

# JK spotlight



July - Aug 2013 Volume : 1  
Issue : 10

A  
sparkling  
toast to  
60  
glorious  
years

Mr. Yadupati Singhania  
MD & CEO  
J.K. Cement Ltd

Birth Anniversary Issue





## INAUGURATION OF X-RAY LAB - MUDDAPUR

Mr. Antriksh Kumar Jain - Unit Head and Mrs. Kalpana Jain - President (Roshni Club) inaugurated the state-of-the-art Biochemistry Pathology Laboratory and computerized X-Ray unit on 4th of July. Dr. Vidya Kiran - Sr. Manager (Medical Services, Muddapur) thanked Mr. Antriksh Kumar Jain & Mr. S.K. Jain - Head (O&M, Muddapur) on behalf of all the employees at the plant for providing these facilities at the Health Care Centre.

Earlier people had to travel to Mudhol or Bagalkot to get even a simple blood test or X-Ray done. Now the Health Care Centre has some of the latest equipment which is a step towards making the plant self sufficient for conducting various medical examinations and treatments to a greater extent.



Mr. Antriksh Jain -  
Unit Head during  
the inauguration



Mr. Kalpana Jain - President  
(Roshni Club) cutting the ribbon  
on the occasion

## Rendezvous with Special Executive



AND THE  
WINNER is...



### Congratulations Mr. Juned Khan !

Our heartiest congratulations to him for his coveted win. He will spend an entire day with our Special Executive - Mr. Raghavpat Singhania. His engaging entry won him a well deserved, all expenses paid indulgence in the high life. Mr. Khan will get the golden opportunity to interact with Raghavji and discuss innovative ideas and new initiatives that may bring a positive change in the Company. So watch this space to get an in-depth account of his exploits on this unforgettable day!

**Mr. Juned Khan**  
Senior Officer  
(HR, Muddapur)

Thank you all for your enthusiastic participation in the contest and we hope your contributions will keep pouring in for future opportunities to win.

# FROM THE editor's desk



## Dear colleagues and friends,

It's always exciting to be writing this synopsis of Spotlight for each issue. It gives a quick snapshot of all that we have achieved, accomplished or celebrated in the recent past. This issue too, is loaded with exciting news and happenings; having said that, the story that takes the cake this time, is a cake with 60 candles! On the 29<sup>th</sup> of September, our doyen, mentor and guide, Mr. Yadupati Singhania, will celebrate his 60th birthday. And to commemorate the momentous occasion, this issue of Spotlight features a mini-biography of the Man who has been an inspiration for us all. As the pages unfold, I'm sure you will be able to appreciate the myriad paths that led him to be the dynamic man we all know & respect today.

Following in the footsteps of our nationally popular Chhutkau painter, we now have a lovable, street-smart brand advocate for J.K. Super Cement too. The character is played by Rashool Tandon, a popular comic character in films, TV and advertisements. By turning conventional wisdom around to prove J.K. Super Cement's strength, he not only outsmarts other engineering students in his class, but he creates strong top-of-mind recall for the brand by using humour effectively.

As always, Independence Day was celebrated with enthusiasm and patriotic zeal across all our units and offices. As a Company with over 3 decades of service to the Nation, J.K. Cement has been an active stakeholder in our Country's aspirations, pre and post independence.

The Spotlight in this issue is on two fine gentlemen who have been associated with the Company since a very long time. Mr. Rajeev Sharma - V.P. (Technical, Gotan), who has shown great commitment and dedication to his work and Mr. T.B. Ruia - MD, Snowcem Paints, who has been a loyal and valued associate of the Company, have both shared their insights and memories to inspire us all.

On behalf of the editorial team of J.K. Spotlight and the J.K. Cement family I'd like to extend my heartfelt wishes to our MD on his 60th birthday. And last but not the least, I urge you to actively contribute your thoughts and articles to Spotlight.

Best regards,

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

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## Celebrations Independence Day

*The India we live in today has come a very long way from its humble beginnings and has transformed into a nation with a secure place in the global environment. As a company that has proudly been a vital cog in the wheel of progress of the Country, Independence Day celebrations carried a deep sense of patriotism and bonhomie at various centres of J.K. Cement.*



Independence Day celebrations at Kamla Nagar township

At Kamla Nagar township, traditional gaiety and gusto marked Independence Day celebrations. On a sunny Thursday morning, everyone gathered to display nationalistic pride. Patriotic songs were played during the festivities, honouring the day our Country gained its freedom in 1947. The function was well attended by the security, maintenance staff as well as children of the residents at Kamla Nagar. The security staff under Col. CKS Thapa gave an impressive display of a military drill.

Mr. Lalit Khanna - V.P. (Solar Housing and Infrastructure Ltd, Kanpur) unfurled the National Flag which was followed by singing of the National Anthem by all those present.

### Kamla Tower, Kanpur

With the unfurling of our tricolour and colourful parades, the 67<sup>th</sup> Independence Day was celebrated with much nationalism and delight at Kanpur in the premises of Kamla Tower and Kamla Nagar township.

The programme began with the Chief Guest, Mr. Anoop Shukla - V.P. (Accounts, Kanpur) garlanding a picture of the Father of our Nation. The programme continued with the Chief Guest hoisting the national flag along with Major S.B. Singh - G.M. (Admn. & Security, Kanpur). Mr. Shukla along with Maj. S.B. Singh took a salute and inspected the Independence Day parade conducted by the Security Personnel. The National anthem was sung with great ardour by all the employees present. The celebrations concluded with the distribution of sweets.



Mr. Anoop Kr. Shukla - V.P. (Accounts, Kanpur) inspecting the parade

### Padam Tower, New Delhi

Security personnel  
at Padam Tower



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





Mr. R.B.M. Tripathi - G.M. (O&M, Mangrol)  
hoisting the Tricolour at Mangrol

## Nimbahera



Tiny Tots of Padam Vidya Vihar presenting  
a cultural programme



Mr. K.K. Jalori - Unit Head addressing the  
gathering on the occasion



Mr. K.K. Jalori inspecting the parade

The Nimbahera family celebrated Independence Day with great enthusiasm and patriotism. Mr. K.K. Jalori - Unit Head graced the occasion as the Chief Guest and hoisted the National flag, which was followed by the National Anthem. He then inspected the Guard of Honour presented by the Security Personnel. Speaking on the occasion, he extended warm greetings & well wishes to all present. He remarked, "We have to courageously face the challenges posed by global competition and economic slump. I am confident that we will achieve the desired results as we have done in the past."

The programme ended with a vote of thanks by Mr. Satya Deo Paneri - Sr. Officer (H.R., Nimbahera) and convener of the programme.

At Mangrol, Mr. R.B.M. Tripathi - G.M. (O&M, Mangrol) was the Chief Guest for the occasion and hoisted the national flag in the presence of executives, staff and other employees.

The employees of J.K. Power, Bamania also celebrated the 67th Independence Day with great patriotic fervour.



Mr. Anil Badgotri - A.V.P. (Commercial)  
during the welcome address



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

## Gotan

The employees of J.K. Cement Works and J.K. White Cement Works along with the employees and students of LKSEC celebrated the 67th Independence Day with great patriotic zeal and enthusiasm. Mr. B.K. Arora - President (Works) hoisted the Indian tricolour and took the salute of the parade of security staff.

Mr. Anil Badgotri - A.V.P. (Commercial, Gotan) in his welcome address said that the team has unceasingly put in diligent efforts to realize the dreams of our visionary leader Mr. Yadupati Singhania. He remarked that under the tutelage of Mr. B.K. Arora and Mrs. Sushma Arora - V.P. (LKSEC), the factory and school has achieved great success. Mr. Badgotri expressed gratitude to the employees of the factory and school who had contributed to the institute's progress through their incessant and altruistic endeavors.

Mrs. Sushma Arora awarded the winners and runners-up of LKSEC staff while Mr. R.C. Joshi - Principal (LKSEC) awarded the LKSEC students. The prize distribution was followed by sweets distribution for school staff and students, employees and villagers.



Students of LKSEC during the march past



Mr. R.C. Joshi - Principal (LKSEC)  
presenting a student with a medal



## Muddapur

Independence Day was celebrated with great enthusiasm at Muddapur, where a large number of employees and labourers were present. Chief Guest Mr. Antriksh Kumar Jain - Unit Head hoisted the National Flag which was followed by the National Anthem. He inspected the Guard of Honour presented by Security Personnel and oversaw the impressive march past.

Mr. Arun Naik - Sr. Officer (Law & IR, Muddapur) welcomed all the dignitaries on the dias. Mr. S.K. Jain - Head (O & M, Muddapur), Mr. M. Ramappa - Sr. G.M. (Mines, Muddapur), Mr. S.K. Das - G.M. (Civil, Muddapur), Mr. K.C. Khandelwal - G.M. (Instrumentation, Muddapur), Mr. K.R. Choudhary - G.M. (Electrical, Muddapur), Mr. Francis Xavier - G.M. (Commercial, Muddapur) along with other executives of the Company, employees, contractors and workmen were also present on this occasion.

The programme concluded with a vote of thanks by Mr. B.G. Sholapur - Sr. Manager (Stores, Muddapur).



Mr. Antriksh Jain - Unit Head inspecting the parade



Flag hoisting at Muddapur



Mr. S.K. Jain - Head (O & M) presenting a certificate to a student of Padampat Primary School

## Jhajjar

Independence Day was celebrated with great patriotism at J.K. Cement Works, Jharli. Mr. Harish Agarwal - Project Head and all the staff members were present. Mr. Rajbir Singh - Retd. ACP and Mr. Rakesh Jakhar - Member (Zila Parishad) were among the Guests of Honour.

The National Flag was hoisted by Mr. Agarwal followed by the National Anthem and march past by the Security personnel. In his address, Mr. Agarwal, emphasized on team work and appreciated the staff members, local people and authorities for smooth development of work at the project site.

Some entertainment programmes were also organized on this occasion. Volleyball matches were played between J.K. Cement Works Team and the teams of M/s. Goel Construction, M/s. Infinity, M/s. Ayoki. Prizes were given away to all the participants, winners and the security staff.



Mr. Harish Agarwal - Project Head unfurling the Tricolour



Mr. Harish Agarwal honouring a member of security staff





## Janmashtami Celebrations

### Gotan

Krishna Janmashtami at Gotan marks zealous celebrations every year. On this occasion, the Admin Building and guest house were decorated with colourful lights and flowers and the guest house garden sported captivating tableaux (Jhanki) depicting various stages of Lord Krishna's life.

The students from LKSEC played different characters from the life of Krishna and depicted the entire Krishna Leela, canvassing the 'Geeta Updesh to Arjun', 'Jarasandh Vadh', 'Draupadi Swayamwar' and 'Bhishma Pitamah on death bed'.

Bhajans and singing of devotional songs praising Krishna and his deeds started in the evening. Krishna janam, the birth, was celebrated at midnight and Mr. B.K. Arora - President (Works) and Mrs. Sushma Arora - V.P. (LKSEC) performed the pooja with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyamdas Temple.

It is a marvellous celebration that never fails to impress, year after year. Around 15,000 people from villages including Gotan, Tunkliya, Dhanapa, Talanpur, Pundlu, Shiv, Mangliawas, Rol, Harsolav and Nokha have been coming to see this program for the past twenty five years.



Mr. B.K. Arora - President (Works) & Mrs. Sushma Arora - V.P. (LKSEC) during the pooja



### Nimbahera

The Nimbahera family celebrated Krishna Janmashtami with great reverence and faith. On this occasion, Shri Radha Krishna Temple situated in the plant premises was decorated gloriously by coloured flags and flowers. The idols of Lord Krishna, Goddess Radha, Lord Hanuman and Lord Yadureshwara Mahadev (Shiva Panchayatan) were beautifully dressed and decorated.

J.K. Officers' Club and Ladies Club 'Surbhi' put up an exhibition on the life and deeds of Lord Krishna and other Gods and Goddesses. The New Ambika Musical Group, Nimbahera presented Bhajan Sandhya in the temple premises, which was attended by a large number of devotees.

Mr. J.C. Heda - S.D.M. Nimbahera, Mr. Gopal Singh Rathore - Dy. S.P. (Nimbahera), Mr. K.K. Jalori - Unit Head, Mr. M.L. Goyal - Sr. V.P. (Commercial, Nimbahera), Mr. S.K. Rathore - Head (Tech. & I.R., Nimbahera) and a large number of employees were present during the function and ensured that all the arrangements were done in a systematic manner.

On this occasion, teams of All India Radio, Chittorgarh, NBH TV Channel and print media also visited the temple.

The festival was celebrated with great enthusiasm at Padam Vidya Vihar and Kailash Vidya Vihar as well.



Exhibition on 'Kansa Wadh'





60<sup>TH</sup>

## BIRTHDAY

A life well lived is a diamond that shines like a beacon; it stands as an inspiration for those fortunate enough to be able to imbibe its essence in themselves. Mr. Yadupati Singhania, whose life's intricate and enduring lattice has forged a path of peaks and troughs, has triumphed over adversities through grit and perseverance, shouldering tirelessly the enormous responsibilities of leadership. It is such a life that becomes a cause for celebration as it approaches a new era of dazzling success. On the occasion of his 60th birthday, we take a trip down memory lane and highlight some of the milestones in the life of our beloved and respected MD – Mr. Yadupati Singhania.







### *A glowing legacy is born*

The birth of a child is a sign of God's blessing upon the family unto which it is born. On 29th September 1953, Dr. Gaur Hari Singhaniaji and Smt. Sushila Singhaniaji welcomed a wide-eyed baby boy into their loving arms and their lives. Mr. Yadupati Singhania was christened after Lord Krishna as those who beheld the boy saw in him a glimpse of greatness.



Being the first grandchild of Sir Padampat Singhaniaji and Lady Anusuiya Singhaniaji, he forged an irreplaceable place in their hearts and became the apple of their eyes. Situated at the banks of the Holy Ganges, Ganga Kuti, the ancestral Singhania home was lit up with glowing diyas to mark the birth of the young prince. The Singhania family rejoiced and showered the newborn with their love and blessings.





Known fondly as 'Munna Babu' by the staff at home and 'YP' by close family and friends, he became the centre of attention wherever he went.

Even as a child he lived up to the endearing ways of his namesake. Always curious, with a sense of wonder in all things around him, he had an insatiable desire to learn. And he excelled at doing the things children do best – mischief and mayhem!

Mr. Yadupati Singhania started his education at Methodist High School, Kanpur where he was a favourite of his teachers. He was an ace student and his special interests lay in Science, Mathematics and English.



### *Beyond The Books*

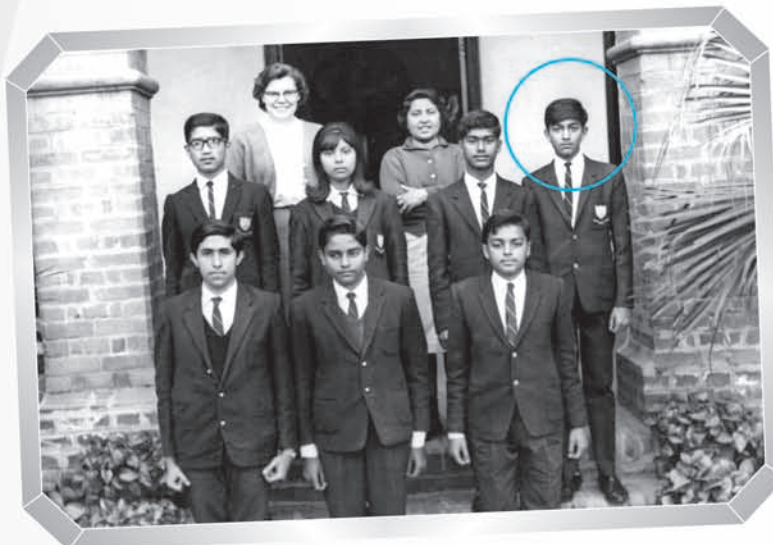
Besides excelling in academics, he has always had a fascination and love for nature and flowers. Since childhood, he loved spending time in the gardens of the family estate, observing and admiring Mother Nature's beauty. He has always been an avid animal lover and has had a particular fondness for dogs specially his pet Pomeranian, 'Tippy'. His other interests in his growing years included sports like cricket, tennis and swimming.







Sir Padampat Singhaniaji and  
Lady Anusuiya Singhaniaji with  
their grand children

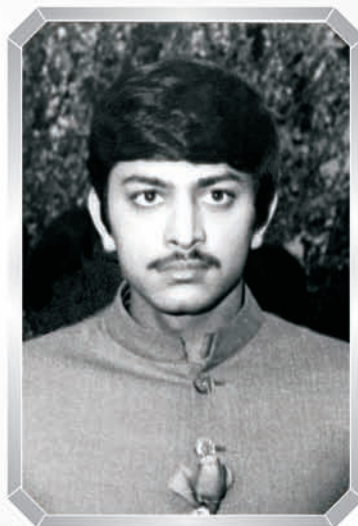


The young Singhania was slowly transforming into an intelligent young man from an innocent child. Little did anyone know that this quiet and amicable boy would go on to become one of the most enlightened visionaries of Indian Industry.



## *The formative years*

Just as nothing in his life has been ordinary, his teenage years were also not archetypal. Contrary to a typical teenager's temperament of being rebellious, Mr. Yadupati Singhania was respectful and responsible.



His keen interest and acumen in science led him to pursue a B. Tech degree from the illustrious IIT Kanpur. His training and education equipped him with the knowledge that he would later utilize in taking his career to astonishing heights.



## *A passion is ignited*

In due course of time Mr. Yadupati Singhanian came to be known as 'YPSji' by his team and colleagues. Soon after his graduation from IIT Kanpur in 1976, Mr. Yadupati Singhanian was inducted into the family business. Industry stalwart Shri Sohanlal Singhanianji took the young man under his wing to guide and nurture his innate talent for business. Under the watchful eyes of his grandfather, Sir Padampat Singhanianji and father Dr. Gaur Hari Singhanianji, his career started with the cement and cotton divisions of the J.K. Organisation where he gained extensive experience in the technical, commercial and marketing aspects of the business.



Shri Sohanlal Singhanianji



Sir Padampat Singhanianji



Shri Sohanlal Singhanianji with Dr. Gaur Hari Singhanianji



His curiosity led him to strive in order to understand what made the business tick, even if it meant working at the shop floor level. During these years, working tirelessly with an all-consuming passion, he received rigorous training and showed penchant for in-depth understanding that moulded his professional character, making him a truly great entrepreneur.



## *A New Beginning*



On 13th February 1979, Mr. Yadupati Singhania was blessedly linked in matrimony with Mrs. Kavita Singhania, granddaughter of Shri Ramnath Goenkaji from the renowned Goenka family who were the promoters of the Indian Express publishing house. The city of Kanpur and those who attended the extravagant festivities will never forget the glittering celebrations of the day.



The Singhania Family



## *The Quintessential Voyager*

Another passion that he has cherished is his wanderlust – the love for travel and the lure of diverse lands. His love for the discovery of new cultures, cuisines and topographies has taken him across the globe, and his vast repertoire of travel experiences will read like a veritable atlas of the world. That said, he savours a special fondness for the European country-side and the ever enchanting state of Rajasthan.





## Plants of Prosperity

### Nimbahera – The flag of success unfurls

Mr. Yadupati Singhania's primary interest lay in the cement business of the group. A voracious follower of international developments, journals and news of the cement industry, he kept himself meticulously abreast of the latest trends and technologies in the field through his various plant visits to Indian and International cement manufacturing units. Using these gathered insights, he made his foray into the cement business with the setting up of the second line of J.K. Cement's flagship plant at Nimbahera, Rajasthan. This was the first in the line of the many thriving plants established by the Company so far under his inspiring tutelage.

He was also involved in identifying new sites for the cement business of the J.K. Organization. For example, the Raymonds Cement Unit at Bilaspur.

Starting small with a 0.3 MTPA capacity in 1975 at Nimbahera, constant capacity enhancement and technology upgradation, have resulted in the plant's present capacity of 3.25 MTPA. Mr D.

Ravisankar – President (Projects) says, "YPSji has been a constant and diligent guiding force, who has taken the plant towards many milestones, enhancing productivity multi-fold while decreasing cost tremendously."





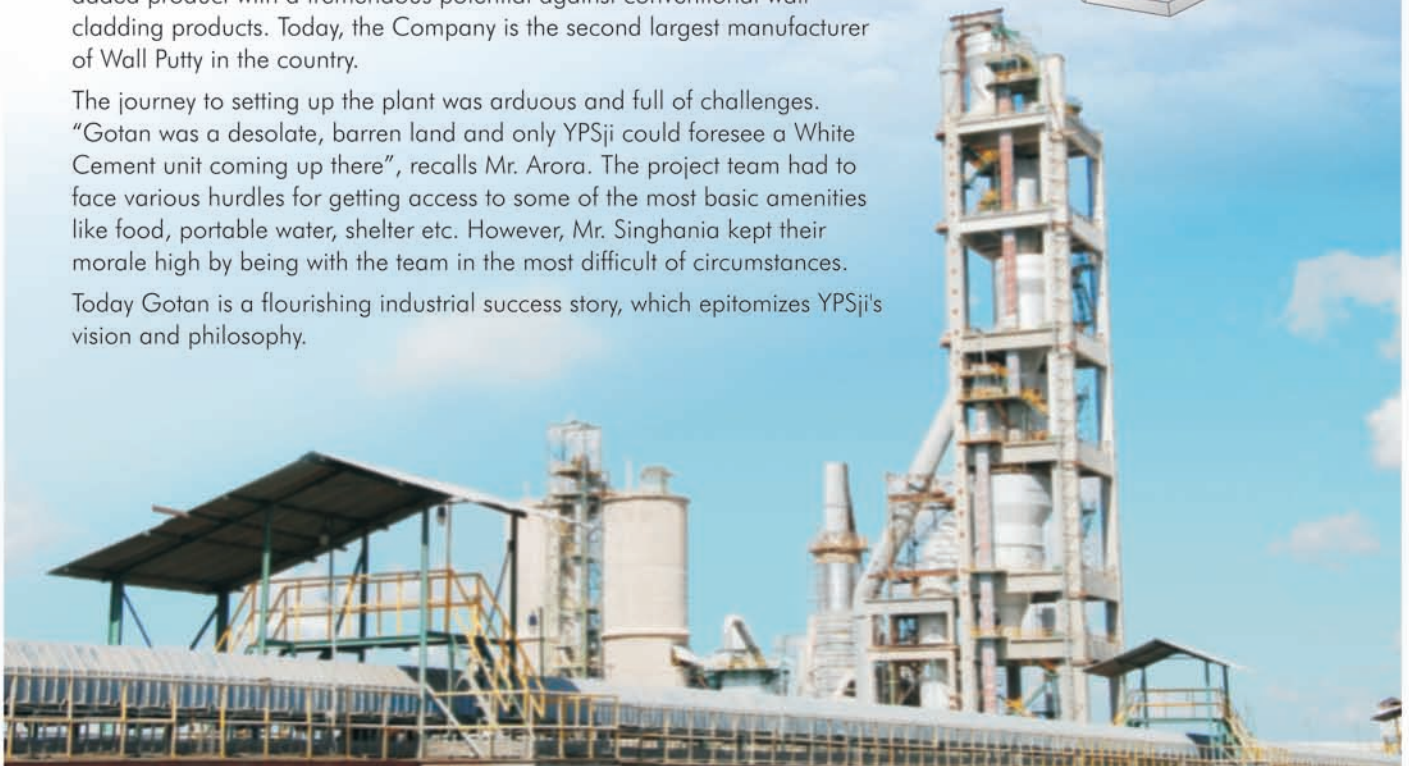
## Gotan – The realisation of a dream



Setting up of J.K. White Cement Works was one of the most ambitious steps that Mr. Yadupati Singhania took wherein he had to overcome many seemingly insurmountable obstacles. Mr. B.K. Arora – President, J.K. White Cement Works, Gotan recalls the question posed to him by the MD, “What can we do in the Cement Industry that has never been attempted before?”. With this, the seed of J.K. White Cement was planted. In the early 1980s, the concept of White Cement itself was unheard of and attracted prejudice of being classified as a luxury product. J.K. White Cement Works, Gotan was the first White Cement facility in India, which was limestone based and manufactured Cement through the dry process. The plant has grown from an initial production capacity of 50,000 tons in 1984 to its current production capacity of 600,000 tons per annum due to continuous process improvements & modifications. In 2002, the Company launched J.K. Wall Putty, a value-added product with a tremendous potential against conventional wall cladding products. Today, the Company is the second largest manufacturer of Wall Putty in the country.



The journey to setting up the plant was arduous and full of challenges. “Gotan was a desolate, barren land and only YPSji could foresee a White Cement unit coming up there”, recalls Mr. Arora. The project team had to face various hurdles for getting access to some of the most basic amenities like food, portable water, shelter etc. However, Mr. Singhania kept their morale high by being with the team in the most difficult of circumstances. Today Gotan is a flourishing industrial success story, which epitomizes YPSji's vision and philosophy.





## Bamania – Powering a new era

J.K. Power, Bamania was commissioned in the year 1987. Mr. A.B. Singh – Advisor recalls, “There was total powercut in the state of Rajasthan in the year 1980-81. Operations of the cement plant had to be stopped. Everything had come to a standstill. At that time the proposition of setting up a power plant was unimaginable but YPSji was determined to make it a reality. We encountered several hurdles but his spirit was undefeated. One after the other we managed to overcome all challenges and the plant was commissioned within 11 months, which was a record in itself and nobody could believe this. It was the first smokeless plant in the Country.”



## Mangrol – Achievement against adversity

“The setting up of J.K. Cement Works, Mangrol, was particularly challenging as during this time the industry was experiencing a downcycle and the Company was facing a liquidity crisis. Despite such impediments, YPSji made J.K. Cement Works, Mangrol a reality with his unrelenting determination.” says Mr. A.K. Saraogi – CFO & President (CA). After establishing a significant presence in Grey Cement in the North with the Nimbahera Plant, commercial production commenced in December 2001 at Mangrol with a capacity of 1 MTPA. This was a strategic step up to reap significant synergy benefits like assistance from technical & commercial staff of Nimbahera which is just 10 km away from Mangrol.

In line with YPSji's vision for expansion, work has started on a brown field expansion at Mangrol with a capacity of 3 MTPA and an integrated grinding unit with a capacity of 1.5 MTPA.





## Muddapur – Looking beyond the horizons

Towards making J.K. Cement a brand with a pan India presence, Mr. Singhania set his eyes on the south-western markets of Karnataka and Maharashtra. Through his unyielding conviction and perseverance, he silenced the naysayers who questioned the wisdom of entering new markets without familiarity of local conditions and J.K. Cement Works, Muddapur was set up with the commercial production starting in September 2009. Mr. Shabbir Khan, Advisor recalls, "YPSji would check with us on a daily basis about the progress of the project. The most wonderful quality about him is his humility and concern for the welfare of each employee." It was Mr. Yadupati Singhania's vision to install only the most sophisticated and state-of-the-art technology and control systems at the plant. The best equipment available in the global market from internationally renowned firms like FL Smidth, Taheiyo Engineering Corporation and others found their way to the plant making it one of the most modern cement manufacturing facilities with a production capacity of upto 3.0 Million tons per annum.





## Jhajjar – New beginnings of excellence

In his unceasing pursuit of excellence in quality, Mr. Yadupati Singhania has taken the Company towards new and exciting beginnings. The Company is putting up the first split grinding unit of 1.5 MnTPA at Jharli, Jhajjar Distt., Haryana. Modern machinery is being sourced from renowned cement machinery manufacturer Thyssen Krupp. Commissioning of this plant is scheduled for June 2014. Catering to major markets like Delhi, Haryana & Punjab will be more effectively and logistically viable from this grinding unit.



## Fujairah – Conquering new shores of prosperity

It has always been YPSji's endeavour to take the company ever higher. Going global and expanding beyond the country's shores has been his long nurtured goal. Mr N Gowrishankar – Head, J.K. Cement Works, Fujairah recalls, "The seed for the Fujairah plant was sown by YPSji in the late nineties. Through his perseverance and belief he nurtured this sapling into a flourishing tree, which will soon bear fruit for the Company."

He envisioned J.K. Cement leaving its gleaming mark on the international market and this dream is seeing the beginnings of its realisation with the setting up of our maiden overseas plant at Fujairah, UAE. Expected to commission production by end of 2013, the plant is being set up in technical collaboration with Taheiyo Engineering Corporation of Japan. The plant has the flexibility to produce both white cement and grey cement, depending upon the market demand. This concept of conversion was YPSji's idea. With the commissioning of this plant, the Company would become one of the top 3 producers of White Cement in the World.





## Revival of J.K. Cotton

Mr. Yadupati Singhania spent his initial training years in J.K. Cotton under the guidance of Shri Sohanlal Singhaniaji and Sir Padampat Singhaniaji. Gradually the cement business started occupying most of his time and attention.

Still, J.K. Cotton continues to have a special place in his heart. Since the closure of J.K. Cotton, YPSji had always wanted to revive it. It was a very special and emotional moment for Smt. Sushila Singhaniaji, Dr. Gaur Hari Singhaniaji and YPSji when J.K. Cotton was revived in 2009 after being non-operational for 20 long years. This was possible only because of YPSji's determination to restart operations and the relentless efforts he made in this direction. This was not just another reopening though; it was the rejuvenation of the mother unit and the one time flagship enterprise of the J.K. Organization.

Today J.K. Cotton is one of the Country's most technologically advanced textile and garmenting companies.





## Regional Training Centre - Nimbahera

Foreseeing the urgent need for a training centre for the Cement Industry, Mr. Yadupati Singhania set up the Regional Training Centre at Nimbahera. It is a premier training centre of North India promoted by J. K. Cement with assistance from World Bank, DANIDA and Govt. of India as a unique HRD project in Cement Industry. It is equipped with modern training aids and caters to the skill enhancement and competency developmental needs of more than 25 cement plants of northern India. It has trained over 12,000 technical and managerial personnel since its inception in June, 1994. The centre has also conducted many tailor-made in-house programs for cement and other industries in India and abroad including Oman Cement, Oman and Star Cement, Dubai and Hama Cement, Syria / EHDASSE Sanat Corp. Iran and National Cement Company, Yemen besides many cement plants in India.

Knowledge enhancement and sharing are areas that YPSji has always felt strongly about and RTC is a shining example of value creation in the field of training.



## Cementing generations of trust

Mr. Yadupati Singhania has always believed that our channel partners are the lifeline of the Organisation and equal stakeholders in the Company's success story. Strengthening this valued relationship and the network by honouring and acknowledging the efforts of our valued business partners has always been one of his priorities. Many of the dealers still recall with fond memories of how he has always been very gracious and prompt in solving any issues that they faced relating to the market. Blessed with a sharp memory, he remembers even the oldest

channel partners with affection and regard. Due to the family like culture developed by YPSji within the Company, there are many instances of even fourth generation descendants of certain dealer families still doing business with J.K. Cement.





## *Felicitating outstanding contribution in the field of Architecture – Architect of the Year Award (AYA)*

Mr. Yadupati Singhania has laid special emphasis on encouraging talent in the field of architecture, which has made J.K. Cement a pioneer in felicitating outstanding contributions of architects. Architect of the Year Award was instituted in 1991 to inspire the professionals to strive for further raising the bar in architecture standards of the Country. AYA since then has lived up to its legacy of awarding excellence every year and helped pave the way for a better

tomorrow in design. Mr. M.P Rawal – Advisor, J.K. Cement Ltd. and Administrator, AYA says, "YPSji's aim was to maintain transparency in the entire process and to ensure that only merit is rewarded. The AYA is his brainchild and today it is an internationally acclaimed award"

The Company's ongoing commitment towards awarding architects for over two decades has made AYA amongst the most credible recognition in the architectural fraternity.



Architect of the Year Award



## Business Affiliations

His vitality knows no bounds as he serves as a member on the board of various esteemed business organisations and is associated with important commerce bodies and associates, besides overseeing the Company's workings.

Some of these are:

- President - Kanpur Productivity Council
- Member of the Managing Committee - Cement Manufacturers Association (CMA)
- Director - Employer's Association of Northern India
- Member of the Board of Governors of the National Council of Cement and Building Material
- Member - Jodhpur Chamber of Commerce



## Cultural Affiliations

YPSji has always believed that culture plays a pivotal role in the development of society. He has always been at the forefront of encouraging and promoting cultural activities across the different centres of the Company, enthusiastically applauding talent during the company's various cultural meets and celebrations.



Mr. Yadupati Singhania at the event organised by Inner Wheel Club of Kanpur West.



Mr. Yadupati Singhania being welcomed at a cultural event

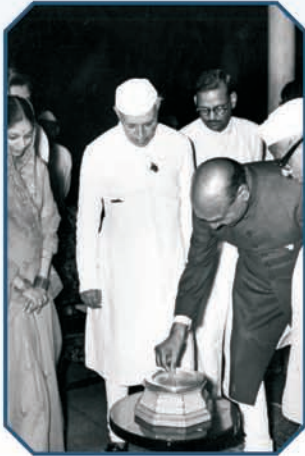


Mr. Yadupati Singhania presenting a memento to Padmashree Hema Malini at the silver jubilee celebrations of J.K. White Cement



## *Catalyst to the Country's growth*

Following in the footsteps of his illustrious forefathers, YPSji has a deep sense of commitment towards the Nation ingrained in his DNA. His vision of responsible entrepreneurship encompasses organisational growth that stimulates the country's growth as well. His holistic contributions towards the Nation have earned the respect of esteemed peers, dignitaries and national leaders alike.





## *Exemplifying the spirit of Philanthropy*

Driven by the solid vision of philanthropic enterprise of the Singhanian Family, Mr. Yadupati Singhanian has striven to create value for the society, stakeholders and the environment. His philanthropic spirit finds reflection in the comprehensive and ongoing outreach programmes of the Company, entailing participation in various social, charitable, healthcare, educational and religious initiatives.

### **Education –**

Mr. Yadupati Singhanian has always believed that quality education and knowledge dissemination are critical pillars for Nation building. J.K. Cement has been prominent in the nation's educational landscape for decades. The educational institutions set up by him comprise K-12 schools, universities and technical institutes at various places across the country. L.K. Singhanian Education Centre (CBSE - affiliated co-educational school), Sir Padampat Singhanian University at Udaipur and Gaur Hari Singhanian Institute of Management, Kanpur have played a key role in helping shape the country's knowledge potential.

### **Lala Kamlapat Singhanian Education Centre (LKSEC) –**

Mrs. Sushma Arora – V.P. (LKSEC) recalls, "In 1984, when the White Cement Plant was commissioned there were no education and medical facilities for the employees. YPSji insisted that immediate steps be taken to take care of welfare activities. First priority was given to Education and a small school with two rooms was started with a single teacher and 17 students. With constant nurturing under the guidance of YPSji this seed has now become a banyan tree spread over an area of 250 acres giving education to as many as 1600 students out of which 1065 are boarders living in 9 ultra-modern hostels". Today, LKSEC is accredited with ISO-9001 and ISO-14001 certifications from LRQA, UK, is a Member of Indian Public Schools' Conference (IPSC) and also a participating institution to UNESCO Associated schools Project Network in education for international peace and cooperation. These developments would never have been possible without YPSji's generous support and guidance.







### Sir Padampat Singhanian University (SPSU) –

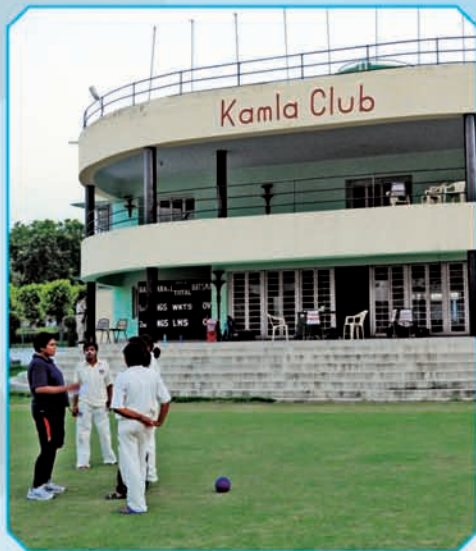
SPSU, Udaipur is the first private University of Rajasthan. Mrs. Rinu Ghosh – V.P. (SPSU) remarks, "YPSji had been involved with schools, management institute, colleges and vocational education for quite some time. Finally, he thought of creating a Centre for Higher Education, which will complete the Company's presence at every level of the learning curve. He then decided to name it after his Grandfather whom he idolises. That is how SPSU came into being in 2007. The idea was to build an institution, which will be comparable to IITs over a period of time. SPSU today is home to over 1200 students at under graduate, post graduate and doctoral levels. The University, set up as part of his corporate responsibility, advocates meritocracy and prides itself on its academic rigour and environment".

Besides this, YPSji has also set up schools like Kailash Vidya Vihar and Padam Vidya Vihar at Nimbahera and Padampat Primary School in Muddapur.





**Sports** – He is an avid sports lover and has done his bit to promote sports. Cricket has always been a hobby and passion for YPSji. The cricket academy in Kanpur was set up under his guidance. He is also a member of the Uttar Pradesh Cricket Association.



Smt. Sushila Singhaniaji greeting the Indian Cricket Team







**Spirituality** - Driven by the tradition of the Singhania Family, Mr. Yadupati Singhania has set up many temples across the centres of the Company to cater to the spiritual needs of the people. The Radhakrishna Temple, Nimbahera was set up by him inspired by the Radhakrishna Temple in Kanpur. He himself participates in many religious activities and poojas that are organized and conducted regularly.



Radhakrishna Temple - Nimbahera



## Community Welfare -

A magnanimous philanthropist at heart, YPSji has instilled a strong sense of social responsibility in the J.K. Cement family. His philosophy and vision have spun off a number of welfare activities across different centres of the Company.



Mr. Yadupati Singhania during grain distribution at Gotan

Mrs. Kavita Singhania and Mr. Yadupati Singhania planting a sapling



Mr. Yadupati Singhania contributing towards P.M. Relief Fund.



R.O. water supply at Gotan



Development of Road at Gotan Village



Mrs. Sonam Singhania with the team from Medanta at the medical camp in Nimbahara





J.K. Centre for Technician Training, Kanpur



J.K. Institute of Technology, Nimbahera



J.K. Industrial training centre, Kanpur

### Vocational Training -

Developing the country's youth and creating employability for them has been very close to Mr. Yadupati Singhania's heart. This has been a vital cog in the community development vision of J.K. Cement Ltd. The Company's vocational training institutes are creating promising career avenues for many. These institutes develop human resources that will contribute to the Nation's development on the technological and infrastructural front.

#### J.K. Institute of Technology, Nimbahera and J.K. Industrial Training Centre, Kanpur – JKITI was set up in

1992 in Nimbahera with the aim of reaching out to unskilled youth of the region and to open the door of knowledge for them. Mr. P.C. Bhandari – Principal (JKITI) says, "YPSji's determination and passion for developing the skills of the youth and providing them with employment opportunities led to the setting up of JKITI. We travelled extensively to understand the kind of facilities and resources that could be provided to aid training". J.K. Industrial Training Centre is another significant centre for training that was set up in 2003 in Kanpur with the same vision and mission.

#### J.K. Centre for Technician Training, (JKCTT)

**Kanpur** is the brainchild of Mr. Yadupati Singhania. The institute was set up in January 2011 with the aim to develop world-class technicians in vocational skills, through short-term and intensive hands-on training programs. Mr. Manoj Pant – CEO (JKCTT) says, "JKCTT is the result of one man's vision. YPSji has always felt that the country cannot progress till a large chunk of the uneducated and unskilled youth are brought into mainstream development, by harnessing their vast energy potential to build the resource pool of the Country".



## Mentoring gen-next!

It is said that only a dedicated student can be a great teacher. And who better to epitomize that time-tested wisdom, than YPSji. As he continues to learn from the changing dynamics of the market, he has strengthened the foundations of the Company, by passing on the acquired wisdom down the line.

In a short span of time, Mr. Raghavpat Singhania, has developed a keen sense of market trends and the swift tides of change that frequently sweep through it under YPSji's unfaltering tutelage. Speaking fondly about his mentor, Mr. Raghavpat Singhania says, "no question is too trivial for Tauji, no discussion too menial. His guidance is a reassuring presence; he keeps a close eye on all things yet has given me space to learn and broaden my repertoire of experiences through practical application." A firm believer in growth through

an amalgamation of real-world understanding and theoretical knowledge, he

encourages both the young executives - Mr. Raghavpat Singhania & Mr. Madhavkrishna Singhania to explore new avenues of decision-making by relying on their instincts and acquired knowledge.

Mr. Madhavkrishna Singhania, who is being trained in the technical side of the business, has gained in-depth knowledge about the intricate mechanics that keep the cogs of the Company's wheel turning. "It has been an exciting

journey, learning the technical workings of cement manufacturing, especially with Tauji as a guru. His wealth of knowledge and understanding of every detail of manufacturing is astounding. His constant guidance and support is a valuable asset for me when facing any snags or roadblocks."

He encourages them to go beyond their comfort zone and be in constant search of new technologies as well as unswerving partnerships.







Kamla Tower, Kanpur Staff



### *Leader. Mentor. Friend.*

Mr. Yadupati Singhania has always kept employee welfare on top priority. He has always striven to provide his employees, especially those working at the plant with the best working and living conditions.

A firm believer in the philosophy of karma, he has been a vocal advocate of hands-on training and constant up-skilling among his people. At the same time, he prefers to give every employee space, to learn, grow and expand.

YPSji has been a pillar of strength, standing tall and steadfast for his people on many an occasion; several employees will emotionally recount incidents when he reached out and sorted out their problems, without ever letting them know about it. Little wonder then that the attrition rates at J.K. Cement are very low and in fact, his core team has stayed with him for over 3 decades.



Padam Tower, Delhi Staff





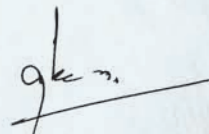
## Glittering birthday wishes to our beloved YPSji



V.D.V. Singh



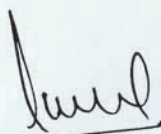
Anil Agrawal



Ashok Gupta



Lalit Khanna



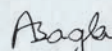
Harish Agarwal



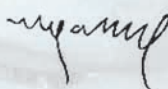
Sanjeev Garg



Ashok Cherian



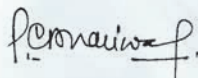
Atul Bagla



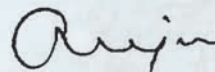
Alok Agarwal



Ashok Kapur



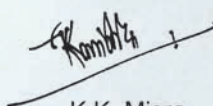
P.C. Dhariwal



Antriksh Kumar Jain



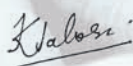
Arun Khurana



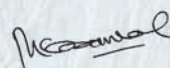
K.K. Misra



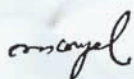
Anoop Kr. Shukla



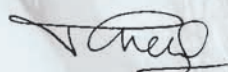
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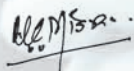
P.K. Bansal



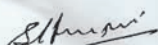
M.L. Goyal



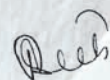
Kailash Nath



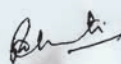
Nikhil C. Misra



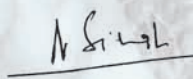
S.C. Kurmi



Prashant Seth



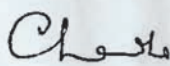
R.N. Chakravarti



V.P. Singh



R.G. Bagla



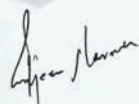
V. Chadha



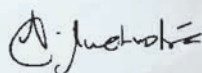
Shabbir Khan



A.B. Singh



Rajeev Sharma



Alok Mehrotra




N. Gowrishankar



C.P. Jhagdawat

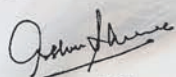




"My association with YPSji has been since childhood and as I have grown to know the man, I have grown to admire his intelligence, his tremendous vision and knowledge about various subjects, his humility and caring nature. His strong and unswerving bond with his employees needs a special mention."

Mr. Raj Kumar Lohia  
Member - Board of Directors

"My memory of YPSji relates back to 1977-78 when I met him for the first time. I was a young Chartered Accountant and he had just passed out from IIT, Kanpur. What impressed me the most about him was his keenness to learn. During the crisis with J.K. Synthetics Ltd (JKSL), I kept meeting him on and off. I was amazed to see that he was steadfast and not disturbed by what was going on in the Company. His focus was on taking J.K. Cement out of JKSL successfully. It is this focus and his vision that is responsible for what J.K. Cement is today."



Mr. Ashok Sharma  
Member - Board of Directors

"Ever since YPSji was placed with me by his grandfather for learning corporate management and finance, I was impressed by his mannerism, knowledge and quest for learning. A scion of Singhanian family, enterprise, courage and generosity flow in his veins. Times proved it true."



Mr. K.B. Agarwal  
Member - Board of Directors

"For me, Mr. Yadupati Singhanian is a perfect gentleman. Yadupati Singhanian, the human being is even more special than the Managing Director of J.K. Cement Ltd. His concern for the well-being of his employees sets him apart."

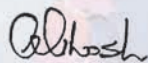


Mr. Achintya Karati  
Member - Board of Directors



# Cherished Memories Shine Eternal...

"I have had the privilege of managing several projects during my professional career. What sets the Green Field University project apart is the incredible trust and the complete autonomy which I enjoyed in creating SPSU, Udaipur. YPSji's hands-off style of management evokes the best in us."



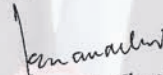
Mr. Ashok Ghosh  
President - Education & CSR

"YPSji is straightforward and down to earth. Although he is a man of few words, but when does choose to speak, everyone listens because of his wisdom. He is someone who sticks by his word and strives to achieve the promises made by him. Even though he possesses such great knowledge, he is not one to boast. Many of his employees worship him and it is just wonderful to see their tremendous respect for him."



Mr. Jayant Godbole  
Member - Board of Directors

"My association with the J.K. Group has been wonderful. I consider myself fortunate to have worked with Mr. Yadupati Singhania and to have been able to garner his valuable support and guidance throughout."



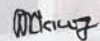
Mr. K.N. Khandelwal  
Member - Board of Directors

"Yadupatiji and I studied in the same school. I was perhaps four years his senior. I recollect him as a quiet and serious student. My relationship with him strengthened only from 1980. I vividly recollect Yadupatiji as a hard working Business Executive. Over the years, on a number of occasions, I requested him to provide financial assistance to the poor and needy. He has always obliged me in this regard, and that too, without seeking any clarification. He has supported many students financially in their schooling, without conditions. These students are now well settled in life and they will always have fond memories of the key role Yadupatiji has played in their lives."



Mr. Jagendra Swarup  
Member - Board of Directors

"JK Synthetics' restructuring was one of the toughest financial crisis situations for YPSji. Even during that time, he remained steadfast and believed that we should stick to the right path, not giving any wrong information to the Bankers. The restructuring of JK Synthetics was a landmark achievement which has not been done by any corporate so far and would not have been possible without YPSji's conviction, honesty and perseverance."



Mr. A.K. Saraogi  
CFO and President (CA)



"As I extend my heartfelt wishes to our revered M.D., I can recall innumerable instances which highlighted his nobleness & left an indelible impression on my mind. His name and character is synonymous with generosity, benevolence & altruism.

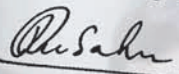
I wish him all the health, prosperity & success in his life for all times to come."



Mr. Jyoti Prasad Bajpai  
Member - Board of Directors

"One of the most memorable moments with YPSji is during 1985 when we travelled together to Denmark and Mumbai to identify the latest technology for Nimbahera III B modification. I was touched by his affection and marvelled at his great leadership qualities.

During the labour problem in Nimbahera in 1990 he closely monitored the issue and authorized us to take independent decisions to overcome the problems, which boosted our confidence and prepared us for all challenges."



Mr. D. Ravisankar  
President - Projects

"I met Mr. Yadupati Singhania in early 1978 when I started working for construction of the 2nd unit at Nimbahera. We worked together for the 2nd & 3rd units at Nimbahera. How ever my most memorable experience is the setting up of J.K. White Cement Works at Gotan. Challenges were innumerable and only his zeal to do something extraordinary pulled everyone through."



Mr. M.P. Rawal  
Advisor - T&MS

"My journey with the Company has been very special because of one great man - Shri Yadupati Singhania. One instance that is clearly etched in my mind is the dealers' conference that I helped organize on 20th Jan, 1985 when I was the in-charge for Haryana Marketing. YPSji chaired the meeting and I was elated to share the dias with him. However I was very nervous about addressing the participants in his presence. Also, it was my first attempt at public speaking. Eventually I managed to successfully do the task at hand, which greatly boosted my self-confidence. He also commented that I was a natural. This was a turning point in my career and I never looked back."



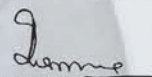
Mr. R.C. Shukla  
President Mktg. - Grey Cement

"यदुपति सिंहानिया : एक सार्वक जीवन उत्कर्ष में विनम्रता, जीवन के प्रति सकारात्मक दृष्टिकोण, वाणी में धैर्य और सत्यता, मानवीय संवेदना के कारण सबके सुख-दुख को अपना मानने वाला व्यक्तित्व श्रेष्ठता का स्वयं प्रमाण होता है। यदुपति जी, विश्व क्षितिज पर सूर्य की तरह चमकें, एक सार्वक जीवन को जन्मदिवस पर कोटिशः बधाईयाँ।"



Mr. Suparas Shakuntala Bhandari  
Member - Board of Directors

"The setting up of J.K. White Cement Works under the leadership and guidance of YPSji remains the most cherished journey for me. It was one of his greatest ambitions and I feel privileged to have played a part in realizing his dream."



Mr B.K. Arora  
President - J.K. White Cement Works





## PEOPLE POWER TRAINING PROGRAMMES

### RTC TRAINING PROGRAMMES : JULY 2013

#### 1. Training Program On 'An Orientation To Cement Manufacturing Process – For CTS / MTS': July 03 - 05

A three day training program on 'An Orientation to Cement Manufacturing Process' was organised at Regional Training Centre (North), Nimbahera (Rajasthan) for the CTS / Marketing Executives of Head Office, Marketing Division J.K. Cement Ltd. Twenty executives participated in the program. The program focused on cement manufacturing process and cement quality parameters. In the final deliberation Dr. Singh stressed that there is ample opportunity for executives in the company for taking J.K. Cement Ltd. forward.

#### 2. Management Program on 'Managerial Skills for Managers (GM 04)': July 09 - 10

A two day management program was organized on 'Managerial Skills for Managers (GM-04)' for Frontline / Middle Management target group. Sixteen participants attended from J.K. Cement Ltd., Nimbahera and Mangrol plant. Shri Balendu Bajpai - Director, AP Shubham Consultants, Vadodara organized the program.

The participants were oriented with insights on the following subjects:

- Role of manager
- Thought management
- Behaviour of people
- Planning before execution
- Manage things
- How to know about yourself

#### 3. Training Program on 'Operation & Maintenance of Gearboxes & Mechanical Conveying Equipments (W04+L07)': July 10 - 13

Regional Training Centre (North) organized a Four day training program on 'Operation & Maintenance of Gearboxes and Mechanical Conveying Equipment (W04+L07)' for Technicians of Chanderiya Lead Zince Smelter. Nineteen participants attended the program. A team of RTC faculty conducted the training program.

#### 4. Training Program on 'Impact of Raw Mix Design and Burnability in Cement Industries (TP 10)': July 11 - 13

Regional Training Centre (North) organized a three day training program on 'Impact of Raw Mix Design & Burnability in Cement Industries (L02 B)' for Supervisors / Engineers target group. Ten participants from various cement companies attended the program.

Training on the following subjects was an immense benefit to the participants:

- Raw Mix Design and alternate fuel
- Burnability
- Optimization of raw mix design
- How to avoid ring formation with the help of Raw Mix Design
- Use of pet coke, and related problem
- About volatile

#### 5. Training Program on 'Selection, Operation & Maintenance of Slip Power Recovery System (S 06)': July 16 - 17

A two day training program on 'Selection, Operation & Maintenance SPRS' for Engineers / Supervisors was organised. Fourteen participants from J.K. Cement, Birla Cement, J.K. White Cement, Ultra Tech Cement Co and Vikram Cement, Khor attended the program. RTC faculty Mr. M.C. Upadhyaya, Birla Cement Works and Shri Chetan Mishra, J.K. Cement Works, Mangrol conducted the program.

#### 6. Management Program on 'Team Building and Conflict Management': July 23 – 24

A two day management program was organised on 'Team Building and Conflict Management' for Frontline / Middle Management target group. Thirteen participants from Cement, including J.K. Cement, as well as



Participants of Team Building & Conflict Management workshop



non-cement industries attended the program. Shri Amar Bindra, Chief Enabler, Performance Enablers, Delhi was the faculty on the program.

Detailed training and Interactions were held on the following key areas:

- Leadership / Self development
- Team work
- Conflict Management



- Relationship / Happiness
- Better Communication
- Creativity
- Trust building
- JOHARI Windows
- Motivation
- Stress management

**7. Training Program on 'Maintenance of Electronic Equipment & Drives (S 09)': July 25 - 27**

Regional Training Centre (North), Nimbahera (Rajasthan), organized a three days training program on 'Maintenance of Electronic Equipment' for Technicians/ Inst. Mechanics. Six participants from J.K. Cement and Birla Cement attended the program.

**8. Training Program on 'Maintenance of Electrical Equipment (TP 11)': July 29 - 30**

A two day training program was organised on 'Maintenance of Electrical Equipment (TP11)' for Technicians of Vedanta Group - Dariba Mines, Rajsamand. Eighteen participants attended the program. Key subjects covered in the training session were:

- Knowledge of AC & DC Motors
- Electrical Safety during work
- Proper Safety during maintenance



- Maintenance of Transformers, Motors and Circuit breakers
- Maintenance practices while working
- Working principal of Transformers and Motors
- Power factors
- Trouble shooting on electrical equipments
- Day-to-day problems of electrical equipments

## RTC TRAINING PROGRAMMES : AUGUST 2013

**1. Training Program on 'An Orientation to Cement Manufacturing Process': August 01 - 03**

The program was organised for CTS/ Marketing Executives of Head Office. Fifteen executives participated in the program.

**2. Training Program on 'Operation & Maintenance of Variable Speed A C Drives (NP 40)': August 01 - 02**

Experts from AMTECH Electronics, Gandhinagar organised the program for Managers/Engineers target group which was attended by eight participants from Birla Cement, J.K. Cement, Wonder Cement and UltraTech Cement, Kotputli.

**3. Training Program on 'Operation & Maintenance of C&I/ Field Instruments (TP 13)': August 07 - 10**

Organised for Technicians of Chanderiya Lead Zince Smelter, this program was attended by sixteen participants. A team of faculty from RTC conducted the program. At the end of the training program, participants submitted points worth implementing in post training stage at their unit.

**4. Training Program on 'SUPERVISORY DEVELOPMENT (GM 04)': August 09 - 10**

This programme was organised for Frontline/ Middle Management personnel. Seventeen participants from J.K. Cement Works, Nimbahera and Mangrol attended the program. Dr. Karunesh Saxena - Director (FMS, MLSU, Udaipur) was the faculty at the program.

Some important points that were discussed during the program and desired to be implemented at respective plants in post-training stage:

- Communication skills
- Leadership
- Think before speak / act
- Emotional Intelligence
- Self Development
- Motivation

**5. Training Program on 'Maintenance of Transformers / Protection System and Lighting Illumination System (NP 48)': August 26 - 29**

Eighteen Technicians of Chanderiya Lead Zince Smelter attended the program which was conducted by a team of faculty from RTC. The participants submitted points worth implementing in the post-training stage at their units



Training on Maintenance of Transformers Protection System and Lighting Illumination System in progress



Participants of programme on An Orientation to Cement Manufacturing Process



## Poster Making Competition, Kanpur

A Poster making contest was organized for the employees and their family members under the banner of Fun@Work. The programme was organized by the team of Corporate HR led by Mrs. Nitya Chawla - Corporate HR supported by Ms. Devyani Kedia, Mr. Amit Saxena and Mr. Ajay Singh. The contest was extended to Kanpur, Gotan, Muddapur, Delhi, Pune, Udaipur and Grey Cement South & White Cement Employees. In all, seventy employees participated in this engagement initiative.

The employees were given various interesting topics and they were to submit the entries to Corporate HR. The contest was classified in two categories viz, Awakening and Awareness.

The members of the jury were Dr. Sucharita Khanna - Director (Kanpur Cultural Association Library), Dr. Kalpana Gaur - Lecturer (Fine Arts, Juhari Devi Girls College) and Mr. Mazahir Anwar - Lecturer (Sir Padampat Singhania School). The entries were judged on the basis of creativity & presentation, originality, impact (neatness, colour harmony etc.) and relevance to the theme.

The employees were asked to express their ideas through paintings, sketches etc. and they participated enthusiastically, exhibiting their innate creativity and being at their thinking best. The posters were displayed on a "Wall of Fame".

Prize distribution ceremony was organized at Kamla Tower,

Kanpur on 14<sup>th</sup> August where Mr. A.K. Saraogi - CFO & President (CA) was the Chief Guest. Mr. Lalit Khanna, Mr. C.K. Arora, Mr. Anil Kamthan, Mr. Pavan Srivastava, Mr. V.D.V. Singh, Mr. R.P. Tomar and Maj. SB Singh were also present on this occasion. The programme was hosted by Mr. Siddharth Vishnoi and Mrs. Sonika Arora.

The topics given in the awakening category were Help Save Planet, Recycling, Give Your Lungs a Chance, Clean the Air now, Sustainable Development and Say No to Tobacco/Alcohol. On the other hand the Awareness category included topics such as Women Empowerment, Work Culture, Health & Hygiene, Youth & It's values, Grandparents - Delightful blend of laughter, care & love and My contribution for the betterment of the society.



Mr. A.K. Saraogi - CFO & President (CA) presenting the certificate to a winner

### पोस्टर प्रतियोगिता में दिनेश अब्बल

कानपुर। जेके सीमेंट लि. ने अपनी कर्मचारियों और उनके परिवारों के लिए पोस्टर बनाओ प्रतियोगिता आयोजित की। इसमें कानपुर, गोदन, मुद्दापुर, दिल्ली, पुणे, के कर्मचारियों ने भाग लिया। प्रथम पुरस्कार मुद्दापुर के दिनेश पवार, दूसरे स्थान कानपुर के देवयानी, तीसरे पर कविता रही। विजयी प्रतिभागियों को प्रेसीडेंट सीए, सीएफओ एके सराओगी ने पुरस्कृत किया। डा. सुचरिता खन्ना, डा.कल्पना गौर, माजिहर अनवर, सीके अरोरा, ललित मौजूद रहे।

Amar Ujala, 23rd August 13

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



**Mr. Rahul Kanungo**  
Manager (MIS)  
J.K. Cement Ltd.  
New Delhi

\* Manager level & above only.

### Poster-making competition on social issues held in city

TIMES NEWS NETWORK

**Kanpur:** JK Cements Ltd organised a poster-making competition for the company's employees and their family members at a programme titled Fun@Work. The participants were given topics on which they made posters, the best ones winning prizes at the end of the function.

The programme was organized by the team of corporate HR led by Nitya Chawla, Devyani Kedia, Amit Saxena and Ajay Singh. Around 70 employees participated in this engagement initiative. The topics for the competition included 'help save the planet', 'recycling', 'give your lungs a chance', 'say no to



SHOWCASING CREATIVITY

bacco/alcohol', 'women empowerment', 'work culture', 'health and hygiene' etc.

The members of the jury were Sucharita Khanna, director, Kanpur Cultural Association, Kalpana Gaur, lecturer of fine arts at Juhari Devi Girls College and

Mazahir Anwar, lecturer, Sir Padampat Singhania School. The entries were judged on the criteria of creativity, presentation, originality, impact and relevance.

The winners of the 'awakening category' were Dinesh Pawar (Muddapur), Devyani Kedia (Kanpur) and Kavisha Gupta (Kanpur). In the 'awareness category', Priyanka Chhabra (Kanpur), Sonali Agarwal (Kanpur) and Nandini Sah (Gotan) bagged prizes.

Times of India 23rd August 13



## Launch of Wall of Fame, Kanpur

Corporate HR recently launched the concept of "Wall of Fame". This Wall of Fame will be used for Employee Recognition. A board has been placed on the ground floor at Kamla Tower (opposite the Library) which will display employees' contribution towards Fun@Work, achievements by employees, pictures of various events organized from time to time etc.

To begin with, the participating entries of Poster Making Competition followed by display of winning entries of the competition were put up.

The employees have been informed that if they win any competition/get a reward/complete higher education from reputed institutes etc. on the personal front, they are requested to give the information to Corporate HR



Department to be put up on the Wall of Fame. However, the sole discretion of information displayed will be with the Corporate HR team.



## Putty Applicators' Training, Gotan

A training session was conducted for the applicators from 12<sup>th</sup> to 14<sup>th</sup> August at J.K. White Cement Works, Gotan.

The team was welcomed and greeted in the opening meeting by Mr. B.K. Arora - President (Works) and Mr. C.P. Jhagdawat - V.P. (C&A, Gotan). Mr. Akshay Pratap Singh - Manager (HR, Gotan) presented a brief company profile of J.K. White Cement Works, taking the group through the journey over the past three decades. Mr. Dinesh Sharma - Manager (CTS) acted as the coordinator for the Putty Applicators.

Mr. D.D. Purohit - Manager (Value Added Products, Gotan) then led the training by explaining the basics of Putty manufacturing and accompanied the team for the plant visit to exhibit the practical dynamics of putty manufacturing.

Following the plant visit, Mr. Purohit and Mr. A.K. Gautam - Head (Putty Plant) conducted a session on application of J.K. Wall Putty. Application of fine and coarse putty was exhibited to the group at the site itself by Mr. Purohit and Mr. Gautam. They also explained the basics of J.K. Wall Putty, covering its requirements, paste

preparations, applications and storage. On the second day, the group was taken through the workings of RRM plaster, texture and tile adhesive. The session covered theory as well as practical demonstrations. On the final day, the group was taken to a Putty lab for demonstration of physical and non-conventional testing of putty apart from other methods and techniques implemented to ensure consistency of quality. The induction programme concluded with a meeting with Mr. B.K. Arora and Mr. C.P. Jhagdawat.

Putty applicators shared their queries and suggestions with Mr. Arora. It was an interactive session and the group was highly elated. As a token of thanks, Mr. Arora awarded an identity card, a certificate of being a J.K. White Cement trained applicator and a gift to each of the participating applicators.



Mr. B. K. Arora - President (Works)  
presenting a certificate and gift to a participant



Participants at the training with the President and Plant Staff

## Welcome to the J.K. Cement family - Mr. R. Ganesh



Mr. R. Ganesh  
Marketing Head (Grey Cement South)

Mr. R. Ganesh who has joined us as Head (Marketing - Grey South) has a rich experience of over 37 years in the areas of Corporate Strategy, Channel Management, Sales & Marketing & New Business Development with Reputed Companies at senior positions. He holds an MBA from the reputed University of Madras and has worked with some of the top companies such as Philips India, USHA International and Associated Marketing Agencies besides consulting with various companies post retirement. Mr Ganesh held the respected position of Sr. G.M. Marketing at his previous company, Madras Cements. He says, "It is my mission to adopt 'ekagratha' for strengthening the brand, and I will do all in my ability to bring this to fruition." We welcome him to the J.K. Cement family and hope that he takes the brand to greater heights.



## Presentation Session - Engineers Forum, Muddapur

J.K. Cement Works, Muddapur organized a presentation session on Engineers Forum activities on 24<sup>th</sup> July which is an innovative theme in itself. Special Executive, Shri Madhavkrishna Singhania graced the occasion as the Chief Guest while Mr. Antriksh Kumar Jain - Unit Head & Mr. S.K. Jain - Head (O&M, Muddapur) were the Guests of Honour. Mr. K.C. Khandelwal - GM (Instrumentation, Muddapur) who is also the President of Engineers Forum summarized all the resourceful suggestions which were given by the employees in various categories like energy conservation, cost reduction, safety, productivity improvement etc. Mr. K. R. Choudhary, Mr. I. B. Chennal, Mr. Javed Hussain & Mr. M. M. Kalmath presented their suggestions as well. Mr. Juned Khan - HR (Muddapur) and the Secretary (Engineers Forum) hosted the session, presented the vision & motto of Engineers Forum and also elaborated on the E-Library's success. Mr. K.C. Khandelwal highlighted that by implementing employees' suggestions, J.K. Cement Works, Muddapur has achieved savings of more than Rs. 1.6 crores, which is an impressive feat by any standards.



Presentation on Engineers Forum Muddapur

## STOCKIST'S CORNER

### SDA DELHI



Mr. Rahul Kumar Singh - D.G.M. (Marketing, Delhi) presenting a memento to Mr. K.C. Gupta of M/s Jagdambe Builders at the SDA organised on 19<sup>th</sup> July

Mr. V. Mahaadev - Sr. Manager (Marketing, Tamil Nadu) honouring one of the top performing retailers at the meet organised on 19<sup>th</sup> July

### RETAILER MEET DELHI



Mr. Manoj Gupta - Head Marketing (Grey Cement North Zone) presenting the key to a bike to one of the best performing dealers. Also seen in the photo are Mr. Pravir Jaiswal - Manager (Marketing, Delhi), Mr. Rahul Kumar Singh - D.G.M. (Marketing, Delhi) & Mr. Sanjay Jain (Sales Promoter) at the meet organised on 26<sup>th</sup> July

### SDA TRICHY





## spotlight on Mr. Rajeev Sharma

(Excerpts from an interview with Mr. Rajeev Sharma - V.P. (Technical, Gotan)

**Q1. Please throw some light on your journey with the Company so far. Also, share with us the most fond memory of your association.**

My journey with the Company has been very fruitful and one of great satisfaction. I was working with UP State Cement Corporation when Shri Kailash Nathji gave me the opportunity to join J.K. White Cement Works, Gotan in 1984. Since then, there has been no looking back. I consider myself fortunate to have had the support and guidance of our MD - Shri Yadupati Singhania and Mr. B.K. Arora - President (J.K. White Cement Works, Gotan). Mr. Arora is like family and I would always be indebted to him for his support. My most fond memory is of the time when our Chairman, Dr. Gaur Hari Singhania visited the plant. I can never forget the inspiring speech that he delivered on one of these occasions.

**Q2. You have been a part of the process of setting up of J.K. White Cement Works, Gotan and have played an important role in the expansions thereafter. Please share with us some of the challenges that you had to face during this period and how you were able to overcome these.**

Challenges are a part and parcel of work. Everything depends on how you view them. The challenges from a technical point of view are mostly against time and investment. When you are working to improve upon the existing systems/production unit, the job is always fraught with hurdles and difficulties. We encountered many such problems at the plant, which were overcome through

ingenuity and perseverance. For instance, when the fuel prices started to pick up we knew that white cement operation would no longer be profitable. This is when the use of petcoke was considered. We had to manage with limited funds; hence, a second hand VRM was purchased, which was a very old design that was not suitable for petcoke grinding. A completely new burner was designed and manufactured in-house with some innovation. This was something, which had never been attempted in a cement plant.

**Q3. What do you think has been your greatest contribution from the technical perspective?**

My experience at the plant has been one of learning and growth. I have striven to contribute in different areas and have taken initiatives to resolve issues wherever possible. We have come a long way since the time the plant was set up in 1984. The production capacity of the plant has increased from 300 tpd to 1500 tpd with continuous system improvements and technology upgradations. The percentage of whiteness that we have managed to achieve is 90% from 84% in the past. Also, I feel proud when I find that many of the engineers whom I trained are at Senior Positions in esteemed organisations and also working as Consultants.



Mr. Rajeev Sharma

## Spotlight on Mr. T. B. Ruia

M.D. - M/s Snowcem Paints

Mr. T.B. Ruia of M/s Snowcem Paints belongs to an Industrial Family which was active in Cotton Textiles and then in multiple industries like Exterior Paints, Construction Equipments, Slotted Angles, Carbon Papers and Stationary Products, Electrical Furnaces and Shipping and Marine Equipments Agencies etc. His father late Mr. B.R. Ruia was considered to be a doyen of Exterior Paints Industry and he put it on the map of Paint Industry as a specialized product. He became actively involved in the Paint business after the demise of his father in the year 2000.

**Q1. Considering your long association with J.K. Cement Ltd, please share your views about the culture and people of the Company.**

Our family has had a very long and lasting relationship with the J.K. Cement family. My father, late Mr. Balkishan Ramgopal Ruia, under whose visionary leadership Snowcem was established put up its first expansion Greenfield project in Gotan almost at the same time when J.K. Cement put up its White Cement plant in Gotan. The first supply from J.K. White Cement plant was to Snowcem and since then Snowcem has always been loyal to the Company all these years and enjoys a very warm, friendly and family like relationship.

**Q2. In your view, what is the future of the Cement based paints industry and how can J.K. Cement improve its contribution towards your products?**

Snowcem Paints is a pioneer in Exterior Paints in India and introduced exterior paints in the late 40s. This product was initially imported from England and first manufactured in India in 1959. Snowcem has always been synonymous to exterior paints.

In the last few years, paint majors have extended their liquid paint line to the exterior paints, which did affect the growth of Cement Paints to some extent. However, with housing sector expansion, the new demand for environment friendly "GREEN" paint and increased paint cycle is seeing new vigour in the cement paints industry.

Obviously, Cement Paint is Zero VOC paint and offers much better thermal resistance. Even, UK and Europe have shown interest in reusing this paint again and Snowcem has started exporting to UK after numerous enquiries.

J.K. Cement and Snowcem have to work together to improve the application techniques and longevity of Cement Paint. J.K. Cement can also help in spreading awareness about this product.

**Q3. Kindly narrate any incident of your association with the Company which has left a lasting impression on you?**

We will always remember the steadfast support given by J.K. Cement when the Company was undergoing a crisis in 2003-2004. It shows that for the Company, relationships and loyalty is of greater importance. We reciprocated the same by never going to another supplier.

**Q4. What message would you like to give to the members of the J.K. Cement family?**

Our message to the J.K. Cement family is to always consider your customer as a family member and look after the needs of its customers as you have been doing in the past. Relationships are forever and always help business. We are sure with all the new initiatives and endeavours, the Company will scale new heights.

**Q5. What is your core belief in business that has helped you sustain the Company over the years in the face of increasing competition?**

Quality, quality and quality. Snowcem has never compromised on quality even in the most difficult of times. Moreover, one has to be fair to the customer and offer total value for the faith reposed in your product.



Mr. T. B. Ruia





## WINNING ENTRY

### First Impression is the Last Impression. How true is this statement?

#### *The impression, first... last and beyond!*

The first impression may not be the last impression but certainly it lasts for long. There is a Quote that 'Early impressions are hard to eradicate from the mind. When once wool has been dyed purple, who can restore it to its previous whiteness?' But then nothing survives forever; hence, time is an important factor in inevitable change. There is a thin line between impression and perception and both change with the passage of time as the memory has its own limitations and the source of the first impression may start showing its different dimensions.

In fact, the first and last impression theory is a 'narrow mind' theory. Please do not burden yourself with everlasting first or last impressions, good, bad or

in-between, as they may be. Rather save your memory for better things to come in life. Even if you are in a commanding position, do not always remain in 'passing judgment' mode. It is best to keep a cool head and give space to the people to alter their impressions. Most importantly, change has to happen - knowingly, unknowingly, intentionally or unintentionally. When change is the one constant in life, then impressions cannot stay static endlessly.



And then, there is destiny. Who can deny the existence of this all important aspect of life? The first impression may or may not change one's destiny but the destiny can certainly change any impression, be it first or last.

**Mr. P.K. Sharma**

*Sr. Manager (Personnel & Liaison)  
J.K. White Cement Works, Gotan*

## Winning Entries

### 1st Runner Up

#### First Impression is the Last Impression. How true is this statement?

Mr. Sachin Ahire  
Dy. Manager (Marketing, Mumbai) White Cement

### 2nd Runner Up

#### First Impression is the Last Impression. How true is this statement?

Mr. Rajan Singh Tanwar  
GET (Electrical, Nimbahera)

## Participating Entries

### First Impression is the Last Impression. How true is this statement?

- |  |   |
|--|---|
| 1. Mr. Mehraj Ahmed - Marketing Officer (Kaithal, Grey Cement)         | 8. Mr. S.N. Jha - MIS (Kanpur)                                |
| 2. Mr. Himanshu Upadhyay - Marketing Executive (Ludhiana, Grey Cement) | 9. Mr. Rahul Jain - Management Trainee (Commercial, Muddapur) |
| 3. Mr. Robin Gupta - Sr. Engg. (Mechanical Dept., Muddapur)            | 10. Mr. Sunil Sharma - Manager (HR, Nimbahera)                |
| 4. Mr. A.K. Saxena - Chief Medical Officer (Gotan)                     | 11. Mr. S.S. Baxi - Dy. Manager (Sales Accounts, Nimbahera)   |
| 5. Mr. Rajnish Rawat - Accounts (Kanpur)                               | 12. Mr. C.S. Dashora - Dy. Manager (H.R., Nimbahera)          |
| 6. Mr. Rajeev Srivastava - Manager (Accounts, Kanpur)                  | 13. Mr. Sumit Arora - Purchase Deptt (Gotan)                  |
| 7. Mr. Mohsin Khan - Engineer (Instrumentation, Jhajjar)               | 14. Mr. Sunil Kumar K - Mangrol                               |
|  | 15. Mr. Jitendra Pamnani - Manager (Legal, Nimbahera)         |



### Traditional Vs Modern : Keeping Pace With The Changing Times

1. Mr. S.N. Sharma - Sr. Manager (Mechanical, Nimbahera)
2. Mr. A.K. Saxena - Chief Medical Officer (Gotan)
3. Mr. Himanshu Upadhyay - Marketing Executive (Ludhiana, Grey Cement)
4. Mr. Sachin Ahire - Dy. Manager (Marketing, Mumbai) White Cement
5. Mr. Gaurav Kumra - M/s Shah Traders
6. Mr. Sunil Kumar K - Mangrol

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

1. Employee Attrition - A major HR challenge
2. The importance of adapting to the 'smart phone generation' and the values that are getting left behind

Last date for submission of entries is **25<sup>th</sup> October, 2013**

Please send your entries to

**nitish.chopra@jkcement.com**

**shivapriya.ier@jkcement.com**

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

Please send original articles only to avoid copyright violation.



## Off Site

Mr. V. Mahaadev - Sr. Manager (Marketing, Tamil Nadu) addressing the gathering at the meet organised from 22 - 24 August. Also seen on the dias are Mr. S. Nagarajan - G.M. (CTS), Mr. Mohan Sharma - A.V.P. (Marketing), Mr. V.P. Singh - Advisor and Mr. A.L. Sundararajan - G.M. (South)

### Stockist's Meet - Tamilnadu (Ooty)



### Stockist's Meet - Kerala (Kollam)



Mr. V.P. Singh - Advisor honouring one of the top performing dealers at the meet organized from 24-26 August. Also seen in the photo are (from left to right) Mr. A.L. Sundararajan - G.M. (South), Mr. Mohan Sharma - A.V.P. (Marketing), Mr. Shailesh Gupta - A.V.P. (MIS), Mr. Nitish Chopra - Head (Branding & Communication) and Mr. R. Arunachalam - Sr. Manager (CTS)



## The super cool J.K. Super Cement dude!

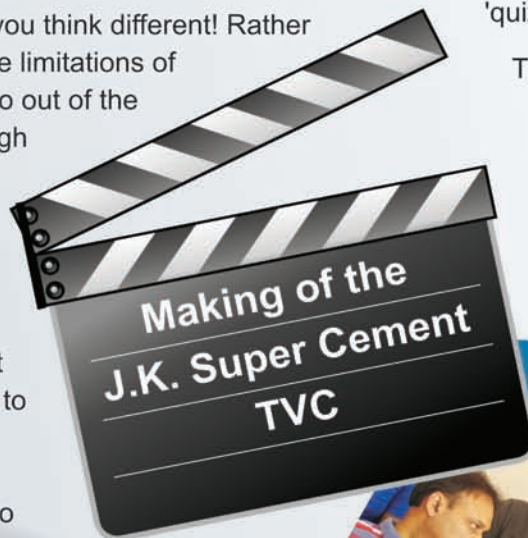
**W**hat do you do when your brand is competing in an increasingly crowded parity segment? What do you do when, faced with tough market conditions, it doesn't remain prudent to replace your brand ambassador (Virender Sehwag) with an equally or more expensive celebrity?

What you do, is that you think different! Rather than staying within the limitations of circumstances, you go out of the box, with break-through ideas. Encouraged by the success of our beloved Chhutkau Painter for J.K. Wall Putty, this year, the think-tank at J.K. Cement decided to yet again leverage arguably the most powerful tool known to advertising – humour. Mr. Nitish Chopra, Head – Branding & Communication said, *"Intensive internal discussions with our Advertising Agency, led to the unanimous conclusion that it would be ideal to create a memorable character for J.K. Super Cement too – someone who is loveable, hilarious, smart and always has the last word – quite like Chhutkau!"*

The challenge was enormous – Chhutkau could be easily justified as he spelt out the many advantages of his product vs others. There was no such brand SMP (Single Minded Proposition) with cement. The breakthrough came with the very campaignable idea of an endearing engineering student who stuns his classmates and the audience with his unusual insight –

countering conventional knowledge with very category-specific knowledge, to distinguish himself. In the ad, which is now on the air, he claims that the world's strongest material is J.K. Super Cement – countering the obvious correct answer by wondering if the engineering students intended to make buildings, or play 'quiz-quiz' when they enter the 'real' world.

This approach, besides being hilarious in itself, uses wit to give the brand relevance. Creative Director of the Advertising Agency, Basic4, Mr. Mayank Gaur says, *"There's a huge challenge being wacky and relevant at the same time. While the humour*





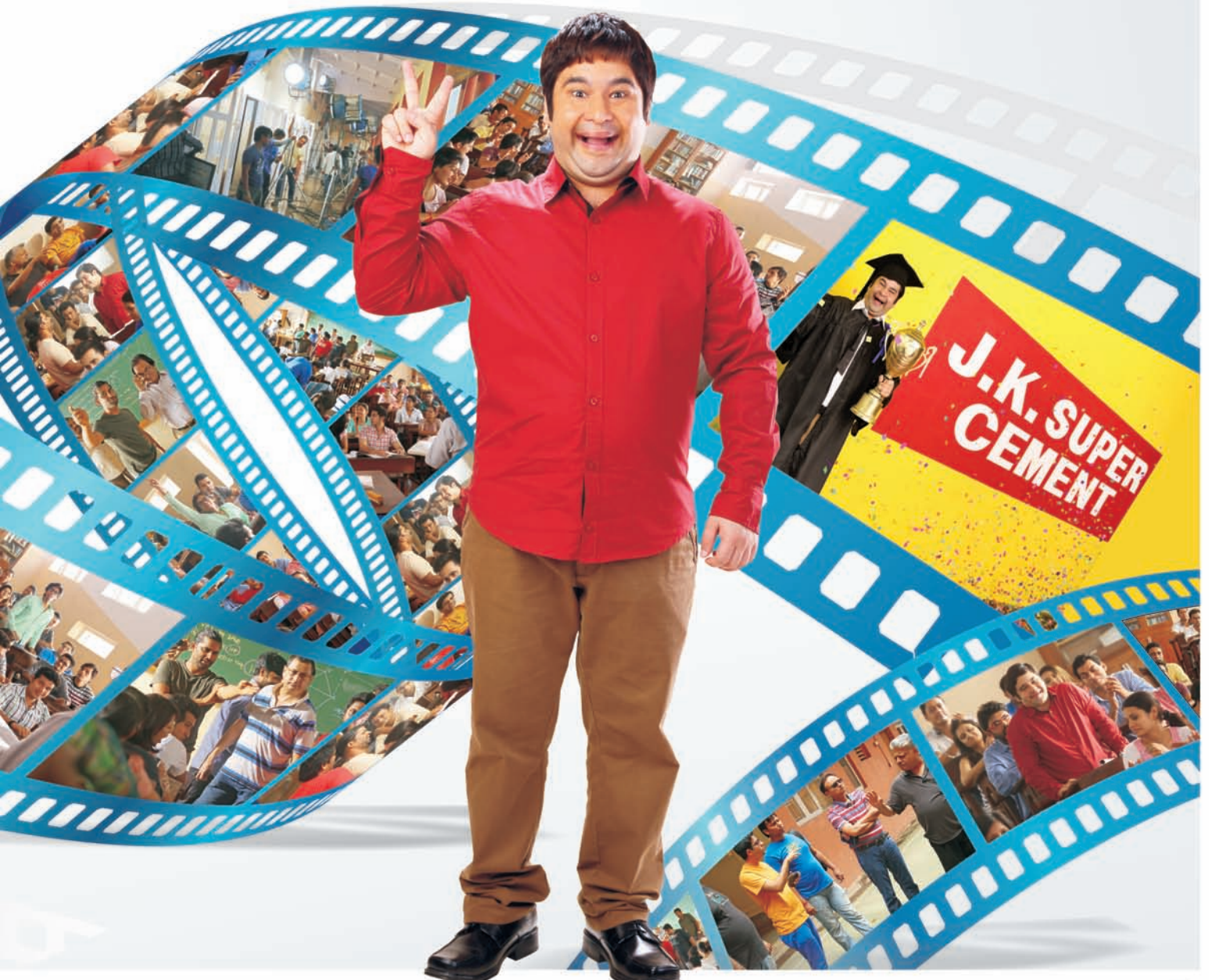


*keeps the audience glued to the brand over the long term, the relevance creates subliminal brand preference."*

Chrome Productions took on the daunting task of creating the elaborate scene with over a hundred actors. An expansive classroom of the Sophia College for Women, Mumbai was taken over for the shoot and the entire production unit

worked tirelessly to achieve the demanding deadline of finishing the entire TVC in one day.

The ad naturally lends itself to future extensions, which can possibly follow his progression from a successful engineer to a successful technocrat, achieving his triumphs through his unusual logic and fierce brand loyalty.





## EVENTS

## 19th Annual General Meeting, Kanpur



19th Annual General Meeting of J.K. Cement Ltd. held on 27th July, 2013 at Merchant's Chamber of U.P., Kanpur



Shri Yadupati Singhania - MD & CEO and Dr. Gaur Hari Singhania - Chairman at the AGM

## Basketball Tournament 2013 L.K. Singhania Education Centre, Gotan

LKSEC organised the 64th State level junior basketball tournament on 31st May with great enthusiasm and zeal.

Mr. B.K. Arora - President (J.K. White Cement Works, Gotan) graced the opening ceremony as the Chief Guest and inaugurated the tournament. Smt. Sushma Arora - V.P. (LKSEC) was the Guest of Honour. Mr. R.C. Joshi - Principal (LKSEC) was also present at the event along with Mr. Vikram Singh Shekhawat - Secretary (Rajasthan Basketball Association) and Mr. Jagdish Pandey - Secretary (Technical Committee)

Mr. Arora encouraged the students by saying, "Youth's participation, be it in games or any other sphere, is essential. You must play with the spirit of sportsmanship". The tournament had 21 participating teams in the boys group and 10 participating teams in the girls group. The boys participating teams were from Nagaur, Pali, Barmer, Jaisalmer, Ajmer, Shreeganganagar, Hanumangarh, Bikaner, Alwar, Sikar, Jaipur, Baran, Jhunjhunu, Kota, Sirohi, Rajsamand, Bhilwada, Chittorgarh, Udaipur, Dausa and Jodhpur whereas the girls came from Nagaur Ajmer, Shreeganganagar Hanumangarh Alwar, Jaipur, Bhilwada, Jodhpur, Jhunjhunu and Udaipur. The three-day tournament concluded on 3rd June, bringing the winners and their cities personal glory. The winning trophies were given to the most deserving teams.

The Chief Guest for the closing ceremony and the prize distribution was Deputy D.I.G, C.R.P.F. Ajmer, Shri Ramcharitra. The Chief Guest's speech on the closing day was followed by the giving away of mementoes. Mrs. Sushma Arora gave away mementoes to all the officials of the Rajasthan Basketball Association. The Association expressed their appreciation to Mrs. & Mr. Arora and honoured them for their unconditional contribution and their categorical interest towards games and sports. On the occasion, Mr. R.C. Joshi and Mr. D.S. Redu - Head (Sports Department, LKSEC) applauded all the participating teams for their effort.



Shri Ramcharitra - Deputy D.I.G (C.R.P.F. Ajmer) presenting the trophy to one of the winners. Also seen in the photo are Mrs. Sushma Arora - V.P. (LKSEC) and Mr. B.K. Arora - President (Works).





## Corporate Social Responsibility

### Contribution to Prime Minister's Relief Fund by J. K. Cement Works, Muddapur

In view of the recent calamity in the State of Uttarakhand, where many lost their lives and others were rendered homeless, the employees at J.K. Cement Works, Muddapur donated their one day's salary for the victims. The Management also extended its support and contributed a handsome sum towards this noble cause.

Mr. Antriksh Kumar Jain - Unit Head handed over the cheque to Mr. Manoj Jain - District Commissioner (Bagalkot) on 16th August towards the Prime Minister's Relief Fund for the victims on behalf of the Management & employees of J.K. Cement Works, Muddapur.



Mr. Antriksh Kumar Jain - Unit Head presenting the cheque

### Uniforms and Books Distribution to Students by Surbhi Club, Nimbahera

"A helping hand is better than a thousand prayers". With this thought in mind, members of Surbhi Ladies Club, Nimbahera distributed food, books and school uniforms to 100 students of Government School, Karthana of Gram Panchayat Badoli Ghata.

On this occasion, the school's Principal Mr. Man Sing Solanki, Sarpanch Vedi Ram Jat, Mrs. Kumud Jalori - President (Surbhi Ladies Club) and executive members of Ladies Club were also present.

Members of the Ladies Club also distributed school dresses, books and fruit at the school for underprivileged students of Gram Mewatiyon ki Jhopdiyan.



Mrs. Kumud Jalori - President (Surbhi Ladies Club) presenting a uniform to a student



Members of the Ladies Club with the school children

### Medical Check Up Camps, Nimbahera

J.K. Cement Works, Nimbahera organized a series of free medical check-up camps, starting with Village Karunda on 8th July. At the camp, check up of around 250 patients was carried out by a team headed by Dr. Dayal Vadhvani - Block C.M.H.O., N.R.H.M., Nimbahera, Dr. Seema Babel - Referral Hospital, Nimbahera, Dr. S.K. Choudhary - Sr. Medical Supdt. (Nimbahera) with other para-medical staff. Shri Gopal Anjana - Pradhan (Panchayat Samiti), Nimbahera was the Chief Guest while Mr. R.C. Purohit, - A.V.P. (Mines, Nimbahera) Mr. Kanhaiya Lal - Vice Chairman (Krishi Upaj Mandi) and Mr. Bheru Lal - Sarpanch were the guests of honour. Similar camps were organised at Tila Khera and village Muraliya on 16th July and 13th August respectively.





## Corporate Social Responsibility

### Charity drive at Chatrawaas Chandra Arya Mandir, Delhi



Mrs. Sonam Singhania & Mrs. Sanaa Singhania during the camp



As is tradition, on 15th August of every year Mrs. Sonam Singhania organizes a food camp for the students of Chatrawaas Chandra Arya Mandir. This time she was joined by Mrs. Sanaa Singhania for this noble cause. The Padam Tower staff took out time on a national holiday and participated wholeheartedly and with enthusiasm.



Mrs. Sonam Singhania & Mrs. Sanaa Singhania with volunteers from Padam Tower



### Medical Camp, Muddapur

With the aim of spreading awareness on the importance of a nutritious, balanced and healthy diet, J.K. Cement Works, Muddapur in association with Pharma Lupin, organized a Bone Marrow Density Detection Camp for all the workers & their family members on 29th and 30th July. The camp was inaugurated by lighting the lamp by Mr. Antriksh Kumar Jain - Unit Head, Mr. S.K. Jain - Head (O & M, Muddapur) & Dr. Vidya Kiran - Sr. Manager (Medical Services, Muddapur).



BMD Detection Camp in progress

A total of 411 people including contract workers, employees & their family members attended the camp. Medicines were provided free of cost to the needy. Dr. Vidya Kiran briefed all the participants on the importance of calcium in one's diet, physical activity & exposure to sunlight. She also informed them about the ill effects of tobacco, aerated drinks & excessive consumption of beverages like coffee and tea.



Mr. Antriksh Jain - Unit Head inaugurating the camp

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Editor : Mr. Raghavpat Singhania  
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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

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