

# JKspotlight

Towards Perfection – Our Tradition

Nov.-Dec. 2015 Volume : 1  
Issue : 24



5<sup>th</sup> Anniversary Issue



## HIGHLIGHTS

Honouring strong  
foundations of  
trust & loyalty

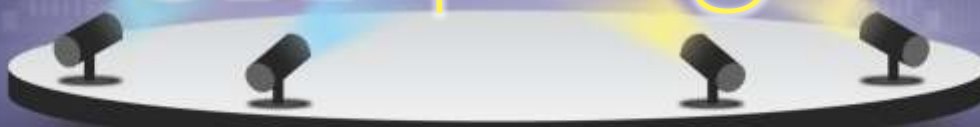


CMD conferred with  
the prestigious  
Distinguished Alumnus  
Award by IIT, Kanpur





# JKspotlight



Towards Perfection – Our Tradition

Nov.-Dec. 2015 Volume : 1  
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agni



vayu



akash



CELEBRATING  
THE  
**FIVE**  
ELEMENTS

jal



bhoomi



5<sup>th</sup> Anniversary Issue



As J.K. Spotlight completes 5 successful years of publication, we showcase some remarkable buildings which have been sculpted by the influence of The 5 Elements of Nature.

## Message from Chairman & Managing Director

Dear Friends & Colleagues,

At the onset I'd like to wish the entire J.K. Cement family a very happy and prosperous 2016. I hope this New Year is the harbinger of many wonderful things, personally and professionally.

This edition of Spotlight is indeed very special for us as we attain a major landmark, the completion of 5 years of publication. In the last five years, Spotlight has turned out to be a great success in stimulating interesting conversations and successfully engaging all members of the family. I would like to congratulate the editorial team in their tremendous effort for bringing out such relevant and binding issues year after year.

From the immense positive feedback received from stockists, business associates and J.K. Cement team members, I am sure that Spotlight has cultivated a greater sense of camaraderie among the entire J.K. Cement family. I hope it continues to garner contributions and participation from everyone and we see many more milestones.



*Y. P. Singhania*

Mr. Yadupati Singhania  
Chairman & Managing Director



Architecture is a primary, essential, and necessary requirement for human life. Through ages, the encounter between nature and material has been the basic requirements for shelter. Not just as doctrines of Vaastu Shastra, the 5 elements - **Bhoomi** or earth, **Jal** or water, **Vayu** or air, **Agni** or fire and **Akash** or space (ether) have fashioned

the way buildings have been designed and constructed, often leading to innovative breakthroughs.

As J.K. Spotlight completes 5 years of stimulating conversations, we take a look at some of the remarkable buildings that have been sculpted by the effects of the forces of nature.





## FROM THE editor's desk

### Dear colleagues and friends,

The beginning of each New Year is a cause for celebration for the Spotlight team as it heralds the achievement of a hard-won milestone in the newsletter's journey. This First edition of 2016 is even more special, as it marks the completion of 5 glorious years of Spotlight. Hence, along with heartfelt wishes for a successful 2016 to all of you, I specially congratulate the Editorial team on attaining this milestone!

With an honest heart I can say that the vision and guidance of Nitish and the diligence and hard work of Shivapriya have helped the in-house magazine achieve heights scarcely anticipated. Thanks to their boundless energy and commitment, Spotlight has seen a meteoric rise in popularity with every quarter of the Company's purview.

In architecture, nature has always been a perennial source of inspiration – both in architectural writing as in architectural form. Throughout history, these elements have been studied in a variety of ways by culture, religion and science. This 5th anniversary issue of Spotlight showcases how the Five Classic Elements of nature have influenced some of the iconic buildings.

The past year was a year of accomplishments for J.K. Wall Putty, as the brand was honoured with two awards the most recent being an international recognition 'World's Greatest Brand, 2015 - Asia & GCC' in the Building Materials category in the infrastructure sector. Another prestigious achievement for the company was the distinction of our H'ble CMD Mr. Yadupati Singhania with the 'Distinguished Alumnus Award', for his exemplary contribution in the field of Entrepreneurship by IIT-Kanpur on the eve of its 56th Foundation Day Celebrations.

To realize our respected Chairman and Managing Director's vision of a "One group" organization, Project Nirmaan – an initiative aimed at alignment of our businesses and developing best in class processes and technologies was launched on the 15th November, 2015. In the months to come, I hope this landmark initiative shall help us attain unprecedented heights of success.

The focus in this issue is on some of our valued members who have set an example with their long and dedicated association with the Company. The J.K. Cement family has been fortunate to have many stars who through their diligence and unwavering commitment have taken the Company towards new horizons of success and prosperity.

This issue of Spotlight also showcases some of the promising upcoming stockists, who through their enthusiasm and proficiency shall be the agents of greater growth and progress for the Company. The spotlight in this issue is on two gentlemen who have had inspiring associations with the J.K. Cement family, Mr. Aarun Khurana - Sr. V.P. (Logistics, Delhi) and Mr. Ashok Yelmare of M/s Brahmachaitanya Traders, Solapur.

I leave you with my deepest thanks and appreciation for your continued support and contributions which have been pouring in over the years and I urge you to stay an avid consumer of Spotlight, a tremendous platform of communication for us all.

Best regards,

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

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## Chairman and Managing Director honoured with Distinguished Alumnus Award by Indian Institute of Technology, Kanpur

H'ble CMD Mr. Yadupati Singhania was conferred with 'Distinguished Alumnus Award' for his exemplary contribution in the field of Entrepreneurship by IIT - Kanpur on the eve of its' 56th Foundation Day Celebrations on 2nd November. This award was presented by the Chief Guest, Dr. V.K. Saraswat, Member NITI Aayog, GOI and Prof. Indranil Manna, Chairman, Board of Governors and Director - IIT Kanpur.

Distinguished Alumnus Award is the highest award instituted by the Board of Governors of the Institute, given to its alumni in recognition of their achievements of exceptional merit.

This function was attended by top officials and bureaucrats of the city, alumni, award winners, and senior officials of J.K. Cement Ltd. The Director of the Institute addressed the awardees as the jewels who have made the Institute proud by their achievements. Prof. Kripa Shanker, Secretary, Alumni Association said that Mr. Yadupati Singhania, with his hard work and persistence enabled J.K. Cement reach new heights. Inheriting the values from his forefathers, he has contributed a lot to the upliftment of the society and the nation. On this occasion, the awardees shared their memories of the Institute and expressed their gratitude for being selected for this honour.



Chairman and Managing Director - Mr. Yadupati Singhania being honoured



## 6<sup>th</sup> Rajasthan Energy Conservation Award 2015 - J.K. White Cement Works, Gotan

Every year Rajasthan Renewable Energy Corporation Limited (RRECL) invites applications from Industries for their endeavours in the field of energy conservation. Rajasthan Renewable Energy Corporation Limited (RRECL) has been awarding exceptional contributors from the Industry since 2009.

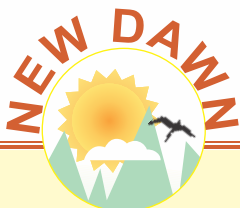
J.K. White Cement Works, Gotan was awarded the Certificate of Recognition for the conscious and systematic endeavour towards efficient utilisation and measurable conservation of energy during the year 2014-15 compared to the preceding year (2013-14).

Mr. Rajeev Sharma – VP (Technical), Mr. Anil Badgotri – AVP (Commercial) and Mr. Virendra Singh Rathore - Manager (Planning) received the certificate from Mr. Sanjay Malhotra - Principal Secretary (Energy), Energy Department, Government of Rajasthan on 14th December in a ceremony organized at Jaipur.



Mr. Virendra Singh Rathore- Manager Planning, Mr. Anil Badgotri – AVP (Commercial) and Mr. Rajeev Sharma – VP (Technical) receiving the Certificate of Recognition





## Go Live of Vi-Fast Project at J.K. Cement Works, Jharli

Mr. Madhavkrishna Singhania - Special Executive with Team Jharli flagging the first truck during the opening of Vi-Fast Project



Mr. Madhavkrishna Singhania cutting the ribbon during the inauguration

Radio Frequency Identification Device (RFID) enabled project “Vi-Fast” for Automated Logistics & Packing Management System was launched at J.K. Cement Works, Jharli with the kick-off ceremony on 10th August. It was a proud moment for the team at Jharli plant as the plant became the first in the Company where RFID enabled system was introduced and successfully launched on 17th November.

The system was inaugurated by Mr. Madhavkrishna Singhania - Special Executive in the presence of Mr. Harish Agarwal - Unit Head, Mr. Ashok Cherian – CIO, Vi-Fast Team members and Jharli team. Mr. Singhania discussed the project details with the Vi-Fast team members and also shared his thoughts and views on the project. He also flagged off the first truck on the RFID enabled truck.

The Steering Workgroup of Vi-Fast Project consists of Mr. Madhavkrishna Singhania, Mr. Rajnish Kapur - Business Head (Grey Cement), Mr. Aarun Khurana - Sr. V.P. (Logistics), Mr. Harish Agarwal and Mr. Ashok Cherian. The Project Management team includes Mr. Surjit Singh Rana (Business), Mr. Rajeev Agarwal (Business), Mr. Abhitabh Saxena (IT) and Mr. Shiladitya Mukhopadhyaya (Rasilant Technologies).

This system shall bring in differentiating capabilities for J.K. Cement covering inbound and outbound process for raw

material and cement dispatch. Some of the key benefits of the Project are :-

### Marketing :

- Improved on-time delivery
- Customer Satisfaction
- Automated hence error free

### Plant :

- Improved Safety
- Optimal packer productivity
- Reduced manpower cost
- Improved TAT

### Logistics :

- Reduced freight cost
- Reduced operational complexity
- Excellent visibility
- Improved planning capability
- Transporter Performance Evaluation

### Transporter :

- Improved Asset Utilization
- Improved planning capability



Mr. Madhavkrishna Singhania being welcomed by Vi-Fast Project Managers - Mr. Surjit Rana, Mr. Abhitabh Saxena and Mr. Rajeev Agarwal



Mr. Harish Agarwal – Unit Head and Mr. Ashok Cherian - CIO welcoming Mr. Madhavkrishna Singhania during the inauguration of Vi-Fast Project at Jharli

## Inauguration of Guest House - Jharli

On 17th November, a newly built guest house in the premises of the Plant was inaugurated by Mr. Madhavkrishna Singhania – Special Executive. He was welcomed by Mr. Harish Agarwal – Unit Head & the Jharli team. Mr. Ashok Cherian - CIO was also present on this occasion. Mr. Singhania took a round of the Guest House.

This Guest House will be very useful and purposeful for different Plant activities. Community halls will be used for conducting conferences, training programs, cultural programs, staff family get together, celebrations round the year, etc. The ground area of the Guest house will be utilized as a playground for different sports activities at the Plant.

Beautification work of guest house is under progress. Greenery in and around the Guest House area is being developed.



Mr. Madhavkrishna Singhania – Special Executive and Mr. Harish Agarwal – Unit Head during the ribbon cutting ceremony

Jharli Team member welcoming Mr. Madhavkrishna Singhania during inauguration of Guest House

## Opening of Canteen for Workers - Jharli

On 17th November a canteen for workers was opened at Jharli in the presence of Mr. Madhavkrishna Singhania – Special Executive.

Seating arrangement for 36 people has been organized in the canteen. Canteen shall run on a scheduled time-table maintained by HR Department. They will also ensure the cleanliness of the Canteen and freshness of food items available in the canteen. General food items like biscuits, snacks, tea, coffee, cold drinks etc. shall be available here for the workers and transporters. The workers shall be provided with RO and water cooler for drinking water. Workers shall be issued coupons for availing some food items from the canteen. Besides, they can purchase on their own from the Canteen. Lunch and dinner facility is also available for the workers at reasonable prices.



Mr. Madhavkrishna Singhania – Special Executive and Mr. Harish Agarwal – Unit Head during the ribbon cutting ceremony

Jharli Team member welcoming Mr. Madhavkrishna Singhania during inauguration of Guest House

## Inauguration of Play-Way School - Mangrol

With a view to provide facilities for employees, the Company set up a Play-Way school for tiny tots in Sushila Nagar Colony at Mangrol on 6th November. The school was inaugurated by Mr. S.K. Rathore - Unit Head and Mrs. Neelam Rathore in the presence of Mr. R.B.M. Tripathi – A.V.P. (O &M), Mr. Jayant Malhotra - Sr. GM (Mech.), Mr. V.K. Bhardwaj - Sr. G.M. (Electrical), Mr. D.K. Patel - G.M. (Prod.), other employees and their family members.

Mr. S.K. Rathore - Unit Head inaugurating the school





*bhoomi*

|| THE FOUNDATION OF LIFE ||



Human beings have a natural and emotional affinity with the earth. In fact, to have a place on earth to call our own is the ultimate ambition of humanity.

However, ever since humans began engineering buildings, the earth has been knocking them down. Mankind learned early on how to earthquake-proof their buildings, but only recently have these earthquake-resistant structures begun to reach truly massive size.

## YOKOHAMA LANDMARK TOWER - JAPAN

Soaring over the seafront area in Yokohama City, the 70-story, 971-foot Yokohama Landmark Tower is the tallest building in Japan as of May 1998. In a country that is shaken by over a 1000 earthquakes in a year, the most advanced techniques are required to build such a tall structure.

The building features a combination of anti-earthquake measures including the rollers it sits on, active mass damper system and the flexible materials used in its construction.





# Celebrations



## Deepawali



### NIMBAHERA

The Nimbahera family celebrated Deepawali with great enthusiasm and joy. On this occasion the campus and Shri Radha Krishna Temple were decorated with flowers and electrical lights.

*Pooja* of Goddess Laxmi was performed in the Accounts Department by Mr. K.M. Jain - V.P. (Comml.) along with worship of account books and treasury with Vedic rituals. Thereafter Mr. D. Ravisankar - Advisor, and Mr. S.K. Rathore - Unit Head along with Mr. R.K. Bajaj - V.P. (Projects), Mr. Maheem Kachhwaha - Head (Mines), Mr. R.B.M. Tripathi - AVP (O & M) and a large number of employees performed *Maha-Aarti* and distributed *prasad* to all present.

'Deepawali Milan' was organized by J.K. Officers Club at Mangal Mandap. The club members along with their family members participated in the programme.

Mr. K.M. Jain, Head - Commercial performing *Laxmi Pooja* in the Accounts Dept



A lucky draw was conducted and gold and silver coins were presented to winners as prizes. The main attraction of the function was a unique cracker show organized for the first time. Housie game was another attraction of the evening. The function ended with a sumptuous dinner.



Mr. S.K. Rathore - Unit Head performing *Aarti*



Mr. D. Ravisankar - Advisor performing *Aarti*



### GOTAN



The festival of lights - Diwali embarks zealous celebrations at Gotan. Lakshmi is the goddess of prosperity and wealth and *Lakshmi Poojan* forms the essence of diwali celebrations.

*Lakshmi Poojan* was performed in the administrative hall in both the Grey Cement and White Cement Plant. 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 Shyam Das Temple. Mr. P.C. Jain - V.P. (Accounts and Store) was also present along with other head of departments.



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

Employees and workers present on the occasion sought the blessings of Goddess Lakshmi for a happy and prosperous year ahead.

Post the *pooja* ceremony, Shri Garieb Dassji Maharaj, distributed sweets and *prasad* to the gathering of the devotees, which included contract workers besides the employees and workers.



Mrs. and Mr. Arora performing the *pooja*



## JHARLI



Like every year, Diwali was celebrated at Jharli with great enthusiasm and joy. The day began with *Lakshmi Ganesh puja* in the accounts section of the Plant in the presence of staff members. The Plant was beautifully decorated with attractive lighting. A Volley ball match was also played between the staff members on this occasion.

Diwali Milan Samaroh was also organized at the Guest House. Staff along with family members were invited on the occasion. It was a beautiful evening. Several games were played including musical chair for ladies and children and others. Food stalls were also set up. Everyone thoroughly enjoyed the program.



Winners of the Volleyball Match played on the occasion



Staff members during Diwali puja at Jharli site



Musical Chair

## FUJAIRAH



J.K. Cement Works, Fujairah celebrated Diwali Pooja with religious fervour on 11th November in the plant premises. The *Pooja* program started with *Prarthana* and *Aarti* led by Mr. Rajesh Khanna - Head (Technical & Operations). Special decoration and lighting arrangements were also made on this occasion. All the Departmental Heads, Managers, employees and workers attended the celebration with great enthusiasm.



After the *pooja*, *prasad* and sweets were distributed to the employees, workers and contract labour.



*Christmas*

## FUJAIRAH



J.K. Cement Works, Fujairah celebrated Christmas with great joy and fervour at the Plant and Dubai Office. The celebration started with jingles and music led by Mr. Christer Eriksson – CEO (J.K. Cement Works, Fujairah) and Mr. Rajesh Khanna – Head (Technical & Operations). Special decoration, lighting

and music arrangements were also made on this occasion. Refreshments including a special Christmas cake was also arranged for all the employees. All the Departmental Heads, Managers, employees and workers attended the celebration with great enthusiasm.

*Christmas and New Year Party*

## PADAM TOWER





## Founders Day

### NIMBAHERA

The Nimbahera family celebrated the 131st birthday of our founder Lala Kamlat Singhaniaji on 7th November. Mr. D. Ravisankar - Advisor, Mr. K.M. Jain - Head (Commercial) and Mr. P.R. Choudhary - Head (Technical), Mr. R.K. Bajaj - VP (Projects) and other key personnel, executives, staff members and workmen gathered near statue circle in the factory and garlanded the bust of Lala Kamlat Singhaniaji and paid floral tribute. Later, patients at Govt. Hospital were provided with food by our executives.

As a part of the celebration, Chief Guest Mr. D. Ravisankar and Mr. K.M. Jain honoured 77 employees for their long and dedicated services towards the Company (9 employees for completing 40 years, 4 employees for 25 years of services and 38 employees of contractors M/s Sawant Industrial Services for 25 years' services) by presenting them mementos and citations.

In his address, Mr. Ravisankar appreciated the loyalty of the employees. Union President Mr. Dalpat Singh congratulated all on the occasion and extended his best wishes for the growth and progress of the Company.

At Mangrol, Mr. R.B.M. Tripathi – A.V.P. (O & M), Mr. Jayant Malhotra - Sr. GM (Mech.), Mr. V.K. Bhardwaj - Sr. G.M. (Electrical) along with a large numbers of employees paid their respect by offering floral tribute to the statue of Lala Kamlat Singhaniaji. Mr. Tripathi, in his speech inspired all to follow in the footsteps of the founders.



Recipients of the award for long and dedicated service



Employees at Mangrol during the celebration



Mr. D. Ravisankar - Advisor presenting memento to Mr. Dileep Singh - Dy. GM (IR & Welfare)

## EVENTS

### Launch of JK Primaxx - Nasik



Company Officials, stockists and retailers of Nasik during the launch of JK Primaxx



Mr. Shailesh Gupta (AVP-MIS) lighting the lamp. Also seen in the photograph are Mr. Suresh Goda (M/s Goda Sales Corporation), Mr. A.N. Shukla - Sr. G.M., Mr. Nitant Shah - Sr. GM (CTS), Mr. Rajeev Mishra - GM (Marketing), Mr. Dheerendra Kumar - Sr. Manager (Marketing)



## WHITE CEMENT



**Mr. Sharad Jhunjunwala**  
M/s Inter Dominion Sales Agencies  
Kolkata



**Mr. Mukut Sharma**  
M/s Shree Agencies  
Jaipur



**Mr. Thirumangai Alwar**  
M/s Balaji Enterprises  
Chennai



**Mr. Vikas Aggarwal**  
M/s Aggarwal Traders  
Delhi



**Mr. Bhanwarlal Khatri**  
M/s Chetak Minerals  
Mumbai



**People are the real agents of business success. The incessant efforts of our stockists has enabled the Company achieve greater heights of success.**

**As we set new milestones for ourselves in the years to come, our enthusiastic and proficient new generation of stockists shall be our torch-bearers.**

**In this section, we showcase some of our prominent upcoming stockists. We hope that in the years to come we find many such promising agents of growth and progress and seek many new milestones of success together.**

## GREY CEMENT NORTH



**Mr. Prakash Gupta**  
M/s Gupta Sanitary  
Mandsaur, M.P.



**Mr. Pankaj Saxena**  
M/s Shree Balaji Enterprises  
Aligarh



**Mr. Minal Singla**  
M/s Durga Iron Store  
Ludhiana



**Mr. Mahesh Garg**  
M/s Garg BM Supp. Pvt Ltd.  
North Delhi



**Mr. Bhanwar Lal Jain**  
M/s B.L Jain & Sons  
Udaipur, Rajasthan



**Mr. Suresh Singhal**  
M/s A.K. Traders  
Barwala, Haryana

## GREY CEMENT SOUTH



**Mr. Happy Fernandes**  
M/s Mag Cement  
North Goa



**Mr. Abdul Nizar**  
M/s KAK Trading  
Kerala



**Mr. Parashuram Gadadar**  
M/s Shri Mahalaxmi Enterprises  
North Karnataka



**Mr. Purushottam Mandhane**  
M/s Swapnil Agency  
Maharashtra



**Mr. Ramesh Prabhu & Mr. Krishna Prabhu**  
M/s Prabhu Enterprises  
South Karnataka





jal



## || THE ESSENCE OF LIFE ||

Water is quantifiably the largest of the five elements. It constitutes over 80% of the human body and two thirds of the earth. Since time immemorial settlements have sprung up along water-edges and around water sources.

Owing to over population and unchecked consumption, we are fast depleting our most essential resource – water. Maintenance of a full supply of water is a constant anxiety which we all share. The reasonable use of rainwater may prevent water shortage in the future.

**THE LIBERTY PLACE - AUSTRALIA**

The Liberty Place, by Francis-Jones Morehen Thorp, Sydney, Australia was built to capture enough water in a year of typical Sydney rainfall to sustain all the amenity and operational water needs of the building. This is achieved through the use of advanced water conservation technology, high efficiency fixtures, vacuum toilets and the use of high quality rainwater recycling.





## WINNING ENTRY

### Qualities of a Good Leader

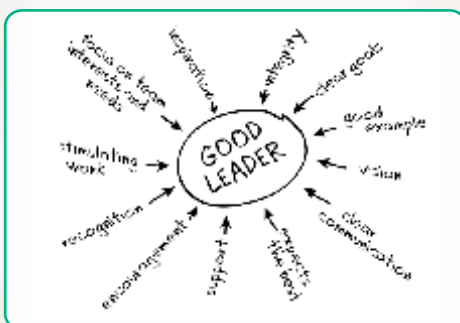
Being a leader either in one's own business or in corporate world it is not an easy task as today's workplace has a fast pace of change. Leading and managing have moved well beyond just commanding the troops to "get it done." There will be good times, stressful times and terrible times but a great leader is always able to lead a team to success regardless of the situation at hand. A great leader understands many factors that come with leading others and strives to help others reach their goals, they are always in process of developing themselves and act as visionaries for their organization.

Although there are several qualities which contributes towards a great leader but some of the common ones are as follows:

- **Confidence:** A leader who conveys confidence towards the proposed objective inspires the best effort from team members. Not only are the best leaders confident but their confidence is contagious. Whenever there is crisis or downturn in an organization they don't give in too easily because they have confidence on their leadership skills and know their strategies are well-informed and their hard work will lead to success.
- **Honesty:** There is an old saying that

"Honesty is the best Policy." People want to work for a leader whom they can trust and who has morals, values and integrity. A good leader "walks the talk" and in doing so earns the right to have responsibilities of others.

- **Decisiveness:** Extraordinary leaders don't hesitate in making tough decisions as their job demands so. They understand timely decision must be made in best interest of an entire organization.
- **Intuition:** Sometimes leaders have to draw upon their instincts, past experiences, and mentors for help in complicated situations as they have to come up with a unique solution in best interest of workers and organizations.
- **Communication:** Communication is a two way process with listening as important as speaking because there are plethora of things which are being done and they have to be communicated well in order to achieve goals set.



Leadership sets the tone and approach for an organization as it is the classic "follow the leader" situation. People will watch and act accordingly how things are done from top management. One should always lead in a way that you want copied because it will be.

**Mr. Simrandeep Singh**  
Planning Department,  
Gotan

### Winning Entries

1st Runner Up  
**Qualities of a good leader**

Mr. Uttam Kumar Paul  
Executive Secretary, J.K. Cement Works, Jharli

2nd Runner Up  
**Qualities of a good leader**

Mr. Ravisankaar Turaga  
Sr. Engineer (Instrumentation), J.K. Cement Works, Fujairah

### Participating Entries

#### Qualities of a good leader

1. Mr. Abeer Hussain – Dy. Manager (Mines)
2. Mr. Bandari K – Shift Engineer, J.K. Cement Works, Fujairah
3. Mr. Ashok Kumar Chhaparwal – Officer (Accounts), J.K. Cement Works, Gotan
4. Mr. Gulrez Ahmad Khan – Officer (Accounts), J.K. Cement Works, Fujairah
5. Mr. Rahul Sain – Shift Chemist, Putty Lab, Gotan
6. Mr. Vikas Saraswat – Civil Engineer, J.K. Cement Works, Fujairah
6. Mr. Pramod Tiwari – Manager (Projects), Nimbahera
7. Mr. Arvind Kumar – Sr. Manager (White Cement Marketing, Patna)
8. Mr. Rajeev Kr. Srivastava – Accounts (Kanpur)
9. Mr. Shafique Khan - IT (Muddapur)
10. Mr. Anuj Prasad – Manager (Accounts), Kanpur
11. Mr. N.K. Vaishnav – Sr. Officer (RTC, Nimbahera)
12. Mr. Ravi Kant Srivastava – PRO, Kanpur
13. Mr. Mrityunjay Kumar – Civil Engineering Dept, Muddapur
14. Mr. Suraj Choudhary – Head of Department, IT (LKSEC)
15. Mr. Akash Verma – Sh. Chemist (Gotan)
16. Mr. Ankit Jaiswal – White Cement Marketing, Chandigarh
17. Ms. Tanaz Bhesania – Mumbai
18. Mr. Prashant Rai – IT, Pune



## Corporate Grooming

1. Mr. Bandari K – Shift Engineer, J.K. Cement Works, Fujairah
2. Mr. Deepak Kumar Nagar – GET (Mechanical, Mangrol)
3. Mr. Lucky Jain – Civil Engineer, Katni
4. Mr. Pramod Tiwari – Manager (Projects), Nimbahera
5. Mr. Mohsin Khan – Engineer (Instrumentation), Jharli
6. Mr. Kamlesh Choudhary – Assistant Engineer (Electrical), Gotan

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

1. Importance of Ethics in business
2. Environment Consciousness in Corporate World

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

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.



## J.K. Wall Putty Bags the World's Greatest Brands Award

In a parity product category where 'prevention of flaking' has been the core message, J.K. Wall Putty's innovative, multifaceted ATL and BTL marketing activities have helped it carve a distinctive niche for itself. Our brand evangelist – Chhutkau Painter, through his growing fame, remains to be a strong proponent of "Paint Se Pehle Sirf J.K. Wall Putty" for the smoothest and most beautiful walls.

J.K. Wall Putty recently added another feather to its cap, when the brand was conferred with the title of 'World's Greatest Brand, 2015—Asia & GCC' in the Building Materials category in the infrastructure sector.

The awards were presented during a two day Indo-UAE Business Summit and Awards 2015 held on 11th and 12th December at Jumeirah Emirates Tower Hotel, Dubai.

Celebrating the India-UAE success story, the summit brought together important dignitaries and business professionals

across India and the Middle East to discuss the investment and growth prospects in the two countries. The Summit was conducted by United World Holdings LLC, URS Media Consulting P. L. and AsiaOne, with Indian Business & Professional Council (IBPC), Dubai as the Associate Partner and Consulate General India Dubai as Strategic Partner.

The Summit served as a platform to recognise business excellence achieved by various brands (Indian and Middle-east) across three mega categories - Iconic, Powerful and Emerging. The prestigious award process has been reviewed by Price Waterhousecoopers, ensuring that the ideal participant should be rewarded for their outstanding work and contribution towards the industry.



His Excellency Anurag Bhushan -  
Consul General of India, UAE presenting  
the award to Mr. Niranjan Mishra -  
President (Marketing, White Cement)



## Project NIRMAAN



**P**roject Nirmaan is the outcome of our respected Chairman and Managing Director's vision of a "One group" to bring business alignment across the organization, develop best in class processes and technologies, and be counted amongst the best in the Industry. The project was launched on 16th of November in partnership with Accenture, a global consulting firm.

### Objectives

Project Nirmaan aims to build a strong foundation of the organization with leading processes and systems in manufacturing, cost management, sales & marketing, financial reporting and governance and talent development. Project Nirmaan would run in two parallel streams.

#### 1. Business transformation and process re-engineering for the following verticals:

- Plan to Produce (Manufacturing)
- Procure to Pay (Procurement)
- Record to Report (Finance and Accounting)
- Order to Cash (Sales and Marketing, Supply Chain & Logistics)
- Strategy Planning
- Hire to Retire (Human Resources)

#### 2. Strategic Procurement and Cost Optimization stream would look at strategic initiatives to reduce procurement costs, develop capabilities in people to build world class procurement organization.

### The beginning of a Journey

- Project Nirmaan was launched at each Grey and

White Cement plant in December to apprise people of the objectives and intent of the program. Meetings were also conducted with stakeholders in various Sales Offices and Depots.

- Various stakeholders across plants, sales offices and depots actively contributed in identifying the areas of improvement. Workshops like "Total value of Ownership" (TVO) were conducted, where more than 30 participants across commercial, production and marketing departments from different locations came together to identify levers of cost reduction.
- The Steering Committee was held in early January, 2016. The steering committee discussed the improvement themes presented and coached the team to start implementing "Quick wins" and develop processes
- Over the next couple of months, the team would engage with respective stakeholders in the J.K. Cement fraternity to implement the Quick wins and design future processes.

### Team Nirmaan

Internal coaches/Process owners : Mr. Deepak Mehra, Mr. Niranjan Mishra, Mr. Aarun Khurana, Mr. A K. Jain, Mr. Rajeev Sharma, Mr. VDV Singh, Mr. Anoop Shukla, Mr. Ravi Kodituwakku, Mr. Ashok Cherian.

Project management : Mr. Amit Kothari, Mr. Sanjeev Garg.

Process leads: Mr. Navdish Sharma, Mr. Cecil Mathew, Mr. Prashant Khare, Mr. Amit Saraogi, Mr. Francis Xavier, Ms. Anju Malhotra.



Project Nirmaan team members with  
Mr. B.K. Arora – President  
(J.K. White Cement Works, Gotan)  
and plant officials







## || THE BASIS OF LIFE ||

Air is vital for our survival. Throughout history, human lives and the built environment have been shaped by the ancient and persistent force of wind. Only by the mid-20th century, with the widespread use of mechanically ventilated buildings, were architects able to turn their backs on the force of wind as a primary source of comfort.



### THE GHERKIN - ENGLAND

30 St. Mary Axe, "The Gherkin", is one of the most dramatic landmarks in London. The 40-storey building's cylindrical shape and the fact that the tower tapers as you move towards the top, ensures that the bulk of the wind hitting the building either flows around it or gets pushed upwards, towards the sky. This creates a more pleasant environment for pedestrians at street level. It also reduces the wind loads against the building to a minimum making the building sufficiently stiff without any extra reinforcements.

Gaps in each floor create six shafts that serve as a natural ventilation system for the entire building.

# Honouring strong found

## J.K. Cement family celebrates the

**A**t J.K. Cement, we have always believed that people are the key drivers of progress for any company. Our company has many stars, who through their diligence and unwavering commitment have taken the Company towards new horizons of success and prosperity. These valued members have given a new meaning to loyalty and dedication through their long years of association, while posting significant personal achievements.

We at J.K. Cement, commemorate some of the long-term associates of our success story. Spanning across the entire spectrum of the J.K. Cement family, we have, on one hand, Mr. B.K. Arora – President (J.K. White Cement Works, Gotan) who heads White Cement manufacturing and has been instrumental in the Company's pioneering foray into White Cement.

We also have service staff like Mr. Ram Sharma, who has served over four generations of the Singhanian family and other valued members of the family whose contribution and dedication towards the Company is admirable.



**Mr. C.P. Agarwal**  
Sr. General Manager  
(Taxation) Kanpur

Immediately after completing my studies, I joined J.K. Synthetics Ltd. in the year 1975. I worked in the Taxation department from 1975 to 1996. In June, 1996, the Management gave me the responsibility to work in Registered Office

which was one of the divisions of J.K. Synthetics Ltd. having the accounts of share capital, debentures and investments in shares and securities. After de-merger of Cement Unit of J.K. Synthetics Ltd. into J.K. Cement Ltd. in the year 2004-05, the accounts of Registered Office was also

merged with Corporate office in 2006 and since then, I have again been assigned to look after the Taxation Work of the Company.

I feel privileged to have immense faith of our Respected CMD, Mr. Yadupati Singhanian and Mr. A.K. Saraogi - President (CA) & CFO and the unstinting support of Mr. Anil Agrawal, in shouldering and performing responsibilities as Hony. Secretary of various Trusts of the Company, such as J.K. Cement Nimbahera Foundation, J.K. Gotan Foundation, Sir Padampat Singhanian University etc.

I feel blessed for having been closely associated with this Organisation since the last 40 years. It is my firm belief that dedication and commitment is an essential ingredient for success in all spheres of life.



**Mr. R.S. Yadav**  
Supervisor (Gangakuti)  
Kanpur

I started my journey with the J.K. Group in July 1975. During my schooldays, when my class teacher taught us about



# ations of trust & loyalty

COVER STORY

## dedicated journey of our valued members

**Mr. B.K. Arora – President, J.K. White Cement Works, Gotan** joined the Company as a Mechanical Engineer at Kanpur in 1975. He began a new chapter in the history of the organization with the setting up of the White Cement plant at Gotan. This was a significant milestone in his career and a pioneering step for the Company. He continues to inspire many with his leadership and his desire to keep advancing on the road to growth and progress.



**Mr. B.K. Arora**  
President - J.K. White Cement  
Works, Gotan

**• Serving any organization for 40 years is a big achievement. What has been the one biggest learning during this long association?**

One can continue to work for 40 years only when he/she does not count the years spent. It can happen only when the Management provides a conducive environment, psychological comfort and work freedom to the best of

ability. It is a resonance between innovative, sincere and honest approach by the employee and the environment provided by the management. One should always think out of the box to nurture the bottom line and maintain the liquidity of the company. Ultimately what matters is the bottom line and liquidity, everything else is secondary.

**• According to you what has been your most significant contribution towards the Company?**

the top 3 business houses of India, mentioning about the J.K. Group as well, I made up my mind to join the Company. After completing my 10+2, I came to Kanpur to look for a job. I was lucky to get an opportunity to work at Kamla Retreat and met the great Sir Padampat Singhania. He taught me my first lesson in service, hard work, honesty, loyalty and taking responsibility. Lady Chairman Smt. Sushila Singhania taught me good conduct, hospitality and cooking. Our CMD, Smt. Kavita Ji, Mrs and Mr. Nidhipati Singhania encouraged me to study further and I completed my graduation. Whatever I am, I owe it to CMD Sir. He always lent me a helping hand, whether it was my elder son's health, children's higher education or employment. The entire family has extended me unstinting support. When I look at my life, it seems like a 'chalchitra'. I have served six generations of the Singhania family and I wish to serve one more generation.

My significant contribution to the company would be the Introduction of Petcoke at the right time when liquid fuel price was about to increase. If this step was not taken at the right time, operation of White Cement would have been in a mess. The second hand petcoke mill was purchased with the refund of Excise duty case and the mill was commissioned within 45 days without separator.

**• What message would you like to give to the J.K. Cement family?**

One should listen to any suggestions coming from various quarters and should pay attention to such ideas. Listening to good ideas ensures that innovative thinking is maintained across the Board. Atleast two new things should be tried every year which will either contribute to easing out operation and reduce cost of production and/or any other initiative which can enhance the reputation of the Company.



Mr. B.K. Arora being felicitated by Mr. Yadupati Singhania - Chairman & Managing Director



**Mr. Ram Sharma**  
Maharaj (Gangakuti)  
Kanpur

My journey that began in the year 1975, has been a very satisfying and fruitful one. I don't have any memories in particular but I can only say that all the generations of the family have been very supportive and I cannot thank them enough.

## Honouring strong found

### J.K. Cement family celebrates the

**40 Dependable Years**

Nimbahera, Mangrol & Bamania



**Mr. Rajendra K Srivastava**  
DY. G.M. (Ins. & Accounts)



**Mr. S.C. Kudal**  
Sr. Manager (P.P.)



**Mr. Gopal Soni**  
Dy. Manager (Q.C.)



**Mr. Fateh Singh**  
Asstt. Manager (Process)



**Mr. Onkar Lal Menariya**  
Asstt. Manager (Process)



**Mr. S.L. Nagda**  
Process Officer (Process)



**Mr. M.L. Mehta**  
Sr. Officer (Accounts)



**Mr. N.L. Vaishnav**  
Sr. Chemist

**25 Years of Dedication**

Nimbahera, Mangrol & Bamania



**Mr. Dileep S. Krishnawat**  
DGM (Welfare & IR)



**Mr. B.R. Mahawar**  
Engineer  
(Elect.)



**Mr. Farid Khan**  
Officer  
(P.P.)



**Mr. C.P. Singh**  
Officer (P.P.)



**Mr. M.L. Kumawat**  
Officer  
(P.P.)



**Mr. U.K. Chaturvedi**  
Officer (P.P.)



**Mr. M.L. Kumawat**  
Officer  
(P.P.)



**Mr. Govind Rao**  
Asstt. Officer  
(P.P.)



**Mr. Vijay Pal Singh**  
Asstt. Officer  
(P.P.)



**Mr. Rawat Khan**  
M/C. Attendant  
(Workman)



**Mr. Bhagirath Meghwal**  
M/C. Attendant  
(Workman)



**Mr. Balwant Singh**  
M/C. Attendant  
(Workman)



**Mr. Suresh Singh**  
Packer Operator  
(Workman)



**Mr. Ganesh Soni**  
Points Man  
(Workman)



**Mr. S. Peter**  
Khallasi  
(Workman)



# Associations of trust & loyalty

COVER STORY

## dedicated journey of our valued members

### Kanpur



**Mr. Bhagwan Singh**  
Sr. Manager  
Jaipur Guest House



**Mr. Bindeshwari Mandal**  
Sr. Waiter, Kamla Retreat



**Mrs. Parvati**  
Attendant, Gangakuti

### Delhi



**Mr. V. Mohandas Nair**  
Sr. Manager

The J.K. Cement family has been fortunate to have had such long standing associations with its members. We take pride in these shining stars and salute their devotion towards the growth of the Company. Their journey is an inspiration for all of us and the trust and confidence that they have vested in the Company has only motivated us further in our quest for higher growth and newer heights of success.

### Kanpur



**Mr. Atul Bagla**  
Vice President  
(Finance)



**Mr. K. Duraisamy**  
Asstt. Manager  
Grey - Accounts



**Mr. Brijesh Kumar Singh**  
Officer  
Civil



**Mr. Pawan Kr. Mishra**  
Officer  
J.K. Cotton



**Lt. Col. (Retd.) G.S. Rajput**  
Consultant  
Kamla Retreat



**Mr. Kamal Singh**  
Security Guard  
Security



**Mr. Nihal Singh**  
Temp. Guard  
Gangakuti



**Mr. Maya Devi**  
Sweeper  
Gangakuti



**Mr. Prem Chand**  
Mali  
Kamla Nagar

### Gotan



**Mr. Anil Badgotri**  
Asstt. Vice President  
(Commercial)



**Mr. Ram Singh**  
Attendant  
Putty Plant

### Delhi



**Mr. Praveen Mehra**  
Sr. Manager  
(IT)

## Spotlight on Mr. Aarun Khurana

(Excerpts from an interview with Mr. Aarun Khurana - Sr. V.P. (Logistics, Delhi))

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

My journey with the Company started in April 2012 after serving Larsen & Toubro Limited and UltraTech Cement Limited for 20 years in various functions in the Cement Business. During my tenure here, I got various opportunities to build capabilities of system to enhance volumes & improve customer's experience in terms of service across operations. Life brings new challenges & experiences everyday and with this come memories but some leave an imprint for life. The confidence and belief of our Chairman & Managing Director Mr. Yadupati Singhania and the support of CFO and President (CA) Mr. A. K. Saraogi during challenging times helped me push through certain methods to reposition the service network of the Company.

**Q.2) How has the Logistics function at J.K. Cement Ltd. evolved over the years? Have any new systems been introduced to bring in better efficiency? How does J.K. Cement stand vis-a-vis competition in terms of efficiency of logistics operations?**

Like many other Industry peers our company also remained focused on core strength of manufacturing and capacity stagnation for a long period and didn't challenge capability to evacuate with proven practices / methods. Capacity expansion both in South & North threw challenges and created opportunities to focus on volume maximization through services route. A shift in focus happened from evacuation to service challenged "As Is practices" and

opened avenues to adopt new methods and realign processes there by creating identity for "Logistics" as an independent vertical. The team has been given exposure to methods of execution to improve Service experience and IT tools are being implemented to ensure sustenance of processes. Generally, improvement in service comes at a cost but with focused approach and management's support to invest in infrastructure helped in ensuring equal focus on cost as well. Past few quarters, we have been sustaining pace with industry peers on "Cost to serve" and last couple of quarters our Logistics cost has beaten the industry trend.

**Q.3) As the Head – Logistics, what are some of the unique challenges that you have had to face? How did you / are you poised to overcome them?**

Lot size of orders are reducing in market, entry restriction on Commercial Vehicles in all major city are getting more stringent and shortage of labours & trained drivers continues to put pressure on cost. Challenge lies in striking a balance between the ever increasing service expectation and cost. Processes alignment & involvement of the team has helped in managing these challenges so far. Focused/ smart investment on service infrastructure with dedication of every team member would ensure that Team Logistics maintains the pace with expectations.



Mr. Aarun Khurana

## Spotlight on Mr. Ashok Yelmare

M/s Brahmachaitanya Traders, Solapur

*Mr. Ashok Yelmare of M/s Brahmachaitanya Traders has been one of the most prominent stockists of Grey Cement South. His association with the Company dates back to 2010 and since then he has been maintaining the top performer's position in Solapur region. An exclusive dealer of our brand, he has been a loyal and dedicated associate who continues to deliver.*

**Q.1) How has your association with the Company been? Please share your thoughts about the Company culture and its people.**

I started my cement business with J.K. Cement in 2010 at Pandharpur. I am proud to be a stockist of J.K. Cement. Being from a non-cement background, I attribute my success in the cement business to the continued support and guidance that I have received from J.K. Cement.

Overall, the culture of the Company is family like and friendly. The Company officials are very cooperative and supporting. We have met many officials over the years and their conduct and support for us has been a humbling experience.

**Q.2) You have been the top performing stockist for the Solapur region since 2010. What is your mantra for success? How have you been able to sustain your**

**business?**

I am an exclusive dealer of the Company for the Pandharpur & Mangalvedha Taluka.

By catering successfully to all the villages of these Talukas, I have been able to maintain the top performer position since 2010.

Service is the strength of J.K. Cement in this market. Due to the timely decisions & foresighted vision of the Company, I was able to sustain my business in this competitive scenario.

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

In my opinion, service, quality, product & people are the strengths of our brand.

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

We wish that the Company continues to extend its support in the future as well so that we could achieve a bigger milestone.



Mr. Ashok Yelmare





## || THE VITAL FORCE OF LIFE ||

As the most vital source of energy and light, the sun is sacrosanct to humanity. Mankind has always sought ways to harness the power of the sun for their daily needs and uses.

Architects today aim to not only design buildings to collect energy from the sun to provide heating and lighting, but also to reject solar energy which can lead to overheating of the building.

### ENDESA PAVILION - SPAIN

The Endesa Pavilion, in Barcelona, Spain, designed by the Institute for Advance Architecture of Catalonia (IAAC) is a highly efficient shelter built to meet very specific energy and comfort needs. Each of the solar panel-equipped shards comprising its

pinecone-like exterior is designed by a piece of software to make optimal use of the sun's path over that exact location.

Each irregular "solar brick" on the Pavilion's southern facade is outfitted with a photovoltaic panel which not only collects the optimal amount of sunlight but also to control how much light enters the building, depending on the season.



## C O N G R A T

I congratulate the editorial team on the completion of 5 wonderful years of publishing of J.K. Spotlight! Over the last 5 years, Spotlight has managed to connect with all the members of the J.K. Cement family, being ever relevant. It is indeed a commendable effort to be able to engage all sections of readers through interesting conversations, informative articles and regular documentation of events and activities. I wish the editorial team many more successful years of publication.



**Mr. Madhavkrishna Singhania**  
Special Executive

Spotlight is an extremely important communication medium across our organization. I would like to congratulate the Editorial Team for completion of 5 years. I am sure that Spotlight will continue to engage people and be a significant medium of communication for the J.K. Cement family.



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

Congratulations to the editorial team of J.K. Spotlight on 5th anniversary of the publication. We admire your coverage of events, individuals and also for providing the opportunity to all employees to give their insights on topics related to business, leading to shaping of creative thinking. My best wishes for a memorable year and continued success.



**Mr. A.K. Saraogi**  
CFO & President - CA

Heartiest congratulations to J.K. Spotlight on completing 5 years. It surely is one of the most comprehensive yet concise intra-company news bulletin today. It has been immensely successful in uniting functions, activities, and families under one umbrella 'J.K. Cement family'. To be able to sustain everyone's interest in reading hard copies in this era of 'bits and bytes' is certainly a very big challenge, and the editorial team has been able to successfully do that. Kudos to the team and all the very best.



**Mr. Niranjan Mishra**  
President - Marketing  
(J.K. White Cement)

I take this opportunity to congratulate the Editorial Team for completion of 5 years of Spotlight. Over the last 5 years, spotlight has become a very important communication medium and has helped in connecting all the stakeholders of our Company. I am sure that Spotlight will continue to engage people and be an important medium of communication for the J.K. Cement *parivar*.



**Mr. Rajnish Kapur**  
Business Head  
Grey Cement

Congratulations to the Editorial team for all the efforts in preparing a tool which is very informative, educative and an excellent medium of communication. It is an integral part of J.K. Cement Ltd. On completing this journey of 5 years, I wish the team excels and continues sharing joyful moments, challenges and milestones achieved across the organization. We all look forward to read more of J.K. Spotlight issues in the coming years.



**Mr. Christer Eriksson**  
CEO - J.K. Cement  
Works, Fujairah

Heartiest Congratulations on completion of 5 years of publication of Spotlight. The magazine gives the real inside story about the values and culture of the organisation. Needless to say, it is a perfect mirror in which all the employees can see how the organisation is prospering and attaining greater heights with respect to Quality Management, Customer Satisfaction, Social Responsibilities and Empowerment of employees across the board.



**Mr. B.K. Arora**  
President - J.K. White  
Cement Works, Gotan

Kudos to the Editorial Team for the wonderful job done!

Congratulations to 'Team Spotlight' for completing 5 years of connecting J.K. Cement Family through this platform.



**Mr. Aarun Khurana**  
Sr. V.P. (Logistics)



# U L A T I O N S

## Spotlight 5 on turning

Congratulations Team J.K. Spotlight! You have succeeded in bringing the J.K. Cement family under one umbrella. It has been five years but it seems like last year when the Magazine was launched. Best wishes for new editions to come.



**Mr. Antriksh Jain**  
Unit Head - J.K. Cement  
Works, Muddapur

It is a matter of pleasure that J.K. Spotlight is completing its journey of five years in January, 2016.

Five great years of publication, ever improving in all areas be it appearance, printing, contents or coverage. Motivating & encouraging participation of all by inviting write up on managerial, human relations & current issues is an excellent feature of the magazine. Here's wishing many more such happy years of J.K. Spotlight!



**Mr. S.K. Rathore**  
Unit Head - J.K. Cement  
Works, Nimbahera

Heartiest congratulations to the editorial team on successful completion of its 5th Anniversary. This milestone is an outstanding reflection of our Company's achievements.

J.K. Spotlight issues are really very informative and reveal true picture of all our Plants and offices, their performances and achievements which motivates the individuals to better their performance.

We wish J K Spotlight continued success in the years to come.



**Mr. Harish Agarwal**  
Unit Head - J.K. Cement  
Works, Jhajjar

It is indeed a matter of great pleasure that our in-house magazine J.K. Spotlight has completed five years. I still remember the day, when J.K. Spotlight was introduced to the organization. We are really proud of the team behind the magazine as you have the ability to turn the impossible into possible. I hope the magazine grows by leaps and bounds in the future.



**Mr. VDV Singh**  
V.P. (Corporate HR)

A strong, creative and vibrant link connecting everyone in the company and even our customers, that's the way I perceive Spotlight. With its deep coverage and ability to attract cross functional and cross locational contribution, it has established itself as something which everyone looks forward to. I have personally observed the strengthening and growth of Spotlight over five years and Hearty Congratulations to Spotlight and the entire team on its 5th Anniversary!



**Mr. Ashok Cherian**  
Chief Information  
Officer

Congratulations for this milestone achieved by the Branding and Communication team. J.K. Spotlight is an excellent medium for Group communication and information sharing. The magazine has been a window to J.K. Cement and a great medium for showcasing our achievements and activities to internal as well as external customers. I always look forward to reading the latest issue of Spotlight.

Best wishes from our UAE team!



**Mr. Ajay Mathur**  
Head - Marketing & Sales  
(UAE Operations)

My best wishes to the editorial team of Spotlight for bringing forth its 5th Anniversary issue. The magazine not only provides a platform for developing creative skills but also highlights the key activities and functions of the Company on Pan India basis. My heartiest felicitation to the Editorial board for their efforts and wish them the very best in all their endeavours.



**Mr. R.P. Singh**  
Head - CTS



## PEOPLE POWER TRAINING PROGRAMMES

### RTC Activities - NOVEMBER

#### 1) Operation & Maintenance of Pumps - November 03-05

Fourteen Technicians (Fitters/Mechanics) attended the programme conducted by Mr. Kishore Sharma, Mr. Abhishek Gaur, Mr. Umang Tyagi and Mr. Abhijit Singh Tomar from J.K. Cement Works, Nimbahera and Mangrol.

#### 2) An orientation to cement manufacturing process – November 04-06

Mr. Chetan Misra, Mr. Narpat Anjana, Mr. Deepak Kalla, Mr. Rajesh Soni, Mr. Deepak Soni, Mr. P.K. Sancheti, Mr. S.N. Sharma, Mr. Sumitabh Dwivedi and Mr. Saurabh Acharya conducted the programme, which was attended by 18 GETs, DETs and Management Trainees.

#### 3) Positive Attitude for Peak Performance – November 19-20

Mr. SG Apte - Management Consultant and Trainer, GAPSET Consultancy, Pune conducted the course for Frontline/Middle Management executives. The programme was attended by 20 participants.

#### 4) Thermal Energy Conservation & Management - November 23-25

Twelve Engineers/Supervisors attended the programme conducted by Mr. Narpat Anjana, Mr. M.P. Malav and Mr. Rajesh Mathur of J.K. Cement Works, Nimbahera and Mangrol.

#### 5) Workmen's Inspectors' Programme – November 23-25

The programme was conducted for Engineers/Supervisors/ Mining Mates, with the support and guidance of Mr. B. P. Ahuja - Dy Director, Directorate General of Mines Safety – North West Zone, Udaipur. The program was designed & developed by a panel of expert faculty of Regional Training Centre as per the guidelines and recommendations of DGMS. Mr. Mahim Kachhawaha - Head (Mines, Nimbahera), chaired the inaugural session. In his inaugural speech, he elaborated on the aims and objectives of the training program and the importance of Workmen Inspectors in mining sectors. Mr. R.C. Purohit - AVP (Mines); Mr. Michael Ekoh - Head (Corporate Training), Mr. Shailendra Sharma - Manager (HR & RTC) were present on this occasion.

**Salient features of the 12 days program are as under:**

- Program conducted by a group of 11 resource persons of RTC who are Head / Section Head of Mines & other departments with rich experience of domain.
- Conceptual sessions on different disciplines: Mining / Electrical / Mechanical / Safety / Health & First aid - Mines



Participants and guests at Workmen Inspector Programme

Visit of Wonder Cement, Birla Cement & J.K. Cement.

- Real time case studies and Group discussion.
- Firefighting demo including 'hands on experience' using fire extinguisher & Fire brigade
- Mines Workshop visit & trouble shooting Valedictory session was chaired by Mr. S.K. Rathore - Unit Head. Mr. M Kachhawaha - Head (Mines) also emphasized on Safety Work practices in mining sectors. Mr. M S Shekhawat - Head (HR & ER) conveyed his best wishes to participants for their future. The certificates to participants were given away by Mr. Rathore. Mr. Shailendra Sharma - Manager (HR & RTC) proposed the vote of thanks.

The program was attended by 25 participants from Aditya Cement, Birla Cement, Binani Cement, Lafarge Cement, Lakshmi Cement, Trinetra Cement, Shree Cement, Vikram Cement, Wonder Cement, Hindustan Zinc Ltd, Rampura Agucha Mines and J K Cement Works, Nimbahera.

#### 6) Supervisory Development Programme - November 26-27

Mr. S.K. Sharma - Wonder Cement, Mr. Yogesh Dwivedi - Vikram Cement, Mr. Shailendra Singh - Lafarge Cement and Ms. Sadhana Mandloi - Vision School of Management conducted the programme, which was attended by 16 Frontline Mgt. Executives (Supervisory Staff/Executives).

#### 7) Positive Attitude for peak performance - November 26

Sixteen Frontline Management Executives from White Cement Marketing attended the programme conducted by Mr. Michael Ekoh - Head (Corporate Training & HR).

#### 8) Hydraulics – Basics & Applications in VRM & HEM Equipment – November 27

The programme was conducted for Engineers/Supervisors target group by Mr. Jayesh Shahu of Rexroth Bosch Group, Ahmedabad. 25 persons attended the programme.



## RTC Activities - DECEMBER

### 1) An orientation to Cement manufacturing process : 3rd -5th

Part time trainers from RTC conducted the programme which was attended by twelve Marketing Executives of J.K. Cement Ltd.

### 2) Specialized training programme on Operation & Maintenance of Roller Press : 8th-9th

There were thirty nine Managers/Engineers from different cement plants of northern region who attended the programme conducted by RTC part time trainers from J.K. Cement Ltd.

### 3) Leadership Development & Team Building : 8th - 9th

Mr. J.K. Nair - Director, Vivek Institute of Training & Learning (VITAL) directed the programme, which was attended by seventeen frontline/middle management personnel from J.K. Cement Works, Nimbahera and Mangrol.

### 4) Operation & Maint. of Electronic Packer & its auxiliaries : 16th - 18th

Organized for Engineers/Supervisors target group, the programme conducted by RTC resource person was attended by participants from cement plants of northern India.

### 5) Specialized need based programme on Operation & Maintenance of Vertical Roller Mills : 17th - 18th

The programme was conducted at Nirma Cement, Pali. Mr. A.K. S. Chouhan – AGM (Mech) and Shri Yatin Shan - Corporate



Participants of the programme - An Orientation to Cement Manufacturing Process

Head (Training) Nirma Group chaired the inaugural session. Mr. Jayant Malhotra - Sr. G.M. (Mech) and Mr. Rajesh Mathur - Sr. Manager (Process), J.K. Cement Ltd. conducted the program.

A group of thirty three participants from Nirma Cement, Jaitaran attended the program.

The salient features of the 2 days program are as under:

- Maintain process parameters and analyze the data, for chance of improvement in every aspect
- Real time case studies and Group discussion
- Practicals at site on VRM and Cement Mills – trouble shooting covered
- Data maintaining of each and every machine to maintain smooth operation of plants.

Valedictory session was chaired by Mr. A.K.S. Chouhan. He focused on safety as a prime concern and motivated the participants to add value to their work by implementing and sharing their knowledge acquired from the program. Mr. Yatin Shah also emphasized on the competency development of human resources.



Session on Specialized training programme on Operation & Maintenance of Roller Press

### 6) Inter-Personal Skills for better performance : 22nd-23rd

Twenty-three Frontline/Middle Management executives from J.K. Cement Works, Nimbahera and Mangrol attended the program. Dr. Kedar Shukla, The Motivator, Vapi directed the program.

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

**New Joinees  
Nov. - Dec. 2015**



**Mr. Sagnik Banerjee**  
Manager (Logistics)  
Nimbahera



**Mr. Asheesh Kumar Gupta**  
General Manager (Production)  
Nimbahera



**Mr. Rajendra Kumar Pokharna**  
Sr. General Manager (Commercial)  
Nimbahera

\* Manager level & above only.

## EVENTS

### Kaleidoscope - 2015 Exhibition Padam Vidya Vihar

Padam Vidya Vihar organized a two day science exhibition 'Kaleidoscope - 2015' on November 30. The exhibition was formally opened by Mr. Hemendra Nagar - SDM, Nimbahera, Mr. S.K. Rathore - Unit Head, and Lt. Col. Raj Shukla - GM (Security, Nimbahera). At the outset, school Principal Smt. Rita Trivedi extended a warm welcome to the distinguished guests. This was followed by lighting of the ceremonial lamp and garlanding the portrait of Goddess Saraswati by the guests.

In the exhibition, dedicated to our former President "Bharat Ratna" Dr. APJ Abdul Kalam, the tiny tots presented various



Mr. Hemendra Nagar -  
SDM, Nimbahera  
and Mr. S.K. Rathore  
- Unit Head inaugurating  
the exhibition



Students in action during the exhibition

models, charts etc. on science, social sciences, mathematics, computer science, environment protection, art and culture, which were appreciated by all. The cultural programme by students was another attraction at the exhibition.

Company officials, school staff and parents of students were present on the occasion.



PVV students explaining the  
dignitaries about their project

### Closing ceremony of 16<sup>th</sup> Inter Cement Industries Games & Sports competitions

The colourful closing ceremony of 16th Inter Cement Industries Games & Sports Competition was organized on November 12 by J.K. Cement Works, Nimbahera under the auspices of Inter Cement Industries Sports Association. Mr. D. Ravisankar - Advisor, Mr. S.K. Rathore - Unit Head, Mr. V.K. Hamirwasia - Unit Head, Birla Cement, Mr. S.M. Joshi - Unit Head, Wonder Cement, Mr. Sanjay Joshi - Unit Head, Lafarge Cement, Mr. Ashok Kuntwal - Unit Head and Mr. Ranjeet Singhvi - Jt. President-HR, Vikram Cement and Mr. Nitin Wagde - HR Head, Aditya Cement attended the programme. Participants, senior executives and their family members from all member plants of the Association were also present. They

presented cultural programmes

that were enjoyed by all. Later, all the Unit Heads felicitated Mr. Ravisankar with the Lifetime Achievement Award, followed by handing over of General Championship Trophy to Birla Cement Team. To

host the 17th Inter Cement Industries Games & Sports meets, Mr. Rathore and Mr. Shekhawat handed over the Association's flag to Mr. Nitin Wagde and Mr. Vimal Soni of Aditya Cement.



Mr. S.K. Rathore  
- Unit Head  
awarding General  
Championship  
trophy to Birla  
Cement team



Group dance performance during the function



Unit Heads of Cement Plants  
felicitating Mr. D. Ravisankar  
- Advisor



## PADHE BHARAT BADHE BHARAT PADAMPAT PRIMARY SCHOOL - MUDDAPUR

Students of Sir Padampat Primary School participated in the 'Padhe Bharat Badhe Bharat' scheme at cluster level at HPS Petlur under various contests like Best Reader, Best Writer and Best Speaker. A total of 15 students took part in the competition out of which 12 students bagged prizes.

School Principal and all the staff members are proud of the students and extended their congratulations to them on behalf of the School Management.



## Pragati Club - Jharli

Pragati Club – formed by the Ladies amongst Jharli staff members in February 2014 has been doing very well for the last one year. Headed by Mrs. Neelam Agarwal, the club conducts a lot of activities throughout the year. The club has regular monthly meetings at Jharli Guest House in which they engage in many creative works, cultural programs, etc. Pragati Club members also participate actively in different CSR activities and celebrations of the Plant throughout the year.



Mrs. Neelam Agarwal  
awarding the winner  
of Diya Competition



Pragati Club members  
during the activity  
on Diya decoration

Mrs. Neelam Agarwal  
with Pragati Club  
Members

## National Day Celebration - Fujairah

On the occasion of the 44th UAE National Day, J.K. Cement Works, Fujairah celebrated the day with Fujairah Municipality (Tawian Branch). The Company was awarded with the participation certificate and a Trophy by Mr. Khamis Ali Abeed Attanhani (General Manager- Fujairah Municipality, Tawian Branch) for supporting and actively taking part in the various activities and cultural shows which are gaining ground within the local and expatriate community in the area.



The event was blessed with the presence of HH Rashid Bin Hamad Bin Mohammed Al Sharqi, with whom the staff members had a lavish lunch.



## J.K. Cement Works, Fujairah participates in Volleyball Tournament

RAK Inter Corporate men's volleyball tournament was organized by Arabian Wellness & Lifestyle Management on 27th & 28th November at RAK Ceramics Campus.

Various companies such as RAK Ceramics, Star Cement, Arc International, Stevin Rock, Al Jazeera Port, Mabani Steel etc., participated in the two day men's volleyball tournament.

The tournament also features various awards in an effort to promote the spirit of sportsmanship amongst the participants.

Group matches were played in the league format and all matches from the quarter finals onwards were knockouts under floodlights. The Fujairah team made it to the semi finals.

The main aim of the event is to inculcate team spirit, promote the game and a healthy lifestyle among the employees.



Volleyball Team members with Mr. Christer Eriksson



Volleyball Team

Mr. Christer Eriksson - CEO presenting the certificate to Volleyball Team Captain, Mr. Ramesh Patwal

## The Entrepreneur Summit 2015 - Gaur Hari Singhania Institute of Management and Research, Kanpur

The Entrepreneur Summit 2015 was organized at Dr. Gaur Hari Singhania Institute of Management & Research, in collaboration with TiE-UP and Hindustan as media partner. The event was inaugurated by Mr. R.K. Agarwal - President (TiE-UP) and Dr. (Prof.) Rakesh Premi - Director GHS-IMR. The objective of this summit was to create awareness amongst budding and young entrepreneurs regarding government policies, make entrepreneurs realize the importance of information technology for the growth of businesses and to motivate young entrepreneurs through sharing of experience of the seasoned entrepreneurs.

The business plan presentation saw five innovative business plans being laid out to the judges, these five were the best amongst the 40 business plans screened prior to the event. The business plan presentation was followed by lighting of the lamp

ceremony by Mr. R. K. Agarwal and Dr. (Prof.) Rakesh Premi. In his welcome address, Dr. Premi, commended the association between TiE-UP and GHSIMR. The program started with the Panel Discussion on the topic - Make in India: Opportunities Galore for Entrepreneurs. The discussion saw great minds of Mr. Sudeep Goenka - Director, Goldie Masale, Mr. Rajesh Kumar - Dy. Director IMT, Mr. Anil Kumar - Dy. Commissioner, Industries, Mr. R. P. Srivastava - Dist. Manager, Bank of Baroda, and Mr. A. K. Singh - Dy. Zonal General Manager with Mr. Amit Tiwari, CEO - MKT Software, as moderator. The program was attended by young entrepreneurs, members of TiE-UP, Faculty, Staff and Students of GHSIMR.



Experts at the Entrepreneur Summit 2015



Dr. Sameer Khandekar - Prof. IITK addressing the audience on Innovation & Entrepreneurship





akash

|| THE CREATOR OF LIFE ||



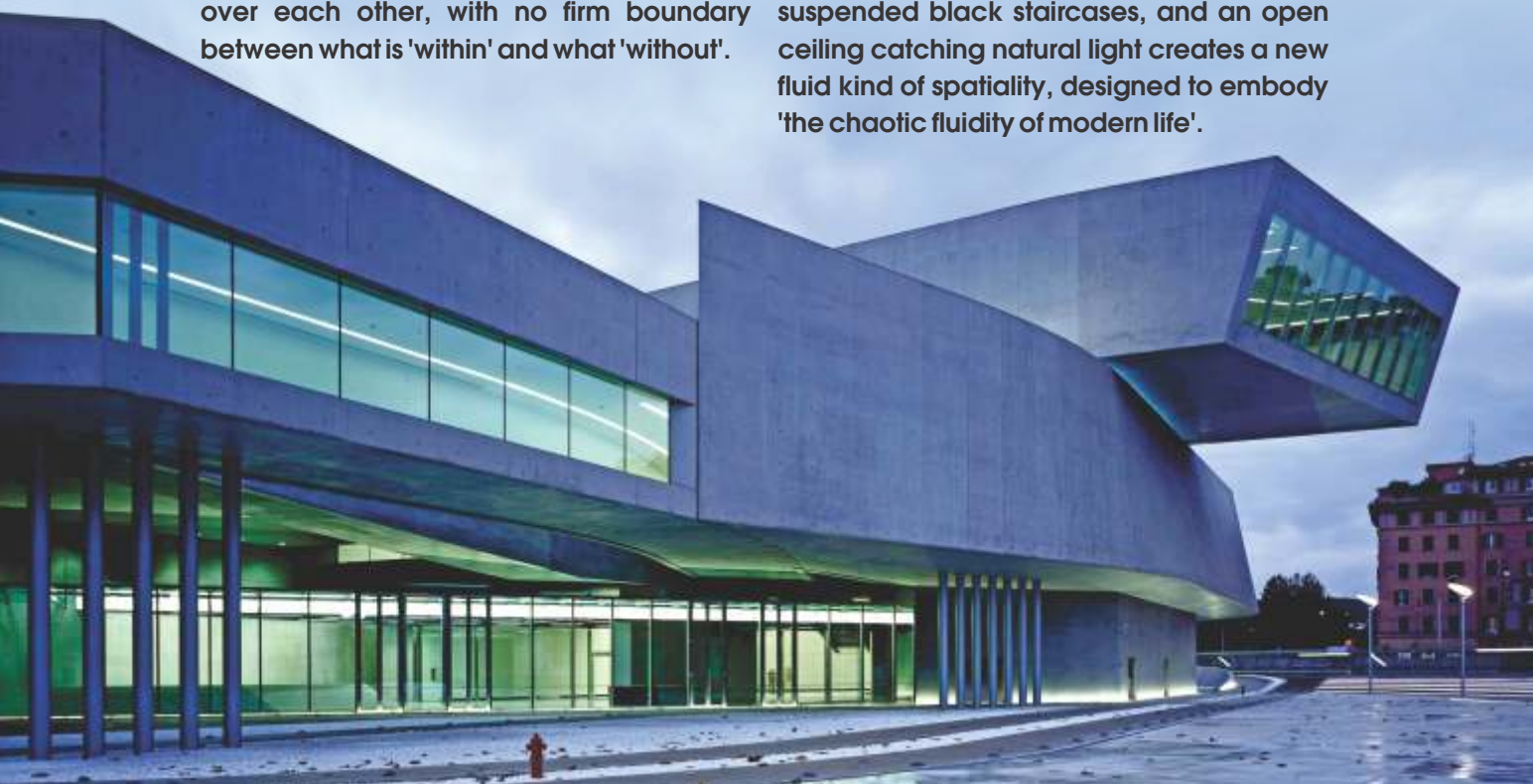
Humans live in space and change its components into meaningful signs for themselves or add some signs to it to create a continuous interactive relation with space.

Every building, as a part of an architectural culture, is appointed to visualize a mental image via its form. In order to design, it is necessary to conceive and think about architectural space surrounding us by decoding the characteristics of its nature and discovering messages revealed via its built form.

## THE MAXXI - ITALY

The MAXXI, or National Museum of the 21st Century Arts of Rome, designed by Zaha Hadid is a composition of bending oblong tubes, overlapping, intersecting and piling over each other, with no firm boundary between what is 'within' and what 'without'.

Continuity of spaces makes it a suitable place for any kind of moving and temporary exhibition, without redundant wall divisions or interruptions. Concrete curved walls, suspended black staircases, and an open ceiling catching natural light creates a new fluid kind of spatiality, designed to embody 'the chaotic fluidity of modern life'.







## Off Site

### Annual Stockist Meets - White Cement

**Punjab, Chandigarh,  
Himachal Pradesh and  
J&K (Amritsar)**  
17<sup>th</sup>-19<sup>th</sup> November



M/s Garg and Garg - Winner (Wall Putty, Punjab)



M/s Godrich Chemicals - Winner (White Cement, Punjab)



M/s Chopra Trading Co - Winner (Wall Putty, Himachal Pradesh)



M/s Jain & Sons - Winner (White Cement, Himachal Pradesh)



M/s Gian Chand Ashok Kumar - Winner (White Cement and Wall Putty, Chandigarh Tricity)



M/s Manu Marketing - Winner (White Cement and Wall Putty, Jammu)



## Annual Stockist Meets - White Cement

### Kerala (Ooty)

15<sup>th</sup>-17<sup>th</sup> December



M/s Ralco Distributors - Winner (White Cement, South Kerala)



M/s Premier Traders - Winner (Wall Putty, Central Kerala)

### Karnataka (Ooty)

13<sup>th</sup>-15<sup>th</sup> December



M/s Vinayaka Enterprise - Winner (Wall Putty, Karnataka)



M/s Shantala Enterprises - Winner (White Cement, Karnataka)



Team Karnataka at the Meet

## Annual Stockist Meets - White Cement

### U.P. West and Uttarakhand (Mussorie)

20<sup>th</sup>-22<sup>nd</sup> November



M/s. Kichha Marble House - Winner (White Cement, Bareilly)



M/s. Shri Ram Trading Co. - Winner (Wall Putty and White Cement, Ghaziabad)



M/s. Bhatia Agencies - Winner (Wall Putty, Dehradun)



Company Officials at the Meet

## Corporate Social Responsibility Laying the foundations of a better world

### Free medical check-up camp - Nimbahera

J.K. Cement Works, Nimbahera in association with Mines & Geology Department, Govt. of Rajasthan, organized a free medical check-up camp on the occasion of Mining Day on November 3, for the benefit of stone slab workmen and nearby villagers of Khodip, Malla Charan, Tatarmala stone slab mining area. A team of doctors from Chitrangan Mobile Unit of RNT Medical College, Udaipur – Dr. Rajendra Samar, Cardiologist, and Dr. Bhanu Pratap, ENT Specialist, conducted medical check-up of about 225 patients. Dr. S K Choudhary and para-medical staff extended necessary assistance during the camp.



Company Executives giving safety helmets to miners during the camp



Free medicine distribution at the camp



During the camp, the miners were advised to use safety equipments while on the job. Focusing on the importance of safety equipment, the plant distributed about 200 helmets, 300 ear plugs and 300 dust masks free of cost.

Key personnel from Mines & Geology Department and Stone Slab Mining Association were also present on the occasion.

Doctor examining a patient for ear check up



## Eye Camp - Gotan

J.K. White Cement Works, Gotan along with Lions Club, Gotan organized the 30th Annual Eye Camp on 13th December at the Government Community Health Centre, Gotan.

The renowned ophthalmologist Dr. Ratan Purohit and his team selected 94 patients to be operated from an OPD of almost a six hundred. Patients were operated by FACO and microscopic technique at the 'Centre for Sight' at Ramrishi Laser Centre, Jodhpur. The entire boarding and lodging expenses along with the transportation for the patients and their aides were taken care of by the team at Gotan.

Lion's Club Regional Chairman Mr. D.D. Purohit - Sr. Manager (Value Added Products) and Lion's Club Secretary Mr. Ajay Garg - Head (Sales) along with other employees organized and supported the entire proceedings of the event.

To ensure that maximum number of people can draw advantage of this eye camp, a jeep distributed pamphlets in the radius of 25 Kms, announcing the same on loudspeakers.



President - Lions Club handing over the donation to the District Governor of Lions Club

Employees and dignitaries of Lions club during the camp

Eye Camp



## Blood Donation Camp - Gotan

A Blood Donation Camp was organised on 1st November at J.K. White Cement Works, Gotan in the memory of Sir Padampat Singhania. The employees at the plant participated in good numbers and supported the noble cause. The camp was inaugurated by Mr. Rajeev Sharma – V.P. (Technical) along with Dr. Om Veer Singh from the Blood Bank of Mahatma Gandhi Hospital, Jodhpur, by lighting a lamp and offering floral tribute to Sir Padampat Singhania.

81 units of blood were collected with the kind support of Dr. Singh and his team of doctors and medical assistants. The blood testing was done by Dr. A.K. Saxena, Dr. Ankur Arora and their team.

J.K. White Cement Works, Gotan has been organizing blood donation camps annually over a substantial number of years but in the wake of growing requirements the camps are now being organized bi-annually.



Mr. Rajeev Sharma - V.P. (Technical) along with other employees at the camp



## Corporate Social Responsibility

### Free Screening and Treatment for Chest Disorders - Muddapur

J.K. Cement Works, Muddapur arranged a free screening and treatment for Chest Disorders from 5th to 7th November for contract workers in the plant premises.

392 workers were screened with Spirometry, BP and BMI by a team consisting of Mr. Saya Srinivas, Mr. Shidray Shirnal with four others, consulted by Dr. Jyothi, Chest Physician from Belgaum. Free medication was provided to the needy.



Mr. S.K. Jain - Head (O & M), Mr. Girish Bakshi – Head (ER), Dr. Vidya Kiran – DGM (Medical Services), Mr. Shankar Badgi - Security along with staff from Medical, Security & HR divisions welcomed the Team and actively participated in the program. Mr. A.K. Jain - Unit Head thanked the team of doctors.

Mr. A.K. Jain -  
Unit Head  
felicitating  
Dr. Jyothi

### Donation to Gaushala - Jharli

On the occasion of 62nd Birth Anniversary of our respected CMD, Mr. Yadupati Singhania, a group of Jharli team members visited Dada Mathurapuri Gaushala, Matanhail. This Gaushala accommodates about 2000 cows and calves. To mark the occasion, the team donated 150 kg jaggery to the Gaushala on behalf of J.K. Cement Works, Jharli.



Jharli Team members donating jaggery to Matanhail Gaushala

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Editor	: Raghavpat Singhania Special Executive, J.K. Cement Ltd.
Publisher	: Nitish Chopra Head (Branding & Communication) nitish.chopra@jkcement.com
Printer	: Brijbasi Artpress Ltd.
Owner	: J.K. Cement Ltd.
Address of Printer	: Brijbasi Artpress Ltd., E-46/11, Okhla, Industrial Area, Phase- II, New Delhi- 110020
Place of Publication	: J.K. Cement Ltd., Padam Tower, 19 DDA Community Centre, Okhla Phase- I, New Delhi- 20

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Bi-Monthly House Magazine for free distribution