



JK spotlight

Sep-Oct 2012 Volume : 1
Issue : 5

JK Cement LTD.

**New avenues of growth -
Upcoming projects at
Mangrol & Jhajjar**



Highlights

*Upcoming projects -
Mangrol & Jhajjar*



*Rendezvous
with
Special Executive*





Launch of New Corporate Website

Today, the world is enabled by a common platform of communication online that empowers everyone to reach out and share with each other. Moving with the times and with an endeavour to come closer to our customers, channel partners and shareholders, the Company has launched a new corporate website, **www.jkcement.com**, with a dynamic, contemporary and user friendly design. With all our products housed under one umbrella, the website will appeal to our target audience on a whole new level. So go ahead, check out the Company's new and exciting face!



www.jkcement.com

Launching Soon



Unmatched GRIP for years

Keeping to our tradition of quality, the company is soon to launch a brand new product - J.K. Super Grip. A floor and wall tile adhesive, Super Grip is a ready to use adhesive, that has excellent waterproofing quality. Allowing floors to be ready in just 24 hours, the product has low-shrinkage property and is economical.



FROM THE editor's DESK



Dear colleagues and friends,

I am delighted to begin this issue by extending my heartfelt greetings and best wishes to you, during this long festive season. Having already celebrated festivals like Ganesh Chaturthi, Durga Pooja, Vishwakarma Day and even Engineers Day across the organization, we are now poised for many more festivals and celebrations, right down to the new year.

The cover story in this issue is the happy news of two state-of-the-art projects coming up for our company – the first is a brown field cement plant at Mangrol, in close proximity to our Nimbahera plant and the second, a split grinding unit at Jhajjar in Haryana. Both these projects will feature new age technologies and will give us the cutting-edge in quality.

There are two new exciting developments that I'd particularly like to share with you. Our new website **www.jkcement.com** has been launched. This dynamic, contemporary, comprehensive and very user friendly website will integrate all our stakeholders and activities, and will give easy access to our products, services and opportunities, to the world. The other noteworthy development is the launch of J.K. Supergrip, a floor and tile adhesive. This new product will

broaden our product band-width and will surely bring in brand new opportunities of growth for us as well our dealers.

I commend our think tank for coming up with the brilliant idea of Rendezvous with Special Executive – it's a great experience, meeting up with our high performers and I look forward to enhanced participation and suggestions from you all.

The spotlight in this issue is on Mr. P.K. Bansal – Sr. V.P. (S.S.), a true all rounder with engineering – management – marketing – liaisoning expertise who, in his three and a half decades with us has become a solid pillar of growth. In the spotlight too, is Mr. Pannalal of M/s Sarvesh Cement Shoppy, who has been our valued channel partner ever since our entry into the South (Grey Cement).

It has been a satisfying and fulfilling journey thus far, and I am confident we will continue to stride ahead confidently into the future. Do please keep the flow of ideas and information going, in the forthcoming issues of Spotlight.

Best regards,

Raghavpat Singhania
Special Executive
J.K. Cement Ltd.

CONTENTS

New Dawn	2	People Power	12-15
Editor's Desk	3	Impressions	16
Celebrations	4-6	Rendezvous with Spl. Executive	17
Spotlight on Mr. P.K. Bansal & Mr. Pannalal	7	Stockist's Corner	18
Events & Exhibitions	8-9	Awards & Accolades	19
Cover Story	10-11	CSR	20

Celebrations

Ganesh Chaturthi Celebrations



Ganpati Poojan

Ganesh Chaturthi was celebrated with great reverence, devotion and enthusiasm at J.K. Cement Works, Nimbahera and Muddapur. The festival started from 19th September with prathistapana of idol of Lord Ganesh with religious rites and vedic matras in the presence of Sr. Executives and large number of employees. A variety of colourful cultural programmes were organized on the occasion where the employees and their family members participated joyfully.



Ganpati Visarjan

Muddapur



Mr. Antriksh Jain - Unit Head (J.K. Cement Works - Muddapur) & Mr. S.K. Jain - Head (O&M) during the pooja.

Nimbahera



Mr. K.K. Jalori - Unit Head (Nimbahera) rewarding one of the winners of a competition organised on the occasion



Mr. B.K. Arora - President (Works) performing pooja on the occasion

Vishwakarma Jayanti

Gotan

Vishwakarma Jayanti was celebrated with great devotion at Gotan and Nimbahera. Vishwakarma is known as 'Devashilpi' or 'The Architect of Gods'. Lord Vishwakarma is considered the epitome of excellence and quality in craftsmanship, is said to have created the earth, the heaven and the universe, and is worshipped by the engineering community and the professionals. On this day all the workers in the workshops worship their tools and instruments which are generally used in their profession.

Engineers' Day Celebration

To commemorate the 151st birthday and pay respect and homage to the Great Indian Engineer Dr. Mokshgundam Vishveshwaraya, The Engineers' Forum, Nimbahera and Muddapur organised a programme at the plant premises.

Nimbahera

At Nimbahera, the program was attended by about 200 engineers of Nimbahera and nearby places of various Governmental and Private Organizations. Mr. A.B. Singh – Advisor graced the occasion as the Chief Guest, Mr. K.K. Jalori – Unit Head presided over while Mr. P.C. Dhariwal – Sr. Vice President & Mr. M.L. Goyal – Sr. Vice President were the Guests of Honour. On this occasion, Mr. Jalori honoured Engineers Mr. P.K. Joshi, Mr. Shahid Khan, Mr. P.K. Ameta, Mr. R.K. Sharma and Mr. M.C. Goyal and presented mementos to them for completion of 25 years of service



Mr. A.B. Singh - Advisor, lighting the ceremonial lamp



Mr. K.K. Jalori - Unit Head honouring Mr. P. K. Joshi

Muddapur

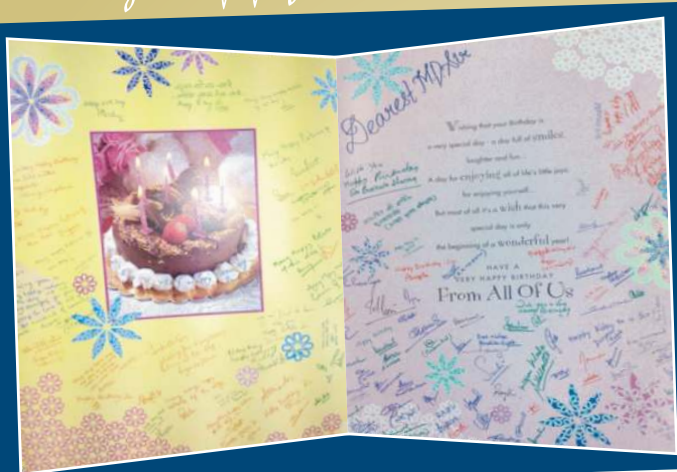


Engineers' Day celebration at Muddapur

The programme was attended by almost all engineers of J.K.Cement Works. Mr. S.K. Jain - Head (Operation & Maintenance) urged everyone to remember and follow the committed, noble and exceptional contribution of Sir M. Vishveshwaraya for the society. Mr. K.C. Khandelwal - General Manager (Instrumentation), Mr. Ashok Kumar Yadav-Dy.Manager (Mechanical), Mr. Ambaji R. Hanchate - Sr. Engineer (Civil) and Mr. Shanker N. Agni - Safety Officer made speeches on this occasion.

Birthday Celebrations of MD Sir at Kamla Tower

a very happy birthday to you Sir



At Kamla Tower, Kanpur, employees got together to celebrate our MD, Shri Yadupati Singhania's birthday with great enthusiasm. They kept the celebrations simple, keeping in mind his humility and simplicity. He is a dynamic leader, under whose inspired guidance the organization is progressing everyday. The staff expressed their wishes through a card where they wrote birthday messages. The employees wished him a prosperous year ahead, and prayed for his happy and healthy life.

Dussehra Celebrations at Gotan



Dussehra Fete



Mr. B.K. Arora - President (Works) inaugurating the fete organised by Darpan Ladies Club



Durga Pooja Celebrations - Kanpur and Gotan



Celebrations at Kanpur



Celebrations at Gotan



spotlight on Mr. P.K. Bansal

(Excerpts from an interview with Mr. P.K. Bansal - Sr. V.P. (S.S.), J.K. Cement Ltd.)

Q1 You have worked with three generations of the Singhania family. How has your journey with the Company been? Please share the most fond memory of your association.

I joined the Company on 1st September, 1977, as a graduate engineer trainee. After one year of training at Nimbahera Plant, I was transferred to the Head Office, Kanpur. Here, within a span of six years, I learnt about communication, corporate working, commercial and administrative skills. I had the opportunity to get associated with Raymond Grey Cement and Gotan White Cement projects from the very inception. During this period, I got to learn techno-commercial and financial aspects while being involved in procurement of plant and machinery equipments for Nimbahera second and third units. I had a wonderful experience working with the doyens like the then Director Incharge Lala Sohan Lal Ji Singhania and our MD Shri Yadupati Ji Singhania which shaped my vision and competencies that helped me throughout my career.

In 1984, I was sent to a remote place in Sidhi district of MP for managing a green field cement project site and later I was given additional charge of a small sick company involved in mining, processing and export of decorative stone with working area spanning Rajasthan, South India and Orissa. The company was under pressure of debts and making losses continuously for 8 years. We were able to make it a debt free, profit making and dividend paying company within 2 years by applying various methods of turning around and Zero based budgeting skills. The export of this company increased to almost 4 fold in a period of three years. These two experiences have been the most challenging yet satisfying for me.

Q2 You have been involved with Land acquisition, procurement, allotment of Mines, liaisoning and taking approvals from the Government for projects. Please share with us your experience of working on Key projects and the challenges you have had to face in the process.

Although, I am a technocrat by qualification, during my service, I have worked mostly in administrative and commercial activities like – land acquisition, procurement, allotment of Mines and various liaisoning work involved in a project and plant installation. The real challenge came from my experience at Siddhi Project site, which has been a great learning for my career. At Sidhi project, within just 2 years we

were able to acquire the required land for plant, got the mining lease granted, obtained various Government clearances and started civil construction activities at the site. During the course of land procurement and liaisoning with Government offices and neighbouring villages, we have had to deal with difficult officials. Our experience shows that dealing with confidence, patience and understanding can resolve difficult situations and turn foes into friends.

Q3 The Company has recently signed a MOU with the Government of MP, for a Cement Plant in Panna district. You have been closely involved in this project. Please throw some light on the project and the challenges that you had to face?

It is a matter of great pride that our MD Shri Yadupati Singhaniaji, has signed a MOU for a Cement Plant with a capacity of 5 Million tons per annum, to be implemented in two phases of 2.5 Million tons each in district Panna, MP.

It was MD Sir's desire that we locate Lime stone deposits in Central India, covering the East Indian market, to become a Pan India player. We have been working on it for the last few years. We found deposits in Panna district and were granted a prospecting license in a large area. The prospecting was conducted in the most scientific, systematic and eco-friendly manner under the supervision of our geologists' team. We have drilled about 10,000 Meters in a record time and luckily got enough quantity of cement grade Limestone deposit at the site. We are now working for the grant of mining lease and hope to get it shortly, surpassing all hurdles and meeting the requirements of various processes of Govt. agencies.

Land purchase and acquisition in today's scenario is a herculean task. Further getting Government clearances for a grass root cement plant is a very complex procedure. Logistics is another big challenge for which we will have to create sufficient infrastructure, as the rail line at present is about 42 Kms away.

The site has the potential to achieve upto 8 Million tons per annum of clinker capacity keeping the quality and quantity of Lime stone reserves in view and adequate infrastructure, which will be developed over time.



Mr. P.K. Bansal



Mr. Pannalal

spotlight on Mr. Pannalal of M/s Sarvesh Cement Shoppy

Mr Pannalal Daliya of M/s Sarvesh Cement Shoppy has been associated with the Company since our entry in South (Grey Cement) in October 2009. Without any iota of doubt he opted for dealership of J K Cement. He received the first truck load of J K Cement dispatched from Muddapur

plant, a moment he treasures as a milestone in his business career. He began with a sale of 1000 MTPM in 09-10 and has increased it to an average of 1800 MTPM in 11-12 on Trade sale. He has developed a network of 100 retailers that is serviced efficiently and promptly, there by gaining their unflinching loyalty and support.

Q1 You have been associated with the Company since our launch in the South Market. How has your journey been? What do you think about the J.K. Cement culture and the people?

My association with J.K. Cement has been most satisfying and fruitful. People in every department be it in marketing, accounts, logistics have been helpful to me and have contributed to my growth. I personally think that service is crucial to our business and today we have reached this position because of our prompt and timely service. The success which we are enjoying today is only and only because of the competent and supportive staff of the Company.

Q2 What according to you is the customer perception about our brands in the market? What do you think differentiates us from others?

J.K. Cement is now a prominent brand and customer perception is very positive. Our quality and service is the best in the industry which are the main differentiating factors. Even our brand's equity is higher than the others.

Q3 What is your success mantra in Marketing? How far do you think the Company has come since the launch?

We always keep in mind, demand of the market and even think about our retailers profit and satisfaction because without their support, we would not have been able to sell the product at such a large scale. Our main aim is to work towards developing long term relationship with all the business associates which is our success mantra in marketing. In a short span of 3 years J.K. Cement has been able to make major strides in the market. However, there is still a long way to go.

Q4 What message/suggestions would you like to give to the Company?

J.K. Cement has been able to build a good base in the market now and it now needs to consolidate and grow further. And for achieving the same, company needs to implement Policies for dealers which are long term in nature considering the profit margin for the same. The new experiments conducted in the market should be gradual considering the dealers viewpoint for the same, which will lead to the success of the company and satisfaction of the dealer. The Company should try and arrange get-togethers for the dealers atleast once a year to strengthen the bond with the Company Staff. We hope that the Company continues to take care of the channel partners the same way.

Debate and Quiz at LKSEC



Lady Anusuiya Singhanian Memorial All India Debates 2012



Dr. Arvind Prasad - Dir. Gen. (FICCI), the Chief Guest inaugurating the event

LKSEC organized the Lady Anusuiya Singhanian Memorial All India Hindi and English Debate on 6th and 7th Sept. with great zeal and enthusiasm.

The school was honoured to have Dr. Arvind Prasad - Dir. Gen. (FICCI) as the Chief Guest, while the debate was judged by able and erudite personalities like Dr. Meenakshi Aggarwal (prominent educationalist), Dr. Bharat Bhushna - Associate Prof. (DU) and Dr. Hemant Kukreti - Associate Prof. (DU).

The school choir left the audience spellbound with their performance. More than 26 teams from different schools of the Country participated



The winning team with the trophy.

in the debate with full zest and gusto. The topics for the debate were 'Government Subsidy Enhances Dependency Among People' and 'Foreign Direct Investment in Retail Sector will Adversely Affect the Growth of Domestic Retail Market in India'.

L.K.S.E.C secured the overall first position, however as the host team doesn't compete for the trophy, thus the trophy was awarded to Lucknow Public School (South City), who were second in the tally. Third position was acquired by Birla Vidya Mandir, Nanital. Mr. B.K. Arora - President, LKSEC praised the preparation and presentation of all the participants.

14th Sir Padampat Singhanian Memorial All India Science Quiz 2012

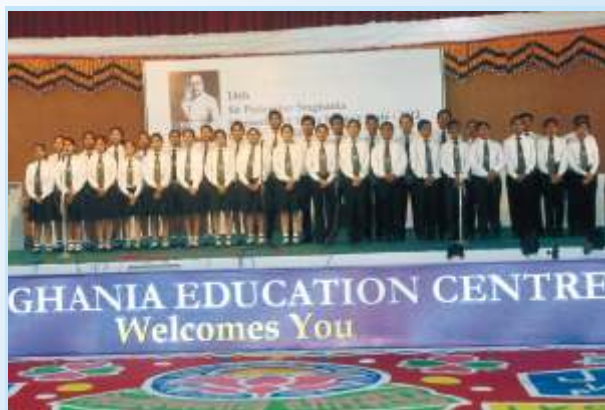
The Quiz was conducted on a grand scale where 21 teams across the country participated. Chief Guest Mr. B.K. Arora - President J.K. White Cement Works and Guest of Honour Mrs. Sushma Arora - Vice President, L.K. Singhanian Education Centre inaugurated the quiz by lighting the lamp and garlanding the photo of Sir Padampat Singhanian.

The quiz was conducted by renowned quiz master Abhishek Sengupta. Master Abhinav Joshi and Master Aakash P. Nair, representing L.K. Singhanian Edu. Centre were declared the winners. Laxmipath Singhanian School, Kankroli represented by Master Sijo Abraham and Giri Gaurav Bhatnagar was declared second. Master Rishabh Miglani and Master Nikhar Singhal who represented Maheshwari Public School were declared third.

Principal Mr. R.C. Joshi thanked all the participating teams for their enthusiastic participation. He also congratulated all the members of L.K. Singhanian Edu. Centre and J.K. White Cement Works without whose unconditional and untiring support the event could not have been a success.



The LKSEC team - winners of the quiz receiving the trophy from Mr. B.K. Arora & Mrs. Sushma Arora



Exhibition at Dussehra Fair - Nimbahera



A view of the Exhibition

The National Dussehra fair was organized in Nimbahera from October 16 to October 25. On this occasion, an Exhibition was put up by the plant officials. Chief Guest Dr. J.M. Jain, Sr. Journalist & Social Worker inaugurated the exhibition in the presence of Mr. M.L. Goyal - Sr. V.P. (Coml.), Smt. Kumud Jalori - President, Ladies Club 'Surbhi', Journalists, administrative authorities and a



Chief Guest Dr. J.M. Jain with Mr. M.L. Goyal and Mrs. Kumud Jalori - Guests of Honour, inaugurating the exhibition

large number of general public. Various models on Cement manufacturing process, pollution control equipment, photographs of various social and cultural activities of the Company and Architect of the Year Awards were the main attraction for the general public, besides the model of victory tower and the emblem of J.K. Cement.

Delhi Build 2012



Company executives at the exhibition organised in Delhi from 27th to 30th September

Inside Outside Megashow Chennai



From right to left: Mr. V. Mahaadev - Manager (Marketing), Mr. A. K Sathyanarayanan - Sr. ME, Mr. R. Ramesh - Sr. Technical Exe., Mr. S. Gopalakrishnan - ME at the Inside Outside Megashow organised from 6th - 9th September

Counter Service Meet - Delhi



Mr. Abhishek Pathak - Marketing Exe. & Mr. Mukul Shukla - Sr. Executive, CTS at the meet organised at Komal Paints



Mr. Zia ul Absar - ASM & Mr. Mukul Shukla - Sr. Executive, CTS at the meet organised at Mohit Paints

EXPANDING HORIZONS OF SUCCESS



Plant site - Jhajar

In our ever-strengthening pursuit of excellence in quality, the Company is heading towards new and exciting beginnings. Taking dynamic directions to success, J.K. Cement Ltd has broken ground on two different projects – a brown field cement plant at Mangrol and a split grinding plant at Jhajar. These two new avenues of achievement are poised to be the harbingers of prosperity for us all.

Mangrol Plant

Located at a distance about 12 kms from the Nimbahera plant, the brown field cement plant at Mangrol will have a capacity of 5000 tons per day.

Equipped with state-of-the-art machinery and systems, the plant will be energy-efficient and pollution controlled with outlet emission levels < 50 mg /Nm³ - much less than the allowed limit of the Central Pollution Control Board.

A fully automatic Robo lab, appointed for quality improvement of the raw mix and the cement, will take samples automatically and will check and give correction for a better quality of the product. A 10 MW waste heat recovery plant will generate power by utilizing waste gases of kiln before emitting the hot gases in the atmosphere along with a coal based captive power plant with a capacity of 25 MW.



The target date for the commissioning of Mangrol plant is March 2014. After an auspicious pooja performed by our Hon'ble Managing Director Shri Yadupati Singhania, Special Executives Shri Raghavpat Singhania and Shri Madhavkrishna Singhania, excavation work began on 26th October by M/s L&T.

Jhajjar Plant

The second plant being set up is a split grinding unit of 1.5 mtpa at Jharli, Dist., Jhajjar, Haryana with an investment of Rs 400 Crore. Modern machinery is being sourced from the renowned cement machinery manufacturer M/s Thyssen Krupp. The plant will source its raw material from both internal as well as external sources such as fly ash from NTPC power plant and clinker for grinding from Nimbahera as well as Mangrol. Construction of boundary wall has already started and civil work will be in full swing by mid of December this year. This site is very well connected by rail & road and all necessary infrastructure is available for operation of this plant. From the Jharli grinding unit we will be able to cater to major markets like Delhi, Haryana & Punjab more effectively and logistically. The commissioning of this plant is expected by Dec 2013.

Surely, with the beginning of operation, these two additions will benefit the company multi-fold, ushering in a new era of growth and success.

Shri Yadupati Singhania - MD & CEO and Spl. Executives Sh. Raghavpat Singhania & Sh. Madhavkrishna Singhania being welcomed by officials of J.K. Cement Shramik Sangha (Intuc) Mangrol & Nimbahera



Sh. Yadupati Singhania - MD & CEO and Spl. Executives Sh. Raghavpat Singhania & Sh. Madhavkrishna Singhania performing Purna - Aahuti





PEOPLE POWER

TRAINING PROGRAMMES at Regional Training Centre (Nimbahera)

September 2012

1. Program on 'An Orientation to Cement Manufacturing Process':

This program was conducted for GETs / DETs / MTs target group. Twenty-three participants attended the program where Senior Executives from J.K. Cement Works, Nimbahera were the faculty. The program was appreciated by the participants.

2. Management Program on 'MANAGERIAL EFFECTIVENESSES' for Frontline/Middle Management

A two days management program was attended by Fifteen



Training Program on "An Orientation to Cement Manufacturing Process" Sept. 04-07, 2012



Participants of the Management Program on 'Managerial Effectiveness' Sept. 10-11, 2012

executives from Binani Cement, J.K. Cement Works, Nimbahera and Mangrol. The programme was inaugurated by Dr. R.P. Singh, A.V.P. – H.R. & R.T.C. In the inaugural address, he emphasized on the activities of Regional Training Centre taken place during the past two decades and as well as future plans. Various practical problems and case studies were discussed in the programme.

Training Program on 'GIRTH GEAR MAINTENANCE AND LUBRICATION' for Managers/Engineers

Fourteen participants from Shree Cement, J.K. Cement, Vedanta Group, Chanderiya Lead Zinc Smelter and Bharat Petroleum Corporation Ltd., Mumbai attended the program. Senior Trainers from Vikram Cement and J.K. Cement conducted the program.

Dr. R.P. Singh, A.V.P. – H.R. & R.T.C. chaired the Inaugural and valedictory session of the program. The participants expressed their views in the valedictory session.

3. Program on 'Electrical Energy Conservation & Management' for Managers/Engineers

The programme was attended by ten participants. Senior executives from J.K. Cement and Vikram Cement were the faculty for program.

4. Program on "Welding Techniques including Special Welding" for Technicians

Ten participants from J.K. Cement, Nimbahera and Mangrol Plants; Shree Cement Ltd. and Vikram Cement attended the program. Senior Executives from J.K. Cement Works and Vikram Cement were faculty in the program. The program was appreciated by the participants.

October 2012

1. Personality and Self Development for Frontline/ Middle Management:

The two days management program was attended by eleven executives from J.K. Cement Works attended the program. Mr. Gaurav Aeron, Possibler's, New Delhi was faculty in the program. He provided Personality Development tips, tools and proven strategies for developing powerful interpersonal and other life skills. Various practical problems and case studies were discussed in the program.

2. Quality Control Chemical Testing of Cement for Chemists

A three days training program was organized at Regional Training Centre which was attended by ten participants from Binani Cement, Birla Cement, Shree Cement, J.K. Cement and Vikram Cement. Senior Trainers from Vikram Cement and J.K. Cement were faculty in the program.

3. Executive Development Program for J.K. Cement Executives:

Eighteen Executives from J.K. Cement, Nimbahera and Mangrol Plants attended the program organized at RTC.



Participants of 'An Executive Development Program' Oct. 19-20, 2012

Dr. Karunesh Saxena, Professor, Faculty of Management Studies and Director of College Development Council, Mohanlal Sukhadia University, Udaipur was faculty in the program. Dr R.P. Singh, A V P - HR & RTC shared the objective of the program during the inaugural session and participants for making it a useful exercise for learning. Mr. K.K. Jalori - Unit Head chaired the valedictory session.

Launch of Corporate Wellness Programme - Kanpur

Employees' health equals company's wealth. The key is getting employees to set personal health goals and accept responsibility and accountability for their own health. We often spend more waking hours with our co-workers than we do with our own families. It makes intuitive sense for employers to take advantage of the time they spend with employees to encourage them to adopt a healthy lifestyle.

With this view, Corporate HR, J.K. Cement Ltd., announced the Launch of Corporate Wellness Programme for its Kanpur based employees on 12th Sept'12. The tagline defined for the program is "Your Health is our Concern".

Corporate wellness programs help employees get healthy and stay that way by improving general health and well-being, and

thus, improving the productivity of the employees and in turn leading to decreased absenteeism and turnover rate.

CWP will be an end-to-end initiative with constant facilitation in enhancing wellness and overall productivity of each employee. It is an effort to improve the quality of life of our workforce, because healthy employees are an organization's greatest asset. This will be an effective method to promote health and wellness amongst the members of our staff.

Under the banner of CWP, a number of programs related to Health will be organized from time to time. The initiative will encourage awareness of health related issues, improve morale, introduce vaccination drives and reduce cost of healthcare.



Launch of Corporate Wellness Programme

Hobbies Corner

If you do something in life with enough passion, its bound to take you places. Sanchi Verma - Import Officer, a valued part of the J.K. Cement family, has proven this through her devotion to her peculiar hobby which brought her into the spotlight and got her featured in Dainik Jagran in the issue dated 29 Sept., 2012. We are sure such a feat will not be erased from our memories easily!



Sanchi Verma with her collection of erasers



Induction Program for New Joinees - Grey Cement Marketing (Sept, 2012)



Executives on dias:

Mr. Pankaj Gupta - GM(Mktg), Dr. K. Dadhich - Head (South Mktg),
Mr. L.K. Gattani - DGM (Mktg) & Mr. B.P. Sharma - GM (CTS).

Spotlight on the wordsmiths - Slogan Writing Competition

Winning Slogans

Safety Rules - Our First Tools

जन गन से ये कहना है।
जल बिन जीवन सपना है॥

Thought provoking words penned down on paper can change people's approach towards life. And a line comprising such words is what a 'slogan' is.

Corporate HR under the banner of Fun@Work organized a Slogan writing Competition where in stress was laid on efficient working in an organization. Keeping this in mind, the topics chosen for the competition were team work and effective working, self-discipline, work culture, Leadership, SHE and Cleanliness at Workplace.

And we were glad to discover that our employees at Kanpur are a pool of thinking minds as we received a splendid response.

Prize Distribution Ceremony was also organized to felicitate the winners. Mr. VDV Singh - AVP (HR) welcomed the guests and shed light on the necessity of effective working in an organization, and the importance of employee engagement while Mr. Lalit Khanna stressed on the importance of the concept of 'Happy Employees'. Mr. R. P. Tomar - DGM (HR) presented vote of thanks.

The competition was judged by Mr. C.K. Arora, Mr. A.K. Pandey and Mr. R.P Tomar.



Winners of the competition with company officials



A winner of the slogan writing competition being rewarded

J.K. Cement welcomes a New Family Member



Mr. Michael Ekoh

Mr. Michael Ekoh - Head (Training & Development) has an experience in training spanning 8 years with private and non-profit organizations. He has earlier worked with organizations like Wipro, WNS Global Services and Pepsi Beverages (VBL).

Mr. Ekoh specializes in leadership development programs, executive, managerial coaching and corporate communication. He has helped organizations plan strategically, Change management and build teamwork. He has coached leaders up to senior management level. Ranked as an excellent facilitator by various multicultural audiences, he has also designed and conducted workshops on leadership, change management, communication skills, behavioral skills, career development, conflict management, team dynamics and work-life harmony.

We heartily welcome you Mr. Ekoh to the J.K. Cement family. We hope your leadership will build a team that will reach new benchmarks of success.

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

**New Joinees
Sept. - Oct. 2012**



Mr. Arvind Sidana
State Head
(Marketing – White Cement)
Punjab



Col. Bharat Singh
Head
Administration & Security
Delhi



Mr. Dinesh Kr. Singh
Deputy General Manager
I.T.



Mr. T.V. Ramana Rao
Manager - Marketing (A.P.)
White Cement Marketing
Hyderabad



Mr. Francis Xavier
General Manager (Materials)
Muddapur



Mr. Kashi Prasad Jaiswal
G.M. (Civil)
J.K. Cement Works
Mangrol



Mr. Shahid Khan
Dy. G.M. (Civil)
J.K. Cement Works
Nimbahera

* Manager level & above only.

Reward Schemes - Grey South Marketing



The Company has launched two Reward Schemes for the Grey Cement South Marketing Team. Based on the performance for the month of September, Belgaum District Team was chosen for "Powerplay of the month" Award. The team was awarded with a Trophy and monetary reward of Rs. 5000 each.

Under Individual category Mr. Saurabh Bedarkar has won 'Employee of the month' award and was awarded with a Yellow Badge and monetary reward of Rs. 10000.



Mr. Saurabh Bedarkar - Sales Representative (Pune, Non Trade Team)
receiving the Employee of the Month Award



Mr. Dayanand Kalal
- Area Incharge (North Karnataka A region) receiving the Powerplay
of the month Award from Dr. K. Dadhich - Head Marketing



WINNING ENTRY

The Importance of Training and Development in an organization

"Training and Development: Planned learning experiences designed to provide workers with the competencies needed to perform their current or future jobs." Lawrence S. Kleiman

Words like Tuition, Education, Guidance, Preparation, and Teaching are synonyms of the term 'Training'. The process of Training is and encompasses all the above-mentioned functions that set off the Development process. Training is a multifaceted process that seeks to enhance latent skills, develop capabilities and increase knowledge and practical application of an employee for a particular job. Therefore, both Training and Development are continuous and constant processes in nature.

Training may be defined as a recurrent activity and incessant process of achieving excellence. Training today is acquisition of knowledge, skills, concepts and also attitudes. Development may be defined as the application of the acquired knowledge, skills, concepts and attitudes to realize organizational effectiveness.



Training has the potential to enable employees to improve and excel the current and go beyond and conquer the boundaries of mediocrity to reach excellence. An employee while in a working environment is continuously learning career-enhancing skills and is growing. This results in quality performance and thus growth and advancement of the organization. Thus Training assumes an extremely significant position in an organization's productivity, growth and development. Enhanced competencies and increasing expertise not only helps the employees grow but also gives the organization an edge over their competitors. The rapid and exponential changes in technology demand a highly skilled workforce that is appositely equipped to meet and exceed the expectations of the growing market today.

Employees with access to training and development programs have the advantage over employees in other companies who are left to seek out training opportunities on their own. The investment in training that a company makes shows the employees they are valued. The training creates a supportive workplace. Employees who feel appreciated and challenged through training opportunities may feel more satisfaction toward their jobs.

Training is a sub-function of the Human Resource Development function and is thus an important function in shaping up the organization.

Mr. Micheal Ekoh

Head - Training & Development

Winning Entries

1st Runner Up

Importance of Training and Development in an Organisation

Ms. Nitya Wadhwa – Corporate HR

2nd Runner Up

Importance of Training and Development in an Organisation

Mr. Dinesh Sharma- J.K. White Cement, Ludhiana

Participating Entries

Importance of Training and Development in an Organisation

- | | |
|--|---|
| 1. Mr. Varun Yadav – Mktg Officer (Bhiwani) | 8. Mr. Dinesh Sharma – J.K. White Cement, Ludhiana |
| 2. Mr. Rajesh Sharma – Manager - HR | 9. Mr. R C Joshi – Principal, LKSEC |
| 3. Mr. DD Purohit – J.K. Cement Works, Gotan | 10. Mr. Sahdev Rathore – J.K. Cement Works, Gotan |
| 4. Mr. Syed Amil – J.K. White Cement | 11. Mr. Sayantan Roy – DMO, Pune |
| 5. Mr. A.V. Krishna – Technical Executive, Karimnagar (AP) | 12. Mr. Durgesh Yadav – Asst Manager, HR |
| 6. Mr. Ashok Kumar Chhapparwal – J.K. Cement Works, Gotan | 13. Mr. Nitin Sharma – Asst. Officer, J.K. Cement Udaipur |
| 7. Mr. Deepak Khabya - J.K. Cement Works, Gotan | 14. Mr. Sonu Kr. Singh – CTS, Bhagalpur |

Strategies for Diversification in Building Sector

Mr. A.V. Krishna – Technical Executive, Karimnagar (AP)

The topics for November '12

issue are: (Max 300 words)

1. Importance of Cost Consciousness in today's uncertain business environment
2. Consolidation in the Cement Industry: Threat or Opportunity

Last date for submission of entries is
28th December, 2012

Please send your entries to

nitish.chopra@jkcement.com
shivapriya.iyer@jkcement.com

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

Rendezvous with Special Executive



Mr. Prasenjit Roy presenting a book to Sh. Raghavpat Singhania

It was great to see such a tremendous response from all of you for the contest 'Rendezvous with Special Executive'. We, in the editorial team would like to thank all the participants for such an amazing level of involvement. Mr. Prasenjit Roy – Manager (Accounts), J.K. White Cement - Chennai was declared the winner this time. Here is what he had to say about winning a golden opportunity such as this.

"I was overjoyed to know that I was chosen among the many participants. My colleagues and even dealers called me to congratulate. After the announcement was made, it was an anxious wait for the call inviting me to Delhi to meet the Special Executive. Since the Special Executive has a busy schedule, I received a call from Mr. Nitish Chopra, asking me to be in Delhi on a one-day notice. Of course, I was taken aback because I wasn't really prepared for this, but I was extremely happy yet nervous. Time passed by in a flash and I was flown to Delhi on the morning of 4th November. My tickets and the stay arrangements were already done.

I checked in at Hotel Crowne Plaza where I received a warm welcome. After a relaxed day, a movie show was arranged for me and later Mr. Nitish Chopra accompanied me for sumptuous dinner. D Day was here. I was finally going to meet the Special Executive. I could barely contain my excitement at the prospect of sharing my ideas and views with him. And, to top it all, I came to know that I would be lucky enough to meet Mr. Madhavkrishna Singhania as well!

Mr. Raghavpat Singhania gave me a warm welcome. He made me feel at ease and I did not feel at any point of time that I was meeting 'The Special Executive'. His humility and simplicity shine through his regal bearing. I presented him a book 'The Idea of Justice by Amartya Sen' and Mr. Singhania presented me with a pen that I will always cherish. We started speaking and our discussion continued over lunch at The Taj. I felt privileged to be at the The Chambers at Taj, since it's a members only club. Mr. Singhania is an exceptional listener and he patiently heard all that I had to say.

We discussed a myriad of topics; from increase of corporate branding by way of more CSR to rural branding by building more educational institutions, from need of proper training of newly appointed employees to C&F bills and freight bills parking in SAP at RO level like depot expenses. We also spoke about the importance of communication of schemes and other information in the market. I also suggested that mystery customers be sent in the market to understand issues related to the trade. Moving from one topic to another we discussed bill wise ageing in SAP by punching bill to bill deposit entry, sponsoring the education of employees' children etc. However, as is understandable some matters were not discussed with special executive due to short time but I shared the same with Mr. Nitish Chopra like six monthly performance incentive for all employees instead of a sales incentive for only marketing staff, early basis extension of retirement age for deserving candidate etc. Overall it was my pleasure to interact with both executives and I was overwhelmed by the welcome and courtesy extended by the editorial team of Spotlight at Delhi."

We wish that all Spotlight readers will continue to participate and engage in contests like these so that more bright ideas can come forth.



Mr. Nitish Chopra - Head Branding & Communication, Mr. Madhavkrishna Singhania - Spl. Executive, Mr. Prasenjit Roy - Manager Accounts, Mr. Raghavpat Singhania - Spl. Executive & Ms. Shivapriya - Officer Branding

Rendezvous is Back!

Its time to put on your thinking caps because the Rendezvous with Special Executive contest is back! But this time write to us about **how the corporate culture and working of J.K. Cement Ltd. is different from that of other organisations**. As before, write down your ideas and send your note to the editorial team of Spotlight and the winning entry will entitle the author to a memorable day with our Special Executive Mr. Raghavpat Singhania. We are sure, just like Mr. Prasenjit Roy, it'll be an experience you will cherish for a long time.

**Last date of submission
of entries : 28th Dec. 2012**

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

STOCKIST'S CORNER

SDA - Bhilwara



Mr. Kamlesh Kumar - State Head, Mr. Vikas - ASM, Mr. B.P. Sharma - GM (CTS), Mr. Mahaveer - Stockist at the SDA organised at Bhilwara on 12th October

SDA - Pondicherry



Mr. R. Sundararajan - Stockist, M/s. Hariiram Enpterprise, Pondicherry lighting the lamp at the SDA. Also seen in the photo is Mr. V. Mahaadev - Manager (Marketing - TN) and Mr. R. Ramesh - Sr. Technical Exe.

Punjab



Sales Promoter, Punjab presenting Shri Raghavpat Singhania - Special Executive with a memento at the meet organised from 29th to 30th September. Also seen in the photo are Mr. Manoj Gupta - AVP (Marketing) and Mr. T Sreedharan - DGM (Marketing - Punjab)

SDA - Raibareilly



Mr. Rajesh Mishra (Mktg.) addressing the stockists at the SDA organised on 17th september. Also seen on the dias are Mr. Haji Shabbier (stockist - M/s Shabbier Paints), Mr. Tafsir Ali (SSA), Mr. Alok Anand Saxena (Mktg) and Mr. Vipin Sharma (Mktg)

SDA - Gonda



Mr. Sanjay Gupta - Stockist felicitating Mr. Alok Anand Saxena (MKTG.) at the SDA organised on 24th September. On the dias - Mr. A.P. Singh (CTS) and Mr. Jitendra Nath Mishra (SSA)

Dealer Meet - Agra



Mr. Sanjay Jain - Sales Promoter, Delhi presenting Shri Raghavpat Singhania - Special Executive with a memento at the meet organised from 26th to 28th September. Also seen in the photo (from left to right) are Mr. Rahul Singh - DGM (Marketing - Delhi), Mr. Manoj Gupta - AVP (Marketing) and Mr. Nitish Chopra - Head (Branding & Communication)

Delhi

Sir Padampat Singhania University (SPSU) convenes its Second Convocation - 2012

Sir Padampat Singhania University (SPSU), Udaipur convened its Second Convocation on 27th September at the University Auditorium. The well-orchestrated formal function befitting a top academic institution commenced with the entry of the academic procession. The University anthem composed by Sri Adi Shankaracharya and translated by Swami Vivekanand set the tone for the ceremony.

Prof P.C. Deka, the Vice Chancellor of SPSU presented a brief report of the past academic year. Shri Yadupati Singhania, Chancellor,



Padmashree Hema Malini receiving the Doctorate of Philosophy degree



Shri Yadupati Singhania - MD & CEO, J.K. Cement Ltd. conferring the Doctorate of Philosophy degree to Mr. E. Sreedharan

SPSU in his Chancellor's address sharing his own experiences of graduating, described the achievement of the students as "the key to the door of professional success."

This year, SPSU had two Guests of Honour in Prof. H. Shimada,

President, Chiba University of Commerce, Japan and Prof. J. Christensen, Chancellor, University of Nebraska, USA.

This year, the University conferred two Indian icons with Doctorate of Philosophy (Honoris Causa) degrees – Padmashree Hema Malini from the field of Art & Culture and Elattuvalapil Sreedharan from the field of Engineering.

255 students of the School of Engineering received their Bachelor of Engineering degrees while 27 students of the School of Management got their Masters of Business Administration degrees. The Vote of Thanks was delivered by the President of Sir Padampat Singhania University, Mr Ashok Ghosh.



Shri Yadupati Singhania addressing the gathering. On his left is Mr. Ashok Ghosh - President (SPSU)



J.K. Cement awarded by Concor

Mr. Mohan Sharma – A.V.P. (Marketing), White Cement receiving the award for Enhanced Performance for the Year 2011 - 2012 from Mr. Shahnawaz Ali – Director (Domestic), Concor. Also seen in the photo are Mr. Arun Khurana – Sr. V.P. (Logistics) and Mr. Kamal Kishore – Asst. Manager (Logistics)



Corporate Social Responsibility

Health Checkup Camp - Kanpur

A medical camp was successfully organised in the Kamla Nagar Township (JK Colony) premises on 22nd September for the employees and their family members as a welfare initiative by Corporate HR, under the banner of Corporate Wellness Program.

The camp was organized with a view to target three main areas – Orthopaedic check-up, Gynaecological check-up and Cervical Cancer Awareness.

At the free health checkup camp various tests including Blood Pressure, Blood Sugar, BMD (Bone Mineral Density) test etc. were conducted. Many experts were available for free check up of the visitors.

Apart from this, arrangements were made for Physio advice, free blood sugar check-up and blood group and typing.

This camp was organized in association with Kulwanti Hospital. Efforts of volunteers like Mr. Ravi Aggarwal, Mr. Brijesh and Mr. Om Prakash was highly commendable. Dr. Prashant Singh, Mr. R.P. Tomar and Ms. Nitya Wadhwa also made sincere efforts to make it possible.

This human endeavour of Kulwanti Hospital Team and Medical Team of J.K. Cement Ltd. was well received and appreciated by both the patients and the management



Medical Check Up Camp in progress



Staff of Kulwanti Hospital and J.K. Cement

Free Dental Checkup & Treatment Camp - Nimbahera

A free dental checkup and treatment camp was organized at Nimbahera for employees & their family members on 19th October 2012 in Association with Public Health Dentistry Department of Pacific Dental College & Hospital, Udaipur. The checkup and treatment was carried out by Dr. Archana and her team of 15 doctors



Dental Camp in progress



Mr. M.L. Goyal, Sr. V.P. (Comml.) was the Chief Guest at the inauguration and Mr. N.K. Misra, the Guest of honour. At the outset, Mr. B.K. Upadhyay, Dy. G.M. (Personnel) delivered welcome speech and briefed everyone about the camp. 83 patients were treated at the camp and the arrangements were made by Mr. Dileep Singh - Sr. Manager (I.R. & Welfare) and Mr. S.D. Paneri - Officer (H.R.).

Editorial Board :

Nitish Chopra
Head
(Branding & Communication)

Anthony Das
Deputy Manager
(Branding)

Shivapriya
Officer (Branding)

Editor : Mr. Raghavpat Singhania (Special Executive) J.K. Cement Ltd.

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

Printer : Brijbasi Artpress Ltd.

Owner : J.K. Cement Ltd.

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

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

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

Bi-Monthly House Magazine for free distribution