unit Head who accepted the salute of the parade of security staff.

Mr. CP Jhagdawat- V.P. (Commercial and Admn.) in his address, spoke about the great significance of Independence Day in the Indian history. He also expressed his gratitude to the

employees who have contributed to the Company's progress through their incessant and altruistic endeavors.

Mr. Rajeev Sharma felicitated the employees for their exemplary contributions. Mr. CP Jhagdawat and Mr. PC Jain awarded the winners and runners up, where the respective head of departments were also present. The prize distribution was followed by distribution of sweets. Independence Day was celebrated with great patriotic fervour at LK Singhania Education Centre as well.



Tug of war



Students of LKSEC during the parade



Mr. Rajeev Sharma - Unit Head felicitating a security personnel

Muddapur

At Muddapur, Chief Guest Mr. R B M Tripathi - Unit Head hoisted the National Flag and received the Guard of Honour that was presented by the security personnel, followed by march-past that was headed by Mr. Shankar Badagi. Mr. Jayant Malhotra - Technical Head, Mr. Uma Shankar Chaudhary - Head



Mr. R.B.M. Tripathi - Unit Head saluting the National Flag

Production, Mr. Anil Gupta - Sr GM (Mechanical), Mr. K C Khandelwal-Head (E & I), Mr. Girish Bakshi-Head (ER) and heads of other departments, staff members and workers were also present on the occasion.



Mr. Pukhraj Jain awarding an employee on the occasion

Jharli

The 71st Independence Day was celebrated with great zeal at JK Cement Works, Jharli which was attended by around 300 people.

The National Flag was hoisted by Mr. Pukhraj Jain - Commercial Head, followed by the National Anthem and march past by the Security personnel. Mr. Jain also addressed the invitees, where he emphasized on team work and appreciated the staff members and workers for their efforts towards smooth functioning and development of the Plant.



Mr. Pukhraj Jain - Commercial Head, saluting the National Flag



Participants of fancy dress competition

The Pragati Club members performed a beautiful patriotic group song while the staff members as well as their children recited poems. A fancy dress competition for children was also organized. Employees and workers who excelled in their duties were awarded and sweets were distributed amongst all present.

Katni

The employees of JK White, Katni celebrated the 71st Independence Day on 15th August with patriotic fervour. The venue of the function was magnificently decorated by the staff members. The program started with hoisting of National Flag by Mr. Anil Badgotri - Unit Head followed by the National Anthem and the parade of security staff.

Mr. Badgotri in his address to the gathering paid tribute to the martyrs and said that the Independence of our country was possible with the countless sacrifices by great freedom fighters. Mr. Badgotri emphasized on the essential characteristics of a Model plant which

includes performance in productivity, quality, safety, cost competitiveness, compliances of legal requirements, pollution free environment. He appreciated the team for having achieved these to a great extent with their untiring efforts and appealed to all the employees to work on the philosophy of continuous improvement in all these areas.

The program was well attended by the staff and workers.



Mr. Anil Badgotri - Unit Head addressing the gathering

Celebrations

Eid Fujairah

Distribution of sweets marked Eid-Al-Adha celebration at JK Cement Works, Fujairah on 17th August. Everyone participated in the event joyfully. One major highlight of this event was the interaction amongst various staff members belonging to different departments, leaving everyone with a smile on their faces.



LK Singhanian Education Centre, Gotan

Eid, the festival of love and peace, was celebrated in the school assembly area of LK Singhanian Education Centre, Gotan on 26th June. Mrs. Sushma Arora - Vice President (LKSEC) was present on the occasion and extended her blessings to everyone. Mr. Yaseem Khan - Science Teacher spoke about the importance and sanctity of the day. He explained that Eid is a day of celebration, an end to a month-long discipline and fasting.

Mrs. Arora felt that the schools should celebrate Rakhi, Janmashtami, Eid, Christmas and all other major festivals of India, thereby enabling the students to imbibe religious tolerance and understanding of different faiths. Mr. R. C. Joshi – Principal wished everyone on this occasion and 'Idi' was given to all the Muslim brothers by Mrs. Arora.

The programme ended with the staff members being treated to *Sewaiyaan*, a special sweet dish that is a popular treat on Eid.

Celebrations

Janmashtami



Kamla Tower, Kanpur

Janamashtami was celebrated traditionally with full devotion and enthusiasm at the Dwarkadheesh Temple and Shri Radhakrishna Temple. 'Vishesh Puja', 'Abhishek' and 'Shringar' was performed on this auspicious day.

Shri Radhakrishna Temple, popularly known as JK Temple, was beautifully illuminated for the occasion.

Gotan

Students of LKSEC

Janmashtami was celebrated with great splendour at Gotan and the Admin Building was decorated beautifully for the occasion.

The Krishna Leela program was performed by the famous 'Brij Lok Manch Mathura', to celebrate the day. In the cultural program, various programs, including bhajans based on the life of Lord Krishna were performed.



Mr. C.P. Jhagdawat - VP (C & A) and
Mr. Rajeev Sharma - Unit Head during the puja

Mr. Rajeev Sharma - Unit Head, Mrs. Chitra Sharma and other staff members performed the puja under the guidance and blessings of pandit Shri Rakesh Vyas from Mertacity and Mahant Baba Garib bandhu Dass Maharaj of Ramdas Shyamdas Samadhi Sthal. Prasad was distributed to everyone present.





Nimbahera

The Nimbahera family celebrated the birth of Lord Krishna with great reverence. The Shri Radha Krishna Temple, situated in the plant premises, was decorated gloriously by coloured flags, flowers and electric lighting. The idols of Lord Krishna, Goddess Radha, Lord Hanuman and Lord Yadureshwara Mahadev (Shiva Panchayatan) were elaborately decorated. The religious programmes commenced in the morning, where special *pujas* were conducted.

Mr. SK Rathore - Unit Head, Mr. KM Jain - Head(Commercial), Mr. RK Bajaj - VP (Projects) and other staff members were present during the function.

Mr. Rathore and Mrs. Neelam Rathore performed 'Abhishek' followed by a special *pooja* and distribution of *prasad*. *Bhajan Sandhya* was organized in the evening.

Padam Vidya Vihar and Kailash Vidya Vihar also celebrated the birthday of Lord Krishna with great devotion.



Radha Krishna at JK Temple



Exhibition put up by students



Mr. S.K. Rathore - Unit Head and Mrs. Neelam Rathore performing the puja



Muddapur

Janmashtami was celebrated with great religious fervour and gaiety by Roshni Club on 14th August. Mrs. Poonam Malhotra - Vice President and all the club members performed a special puja of Lord Krishna. On this special occasion, Mr. R.B.M. Tripathi - Unit Head and Mr. Jayant Malhotra - Technical Head attended the ceremony and worshipped Lord Krishna.

Club Members showcased a colourful 'Shree Krishna Jhanki', depicting the various stages of his life. Children of the staff dressed up as Lord Krishna and Radha. All the members participated whole heartedly and thoroughly enjoyed the festival. The celebrations ended with 'Panjiri' prasad distribution.



Katni

JK White, Katni plant celebrated Shri Krishna Janmashtami with great enthusiasm. The venue was well decorated with flowers and lights. Various tableau on Lord Krishna's life were displayed which included



Celebrating the Strength of Partnership First Ever International Annual **Dealers Conference** Grey Cement - Bangkok, Thailand



Mr. AK Saraogi - CFO & President (Corporate Affairs)



Agarwal & Co. - North 1 Zone Winner, Mathura (UP)

In our ever-strengthening pursuit of excellence, the Company is heading towards new and exciting beginnings. The rebranding of Super Cement heralded another new beginning. As an extension of this exciting journey, the first ever International Annual Dealers Conference for JK Super Cement's Gold and Platinum dealers was held on 30th July at Bangkok Thailand. The meet was attended by over 450 channel partners from across the Country and was aptly themed, 'The power of U', based on our new brand logo of JK Super Cement. This was done to emphasize the significance of the logo, which portrays the indispensable role of the Company's channel partners in its success story.

Inspired by the determination and indomitable spirit of our channel partners, the theme was designed to motivate them to tap into their true potential. The entire evening, from the majestic stage set up to the mesmerizing entertainment was crafted to reinforce the message of theme and the brand.

Magnificent temples, authentic canals, exotic food, busy markets and visual delights, make Bangkok a true tourist paradise. The visitors were treated to a great variety of tourist places in Bangkok, mostly historical attractions and temples with elaborate architecture and art. The exquisitely decorated Buddhist temples left the guests spellbound by the craftsmanship and elaborate details. Another major attraction was the Ong Bak live performance, which allowed the audience to experience the thrill of Thai boxing, mixed martial arts and exciting special effects.

The gala evening began with inspiring addresses by Mr. Raghavpat Singhania, Mr. Madhavkrishna Singhania and Mr. AK Saraogi – CFO & President (Corporate Affairs). Mr. Rajnish Kapur - Business



Mr. Madhavkrishna Singhania



Arvind & Company - West Zone Winner, Indore (MP)



Sarvesh Cement Shoppy - South Zone Winner, Kolhapur (Maharashtra)



Mr. Rajnish Kapur - Business Head



Om Cements - North 2 Zone Winner, Faridabad (Haryana)



Mr. Deepak Mehra - President (Marketing)

Head and Mr. Deepak Mehra - President (Marketing) thereafter very succinctly laid out the vision for JK Super Cement.

There was a plethora of awe inspiring entertainment and variety of acts such as the Thai UV dance act and Martial Arts demonstrations performed by Artists from Thailand's Got Talent fame. The Shivaay and 'Power of U' acts performed by 5678 dance troupe left everyone spell bound. The highlight of the evening was the performance by renowned comedian of the Kapil Sharma Show fame, Ali Asgar who had everyone in splits with his hilarious antics. The emcee Nitin Arora, being his usual charming self, was the perfect host for the evening. During the course of the event, the top performing dealers were felicitated for their exemplary performance.

Our dealers have been instrumental in helping us achieve higher growth and a stronger brand presence due to their incessant efforts. The meet was a small token of our appreciation for our channel partners, as we gear up to chart new horizons of success together.



Mr. Raghavpat Singhania



Project NIRMAAN



Project Nirmaan –

Project Nirmaan – the journey of 'One Group Transformation' was started with the objectives of:

- Operating as one group rather than collection of plants.
- Developing high performing business processes and technology capabilities.
- Bringing transparency in reporting.

We partnered with Accenture, a global consulting firm to develop best in class business processes and then engaged with multiple IT implementation partners for technology enablement of BPR recommendations through SAP upgrade and other add-on IT tools.

We are in the closure stage of Project Nirmaan and ensuring the adoption and sustenance of BPR recommendations has become even more essential to reap the benefits and achieve the project's objectives.

Progress during the period of July-August:

C4C – CRM Tool:

C4C is another step towards the transformation of Sales & Marketing function through effective and efficient customer relationship management. It is important to integrate the processes to give the stakeholders an efficient approach in maintaining and creating relationships with customers.

We had partnered with global consulting firm, PwC for C4C implementation which is scheduled to roll out in 2 phases – Wave 1 and Wave 2. Wave 1 functionalities (for both Grey & White Business) have gone live in the system with cumulative efforts of internal Coaches, PwC team and the entire JKC team.

Wave 1 C4C functionalities have been developed with continuous business inputs followed by rigorous validation and testing by designated Business Owners.

C4C will offer various benefits to the organization like:

1. On the go data access for decision making & planning
2. Content sharing
3. Managing sales data for strategic and tactical decision making
4. Reports & Dashboards for Analytics
5. Enhancing the stakeholders' experience
6. Empowering sales team for better planning and execution
7. Standardization of reporting formats.

MDMS (Master Data Management Solution)

With an objective to streamline the Master Data Creation, Modification and Maintenance across the Company,

MDMS Tool has been implemented for the following critical Masters being used in the organization:

Materials Master, Equipment Master, Recipe (BOM) Master, Asset Master, GL Masters, Pricing Master, Vendor Master, Customer Master

Material Master, Equipment Master, Recipe (BOM) Master and Asset Master has been implemented across all Plants in India. The same is in progress for other Masters as well.

Some of the expected Business Benefits are:

1. High quality master data creation by controlling duplicity (if any)
2. Accountability of creation
3. Verification and approval process
4. Reduced data entry through MDM rules engine
5. Defined workflows for approval processes
6. Quick master creation through standard procedure including system instead of mail trails
7. Audit Dashboard for transparency on Master data changes throughout the year

Management Reports:

Management Reports is one of the highly expected deliverables of Project Nirmaan which is essential to attain the objective of 'single source of truth' and 'transparency in reporting' across the organization. Reports have been developed and made available for the stakeholders in the areas of Procure to Pay (P2P), Plan to Produce (PLTP) and Order to Cash (O2C - White Business). Cost Sheet is also configured and available as an output from CO module in Record to Report (R2R).

Road Safety Awareness Program - Kailash Vidya Vihar

Kailash Vidya Vihar organised a road safety awareness program for students on 13th July. The purpose of the program was to spread awareness among students regarding traffic rules and road safety. The road safety program adopted two main sub-themes, one related to awareness on road safety issues for the general public and the other was focused on road safety issues for drivers of different vehicles.

Mr. Gopi Chand Meena - Dy SP (Nimbahera) inaugurated the Road Safety Awareness Programme in the school. Under his supervision, Mr. Prem Singh



Road safety rally by students



Chundawat - Sub-

Inspector addressed the students and spoke about road safety and traffic rules. In his speech, he covered topics such as various traffic signals, traffic rules, causes of accidents and safety measures, vehicle speed limits, legal procedure to obtain driving licence, etc. He also cautioned students not to drive vehicles without a license.

The students sincerely participated in the programme and put forward their questions. The School also organized an awareness rally around the city where the students and teachers participated by carrying posters and shouting slogans.

Police authority explaining students about road safety

All India Science Quiz - LK Singhania Education Centre, Gotan

LKSEC, Gotan conducted a Science Quiz on 31st August, which witnessed participation from students from all over India. Prof. Sameer Khandekar - IIT Kanpur graced the occasion as the Chief Guest, while Mr. B.K. Arora - Business Head (White Cement) and Mrs. Sushma Arora - Vice President (LKSEC) were the Guests of Honour. The quiz was conducted by the famous quiz master Abhishek Sengupta.

The quiz was in two tiers; the first was the elimination round and the second was the final round. The participants were tested by the quiz master by way of questions on Physics, Chemistry, Biology, Mathematics and Computer Science besides the wheel of fortune, buzzer round, multiple choices, audio visual clue round and rapid fire round. Prof. Khandekar gave away the prizes to the winners and also delivered an inspiring speech.

In the final round, LKSEC secured the first position with their prompt and correct answers. The second position was held by the participants of DPS Jodhpur, while Maheshwari Public School Jaipur bagged the third position. Since the host school is not entitled for the winner trophy, the same was lifted by DPS Jodhpur.

Mrs. & Mr. Arora presented a memento to Prof. Khandekar and Quiz master Mr. Sengupta. Mr. Arora, in his speech, spoke highly about the caliber of the younger generation and expressed certainty that the wise words of Prof. Khandekar would inspire tomorrow's scientists.



Mr. B.K. Arora - Business Head (White Cement) and Mrs. Sushma Arora - VP (LKSEC) paying tribute to Sir Padampat Singhania



Chief Guest, Mr. Sameer Khandekar being presented with a memento



Quiz Master Abhishek Sengupta with the students in the final round



Winners posing with the trophy

EVENTS

Kamla Nagar Champions League for Children



Corporate HR has always undertaken initiatives for the employees and their family members as a part of employee engagement activities. Keeping this in view, a Cricket Tournament 'Kamla Nagar Champions League' was organised for the kids of employees in the age group of 10-15 years at JK Staff Colony, Kamla Nagar on 17th and 18th June.

Mr. S. K. Agarwal - Director (UPCA) graced the event as the Chief Guest. Three league matches were held on the first day and the final match was played between the semi-finalist teams - Kamla Nagar Green and Kamla Nagar Blue on the second day.



Kamla Nagar Green emerged as the winner while Kamla Nagar Blue was announced as the Runner-up. Champions Trophy was presented to the winning team.



The match was enthusiastically attended by the colony residents, extending their complete support to the kids. Refreshments were also organised for everyone.

Haryali Teej Celebration - Muddapur

Roshni Club, Muddapur organised a fun filled Haryali Teej – the festival of swings. A get together was also organized by Mrs. Deepika Khandelwal & group on 26th July, wherein the club and the park were beautifully decorated with garlands.

The function began with a puja for the women. Most of the women were dressed up like a bride in beautiful green attire, bangles and jewellery with mehendi on their palms.

Decorated swings and Rajasthani sweets were the prime attraction at the celebration. Mrs. Sushila Tripathi - President and Mrs. Poonam Malhotra - Vice President were also present on the occasion.



Birthday Celebration of Respected Lady Director - Kanpur

The female employees at Kamla Tower, Kanpur organised a birthday celebration for our lady Director Mrs. Sushila Singhania ji, also fondly known as *Ammaji*. The day was celebrated with simplicity. A small memento was also presented to her as a token of love. She conveyed her gratitude and also gave her blessings to all the employees.



Industrial Training for Students of Sir Padampat Singhania University at Fujairah

JK Cement Works, Fujairah in collaboration with Sir Padampat Singhania University, Udaipur organized an international industrial training for 12 students from the University. The students were introduced to various functions in the international operations and successfully completed projects in various streams.



Bhoomi Poojan Ceremony for Capacity Expansion Project at Katni

The *Bhoomi Poojan* ceremony for Plant Capacity Expansion Project at Katni was solemnized on 23rd August at the expansion site. This project will lead to the enhancement of plant capacity from 2,00,000 MT per annum to 4,00,000 MT per annum. The project is expected to be completed in eight months.

The ceremony was attended by Mr. Anil Badgotri - Unit Head along with his wife Mrs Veenu Badgotri, Mr. Rishi Agarwal - Management Trainee (Delhi), Mr. MK Singh - General Manager (KEC, civil contractor for this project), various business associates and employees and workers at the plant.

The *poojan* began with a havan along with other holy rituals and worship of civil tools. The ceremony was concluded with the chanting of *Hanuman Chalisa* and distribution of *prasad*.

The Katni team also conveyed their gratitude towards the Management for sanctioning the capacity expansion project within the first year of commissioning of the plant.



Bankers Meet - Delhi

Working Capital & Term Lenders Banker's consortium Meet was held on 23rd August at Hotel Le Meridien, New Delhi. This was attended by Zonal & Branch Heads of Consortium Banks.

Mr. Abhishek Singhania along with Mr. Anil Agarwal - Sr. Vice President (Taxation & Finance), Mr. Atul Bagla - Vice President (Corporate Finance), Mr. Sanjeev Garg - Vice President (Finance & Corporate Affairs) and Mr K.B Menon - Asst. Vice President (Finance) graced the occasion.



With this new and exciting chapter in the brand journey of JK PrimaxX, we hope to propel the Company towards greater heights.





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WINNING ENTRY

Do you agree with the Government that Nationalism and Patriotism is need of the hour?

I "Impose" is the word that differentiates Democracy and Dictatorship. In my opinion, incorporating some aspects of Sainik Schools in regular schools is a step towards killing democracy in the Country. A little discipline will not harm anyone but imparting militaristic education in every school in the name of Nationalism and Patriotism will interfere with our rights, because there are people who don't want to go to a military school and instead wish to become scientists, artist, engineers or doctors.

There have been some instances in the Country which question the Nationalism and Patriotism of few people but over 34600 cases of rape have been reported across the country last year, so why don't we start educating people on how to be human first?

The education system in our country is already in a very disreputable state, specifically when it comes to giving stress to youngsters. This harsh Clampdown will include stringent military training, which I feel is

unnecessary for the students who have no interest in the same.

It is hard to digest this fact but our education is decaying; 'Brain Drain' has increased to 256 percent in the last few years. The need of the hour is to improve the education system such that the emphasis is more on creativity, innovation and original thinking. Eric Schmidt (CEO Google) announced that Indians have the ability to build the next Google if the country "plays its cards right."

Sadly our dialogue has moved from development to patriotism and war. One doesn't need to enforce nationalism/patriotism through schools by military training. If you provide good education, create a peaceful atmosphere for everyone to coexist, create an environment for job creation and improve standard of living, patriotism will come naturally.

Nationalism and Patriotism

Faraz Mohammed
Management Trainee (HR)
- Nimbahera

Winning Entries

1st Runner Up

**What is the key to success:
Smart Work or Hard Work?**

Ms. Nishant Hashmi
Graduate Engineer Process, Fujairah

2nd Runner Up

**Do you agree with the government that
Nationalism and Patriotism is need of the hour?**

Mr. Mrityunjay Kumar Jha
Civil Engg. Dept., Muddapur

Participating Entries

Do you agree with the government that Nationalism and Patriotism is need of the hour?

1. Mr. Manish Vaishnav – Dy. Manager (Projects, Nimbahera)
2. Mr. Bharat Barara – State Co-ordinator (Indore)
3. Mr. Arun Kumar Tripathi – Sr. Manager (Accounts, Kanpur)
4. Ms. Nishant Hashmi - Graduate Engineer (Process, Fujairah)
5. Mr. Ankit Garg – Sr. Officer (Sales HR, Pune)

Participating Entries

What is the key to success: Smart Work or Hard Work?

- | | |
|--|--|
| 1. Mr. Vishal Sharma – Dy. Manager (CTS, Jodhpur) | 9. Dr. Prabhudev P Bagali – Medical Officer (Muddapur) |
| 2. Mr. Sumit Arora – Commercial Dept. (Gotan) | 10. Mr. Arun Kumar Tripathi – Sr. Manager (Accounts, Kanpur) |
| 3. Mr. Arun Kumar Tripathi – Sr. Manager (Accounts, Kanpur) | 11. Mr. Chandra Shekhar Dashora - Manager (HR, Nimbahera) |
| 4. Mr. Ankit Jaiswal – Assistant Manager (Marketing, Chandigarh) | 12. Mr. Pankaj Trivedi – Dy. General Manager (Mechanical, Nimbahera) |
| 5. Mr. Nilesh Kumar – Purchasing Department (Jharli) | 13. Mr. Suresh Kumar Kansal – Personnel & Admin. Dept (Nimbahera) |
| 6. Mr. Neeraj Kumar – Sr. Executive (Marketing, Delhi) | 14. Mr. Siddhartha Roy – Accounts Office (LKSEC, Gotan) |
| 7. Mr. Rohit Tripathi – PM Cell (Muddapur) | 15. Mr. Mukesh Kumar – Personnel & Liaison (Gotan) |
| 8. Mr. Mrityunjay Kumar Jha - Engg. Dept. (Civil, Muddapur) | |

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

1. Impact of Social Media on Youth
2. Importance of Employee Training and Development

Last date for submission of entries is
25th October 2017

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

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

Student Exchange Programme at Chiba University of Commerce, Japan - Sir Padampat Singhania University, Udaipur

A group of five students from the School of Management, SPSU participated in the 7th Student Exchange Programme at Chiba University of Commerce, Japan from 15th to 30th July. They were accompanied by Dr. Shweta Lalwani - Asst. Professor. The programme focused on theoretical lessons on Civil Movements in Japan, Japanese Arts & Culture, Japanese Financial Markets and practical learning through industrial visits. The students visited Haneda Chronogate, Yamato Transport Co., JFE Steel Corporation, Asakusa Temple, Sumida Hokusai Museum and Life Safety Learning

Center. Various cultural and academic activities were also conducted and the students participated enthusiastically and even won some prizes.

The students also presented their poster, titled 'India', under the activity titled 'World tour at I Square'. This activity witnessed participation by students from across 11 countries and 19 universities. The International Exchange Programme was a unique experience for the students as it was a wonderful blend of fun and learning.





PEOPLE POWER TRAINING PROGRAMMES

RTC TRAINING PROGRAMS - JULY 2017

RTC Nimbahera conducted 16 training programs in the month of July which included 7 Technical and 9 Management programs with 291 participants attending the same. 229 participants from JK Cement and 62 participants from different companies including Nirma Cement, UltraTech Cement, Wonder Cement, Nuvoco Vistas Corp Ltd, RD Mines attended the training sessions with great enthusiasm.

Highlight of the month was a training program conducted at Nirma Cement, Jaitaran on 'Reliability Centered Maintenance'.

Mr. Hemant Dave and Mr. Surender Singh conducted the program at the site and 32 participants attended the session. 'Smart Wireless Technology in Industry' was the latest training program added to the RTC Module. This program was conducted by Sheetal Wireless Team and Mr. RK Saxena (Director ENIC Corp.). 16 participants attended this program.



Participants and faculty members of Foundation Course in Management



Participants & faculty from the session on 'Smart Wireless Technology in Industries'

TRAINING SUMMARY JULY 2017

S. No.	Course Title	Trainer	Date	No. of Participants
1	CELEBRATING LIFE- INSIGHT, INVOKE INSPIRE	Mr. Swami	3-4/07/17	14
2	RELIABILITY CENTERED MAINTENANCE FOR ZERO BREAKDOWNS (NIRMA)	Mr. Hemant Dave & Mr. Surender Singh	6-7/07/17	32
3	POSITIVE ATTITUDE & MOTIVATION (Mudhol)	Ms. Huma Aziz	7-8/07/17	18
4	SMART WIRELESS TECHNOLOGY IN INDUSTRIES	Sheetal Wireless Team & Mr. Saxena	10-11/07/17	16
5	POSITIVE ATTITUDE & MOTIVATION (Mudhol)	Ms. Huma Aziz	10-11/07/17	24
6	SKILL DEVELOPMENT PROGRAM	Bhartiya Skill Development Team	12/07/17	27
7	SAFETY AND EMERGENCY MANAGEMENT	RTC Faculty	12-13/07/17	13
8	MAINTENANCE OF COMPRESSOR	RTC Faculty	13-15/07/17	11
9	FOUNDATION COURSE IN MANAGEMENT	Mr. Krishanaiyya	14-15/07/17	16
10	TRAINING OF TRAINERS	RTC Faculty	17-19/07/17	17
11	COMMUNICATION & PRESENTATION SKILLS	Ms. Huma Aziz	18-19/07/17	17
12	QUALITY CONTROL & PHYSICAL TESTING	RTC Faculty	20-22/07/17	7
13	EXECUTIVE DEVELOPMENT	RTC Faculty	22/07/17	25
14	AN ORIENTATION TO CEMENT MANUFACTURING	RTC Faculty	24-26/07/17	16
15	POSITIVE ATTITUDE & MOTIVATION	Ms. Huma Aziz	24-25/07/17	14
16	BUSINESS COMMUNICATION (SPOKEN ENGLISH)	Mr. Arif Khan	19-29/07/17	17

RTC TRAINING PROGRAMS - AUGUST 2017

RTC Nimbahera conducted 5 training programs in the month of August, which included 2 Technical and 3 Management programs. A total of 105 participants were trained during the month and participants from JK Cement as well as various companies such as UltraTech Cement, Wonder Cement, Nuvoco Vistas Corp Ltd, Shree Cement attended the training session, fully utilizing the opportunity. Highlight of the month was the training program on 'Stress Management', conducted by Ms. Huma Aziz and Mr. Rajesh Sharma at JK White Cement Works, Gotan.

Fifty one participants attended the session. A training program on 'Positive Attitude' was also conducted by Ms. Huma Aziz on 21st-22nd August at Kanpur office, where 22 participants attended the session.



Group Photo -
Stress Management,
Gotan



Group
Photo -
Blasting
Techniques



Group Photo -
Nav Chetna

TRAINING SUMMARY AUGUST 2017

S. No.	Course Title	Trainer	Date	No. of Participants
1	Stress Management (JK White Cement Works, Gotan)	Ms. Huma Aziz	10-11/08/17	51
2	Blasting Technique	RTC Faculty	21-22/08/17	8
3	Positive Attitude	Ms. Huma Aziz	21-22/08/17	22
4	Nav Chetna	Ms. Huma Aziz	28-29/08/17	15
5	Heat & Mass Balance	RTC Faculty	30-31/08/17	9

Marketing Induction - Gotan

Induction for the Marketing Executives was conducted from 19th – 22nd July, where a total of 17 Marketing Executives from Andhra Pradesh, Bihar, Chattisgarh, Gujarat, Kerala, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Uttar Pradesh and W. Bengal were inducted into the team. Mr. Amit Vaid - Officer (HR) presented the company profile, introducing the teams to the journey of JK White Cement and gave them a brief backgrounder of the plant and its various sections. Mr. Rajesh Sharma - Sr. Manager (HR) Kanpur spoke to them about JK Cement.

Mr. Ashutosh Shrivastava - Manager (Safety) conducted a session on Industrial Safety Aspects and briefed the team about the use of PPE during plant visit. Mr. KN Pandey - Sr. GM (QC) conducted a session on the basics of cement, explaining the history and manufacturing process of white cement, BIS specifications, specifications for cement testing procedures, quality parameters. Mr. RP Nagar accompanied the teams for Quality Control Lab visit, where demonstrations were conducted on physical and non-conventional testing of cement to ensure consistency of quality. Dr. Ranjeet Kumar Bagariya conducted awareness sessions on ISO & Social Accountability 8000 and explained

the concepts of integrated management systems to the visiting team. 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).

Mr. Prakash Kumar Saini & Mr. Brijesh Kumar Godha from the Civil Department took sessions on the basics of mosaic flooring including the 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. Mr. Ajay Garg - General Manager (Sales) explained the functioning of the sales department and highlighted the impact of GST on the Cement Industry. Presentations on marine insurance, medi-claim policy and Group Personnel Accident Policy were conducted through video conference. HR related policy and procedures were discussed by Corporate HR through a video conference with all the executives.

The induction program concluded with a meeting with Mr. Rajeev Sharma - Unit Head, Mr. Amit Mehta - Asst. Vice President (Technical) alongwith the respective faculty members. The group members shared their experiences, concerns and suggestions and termed it as a memorable experience.



Excel Training Program - Padam Tower, Delhi

A five days training program on excel skills was organised for the executives of CMC, CTS (Grey), White Cement-Marketing, Logistics and Procurement team at Padam Tower, Delhi.

The training program was organised in two phases: Phase 1: 31st July - 2nd August & Phase 2: 10th - 11th August, covering all levels of excel programme (Basic, Intermediate and Advanced). This program was exclusively customised

according to the needs of the participants. The training emphasised on practical assignments as well as live projects. All the participants enthusiastically participated in the sessions and showcased a great learning spirit. The training was concluded with presentation of certificates to all the participants by Mr. Sanjeev Garg - Vice President (Finance and Corporate Affairs) and Mr. Andleeb Jain - Chief People Officer.



Mr. Sanjeev Garg - VP (Corporate Affairs and Finance) presenting the certificate to a participant. Also seen in the photograph is Mr. Andleeb Jain - Chief People Officer.



Fun at Work - Fujairah

The work culture in JK Cement Works Fujairah is infused with 'happiness-boosting traditions'. This has been achieved by encouraging each employee to spare a few moments each day to simply get up and walk around the work space to share a laugh or compliment someone. To further promote this friendly work atmosphere and enhance team bonding, various activities are also organised regularly.



Workshop on Mines Safety Management at Regional Training Centre, Nimbahera

With a view to successfully implement safety management in mines, a workshop under the auspices of the Directorate General of Mines Safety, Govt. of India was organized at RTC on July 27 under the direction of the Dy. Director General (Mines Safety, Udaipur region). Mr. Maheem Kachhwaha - VP (Mines), extended a warm welcome to the guests and gave a brief sketch of the workshop. Mr. AK Porwal - Director (Mines Safety, Udaipur Region) gave a detailed presentation on



Workshop on Mines Safety in progress



Mr. Maheem Kachhwaha - Head (Mines) addressing the gathering

Safety Management and its implementation while working in the Mines. In the workshop, Mr. N Rajak - Dy. Director (Mines Safety, Udaipur Region) spoke about the various risk factors associated with Mines and ways to reduce or eliminate these risks. The Mines Managers of JK Cement Works, Nimbahera & Mangrol also shared their Safety Management

plans. Mr. Sanjeev Kumar Nomula - Dy. Director (Mines Safety, Udaipur), Mr. Raj Kumar - Dy. Director (Mines Safety, Electrical), and Mr. S Behra - Dy. Director (Mines Safety, Mechanical) provided new updates. More than 40 Managers and executives from Nimbahera & Mangrol participated in the workshop.

Annual Murti Sthapna at Baba Ramdasji Shyamdasji Samadhi Sthal - Gotan

Situated on the outskirts of Gotan is the Samadhi Sthal or Shrine of Baba Ramdasji Shyamdasji. The old and famous Shrine is on the Main Road of Gotan-Merta City and is a symbol of immense faith for the locals of the vicinity. A thick cover of greenery adds beauty to the peaceful ambience of the temple campus which is spread around 20-25 *bighas* of land. JK White Cement Works, Gotan renovated the Samadhi's main temple alongwith other buildings a few years ago.

In the year 2009, the company constructed a new Ram Mandir in this Samadhi campus alongwith a spacious hall for the devotees.

As an annual custom, this year also, the Satsang and Ratri Jagran were organized at the Samadhi Sthal on 16th -17th July. On 16th night, the *Sunder Kand Path* was conducted by the team of pandits alongwith ladies' club members, villagers and the company officials. On 17th morning, *Havan Pooja* was performed with the guidance and blessings of pandit Shri Rakeshji Vyas from Mertacity and Mahant Baba Garibbandhu Dasji Maharaj of Ramdasji Shyamdasji Samadhi.

Employees and the villagers rendered their voluntary services for *mahaprasad* arrangements. Around 6000-7000 devotees including locals from Gotan and the surrounding areas participated in the ceremony.



Murti Sthapna at Hanuman Temple - Dhanappa, Gotan

JK White Cement Works, Gotan renovated the old Hanuman Temple situated at village Dhanappa, which is approx. 15 kms from the Plant. Keeping up with the tradition, the Hanuman temple organised a *Satsang* and *Ratri Jagran* on 24th and 25th June, which included a *Havan Pooja* and *Maha Prasad* for all the devotees.

On 24th night, the *Sunderkand Path* was performed by a team of devotees that was witnessed by a large gathering. On 25th morning, Mr. Rajeev Sharma - Unit Head, Mr. CP Jhagdawat - VP (C&A) along with other executives and villagers performed the *Havan Pooja*, under the able guidance and blessings of pandit Shri Rakeshji Vyas from Mertacity and Mahant Shri Garibbandhu Dassji Maharaj of Ramdas Shyamdas Temple, Gotan.



Mr. Rajeev Sharma - Unit Head and
Mr. CP Jhagdawat - VP (C & A) performing the pooja



The Hanuman Temple at Dhanappa was renovated in 2006 and since then the company celebrates *Murti Sthapna* on 24th-25th June every year to commemorate the auspicious day.

Applauding the partners of Annual Stockist Meet, White Cement



Deepa Marketing - White Cement Winner, Hyderabad (Telangana)



Balaji Enterprises - White Cement Winner, Chennai (TN1)



Premium Traders - White Cement Winner, Ernakulam (Kerala)



Mr. B.K. Arora -
Business Head
(White Cement)

At JK Cement, we believe that our channel partners are indispensable pillars of our growth story. The Annual Dealer Conference cum Award Ceremony for the White Cement Division aimed at celebrating our partnership and acknowledging their achievements, was held on 15th July at Bengaluru. Innovatively themed Bahubali, it was attended by over 275 guests from South India i.e. Karnataka, AP, Telangana, Kerala and Tamil Nadu.

This unique theme was conceptualized to encourage and applaud the performances of JK Cement's channel partners. The Bahubali theme extols the spirit of courage and bravery; the spirit to overcome all challenges. It, therefore, perfectly complemented the channel partners' zeal to excel in all endeavours.

Applauding the efforts of the channel partners, Mr. B.K. Arora – Business Head (White Cement) and Mr. Niranjan Mishra – President (Marketing) motivated the channel partners with their keynote address. The theme was masterfully weaved

into the event in the form of the Bahubali act that set the tone for the event. Besides the opening performance, Shivaayact, left everyone mesmerized. Emcee Zuhair engaged the guests with various interactive sessions and games spread throughout the gala evening, including a lucky draw. During the course



BAHUBALI

our Nationwide success

- Bengaluru (South Zone)

of the event, the channel partners were awarded for their exemplary performance in the previous financial year.

The breathtaking thematic stage left everyone speechless and the entertainment organized was also highly appreciated by one and all. The entertaining acts included the immensely talented Beat Breakers and several Indian and international artists. A unique photograph zone on the theme was also created for the dealers to click pictures with Bahubali.



This opportunity helped us further strengthen our bonds of partnership with our channel partners and together we re-determined to achieve higher and enable the Company scale new heights of success.



Hari Ram Enterprises - Wall Putty Winner, Pondicherry (TN1)



Sinhapuri HW and Paints - Wall Putty Winner, Nellore (AP)



Senthi Agencies - Wall Putty Winner, Trichy (TN2)



New Chalal Agencies - Wall Putty Winner, Trivandrum (Kerala)

Mr. Niranjan Mishra -
President Marketing
(White Cement)



Spotlight on Mr. SK Jain

(Excerpts from an interview with Mr. SK Jain - Head (Technical), Fujairah)

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

I joined JK Cement as a Graduate Trainee Engineer on 13th Feb, 1983 and I have never looked back ever since. Since then, I have received excellent opportunities to grow professionally as well as personally. While heading the Mills Department, I carried out many critical modifications, especially mechanical optimization of the whole section and this proved to be a turning point of my life. In 1995, I got the chance to be a trainer at the Regional Training Centre, where I developed special training packages on alignment and hydraulics and conducted various training programs in India and abroad. Then, under the guidance of Mr D. Ravisankar, I got the opportunity to be part of the team responsible for setting up Mangrol line 1.

Year 2007 turned out to be a really crucial period for my career. I moved to Muddapur as General Manager (Projects) for Green field project and commissioned the plant in November 2009, which was a memorable moment for me. In 2012, I got promoted as the Head (Operations & Maintenance), a responsibility that came with many challenges and opportunities to grow. I took many initiatives to improve the work culture in the plant. In 2016, I got an opportunity to work in the project department handling all capex schemes. I am now a part of team at Fujairah and I am really grateful to our management for considering me for this new opportunity. I have countless memories, but one that I can still vividly recall is the time when I was working on spray lubrication system in cement mill No.3. I was so engrossed in my work that I didn't realise that a young, dynamic personality was observing me very keenly. It was only when he patted me on the back and encouraged me that I realised that it was our honourable Chairman & Managing Director, Mr Yadupati Singhania. His encouragement still inspires me to do better and achieve higher.

2) As the Head (Operations and Maintenance) of JK Cement Works, Muddapur, what are some of the challenges that you had to face? What initiatives did you undertake to strengthen the function?

During my tenure as the Head (O & M), I faced a number of challenges. The biggest challenge was to run the plant with minimum number of skilled manpower as skilled labour was not easily available. Nonetheless, we selected and trained (in house as well as on site) some ITI fitters, who are now an asset for the Company.

Initially, after the first year of commissioning the vertical mill for cement grinding, we faced a lot of problems pertaining to mill vibrations, power

high and number of breakdowns. However, with our continuous efforts, we set everything in place and optimised the mill. In fact, the whole optimisation process was presented as a case study in one of the Pfeiffer International Seminars held in Jaipur. Apart from this, we also worked to bring down the plant power consumption from 90 units to average 78 units and achieved sustainable cost cutting through implementation of 5 S approach under engineer's forum. One very significant challenge that we had to overcome happened when the clinker tank dome roof collapsed. However, with help of the entire team, the plant began operating within just 12 days, saving a lot of time and money. This entire operation was a historic moment in the Cement Industry.

Another unfortunate incident occurred when CF silo suddenly failed and had to somehow make it operable. The challenge was to take the minimum 250 T feed directly from raw mill to the kiln. Under the guidance of Mr. Madhavkrishna Singhania and joint efforts of the team, we successfully resumed the operation of the plant. Now the Cement Industry has accepted the idea of running a plant without CF silo or with minimum kiln feed storage capacity.

All these incidents and challenges never made me lose my confidence as I am a firm believer that challenges come to make us, not break us.

3) What have been some of your milestones/significant contributions during your tenure with the Company?

The first generation vertical mill from M/s FLS, Atox 42.5 was commissioned in 1987 at Nimbahera plant. Initially, the mill ran for only 4 hrs a day and the remaining 20hrs was for maintenance and modifications. We rigorously worked towards rectifying all the problems and optimised the mill. After 1991, the mill came to be known as one of the best vertical mills of M/s FLS in India. Another milestone was optimizing the raw mill (Atox 52.5) output at 610 TPH level with the power consumption of approximate 13 units in Muddapur Plant and also kiln output at 7000 TPD with the lowest manufacturing cost.

In Muddapur plant, we implemented 5S programme successfully and also designed, developed, fabricated and installed the complete plant for producing tile adhesive with the lowest cost. Under the leadership of Business Head, we implemented the Manufacturing Excellence drive 'Uddan', which was another significant milestone.



Mr. SK Jain

Spotlight on Mr. Vikrant Hundswadkar

M/s Cement Bazaar, North Karnataka



Mr. Vikrant Hundswadkar

Mr. Vikrant Hundswadkar of Cement Bazaar is amongst one of the top dealers of Grey Cement South in North Karnataka. A leading industrialist in Hubli, Mr. Hundswadkar firmly believes in a structured business plan coupled with innovation and growth. Cement Bazaar began its association with

JK Cement on 30th June, 2016. It has now spread across 51 sub dealer networks in Dharwad district. In fact, Cement Bazaar established the Company's presence in Dharwad Taluka.

1) In a short span of time, you have emerged as a prominent stockist of Grey Cement for JK Cement. How has your journey been?

I attribute my success to the unstinting support that I have received from the Company. I have also been able to appoint good sub dealers in Dharwad market as well as highly capable sales representatives. All of this has made my journey highly memorable.

2) You have been felicitated as the second best performing stockist in Dharwad. What is your mantra for success?

There are various factors that have contributed to my success. Running lucky draw schemes for all sub dealers, providing good service and maintaining a cordial relationship with them; all these efforts that we have put in have contributed to our overall performance in Dharwad.

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

JK Cement is a well-known brand, with a very supportive team. Their discount structure is also very attractive, which helps us successfully compete with our competitors.

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

I would like to suggest that the Company should work extensively with end customers and engineers. The Company should also organize award functions for sub dealers and retailers. This would certainly motivate them to perform better.

Annual Day cum Prize Distribution Ceremony - LK Singhania Education Centre, Gotan

LK Singhania Education Centre, Gotan organized the annual prize giving ceremony and cultural evening on 2nd Sep, which was graced by Mr. CR Choudhary - MP (Nagaur) & Central Minister for Food and Consumer Affairs as the Chief Guest. Famous TV journalist and anchor of Zee News, Mr. Rohit Sardana and Mr. B. K. Arora - Business Head (White Cement) were the Guests of Honour. Mrs. Sushma Arora - Vice President (LKSEC) also graced the occasion. The highlight of the event was the cultural programme that included musical performances from over 100 students, who played a variety of Indian and western instruments like Saxophone, synthesizer, tabla, flute, drums, santoor, veena and violin. Principal Mr. R.C. Joshi presented the school report in which he mentioned the results as well as other achievements. He also informed that the school is now accredited with the British Council International School Award (ISA) 2017-2020 and the school has been declared as the best residential school in Rajasthan by 'EducationWorld'.

The second round of cultural events began with the kathak dance performance by students, invoking the blessings of

Ma Saraswati, the 'Goddess of Knowledge'. Group song 'Go to Sleep in Peace....' followed the Saraswati Vandana in which 32 students thanked the brave soldiers of India, because of whom we live in peace. Chief Guest Mr. CR Choudhary gave away prizes to the meritorious students. The annual magazine of the school 'Creation 2017' was also unveiled in the presence of Guest of Honour and other staff members. The last performance of choreography based on the theme 'Salute to Indian Soldiers' was very well received. A combination of 'dance and drama' depicted the life of not only a soldier but also his family members.

The convener of the programme, Mr. PS Pradeep Kumar thanked all the dignitaries for their gracious presence and congratulated the students for putting up an excellent show.



Group song by school choir



Yearly Magazine 'Creations 2016' being unveiled



Dance drama by students



Mr. B.K. Arora - Business Head (White Cement) and Mrs. Sushma Arora - VP (LKSEC) lighting the ceremonial lamp

Activities conducted by the NSS cell during the Orientation Week - Sir Padampat Singhania University, Udaipur



In an effort to make the students more socially responsible and committed towards the society, the NSS cell of SPSU organized several activities for the newly enrolled students during the Orientation Week

1. Go Green Rally - 11th August

With the objective of making the students more environmentally sensitive, the NSS cell organized a 'Go Green' Rally, where the students were taken to SPSU's adopted village Bhatewar.

2. No Polythene Campaign - 12th August

To create awareness about the hazardous effects of polythene, NCC organized a Paper Bag making competition. The theme of the competition was 'No Polythene Campaign' and the participants had to reuse old newspapers to make the bags.

3. Tree Plantation Drive - 14th August

The cell also organized a tree plantation drive, which was aimed at creating awareness amongst the students on the multifaceted benefits of trees.

The students participated enthusiastically in all these events.





Off Site

TOURS

Europe Tour

30th June - 7th July
White Cement



USA Tour

14th - 25th July
Grey Cement (South)



Visit of Cabinet Minister for Sports, Vocational Education & Skill Development, Govt. of UP - JKCTT, Kanpur

Mr. Chetan Chauhan – Cabinet Minister (Govt. of UP) visited JK Centre for Technician Training, Kanpur on 14th June, where he spent around an hour at the institute. The Company officials informed him about the various initiatives undertaken by JK Cement in the area pertaining to vocational training & skill development. He highly appreciated the efforts put in by the Company and the institute and wished that the good work will continue. Mr. Chauhan was also presented with a memento.



Mr. Chetan Chauhan - Cabinet Minister being presented with a memento by Mr. Lalit Khanna - Head (Operations, JKCTT)



Corporate Social Responsibility

Laying the foundations of a better world

Contribution to Naveen Govt. Girls Secondary School - Nimbahera

JK Cement Works, Nimbahera gifted a sanitary vending machine to Naveen Govt. Girls Secondary School, Nimbahera, which was presented by Surbhi Club President, Mrs. Neelam Rathore. Ms. Sweta Rathore – Secretary (Arunima Sewa Sansthan) gave a demonstration on how to use the machine. On this occasion, Mrs. Rathore informed everyone about

the contribution of women of Self Help Group, Mangrol towards this project. She also said that gradually the napkins would be available free of cost and these vending machines would be made available at all public toilets.



Ms. Sweta Rathore addressing the students



Mr. Siraz Khan - Secretary, Krtiti Sewa Sansthan expressed his gratitude towards JK Cement Works, Nimbahera for its contribution towards the project.

Mrs. Neelam Rathore - President (Surbhi Club) donating vending machine to the school

Free Medical Check-up Camp - Nimbahera

A free medical camp was organised by JK Cement Works, Nimbahera in association with RNT Medical College, Udaipur at village Maliyakhedi and Dhanora on 18th July and 24th August respectively. The camp included medical check-up and consultation of over 273 patients which was carried out by an able team of doctors. The patients were given medicines free of cost. Free sanitary napkins were distributed to the women present in the camp at Maliyakhedi by the members of Sparsh sanitary napkin self-help group. At Dhanora, free injections and pathological tests were arranged for the patients.



A doctor examining a patient in the camp

Mr. Amba Lal of RNT Medical College, Dr. SK Choudhary along with his team of para medical staff, Mr. Shailesh Dadheech and Mr. Shailesh Choubisa extended the necessary assistance



ECG being conducted during the camp



Distribution of free medicines

Financial Assistance - Muddapur

JK Cement Works, Muddapur has always undertaken a number of CSR activities for the welfare of the public, such as arranging drinking water during summer, constructing roads, temples, schools and providing financial assistance to the poor.



On 20th July, Mr. R.B.M. Tripathi - Unit Head handed over a cheque to Mr. Suresh Badiger, S/o. Mr. Ramachandrapa Badiger for higher studies viz. B.E. in Mechanical Engineering.

He also provided a cheque to Mr. Suresh Pattar for the treatment of his child.

Distribution of School Bags & Text Books - Anganwadi Schools, Nimbahera

In the series of Social Welfare activities undertaken by the plant, Mr. Champa Lal Jingar, SDM and Mrs. Neelam Rathore - President (Surbhi Club) distributed school bags and text books on 25th July to Anganwadi children of Kachchi Basti, Nimbahera under 'Nand Ghar' scheme & Udaan Project run by Arunima Sewa Sansthan. On this occasion, Mrs. Rathore motivated the Anganwadi students to attend school regularly and spoke about the importance of cleanliness. Chief Guest, Mr. Jingar appreciated the work done by J K Cement Works, Nimbahera and motivated the guardians to provide quality education

to their children. Mr. Dileep Singh Krishnawat - DGM informed all present that the Company would provide solar lights and fans to all its adopted Anganwadis.



Distribution of school bags at Anganwadi Kendra



SDM interacting with the students

Blood Donation Camp - Mangrol

On the occasion of CA Day & Doctors' Day, a blood donation camp was organized at JK Cement Works, Mangrol in association with Red Cross Society, Neemuch on 1st July. The camp was inaugurated by

Mr. SK Rathore - Unit Head. Mr. KM Jain - Commercial Head, Mr. MS Shekhawat - Head (HR & ER) and CAMr. Arjun Mudra, Chittorgarh Branch were also present on the occasion. Mr. Rathore inspired and motivated the staff and workers to donate blood. In the camp, 105 units of blood were donated. CA Mr. Abhay Dhuppar and Dr. Pankaj Mani of JK Cement and his team of para-medical staff extended necessary assistance. BCMHO Dr. Mansoor Khan, Dr. JM Jain and Dr. RK Gupta also visited the camp.



Mr. SK Rathore - Unit Head presenting certificate to a blood donor



Blood donation at the camp

Tree Plantation Drive - Muddapur

A massive plantation drive was organized at Muddapur Limestone Mine of J K Cement Works, Muddapur by Yolax Infranergy Pvt. Ltd. (Mining Contractor) on 31st July. Mr. R B M Tripathi - Unit Head and

Mr. Jayant Malhotra - Technical Head graced the occasion as the Chief Guest & the Guest of Honour respectively. Around 1500 saplings were planted during the plantation drive that was attended by all the senior officials.



Mr. RB.M. Tripathi - Unit Head planting a sapling

Installation of benches at Sansroli Chawk - Jharli

JK Cement Works, Jharli installed several benches at Sansroli chawk – the culmination point of roads to Jhajjar, Kosli, Charkhi Dadri and Bahufor the benefit of the local community. The HR team - Jharli spearheaded this initiative and made it a success.



Donation for State Level Badminton Championship - Jharli



Mr. Surender Dahiya - Head (HR & Admin), giving away T-Shirts to the referees, umpires and players during 51st Junior Badminton Championship at Bahadurgarh



Players of 51st Junior Badminton Championship

Blood Donation Camp - Katni

JK White, Katni organised its first Blood Donation Camp in the memory of Late Chairman Dr. Gaur Hari Singhania. The employees and workers



Mr. Anil Badgotri - Unit Head addressing the gathering enthusiastically participated in the camp to support this noble cause. The camp was inaugurated by Mr. Anil Badgotri - Unit Head, along with Dr. Jamdhani, BMO Badwara and Dr. Tripathi from the Blood Bank of District Government Hospital, Katni by lighting a lamp and offering floral tribute to Late Dr. Gaur Hari Singhania. Mr. Badgotri and Dr. Jamdhani, in their brief addresses to the gathering, highlighted the importance of blood donation.

The camp was a great success where 62 units of blood was collected under the leadership of Dr. Tripathi out of which 48 persons were first time donors.



Corporate Social Responsibility

Charity Drive - Padam Tower, Delhi

As is a ritual every year, a food camp was organized by Padam Tower Staff at the orphanage, Desraj Parisar on 15th August. The staff members joyfully rendered their services towards this noble cause under the able guidance of Madam Special Executive, Mrs. Sonam Singhania and Mrs. Sana Singhania.



Mrs. Sonam Singhania and Mrs. Sana Singhania with the Padam Tower Staff



Blood Donation Camp - Gotan

A Blood Donation Camp was organised at JK White Cement Works, Gotan in the memory of Sir Padampat Singhania. The employees at the plants and LK Singhania Education Centre participated in good numbers and supported the noble cause. The camp was inaugurated by Mr. Rajeev Sharma - Unit Head along with Dr. Madhu Sudan from the

Blood Bank of Mahatma Gandhi Hospital, Jodhpur, by lighting a lamp and offering floral tribute to Sir Padampat Singhania. Mr. CP Jhagdawat - Vice President (C & A) and Mr. P R Kumar - Vice Principal (LKSEC) were also present along with the employees and school staff.



Mr. Rajeev Sharma - Unit Head paying tribute to Sir Padampat Singhania

62 units of blood were collected with the kind support of Dr. Madhu Sudan and his team of doctors and medical assistants.

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