

JK spotlight

Towards Perfection – Our Tradition

May-Jun, 2015 Volume : 1
Issue : 21



Annual Stockist Meets Grey Cement North

Shaam-e-Jashn

HIGHLIGHTS

Annual Stockist Meets
- Grey Cement North



India's No. 1 Brand
- J.K. Wall Putty





India's Brand No. 1 – J.K. Wall Putty



White Cement Based Putty



From Left to Right: Mr. Nitish Chopra - Head (Branding & Communication) and Mr. Niranjana Mishra - President (White Cement Marketing) receiving the award

J.K. Wall Putty was adjudged as "India's No. 1 Brand" in the Cement category for 2014.

J.K. Wall Putty has carved a distinctive niche for itself through innovative multifaceted ATL and BTL marketing initiatives including 360 degree media campaigns, consumer contact programmes, online promotion, etc. With an extensive marketing and distribution network, J.K. Wall Putty today is a household name. The Company has always focused on achieving excellence in product quality and keeping pace with the customer's changing needs.

To project the average painter as a Hero and Champion, an innovative campaign was created; showing a National Wall Painting Competition where our Brand Ambassador - Chhutkau painter (the user of JK Wall Putty) emerges a winner in the contest by defeating other contestants using POP, chalk mitti etc.

This saw the birth of our brand evangelist – Chhutkau Painter, the National Wall Painting Champion. The campaign was then extended to a now prosperous Chhutkauji, with his own Wall Painting Academy training a new breed of wall painting experts.

No.1 BRAND Award is a distinctive recognition for a brand recognized as No.1 in its industry category based on current year market standing. These awards, a brainchild of IBC InfoMedia Pvt Ltd (International Brand Consultants) were adjudged through a nationwide consumer survey conducted by Media Research Group, expert analysis and attributes based qualitative brand research.

Mr. Niranjana Mishra – President (Marketing, White Cement) and Mr. Nitish Chopra – Head (Branding & Communication) received the award at a glittering awards ceremony held on 29th May at Hyatt Regency, Mumbai which was well attended by industry leaders from across businesses and service categories and many other eminent guests.





FROM THE editor's desk

Dear colleagues and friends,

It is an immense pleasure to announce that J.K. Wall Putty has been honoured with the title of India's No. 1 brand for 2014 in the Cement category, evaluated by the esteemed No.1 BRANDS Council. Receiving the recognition of being one of India's most prominent brands is indeed a major achievement.

The focus in this issue of Spotlight is our recently concluded gala celebration of our association with the Stockists for Grey Cement North. The meets themed 'Carnival' and 'Shaam-E-Jashn' were a grand celebration of our success and our partnership with the channel partners.

The 44th National Safety day was celebrated across all centres of the Company. Workplace safety is an important pre-requisite for successful operations. Another important focus in this issue is the World Environment Day celebrations held at all our plants as a part of our commitment to give back more than we take from Mother Nature.

J.K. White Cement Works, Gotan hosted the first workshop on Best Practices in Energy Efficiency in Cement Sector, an initiative by Bureau of Energy Efficiency and Institute for Industrial Productivity. In the last quarter, J.K. White Cement Works, Gotan has also had the distinction of being awarded Energy Management Certification and Certificate of Excellence.

Our spotlight for this issue is on Mr. Sanjeev Garg, V.P. (Finance & Corporate Affairs, Delhi) and Mr. Jayram Itapi, owner of M/s Amba Cement Agency, Belgaum. Both these gentlemen have been vital contributors towards the Company's success story.

As dedicated corporate citizens with a caring heart, J.K. Cement Ltd extended out a comforting hand to the earthquake ravaged citizens of Nepal. Various other CSR activities were also conducted at and around the different centers of the organization.

I would like to thank you for your enthusiastic participation and hope you find this edition of Spotlight both engaging and useful. Look forward to your positive response and continued participation.

Best regards,

Raghavpat Singhania
Special Executive
J.K. Cement Ltd.

CONTENTS

Awards & Accolades	2
Editor's Desk	3
Events	4-6
Spotlight on Mr. Sanjeev Garg & Mr. Jayram Itapi	7
Impressions	8-9
Nepal Relief Activity	10-11
Knowledge Exchange Platform by BEE	12-13
Cover Story	14-17
Awards & Accolades	18-19
People Power	20-22
Offsite	22
New Directions	23
CSR	24-28

EVENTS

Labour Day Celebration - Jharli

International Workers' Day, also known as Labour Day or May day, is a celebration of labourers and the working classes that is promoted by the international labour movement and occurs every year on May 1. The first May Day celebration in India was organized in Madras (now Chennai) by the Labour Kisan Party of Hindustan on 1 May 1923. This was also the first time the red flag was used in India. Since then 1st May is celebrated all over India as Labour Day.

At J K Cement Works, Jharli, a programme was organized for the workers which included a cultural programme, quiz competition and lucky draw. Prizes were given away to the workers. Refreshments were also arranged for all.



Tug of War between workers



Workers enjoying lunch on the occasion



An Officer giving away prize to a worker

Safety Day - Jharli



Mr. Sailesh Ahlawat - Asst. Director, Industrial Safety and Health viewing the exhibition stall on the occasion

44th National Safety Day was celebrated on 4th March at J. K. Cement Works Jharli. On this occasion Mr. Sailesh Ahlawat - Asst. Director, Industrial Safety and Health visited the plant site and inaugurated the programme. In his speech, he emphasized on the importance of safety in human life and urged everyone to follow the safety rules while working in order to avoid unfortunate incidents. He also emphasized on wearing helmet, safety belts and shoes and urged the workers to make it a habit. Safety pledge was taken by all the workers and officials present on the occasion. An exhibition of Safety equipments was also arranged at the site. Prizes were given away to the workers and staff members. Refreshments were also arranged for all.



Staff members and workers taking safety oath



Mr. Ahlawat with the staff members

International Yoga Day Celebration - Nimbahera & Mangrol

Ladies Club 'Surbhi' and J.K. Officers' Club, Nimbahera jointly organized a programme on the occasion of International Yoga Day to spread awareness on the importance of yoga.

The programme commenced with lighting of ceremonial lamp by Mr. S.K. Rathore - Unit Head, Mr. N.K. Misra - Sr. V.P. (Projects), Mr. K.M. Jain - Head (Commercial), Mr. M. Kachhwaha - Head (Mines), and Mr. M.S. Shekhawat - Head (E.R.) Later, a large number of people performed various yogic exercises under the guidance of yoga trainer Shri Bharat Arya of Patanjali Yoga Samiti and Bharat Swabhimaan Nyas.

International Yoga day was celebrated at J.K. Cement Works, Mangrol as well. Early morning, Officers Club Mangrol and Patanjali Yoga Samiti organized a program "Yoga training by doing" for the employees and their families. Dr. Pankaj Mani and Rajeshwar Sharma organized the session.



Participants at the Yoga Session



Mr. S.K. Rathore - Unit Head addressing the gathering

Shram Suvidha Awareness Camp - Nimbahera

The Directorate General of Mines Safety, Northern Region, Udaipur organized Shram Suvidha Awareness Camp at Regional Training Centre on May 22. At the outset, Mr. S.M. Suthar, Director Mines Safety, Udaipur and Mr. Sanjeev Kumar - Dy. Director, Mines Safety, Udaipur were extended a warm welcome by Mr. Maheem Kachhwaha - Head (Mines) and Mr. R.C. Purohit - AVP (Mines). During the programme, Mr. Suthar informed all present that the Government of India has started 'Shram Suvidha Portal' on October 16, 2014 under 'E-Governance' scheme sponsored by Vigyan Bhawan, New Delhi, in which, 16 labour acts, governed by Directorate General of Mines Safety, Central Labour Department, Employees' State Insurance Corporation and Employees' Provident Fund Organisation, are included. In near future, the State Governments will also be connected with this portal. The aim of the portal is to include various labour enactments in a single portal and ensure their timely

compliance with maintaining transparency and to clearly and timely determine the responsibilities of all concerned. Mr. Sanjeev Kumar shared about the use of the portal and the benefits thereof. He also presented a live demonstration of the portal and various processes thereunder. The camp was attended by senior mining executives of Birla Cement, Vikram Cement, Wonder Cement, Aditya Cement, Lafarge Cement and Banesti red ochre mines, Sawa along with their staff. Vote of thanks was proposed by Mr. Kachhwaha.



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



Participants at the camp

28th Mines Safety Week - 2014



UltraTech Cement Ltd. Kotputli organized 28th Mines Safety Week-2014 under the aegis of Directorate General of Mines Safety. J.K. White Cement's Dhanappa Limestone Mines was adjudged second in overall performance in B-category. Dhanappa mines was adjudged first in Explosive (Storage, transportation and usage) and Second in Opencast Working. Gotan Limestone Mines was also adjudged third for Welfare Amenities & PPE usage.

Mr. Bajrang Lal - DGM (Mines) (3rd from left) receiving the award along with his team

27th Mines Environment and Mineral Conservation Week 2014-15

FCI Aravali Gypsum and Minerals India Ltd. Jodhpur organized 25th Mines Environment and Mineral Conservation Week 2014-15 under the aegis of Indian Bureau of Mines, Ajmer region. J.K. White Cement's Dhanappa Limestone Mines was adjudged first in overall performance. Dhanappa mines was amongst the top three in various categories for its exceptional performance. J.K. White Cement's Dhanappa Limestone Mines was awarded the first in Dust Suppression arrangements. Dhanappa mines



Mr. Bajrang Lal – DGM Mines receiving the award



bagged the second prize for Sedimentation of entrained solids & SPM before discharging mine water into water courses; and Second prize for Community Development. J.K. White Cement Works, Gotan also bagged the third prize for Reclamation & Rehabilitation.

Guest Lecture by Ms. Nitya Chawla on 'Campus to Corporate' - GHSIMR, Kanpur

Corporate HR has always taken initiatives to groom budding talent. Ms. Nitya Chawla - Corporate HR was selected to address the students of GHSIMR on the topic 'Campus to Corporate'. The lecture was classified in three sections. In the first section, she spoke about the crucial transition from campus to the professional world. She explained the skill gap between the university output and the requirements in corporate. She discussed the importance of Campus Recruitment not only from the point of view of the students but also in the context of companies. The second section focussed on preparing the students for group discussions, CV preparation and effectively handling interviews.

In the third section, she focussed on Self Introspection. She stressed on understanding the SWOT of oneself with special reference to self-branding.

It was a great learning experience for the students and was a very interactive session. The discussion saw great participation and a quiz was also conducted for the students. Vote of thanks was proposed by Mr. Devendra Jaiswal - PGP Chair, GHSIMR followed by a question and answer session for the students.



Ms. Nitya Chawla - Corporate HR addressing the gathering

Research Paper Published in Management Journal

Under Talent Management initiatives, Corporate HR has been providing employees with development opportunities to hone their leadership and other skills.

With respect to this, Ms. Nitya Chawla - Corporate HR wrote a research paper titled "Employee Engagement – Need of the Hour" which was published in Research Indian Journal of Management, Volume 3, No. 2. Prior to this, her paper on Talent Management was selected as the Best Paper in a conference held at Goa.



Spotlight on Mr. Sanjeev Garg

(Excerpts from an interview with Mr. Sanjeev Garg - V.P. (Finance and Corporate Affairs))

Q.1) Please shed some light on the early phase of your career. What is the fondest memory of your association with J.K. Cement Ltd. and what are some of the challenges that you faced?

After completing my Chartered Accountancy in 1990, I began my career with M/s. Key Leasing and Finance Ltd (now Key Corp Ltd.) a financing arm, dealing in Leasing and Hire Purchase business, chaired by our Respected Late Dr. Gaur Hari Singhania Ji. Here, I had the privilege to be personally mentored by our Late Chairman who took great interest to initiate me in the nuances of this business.

In 2002, after a stint of 12 years, I was inducted into M/s. J.K. Synthetics Ltd (JKSL), which had by then been declared a Sick unit by BIFR. The challenges ahead were many; basically to revive and rehabilitate the Company and a core team was formed to tackle this issue. I was privileged to have the Management repose immense faith and confidence in me by making me a part of this core team and assigning to me, the crucial task of undertaking the rehabilitation process at Delhi. At that time, there was a lot of distress and problems were being faced by the Company with workers, financial institutions, bankers, creditors and many others. It was a huge challenge before us to deal with them. My most fond memory is being able to contribute to the turnaround of JKSL, leading to the hiving off of Cement division from JKSL to a new identity - J.K. Cement Ltd. This task could not have been accomplished without the guidance of our Respected M.D., unstinting support of Mr. A.K. Saraogi - President (CA) & CFO and the relentless efforts of the entire core team towards achieving this. Here I would like to add that our Company has a wonderful culture of motivation, work environment, encouragement, inspiration and appreciation which comes from the top.

Q.2) What have been some of your milestones/significant contributions during your tenure with the Company?

Post formation of J.K. Cement, it was an uphill task for the core team to raise funds for a sick company for its rehabilitation. At this juncture, Shri Yadupati Singhania Ji stood behind us like a rock and because of his belief, strength, goodwill and experience in the Cement industry, a roadmap was created to raise funds from the Indian banks leading to the successful rehabilitation of our Company in November 2004. Soon thereafter, we tapped the Capital Market in 2006 and raised funds at a premium to meet our prolonged Capex plans to be at par with our peers. For me, the prime concern has always been to arrange funds at the best available rate in order to improve the bottom-line of the Company. It gives me great pride to share, that I, have been an integral part of the fund raising exercise for all the

new projects our company has since implemented.

Another milestone for our team was to get credit rating in FY 2012 when the Cement Industry was facing a downtrend and the rating of other cement players was being downgraded by external rating agencies; we were able to secure upward revision in the rating from "CARE A+" to "CARE AA-" for Long Term Bank facilities which signifies high degree of safety regarding timely servicing of financial obligation.

Q.3) You have been given additional responsibility for monitoring of Coal Linkages, Corporate Affairs and Legal matters. Please share with us your experience.

A major challenge before us was the restoration of coal linkage which was pending since 2000 for Nimbahera & Mangrol Cement plant. This assignment has been successfully accomplished. This would not have been possible without the tireless efforts of my team to whom I owe a word of appreciation to say the least.

Let me admit that I do not have any legal background but was overwhelmed when the Management asked me to lead the Delhi office Legal Team. Since then, all legal matters irrespective of nature having Delhi as their jurisdiction are being effectively monitored by us in the best interests of the Company. My team has managed highly complicated matters most efficiently for which they deserve appreciation and it is a pleasure to lead a team that has team players in the truest sense.

In so far as Corporate Affairs is concerned, we found that our presence in various associations and our relationship with opinion makers was virtually nonexistent. Again, the Management entrusted this vital function to me. It is satisfying that significant progress has since been made but my intent is to take it to greater heights for which I rely on my team.

Q.5) How do you see the Company going forward?

I feel blessed for having been closely associated with three generations of the Singhania Parivar. Today, our presence is limited largely to North India and partly South India. I foresee the Company having Pan India manufacturing presence with more international operations. Another area where we need to focus is to have our own captive coal mine be it in India or overseas. I will surely strive to make this come true.



Mr. Sanjeev Garg

Spotlight on Mr. Jayram Itapi

M/s Amba Cement Agency, Belgaum

Mr. Jayram Itapi of M/s Amba Cement Agency is a prominent stockist of Grey Cement South. His father Mr. Laxman Itapi commenced the business in 2001 with one brand and an initial sale of 100 mt. per month. Later when Mr. Jayram Itapi took charge in 2004, he added many other brands to the business. Located very close to J.K. Cement Works, Muddapur, he took the Dealership of J.K. Cement in 2009 with an average sale of 350 mt/month. Mr Jayram built a strong network by adding many retailers and in the last ten years his volumes have grown to 1000 mt /month. Today he is the top Dealer of Bagalkot District with 20 Retailer Networks under him

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

Our association with the Company began in 2009, when I was appointed as a Dealer with J.K. Cement. Our business has grown tremendously after taking the Dealership of J.K. Cement. We started the business with a network of 3 retailers and today we have more than 15 retailers associated with us. The margin allowed by J. K. Cement and the accounting in the Company is very transparent. We get a clear picture of the transactions every month. The Company treats us like family and the company officials are very co-operative and respond well in time to any queries.

Q.2) What is your mantra for success? Have you had to face

any challenges in promoting our brand?

Before the launch of J.K. Cement in Muddapur, there were other brands that were dominating the market. It was not an easy task for us to break into the established market. We are located 30 kms from Muddapur plant and this helped us give timely service to our customers. We have two trucks & we lift cement using our own trucks. This way, we are able to deliver small consignments and we have been able to improve the sales in our town.

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

Good quality and timely service are the greatest strengths of our brand.

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

We would firstly like to thank the Company for giving us the opportunity to associate with the brand. Our suggestion to the Company is to continue to be competitive in pricing and profit margin to dealers. Also, the Company should be more aggressive in retaining and improving our market share.



Mr. Jayram Itapi

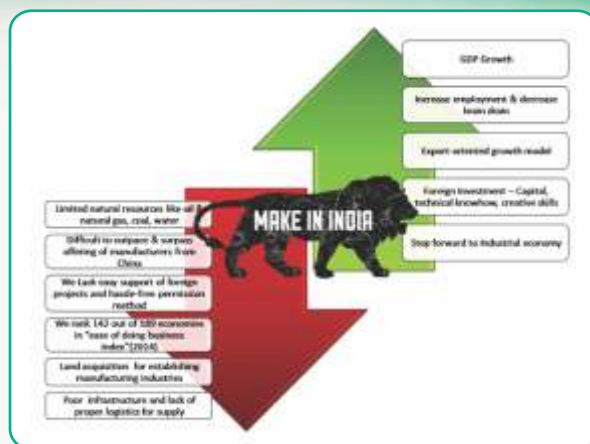


WINNING ENTRY

Make in India - Opening New Horizons

Revolution is not an apple that falls when it is ripe. One has to make it fall. And for India that one has turned out to be a Gujarati simpleton whose actions are speaking. Make in India is a dream project of Prime Minister Mr. Narendra Modi that aims at making India a manufacturing hub for the world by creating world class infrastructure, to create 100 million jobs by the year 2022, to bring in foreign investment and to develop skilled workforce

There are numerous hurdles for this project pointing at our own system and governing machinery. Despite this, there is a wave of optimism in the Country strongly backed with step-by-step plan for making this project a grand success. Even the buzzing bee sits on the most luscious and viable flora first to siphon nectar. And to make India as the manufacturer's first choice, we need to establish our own infrastructure on top priority. We are looking at a transition phase that will itself open up new horizons of development.



Advantages & Challenges for "Make In India"

Opening new horizons in these 25 focus sectors

Automobiles	Food Processing	Renewable Energy	Roads & Highways	Food Processing
Biotechnology	Aviation	Leather	Electronic Systems	Space
Automobile Components	Media and Entertainment	Textiles and garments	Tourism and Hospitality	Defence manufacturing
Thermal Power	Construction	Oil and Gas	Chemicals	Mining
Pharmaceuticals	Wellness	Electrical Machinery	Ports	Railways

The Government of India has an ambitious plan to locally manufacture as many as 181 products reducing dependence on imports by opening up new horizons. The move could help infrastructure sectors such as power, oil and gas, and automobile manufacturing that require large capital expenditure and revive the Rs. 1.85 trillion (US\$ 29.74 billion) Indian capital goods business. Several mobile phone, luxury and automobile brands, among others, have set up or are looking to establish their manufacturing bases in the Country resulting in manufacturing of a wide spectrum of products in India.

Infrastructure development, commercial construction & industrial construction is bound to increase in the next 5 years in order to establish a concrete foundation for Make in India Project, resulting in amplified cement consumption. Sensing the need of near future cement companies are expected to add 56 million tonnes (MT) capacity over the next three years.

Some call this project as a political gimmick or strategic marketing; some mention it as old wine in new bottle but Make In India, in its true sense, can be a game changer for India.

Mr. Shubham Srivastava
Deputy Manager, MI, Pune

Winning Entries

1st Runner Up
Importance of Workplace Ethics in organizational sustainability
Mr. Mohsin Khan
Engineer, Instrumentation (Jhajjar)

2nd Runner Up
Importance of Workplace Ethics in organizational sustainability
Mr. C.S. Dashora
Dy. Manager (HR), Nimbahera

Participating Entries

Importance of Workplace Ethics in organizational sustainability

- | | |
|---|---|
| 1. Mr. Simrandeep Singh – Assistant Engineer, Planning Department (Gotan) | Assistant, IT (Muddapur) |
| 2. Mr. Shafique Mohammed – System | 3. Mr. Mrityunjay Kumar – Civil Engineering Dept (Muddapur) |

Make in India – Opening new horizons

- | | |
|---|--|
| 1. Mr. Mrityunjay Kumar – Civil Engineering Dept (Muddapur) | 3. Mr. N.K. Kanaujia – Sr. Manager, Purchase (Gotan) |
| 2. Mr. Rajan Singh Tanwar – Engineer, Power Plant (Mangrol) | 4. Mr. C.S. Dashora – Dy. Manager (HR), Nimbahera |

The topics for September '15 issue are:
(Max 300 words)

1. Common man and the future of governance
2. Importance of informed decisions in successful mergers and acquisitions

Last date for submission of entries is
5th September, 2015

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

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

Visit of IIT Kanpur Faculty to JK Centre for Technician Training, Kanpur

In order to further strengthen the ties between IIT and JK Centre for Technician Training and take the next step to fructify the MOU between the two, the visit of electrical and electronic lab In charge was planned, to assess the level of trainees, faculty and the machines installed for training to draw the curriculum for trainers and trainees.

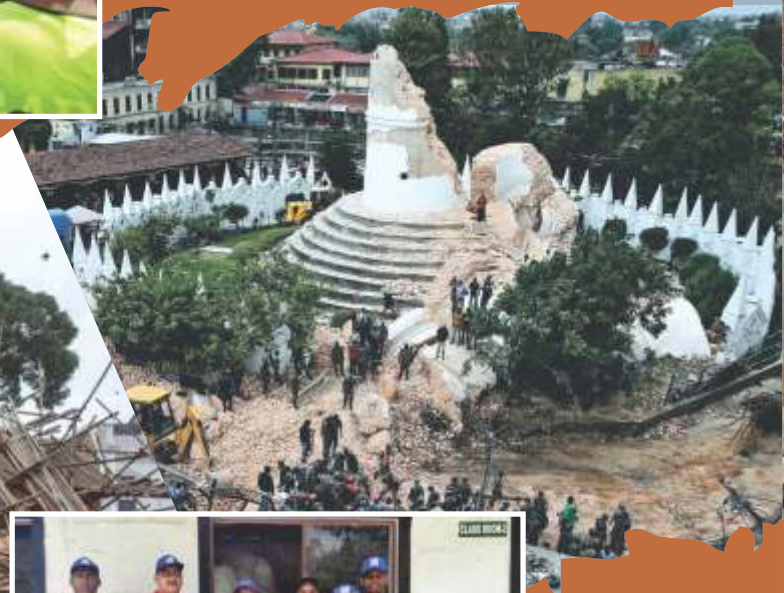
Mr. Lekhraj Singh (Electrical Lab, IIT Kanpur), Mr. Amit Basu (Power Electronics lab, IIT Kanpur) & Mr. C.S. Goswami (Mechanical Central Workshop, IIT Kanpur) visited JKCTT & JKITC in the presence of Mr. Lalit Khanna, Mr. A K Pandey & Mr. Ashutosh tiwari on 27th January. After getting a brief about the centre

& the courses, they made a tour of the centre & saw the facilities. In the workshop they interacted with the Electrical Trainees and the overall response of the candidates was good. A joint session of all the 3 Electrical Batches was organized where basic guidance was extended to them besides a question and answer session. Further they also visited JKITC Electrical, Electronics & RAC workshop.



J.K. Cement reaches out... Nepal Relief Activity

The earthquake that hit Nepal in April devastated the country badly. Hundreds and thousands of people were left homeless and many were killed and injured. Villages and centuries-old buildings were destroyed. The disaster has turned the Country bestowed with natural beauty into a graveyard.





They also visited a maternity home to provide blankets, mattresses, food etc. where the hospital had collapsed completely as a result of the earthquake.

In this hour of difficulty and grief, the J.K. Cement family stands united with the people of Nepal.



J.K. Cement reached out to the people in Nepal with a relief programme. The Company Officials were sent to Nepal in two teams headed by Mr. Mohan Sharma - A.V.P. (Marketing, White Cement) and they visited the most affected places like Khokhna, Nuwakot, Bhumati, Panchkal, Bhimdunga and Devighat. With the help of a local agency named Garur, the staff managed to distribute food, tarpauline, blankets, medicines etc. to the people affected by the natural calamity.

Launch of Knowledge Exchange Platform by Bureau of Energy Efficiency (BEE)

Bureau of Energy Efficiency (BEE) launched the Knowledge Exchange Platform in partnership with Institute for Industrial Productivity (IIP) on 26th February at DRDO Auditorium, New Delhi and invited Mr. Rajeev Sharma - VP (Technical) as one of the panelists. The British High Commission, India, supported IIP in this initiative.

As a panelist, Mr. Rajeev Sharma presented the best practices of J.K. White Cement Works, Gotan in the second technical session which covered cases studies of the Cement, Pulp and Paper and Textile Industries. The session was chaired by Mr. K.N Rao, Director (Energy and Environment) ACC Limited. The presentation made by Mr. Sharma has been incorporated on the website of Bureau of Energy Efficiency and can be accessed at <http://www.iipnetwork.org/KEP02-03.pdf2>

The Knowledge Exchange Platform (KEP) aims to promote energy efficiency and

Energy Management System (EnMS) as a means of achieving continuous improvement in energy efficiency in the industry Sector. The Perform Achieve and Trade (PAT) scheme covers 478 Industrial units across eight most energy intensive industry sectors in India, where each unit has been assigned a specific energy consumption reduction target.

The Chief Guest at the event was Mr. P.K. Sinha, Secretary, Ministry of Power, Government of India. Mr. R.N. Choubey, Special Secretary, Ministry of Power and Dr. Ajay Mathur, Director General, Bureau of Energy Efficiency were also present at the launch event.

The workshop saw participation from over 400 distinguished speakers, eminent industry leaders and experts spanning industry, government agencies, research institutions and senior Industry Professionals amongst many others.



Mr. Rajeev Sharma - VP (Technical) addressing the gathering at the Launch of Knowledge Exchange Platform

J.K. White Cement Works - Gotan hosts the first workshop on Best Practices in Energy Efficiency in Cement Sector - Jodhpur

J.K. White Cement Works, Gotan hosted the first Cement Sector workshop on 'Best practices in Energy Efficiency in Cement Sector' under Knowledge Exchange Platform (KEP) initiative on 23rd June at Indana Palace, Jodhpur (Rajasthan). The program aimed at exchange of best practices in the Cement industry covered under the Perform Achieve and Trade (PAT) scheme. PAT is a flagship initiative of Bureau of Energy Efficiency (BEE), which is a mechanism for promoting energy efficiency in large



Mr. B.K. Arora - President (Works) lighting the ceremonial lamp

industries. In the Cement sector, 85 Designated Consumers are covered by the PAT scheme. By the end of PAT cycle 1 (2012-2015), energy savings of 0.816 million tonne of oil equivalent/year is expected to be achieved, which is around 12% of the total national energy saving targets.

The quarterly Newsletter of the initiative was also launched during the workshop. This newsletter published two case studies viz. "ISO:50001 & its Implementation by J K White Cement Works, Gotan" and "The Best Practices Of Energy Conservation at J.K. White Cement Works, Gotan". Both the case studies also carried a message from Mr. Arora.

Mr. Arora inaugurated the workshop by lighting a lamp. In his inaugural address, he highlighted the importance of best practice sharing which in turn will encourage the industries to focus on conservation and energy efficiency to protect the natural resources and to lower costs. Special addresses were delivered by Mr. K. K. Chakarvarti - Expert Consultant, BEE and Mr. N. A. Viswanathan - Secretary General, CMA.

This was followed by three technical sessions, in which, case studies were presented by industry representatives, who shared their experiences, as well as approach and benefits of



Mr. B.K. Arora addressing the participants at the workshop

implementing energy efficiency projects and ISO 50001 Energy Management System (EnMS) in their units. Also, presentations were made by some leading technology providers on energy efficient technologies for the cement sector.

Mr. Rajeev Sharma - VP (Technical) was invited to chair the second technical session which covered cases studies of different players in the Cement Industry. Mr. VS Rathore – Manager (Planning) presented the case study of implementation of ISO-50001 at Gotan. In his summary, Mr. Sharma said that energy efficiency has become the need of the hour and conservation of energy is equally important as creation of new energy.

Mr. B.K. Arora was also a panelist for the panel discussion that followed the technical sessions; panelists were the members of Sector Learning Group

(SLG) of Cement sector. The discussion focused on future strategies to be adopted and the need for promoting innovative, new and cutting edge technologies and cross-sectoral best practices. The workshop was also instrumental in formulating teams for Friendly Energy Audits under which official from a plant will visit the other plant and share their experiences.

The workshop saw participation from over 150 distinguished speakers from Ultratech Cement Ltd., Shree Cement Ltd., Dalmia Cement (Bharat) Ltd., NCBM, Cement Manufacturer Association(CMA), ACC Limited, Heidelberg Cement and Ambuja Cement Limited apart from Government agencies, SDA, Industry associations, energy managers and auditors, and senior Industry professionals amongst many others.

The program was very well managed and meticulously organized. Mr. K. K. Chakarvarti and Ms. Ritu Bhardwaj - Sr. Manager IIP along with the other participating delegates appreciated the arrangements and said that the first workshop has been a great success and has set a benchmark for the next workshops to follow.





Celebrating Milestones... Strengthening Partnerships

In the constantly connected modern world, there is a severe paucity of time. As we aim higher and higher, on the path of success, we often tend to forget to celebrate the accomplishment of milestones. At J.K. Cement Ltd., we have always been passionate about performing at our best and setting new milestones. Celebrating the achievements of our ever-growing network of stockists, the recently concluded Annual Stockist Meets for Grey Cement, North were a festive delight. This year's meets organized from 26th to 28th April at Manesar and 1st to 3rd May at Jaipur were special occasions to laud the achievements of our dealers.



"Our channel partners have played an important role in our success story and together we will gear up for the challenges ahead, aiming towards greater heights of profitability."



**- Mr. Rajnish Kapur
Business Head**



Mr. Prakash Gupta of M/s Gupta Sanitary, Mandsaur receiving the winner's trophy for MP from Mr. R.C. Shukla. Also seen in the photograph is Mr. Pankaj Gupta – G.M. (Marketing, MP)

COVER STORY

The Meet for dealers of Gujarat, Rajasthan and Madhya Pradesh, at Manesar, was themed 'Carnival', set to the tune of a gala carnival event. The attending dealers were treated to the mesmerizing musical, Zangoora at Kingdom of Dreams on the first day. The Gala Night included an exciting performance by Hula B Boys of India's Got Talent Fame who enthralled the audience with their upbeat dance performance, energy and amazing moves.

The star attraction of the event was the fire acts of renowned professional performer, Wendell Gray, from Panjim, Goa. The breathtaking fire breathing, fire eating, fire juggling and fire blowing acts were received amidst loud applause from the audience. The dealers were amazed by the grandeur and scale of the meet as well as the meticulous arrangements made for the 800 attendees. The dealers were also treated to some energetic and vibrant dance performances, making the festive spirit of Carnival come alive.



Mr. Jitendra Bhandari of M/s Naveen Distributors, Jodhpur receiving the winner's trophy for Rajasthan from Mr. Rajnish Kapur - Business Head, Mr. L.K. Gattani - G.M. (Marketing, Rajasthan Zone-2) and Mr. Sunil Jain



Mr. Khuzema Pitol Wala of M/s Pitolwala Cement Depot, Dahod being felicitated by Mr. Arun Khurana - Sr. V.P. (Logistics) and Mr. Raj Kumar Shah - D.G.M. (Marketing, Gujarat) for being the 2nd runner up for Gujarat



Shaam-e-Jashn



M/s Aditya Traders, Sonapat being felicitated by Mr. Rajnish Kapur - Business Head and Mr. Subroto Ganguli - G.M. (Marketing, Haryana) for outstanding performance for Haryana



Mr. Rajendra Kumar Agarwal of M/s Agarwal & Co receiving the winner's trophy for UP from Mr. Manoj Gupta - AVP (Marketing) and Mr. Pankaj Basra



Second from left - Mr. Raghu Gupta of M/s BCC Cement Pvt. Ltd. receiving the Winners trophy for Delhi from Mr. Rahul Kumar Singh - DGM (Marketing, Uttarakhand) and Mr. R.B. Jain - AVP (Logistics)

The meet for the dealers from Delhi, Haryana, Punjab and Uttar Pradesh, held at Jaipur was themed 'Shaam-E-Jashn', inspired by the Mughal era. The transcendental Tanoura dance performance, and the dancers swirling to Sufi music transported the audience to the regal era of the Sultans and Badshahs, setting the mood for the meet.

The highlight of the night, Master illusionist, Hasan Rizvi, of India's Got Talent fame left the audience spellbound. As he made objects appear



and disappear in plain sight, those gathered were left wide mouthed, making futile attempts at guessing how they were done. In tune with the theme for the event, there were several dance performances resonating the spirit of the Mughal era.



Mr. Paramjit Singh of M/s Doaba Cement Store, Nawanshahr receiving the winner's trophy for Punjab from Mr. Manoj Gupta - AVP (Marketing) and Mr. J.P. Tiwari - Senior Manager (Marketing, Punjab)



Mr. Rameshwar Prasad Singhal of M/s Rameshwar Cement Agency receiving the winner's trophy for UP from Mr. Manoj Gupta - AVP (Marketing) and Mr. Pankaj Basra



The daunting task of coordinating the logistics for the meet for around 1300 attendees was meticulously handled by the Branding and Communication department. The events were an outstanding success and the dealers had a memorable time.

The dealer meets have been part of a long standing tradition of recognizing our valued dealers, who are the face of our growing network. These meets serve as a small token of our appreciation for their outstanding work as well as go a long way in further strengthening our association with them.





Certificate of Excellence 2013 - Gotan

J.K. White Cement Works, Gotan was honoured with one of the most coveted honour, the Certificate of Excellence for the year 2013, by the Employers Association of Rajasthan. The Employers' Association of Rajasthan presents a certificate to the organization as a recognition for its commendable endeavours as an employer. Honorable Industries' Minister for Government of Rajasthan, Mr. Gajendra Singh Khimsar presented the prestigious certificate of excellence to Mr. Anil Badgotri - AVP (Commercial) and Mr. PK Sharma - DGM (Personnel) in the large scale industries' category.

Mr. Badgotri and Mr. Sharma received the certificate at a grand ceremony on 13th March. Representatives from various cement companies including JK Lakshmi-Sirohi, Binani Cement-Sirohi, Sri Cement, Manglam Cement-Kota and UltraTech Cement and dignitaries from various small, medium and large scale industries, attended the function.

Organization's contribution is reviewed on Health & Hygiene, Safety & Accident Prevention measures, Environment,

Corporate Social Responsibility, production, sales, cost cutting initiatives and Industrial relations etc.

J.K. White was recognized for its unparalleled efforts of employee care and its contributions to Corporate Social Responsibility and industrial health and safety.



Mr. Anil Badgotri – AVP (Commercial) and Mr. PK Sharma – DGM (Personnel) receiving the award from Honorable Industries' Minister for Government of Rajasthan - Mr. Gajendra Singh Khimsar

Energy Management Certification to J.K. White Cement Works - Gotan

The unremitting efforts and hard work of the energy team paid off and the prestigious Energy Management System Certification i.e. ISO 50001 was conferred upon J.K. White Cement Works, Gotan on 19th March.

Using energy efficiently gives cost advantage to organisations and assists in resource conservation and managing climate change. ISO 50001 supports organizations in all sectors to use energy more efficiently, through the development of an energy management system (EnMS).

ISO 50001 is based on the Management System model of continual improvement. The system enables the organizations to assimilate energy management into their overall efforts to improve efficiency and environmental management.

To achieve the coveted certification, the plant at Gotan met the stringent requirements of energy Audits, which were and will be verified during Surveillance and Re-assessment visits by our certifying body Lloyds Register-LRQA.

This certification would enhance customer confidence and



satisfaction and would enable us to enjoy greater access for our products, in both domestic and international markets.

The credit goes to the entire team at Gotan for their incessant efforts in achieving the coveted certification.

Bankers Meet - New Delhi

Consortium Meeting of Working Capital Bankers led by Allahabad Bank was convened on 17th June at Central Marketing Office, Padam Tower to review the performance of the Company for the quarter and year ended on March, 2015 as well as to discuss the future plans. The meeting was attended by both the Senior Officials from the Banks and the Company.

Bankers and Company Officials during the meeting



25 Years of Service Felicitated - Gotan

Mr. B.K. Arora – President (Works) felicitated Mr. P Mohandas for completing of 25 years of service and presented him with a silver memento. Congratulating him, Mr. Arora said that its a great honour and the Company appreciates the commitment, devotion and priceless contribution made by him towards the progress of the Organization over the years.

Completing the phenomenal milestone of 25 years in the organization, Mr. Mohandas expressed gratitude as he received the honour for long-standing service and commitment.



Mr. P. Mohandas being felicitated by Mr. B.K. Arora - President (Works)

Murti Sthapna Function – Dhanappa, Gotan

J.K. White Cement Works, Gotan renovated the old Hanuman Temple situated at village Dhanappa which is approx. 15 Kms from the plant. Our Limestone mines are also located in the vicinity of village Dhanappa.

As a tradition, this year also Satsang and Ratri Jagran was organised at Hanuman Temple, Dhanappa on 24th & 25th June, a Havan Pooja and Maha Prasad (lunger) was conducted for all the devotees at the temple.

Sunderkand Path: a chapter in the 'Ram-Charit-Maanasa': the life story of Lord Rama, was conducted by a team of pundits from Merta city.

The next day, Mr. B.K. Arora - President (Works) performed the Havan Pooja, with the guidance and blessings of Pandit Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam Das Temple.



During the Mahaprasad, head of departments along with other employees as well as villagers rendered their services for making arrangements.

J.K. White Cement Works, Gotan renovated the Hanuman Temple with new facilities at Dhanappa in the year 2006 and since then, Murti Sthapna is conducted to commemorate the auspicious day. About 7000 villagers from Gotan and nearby villages participated in the function.



Mr. B.K. Arora - President (Works) performing Havan



Mr. B.K. Arora performing pooja



PEOPLE POWER TRAINING PROGRAMMES

RTC Activities - MAY

1) Maintenance of Electrical Equipment-Transformers, Switchgears & Breakers : May 06-08

Technicians/Supervisors from Birla Cement, Chittorgarh; Wonder Cement; J.K. Cement Works, Nimbahera, Mangrol and Jharli attended the program.

2) Developing managerial skill & process for Managerial Effectiveness : May 11-13

Dr. B R Singh - HR Professional and Managing Director, Strategic Management India Consultants Pvt Ltd., Mumbai conducted the programme for Senior/Middle Management Executives. Participants found it very effective. They also shared during the feedback session that learnings from the program will be a breakthrough for them in their professional life.



Dr. R.P. Singh - Head (HR & RTC) addressing the participants during the inauguration of a programme

and Mr. Vinay Khator from LRQA, South West Asia conducted the program. The course covered awareness and interpretation of the standard and trained the existing auditors of the Company for internal auditing of the system standard.

5) Machinery alignment – Tools & Techniques : May 26-28

The Technicians and Supervisors from cement plants of Northern India and Gujarat Region attended the program. The line managers conducted the program as RTC resource persons.



Participants of the programme Machinery Alignment –Tools & Techniques

3) Creativity & Problem Solving Techniques : May 19-20

Participants from Cement plants of North India attended the program conducted by Dr Manisha Agarwal and Mr. Vinod Verma from Malvin Consulting Inc., Udaipur

4) Awareness & Interpretation, Internal Auditors Course on ISO 50001:2011 Energy Management System : May 25-30

More than 150 executives from J.K. Cement attended the program in different batches. Mr. A V Shivaramankrishnan



Mr. S.K. Rathore - Unit Head addressing the participants of a programme

RTC Activities - JUNE

1) Operation & Maintenance Of Crushers, Stacker & Reclaimers : June 04-06

The program was organized for Supervisors/Technicians. Participants from Birla Cement, Chittorgarh; Wonder Cement; J K Cement Works, Nimbahera, Mangrol and Jharli attended the same.

2) Personality and Self Development : June 12-13

Dr. Naveen Gupta - Director, Hindustan Institute of Management & Computer Studies (A unit of SGI), Mathura conducted the program for Frontline / Middle Management executives.



Practical demonstration to participants of the programme Operation & Maintenance of Crushers, Stacker & Reclaimers



Participants of the session on Personality and Self Development

3) Executive Development Programme : June 22-23

Eighteen Frontline / Middle Management executives from J.K. Cement Works, Nimbahera, Mangrol and Jharli attended the program. Mr Kshitij Saxena from TKS Consulting, Ahmedabad conducted the program.

4) Maintenance of electrical motors : June 25-27

The Technicians and Supervisors from cement plants of Northern India and including Gujarat Region attended the program. The line managers conducted the program as RTC resource persons.

Cultural Change Workshop - Jharli



Place team consultants during a session of cultural change workshop



Staff Members with Place team consultants

A cultural change Workshop was conducted at Jharli by Place Team Consultants, Hyderabad on 12th February under the guidance of Mr. Prashant Khare - Head (Plant Performance & Excellence).

The full day workshop consisted of two sessions. Session 1 was for Senior and Middle Level Management employees. This session covered topics like Winning through people, Effective Planning, Coaching and Mentoring, Negotiation Skills, Effective Planning, Multitasking & Decision making.

The second session was for Junior Level employees which included topics like Creative thinking, Negotiation skills, Communication and Presentation skills.

All the available staff members at the Plant participated in the workshop. The course design, conduct and effectiveness was very good. Such kind of workshops will enhance the quality of presentation and communication skills, Inter-personal skills, Leadership and team spirit of staff members.

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

New Joinee
May - June 2015



Mr. Ashok B Joshi
State Head (White Cement)
Ahmedabad

* Manager level & above only.

EMPLOYEE OF THE MONTH

White Cement Marketing Team awards the **'Employee of the Month'** to the top performers in their respective zones every month. Here we have the winners for the month of April and May 2015



Mr. Abhishek Mishra -
Sr. Marketing Executive,
Allahabad (April)



Mr. Hemant Mishra -
Sr. Marketing Executive,
Gorakhpur (May)

Investors Awareness Programme on behalf of SEBI and AMFI - GHSIMR

An 'Investor Awareness Programme' was conducted by Tiksna Mission Trust on January 20 at GHSIMR on behalf of SEBI (Securities & Exchange Board of India) and AMFI (Association of Mutual Fund in India) in partnership with RelianceAMC.

The facilitators for the workshop were Mr. Sajid Hossain

and Mr. Vinay Singh Gaur, Financial Consultants, who were introduced to the audience by Dr. Bhagwan Jagwani.

The workshop highlighted the working of Financial Markets and financial products. Participants were made aware of various available investment avenues.



Kerala Tour 8th - 12th May - Grey North



Dealers and Company
Officials in Kerala



NEW DIRECTIONS

The J.K. Cement family has always been driven to set new frontiers to conquer. We hope that these new torchbearers of the Company shall propel us to greater heights



Mr. Sandeep Puri

Vice President - Key Accounts
(Grey Cement)

Mr. Sandeep Puri has joined J.K. Cement Ltd. as Head (Non Trade), Grey Cement Division. A Masters in Economics from Roorkee & Diploma in Marketing from IPM Modipuram, he has 26 years of rich experience in the Cement Industry. He has worked with various cement companies, starting his career with Jaypee Cement in Delhi in the year 1989 and working in Eastern, Western U.P markets and Delhi HQ for 8 years. Thereafter he worked with Prism cement for 2 years based at Delhi. In the year 1999, he joined Ambuja Cement and worked in various capacities in Channel as well as Key Accounts Management. He was nominated as SPOC (Single Point of Contact) for various accounts on PAN India basis. He has attended various seminars on quality parameters and also attended Management Seminar at Lausanne Switzerland.

❖ **There is a renewed focus on our Non Trade business. What are some of the strategies that we plan to implement to cater to this segment?**

Non Trade is a very important and upcoming segment in the Cement Industry and this segment is also known as Key Account Management (KAM). In KAM, we have to provide solutions to the customer based on their requirements - Logistics solutions, customized products as per client design mix, commercials in

the mutual interest of both the parties & challenges faced time to time are the key components which we proactively provide to the party.

In order to take it forward we would like to implement the following strategies:-

- Develop and maintain strong personal relationships with KAM accounts.
- To provide input for strategic plan of the customer as well as team members.
- Regular interaction between top management of both organizations for relationship building.
- Our focus should be to provide solutions to large buyers as well as develop a timely response framework.
- Minimum 3 years business cycle visibility in these projects to achieve long term gains.
- To visit all the large buyers on Pan India basis & provide them a footprint of the Company.
- Most of these accounts would be backed up by collateral security like Bank Guarantees.
- To install bulk loading facility at all the units as per changing market scenario.
- Effective and proactive role of Customer Technical Services team

in getting timely brand approval.

- Consistent product quality required to service these accounts.
- Expand the relationship up to the level of Influencers.
- Design mix of our product with different admixtures for compatibility test to derive at optimum design mix in M25, M30, M35 & M40 at all the plants for Key Accounts.

❖ **What future do you see for the Non Trade segment in the Cement industry?**

- The future of Non trade business looks promising and it should give higher growth over trade in the next 5 years in all the major markets on Pan India basis.
- We can see higher demand by the end of the year as we see government focus on infrastructure projects specially road infrastructure.
- We can also see other additional demand in the segment like dam and tunnel projects in view of government focus on mass electricity generation in all rural areas by 2020.

Since the minimum business cycle for KAM project is 3 years, thus we will have long term visibility in Non trade business i.e. we can ride the market on long term basis.

Corporate Social Responsibility

Laying the foundations of a better world

World Environment Day

Environment Day

The ravages of industrial development have taken a heavy toll on the environment, which in turn affects quality of life and work. The extent of the damage caused to the natural environment has necessitated a strict implementation of environment consciousness. As firm believers in giving back more than we take from Mother Nature, on World Environment Day 2015, we renewed our commitment towards conservation and spreading awareness of this worthy endeavour.

Nimbahera & Mangrol

The Nimbahera family celebrated World Environment Day with a commitment for conservation and betterment of environment on priority.

Chief Guest Mr. S.K. Rathore - Unit Head planted saplings and inaugurated the plantation programme at Regional Training Centre, Nimbahera. On this occasion, senior executives Mr. K.M. Jain, Mr. S.C. Kurmi, Mr. S.K. Acharya, Mr. R.P. Singh, Mr. M.S. Shekhawat and President and Secretary of J.K. Cement Shramik Sangh - Mr. Dalpat Singh and Mr. P.K. Saxena, along with a large number of employees also planted saplings and resolved to take care of the plants.

J.K. Cement works Mangrol organized a Plantation program at the plant and surrounding areas with a Greenery Mission. Mr. S.K. Rathore encouraged all employees to conserve resources and save the environment through various activities. Mr. R.B.M. Tripathi - Head (O&M) focused on last year's campaign for greenery at Mangrol Location. Mr. R.P. Singh - AVP (HR & RTC) was also present on the occasion. The program was organized by Mr. Amrendar Singh.



Mr. S.K. Rathore - Unit Head watering a sapling after plantation at RTC, Nimbahera



Mr. R.B.M. Tripathi - Sr. G.M. (O. & M.) watering the sapling at Mangrol

Gotan

A plantation drive was organized at J.K. White Cement Works, Gotan to commemorate World Environment Day. Mr. Rajeev Sharma - V.P. (Technical) and Mr. CP Jhagdawat - V.P. (Commercial & Administration) along with departmental heads and employees planted trees to develop a green belt around the plant premises.

The theme for World Environment Day 2015 is 'Seven Billion Dreams One Planet Consume with Care'. Renowned environmentalist Professor Dubey was also present on the



Mr. Rajeev Sharma - V.P. (Technical) addressing the gathering

occasion. Professor Dubey participated in the plantation drive and in his address, said that every contribution counts irrespective of how big or small it is. He also encouraged the employees to save energy by switching to energy efficient modes like avoiding the use of vehicles where possible. He also shared simple examples where energy can be saved at home and environment can be benefitted.

An exhibition was arranged for the employees on the occasion, depicting posters and images for creating awareness on environment conservation.



Plantation during the drive

Muddapur

At Muddapur, Mr. S.K.Jain - Head (O&M) was the Chief Guest at the function and All Departmental Heads & Workers took part in the function. As a part of world environment day celebration, plantation was carried out by Mr. S.K. Jain and other Department Heads.

The programme was led by Mr. Veerendra - Safety Officer and Mr. Ramappa - Sr.G.M.(Mines). Mr. Girish Bakshi - Head (ER), Mr. Francis Xavier - GM (Commercial), Mr. Prashant Khare - Head (PPEC), Mr. Sanjay Srivastav - DGM (Process), Mr. Anant S Benni - DGM (Sales), Mr. KR Choudhary - GM (Electrical), Mr. V Marghade - DGM (Prod. & QC), Mr. S.K. Das - GM (Civil) & others shared their views about Environment and safety.

Mr. S.K. Jain addressed the gathering and urged the staff to together take care for our planet and consider it as a responsibility.



Mr. S.K. Jain - Head (O&M) planting a sapling



Jharli (Jhajjar)

Environment Day was celebrated at J.K. Cement Works, Jharli with the motto of conserving and nurturing the environment. Being responsible citizens of the nation, all the staff members and workers took oath, to take care of the plantation and plant as many trees as possible. On the occasion, 100 plants were planted at the plant site. A conference was held for the staff members headed by Mr. Harish Agarwal - Unit Head. Mr. Agarwal highlighted the importance of trees and greenery in human life. He declared that 1000 saplings would be planted in the plant area in the current year. Many staff members suggested their views on developing the greenery in and around the plant area.



Mr. Harish Agarwal - Unit Head planting a sapling with the staff members



Mr. Harish Agarwal along with the staff members taking the oath on the occasion

Inauguration of livestock development project and Ladies Club Surbhi's Women Training Centre - Nimbahera

In the series of various programmes to uplift the community, J.K. Cement Works, Nimbahera has taken up a new programme of Livestock Development. The programme, to be convened under J.K. Trust Gram Vikas Yojana, was inaugurated at Atal Sewa Kendra, Karunda on May 19. Mr. S.C. Kripalani, M.L.A. was the Chief Guest, while Mr. Ved Prakash - District Collector, Hemendra Nagar, S.D.M., Nimbahera, Mr. S.K. Rathore - Unit Head, Mr. Anil Pahadia, Development Officer, Mr. Gautam Lal - Tehsildar, Nimbahera were the Guests of Honour.

After the welcome, the guests formally inaugurated the integrated livestock development centre in Karunda village. The Guests were introduced with the persons taming animals and got to know about their activities.

The guests then inaugurated the Women Training Centre, run by Ladies Club.

Speaking on the occasion, the Guest of honour Mr. Ved Prakash - District Collector, Chittorgarh praised the developmental activities taken up by J.K. Cement and said that the instant project will link the people of the area with development as the area has ample opportunities for livestock development. He also expressed satisfaction over activities of women training centre and appreciated the enthusiasm of the village women.

Mr. S.K. Rathore informed everybody that

the aim of the project is social development of farmers through development of their livestock. Briefing about the project, Mr. Rajesh Patel said that under this project 40 livestock development centres will be opened, where breed improvement of cows and buffalos will be done through artificial insemination. Besides, vaccination, treatment of barrenness, foetus test of animals, and gelding of inferior breed bulls will be done. All the farmers were given 'Gau Sewa Kits' by the Guests.

Guests interacting with girls at Women Training Centre



The Guests giving away kits to farmers



Inauguration of livestock development project

Free Medical Check-Up Camp - Nimbahera

J.K. Cement Works in association with Chitrangan Mobile unit of R.N.T. Medical College, Udaipur organized a free medical check-up camp at Atal Sewa Kendra, Gram Panchayat Badoli Ghata on 23rd June wherein Dr. Rajendra Samar - Cardiologist,



Blood pressure measuring of a patient



Blood sample collection for test

Dr. Anurag Talesara – Orthopaedic Surgeon, Dr. Bhanu Pratap - E.N.T. Specialist and Dr. Veena Gupta - Gynaecologist carried out medical check-up of about 105 patients and they were given medicines free of cost.

Mr. Amba Lal of R.N.T. Medical College, J.K. Cement's Dr. S.K. Choudhary and nursing staff Mr. Shailesh Dadheech extended necessary help during the camp.

On this occasion, Mr. Tola Ram, Sarpanch, Azad Jat, Ex-member, Jila Parishad, social worker Veni Ram Jat along with several renowned persons were present. They expressed their gratitude to the plant staff for organizing the camp.



Orthopaedic surgeon examining X-Ray report of a patient

Blood Donation Camp - Gotan

A blood donation camp was organised at J.K. White Cement Works, Gotan in the memory of Sir Padampat Singhania. The employees at the plant and LKSEC participated in good numbers and supported the noble cause. The camp was inaugurated by Mr. Rajeev Sharma - VP (Technical) along with Dr. Vivek Lalwani from Blood bank of Mahatama Gandhi Hospital of Jodhpur, by lighting a lamp and offering floral tribute to Sir Padampat Singhania. Mr. CP Jhagdawat – VP (Commercial and Administration), Mr. P.C. Jain – VP (Stores and Accounts) and Mr. R.C. Joshi - Principal (LKSEC) were also present along with the employees and School staff.

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



Plantation - Muddapur



Mr. Rajnish Kapur - Business Head planted saplings at Muddapur plant premises on 17th June in the presence of all Department Heads and Udaan Team Members.



Corporate Social Responsibility

General Health Checkup Camp - Jharli

A one day General Health Checkup camp was organized on 28th May at Jharli. The Camp was inaugurated by Mr. Harish Agarwal - Unit Head in the presence of all staff members and workers at the Plant. Around 150 contractor labours were physically examined during the camp. The camp was organized with the help of Dr. Ram Shankar Meena and his team from Express Clinics Pvt. Ltd., New Delhi. Around 100 Spirometry tests (Lung Function Test) were also conducted in the camp for labour who are specifically exposed to dust areas like Packing Plant. During the camp, labour were consulted on treatment of skin, eye, ear & lungs related diseases.



Mr. Harish Agarwal with staff members and the team of doctors during Health Checkup camp



Doctor examining a worker



Spirometry test of a worker at the camp

Book Distribution at Mohanbari - Jharli

J. K. Cement Works, Jharli extended a helping hand to some poor and needy students of Mohanbari village. The staff distributed books amongst 30 school children on 10th April.



Staff members with the villagers and children of Mohanbari village



Mr. K.P. Jaiswal handing over books to a child

Editorial Board :

Nitish Chopra

Head (Branding & Communication)

Anthony Das

Manager (Branding)

Shivapriya

Sr. Officer (Branding)

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

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

Bi-Monthly House Magazine for free distribution