

# JK spotlight

Towards Perfection – Our Tradition

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## TOWN HALL 2015

### *Gearing up for the Road Ahead*



#### HIGHLIGHTS

Town Hall 2015



UDAAN - Manufacturing  
Excellence Program



## Remembering Mr. V.P. Singh

*Mr. V. P. Singh Advisor (White Cement Marketing) has been a source of inspiration for the J.K. Cement family. A firm disciplinarian and a fitness enthusiast, Mr. Singh defied the restrictions of age with startling vitality. His methodical and systematic approach to work and life were invaluable lessons for all.*

*Throughout his tenure, he was at the helm of all key decisions and strategy for White Cement Marketing. Through his vision and leadership, he revolutionized White Cement Marketing, taking it to great heights.*

*Mr. Singh was respected and loved by channel partners and colleagues alike. His balanced judgement and unbiased decisions were well known amongst his team. He used the same yardstick to measure the performance of his team, meting out appreciation to all his team members in equal measure.*

*Mr. V. P. Singh was a beacon of light for the J.K. Cement family that looked up to him for inspiration and guidance. He enriched the lives of all those who knew him. His good humour and amicable nature shall be etched in our memories forever.*



**V.P. Singh**  
27.08.1938 - 16.03.2015

Mr. V.P. Singh will be dearly missed by the J.K. Cement family





## FROM THE editor's desk

### Dear colleagues and friends,

The beginning of a new financial year always marks new frontiers to overcome, setting new benchmarks on the way. The past few months have been quite eventful and it gives me immense pleasure to share these recent happenings with you all.

The focus in this issue of Spotlight is on our recently organized Annual Meet – Town Hall 2015. The meet was quite aptly themed 'Get Set Go' for the J.K. Cement Family that is always ready to conquer new challenges. The first ever 'Town Hall' was a mega event which proved to be a unique, fun-filled and exciting experience for all gathered. The two day action-packed event was a significant initiative in cementing stronger bonds of camaraderie.

Another important focus in this issue is our Manufacturing Excellence Initiative, 'UDAAN'. Launched in November 2014, 'UDAAN' is an ambitious initiative aimed at step jumping Plant Performance.

The 66th Republic Day was celebrated across the centres of the Company with great pride amidst unfurling of the tri-colour and echoes of the National Anthem.

The spotlight, in this issue, is on two gentlemen who have been vital contributors to the company's success story, Mr. S. C. Kurmi - V.P. (Power Plant, Nimbahera) and Mr. Arun Kapoor, owner of M/s Green Agencies, Patna. We also take the pleasure of welcoming Mr. Deepak Mehra - President (Marketing, Grey Cement) to the J.K. Cement family. We wish him great success in taking our Grey Cement business to greater heights.

In keeping with the ethos of contributing to the creation of a sustainable society, various Corporate Social Responsibility activities were organised at different centres. These included a charity drive, a workshop aimed at creating awareness on women's nutrition and participation in 'Youth for Rural Development Programme' at Jharli. We also conducted various training programmes in an attempt to improve workplace awareness and working of the plants.

The beginning of the year, the J.K. Cement Family experienced a great loss in the sad demise of Mr. V. P. Singh - Advisor (White Cement Marketing). He shall be dearly missed by all and his legacy will live on.

Spotlight has emerged as a stimulating platform for your creative expression. Your ever-increasing enthusiasm in contributing to this effort in the form of feedback, inputs and encouragement is highly appreciated. I look forward to your positive response and continued participation.

Best regards,



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



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## Celebrations

### Republic Day

With pride, dedication and commitment, the 66<sup>th</sup> Republic Day of India was celebrated at the various centers of the Organisation

#### KANPUR

Amid unfurling of the Tricolour and colourful parades, Republic Day was celebrated at Kamla Tower, Kamla Nagar Township and Kamla Club with great dedication and joy.

##### Kamla Tower

The programme began with the Chief Guest, Mr. Anil Agarwal - Sr. VP (Taxation and Management Services) garlanding the picture of the Father of the Nation. The programme continued with the Chief Guest hoisting the National Flag along with Major S.B. Singh - GM (Admn. & Security). Mr. Agarwal took a salute and inspected the Republic Day parade conducted by the security personnel. The National Anthem was sung by all the employees.



Mr. Anil Agarwal - Sr. V.P. (Taxation & Management Services) hoisting the National Flag

##### Kamla Nagar Township

Traditional gaiety and gusto marked Republic Day celebrations at Kamla Nagar Township. The function was well attended by the Group Captain R.K. Tripathi; Mr. Ravi Agarwal, Security, Maintenance, Horticulture staff and the residents at Kamla Nagar.

The event commenced with the unfurling of the National Flag jointly by Mr. Lalit Khanna - VP (Solar Housing and Infrastructure Ltd.) and Brig Suresh Rao - GM (Security). This was followed by singing of the National Anthem by all those present. Mr. Lalit Khanna briefly spoke on the importance of the day. The function finally concluded with the echoes of 'Jai Hind' reverberating through the air.





## PADAM TOWER



Col. Bharat Singh - Head (Security & Admin, Delhi) hoisting the Flag on the occasion

## NIMBAHERA & MANGROL

The Nimbahera family celebrated 66th Republic Day with great enthusiasm and joy. Mr. S.K. Rathore - Unit Head, the Chief Guest for the function unfurled the Tricolour, followed by inspection of Guard of Honour presented by Security Personnel. Thereafter Mr. Rathore presented prizes/certificates to employees for their performance & attendance during the previous year. Winners and runners up of various events organized as a part of Annual Sports Meet were also awarded.

Security Personnel of contractor DISDA Mr. Nanad Ram, Mr. Jokhu Lal, Mr. Ram Kumar, Narayan Singh, Mr. Mahaveer Prasad, Mr. Narendra Nagar, Mr. Satish Singh and Mr. Prahlad Singh and Mr. Lallu Ram were honoured on the occasion for their excellent services.

National Anthem singing at Mangrol

Mr. S.D. Paneri - Sr. Officer (H.R.) and convener of the function expressed his gratitude for making the function a success.

At Mangrol, Mr. R.B.M. Tripathi - Head (O & M) hoisted the National Flag, followed by Guard of Honour presentation by Security Personnel. Mr. Shailendra Dashora and Mr. Arvind Misra read out patriotic poems on the occasion.

Republic Day was celebrated with equal zest at Kailash Vidya Vihar, Padam Vidya Vihar, J.K. Institute of Technology and Shramik Sangh Office.



Chief Guest, Mr. S.K. Acharya - AVP (E & I) inspecting the guard of honour presented by KVV students



Mr. P.C. Bhandari - Principal (JKIT) unfurling the Tricolour



Mr. S.K. Rathore - Unit Head hoisting the National Flag at Nimbahera



Mr. S.K. Rathore presenting the best attendance award



Students of Padam Vidya Vihar during the celebrations



## GOTAN



The employees at the plant along with the staff and students of LKSEC celebrated Republic Day with patriotic fervour. Mr. B.K. Arora - President (Works) hoisted the Indian Tricolour and took the salute of the parade of security staff and the students of LKSEC.

Mr. C.P. Jhagdawat - VP (Commercial and Admin.) in his address highlighted the achievements of J.K. White Cement in the previous year.

Mrs. Sushma Arora - VP (LKSEC) felicitated the winners amongst the LKSEC Staff and students. Various sports contests were organized for the students and employees thereafter and Mr. RC Joshi -

Principal (LKSEC) awarded the winners and runners up of LKSEC Students. Mr. Rajeev Sharma - VP (Technical) awarded the winners and runners up amongst the factory employees.



## MUDDAPUR



Mr. Antriksh Jain - Unit Head addressing the gathering on the occasion

Republic Day was celebrated at Muddapur with great enthusiasm and zeal. The Chief Guest Mr. Antriksh Kumar Jain - Unit Head unfurled the National Flag which was followed by recital of the National Anthem. Mr. S.K. Jain - Head (O & M) was the Guest of Honour for the function. Mr. Antriksh Kumar Jain inspected the Guard of Honour presented by the Security Personnel and oversaw the impressive march past.

Mr. Lokanna S. Nandaganv - Jr. Officer (Welfare) welcomed all the dignitaries on the dias. Mr. K.C. Khandelwal - General Manager (Instt.), Mr. Nitin Purohit - General Manager (Mines), Mr. Vimlesh Marghade - Dy. General Manager (Prod. & QC.), Mr. I.B.

Chennai - Dy. General Manager (Power Plant), Mr. Sanjay Srivastava - Dy. General Manager (Process) along with other executives of the Company, employees, contractors and workmen were also present on this occasion.

Republic Day was celebrated with great zeal and enthusiasm at Padampat Primary School as well.



Mr. Antriksh Jain - Unit Head inspecting the Guard of Honour



Mrs. Kalpana Jain felicitating a student of Sir Padampat Primary School



Mr. Antriksh Jain - Unit Head hoisting the National Flag



Mr. Harish Agarwal - Unit Head hoisting the National Flag.

## JHAJJAR

Republic Day was celebrated with great enthusiasm and joy at J.K. Cement Works, Jharli. The programme was presided over by Mr. Harish Agarwal - Unit Head. The Guardsmen saluted the Tricolour. Mr. Agarwal after the flag-hoisting gave an eloquent speech inspiring everyone at the Plant to renew their determination.

Mr. Kriparam - Sarpanch of the neighbouring village Mohanbadi graced the occasion as the Chief Guest. In addition, the District Councilor Mr. Rakesh Jakhar also participated in the program. Many people from Jharli and other neighbouring villages were present on the occasion.

Staff and family members participated in the cultural programme as well as in the games and sports organized on the

occasion. Rewards were also given to the workers for their exemplary performance throughout the year.



Mr. Harish Agarwal felicitating a worker for his good performance



Members of Ladies Club 'Pragati' performing on the occasion



## Saraswati Puja

### KAMLA TOWER

Saraswati Puja, the ritual worship of the Goddess Saraswati, is done on Basant Panchami every year. The festival is celebrated to pay obeisance to Saraswati, the Goddess of knowledge and learning.

Ms. Priyanka Srivastava, Ms. Santosh Yadav and Mr. Gajendra Pandey took the initiative to organize 'Saraswati Puja' in the Library at Kamla Tower on 24th January.

## Maha Shivaratri Celebration

### NIMBAHERA

The Nimbahera family celebrated Maha Shivaratri festival on February 17th with great reverence and faith. On this occasion, a large number of devotees worshipped idols of Lord Shiva and family at Shree Bheemkeshwar Mahadev Temple. In the afternoon "Abhishek" was performed by devotees under the guidance of Pt. Girish Ji. In the evening, "Maha Aarti" was performed in the presence of Mr. S.K. Rathore - Unit Head with a large number of devotees, followed by *prasad* distribution. Again, the 'Maha Abhishek' was performed in the night in which the devotees worshipped Lord Shiva with 'Dugdha Abhishek'.

Mr. Maheem Kachhwaha - Head (Mines), Mr. Deepak Kalla - Sr. Manager (Mines), Mr. L.N. Tailor - Dy. Manager (Mines), Mr. S.D. Paneri - Sr. Officer (HR), Mr. Surendra Purohit - Mechanic along with a large number of devotees performed "Maha Abhishek" under the guidance of Pt. Girish Ji.

The festival was also celebrated at Peepleshwar Mahadev Temple in Kailash Nagar Colony and a special worship of Lord Yadureshwara Mahadev was performed at Shree Radha Krishna Temple.



Rudrabhishek in process



Mr. S.K. Rathore - Unit Head performing Maha-Aarti on the occasion of Maha Shivaratri



## EVENTS

### Get-together for Staff - J.K. Cement Works, Fujairah

J.K. Cement Works, Fujairah organized a family get-together on 9th January for the staff and their families. Games and other events, lucky dip, musical chair, couple games, performances by children and ladies, etc. were the main highlights of the get-together. Staff and their families enjoyed it thoroughly and expressed the desire for more such events to be arranged.



### Annual Games and Sports Meet, Mines Department - Nimbahera

Like in the past years, the Annual Games & Sports meet was organized on 25th February under a scheme of Cess & Welfare Department, Govt. of India, at Kailash Vidya Vihar Sports ground. The meet was attended with great enthusiasm by the employees of Mines department and their children. There were individual events like races, shot put, slow cycle race, lucky games, chair race etc. for different age groups of boys, girls and men and also team sports like volley-ball, tug-of-war and kho-kho.

In the prize distribution ceremony, following the competitions, Chief Guest Mr. R.C. Purohit - A.V.P. (Mines), Mr. L.K. Kavadia - G.M. (Maint.) and Mr. S.D.S. Krishnawat gave away the prizes to the meritorious participants and appreciated their spirit of sportsmanship.

Mr. R.C. Purohit in his speech appreciated the spirit & enthusiasm of all participants and encouraged them to continue to participate.



Miners testing their strength in a game Tug-of-War



Employees playing a game of Kho-Kho



Mr. R.C. Purohit - AVP (Mines) felicitating a winner amongst the employees



## Pfeiffer Panel



Mr. S.K. Jain - Head (O&M) addressing the gathering at the Seminar.

Mr S.K. Jain - Head (O &M) represented J.K. Cement Works, Muddapur during the 'Pfeiffer Panel' 2015 held at Jaipur on 24th & 25th February organized by GEBR, Pfeiffer (India) Pvt. Limited. Delegates from different parts of the country as well as from Asian Countries participated in the forum. Mr. Jain gave a presentation on modifications/ optimization of GEBR, Pfeiffer Mill (MPS 5600). The presentation was appreciated by all the participants at the Seminar.



## Cricket Match Kamla Club, Kanpur

A friendly match was organised between Team J.K. Cement and Bankers Team by Mr. Atul Bagla at Kamla Club grounds, on the occasion of Republic Day. The objective of this match was to develop and strengthen relationships with the stakeholders. J.K. Cement Team won the match. Mr. Vikas Saraogi was the highest scorer and he was declared 'Man of the Match'. Mr. A.K. Saraogi - CFO & President (CA) who was present for the match, gave away the prizes.



## Inter Cement Corporate Cricket Match - Jhajjar

An Inter Cement Corporate Cricket Match was played between the teams of Lafarge Cement and J.K. Cement Works, Jharli on 14th February. Mr. Harish Agarwal - Unit Head graced the occasion as the Chief Guest along with other Senior Staff members. They were welcomed by Mr. Vaibhav Singh - Head (O &M), Lafarge Cement and Mr. Y. K. Sharma – Head (HR). It was an interesting match that saw many ups and downs. Mr. Ashish Mukherjee - Purchase Manager (Lafarge Cement) played the role of the Commentator. It was a match of 16 Overs.



Team members during the toss

Lafarge team batted first and put on a handsome total of 128/7 in the stipulated overs. The J.K. Cement team lost a few early wickets but an unbeaten captain's knock of 76 by Mr. Pankaj Motwani with support from Mr. Gaurav Singh and Mr. Umesh Singh turned around the match leading to the J.K. Cement team winning comfortably in 11.3 overs with 27 balls to spare.



Team Lafarge and team J.K. Cement

## JHARLI SPORTS MEET - 2015

At J.K. Cement Works, Jharli, sports persons have always been encouraged.

Bhagat Singh Khel Mandal Jharli organized their Annual Sports Tournament at Jharli Sports Ground from 14th to 16th February. Maintenance and leveling work of the ground was done by J.K. Cement Works, Jharli. Mr. Harish Agarwal - Unit Head graced the occasion as the Chief Guest and inaugurated the tournament in

the presence of Jharli Sarpanch and villagers. Cricket, Volleyball Shooting, Badminton were among the main sports in which many youth from Jharli village and neighbouring villages participated. More than 24 teams for Cricket, 30 teams for Volleyball and 26 teams for Badminton participated in the tournament. Mr. Umesh Kumar and Mr. Narender Kumar participated in the Badminton Doubles game and won the 1st prize.



Mr. Harish Agarwal - Unit Head inaugurating the Jharli Sports Meet - 2015



Mr. Harish Agarwal during the cricket match

## 38<sup>th</sup> Mines Safety Week Celebrations - Nimbahera

The 38<sup>th</sup> Mines Safety Week 2014 of Udaipur Region was celebrated from 4th to 10th January in which Mines of the Region in Mechanised Opencast Mines, Semi Mechanised Opencast Mines & Manual Underground Mines category, including all five mines of J.K. Cement Ltd. participated. J.K. Cement Lime Stone Mines celebrated the 38<sup>th</sup> Mine Safety Week under the auspices of Directorate of Mines Safety (Udaipur Region). A function was



Mr. S.K. Rathore - Unit Head lighting the ceremonial lamp

The programme started with the lighting of the ceremonial lamp by Chief Guest Mr. P.K. Choudhary and other Guests.

Mr. Rajendra Sharma, administered the oath to obey the rules and regulations of mine safety and students of Kailash Vidya Vihar presented the welcome and safety song.

On this occasion, the employees and students of Kailash Vidya Vihar

presented songs, poems and a drama on the theme of safety which was appreciated by everyone.

Mr. Nahar Singh - President (J.K. Cement Shramik Sangh) in his address said that in any activity, team spirit plays an important role. He appreciated the safety policy of the Management and appealed to everyone to keep safety and discipline in mind while working.

organized on 9th January at J.K. Lime Stone Mines, Nimbahera where the convenor of Inspection Team Mr. P.K. Choudhary was the Chief Guest while Mr. S.K. Rathore - Unit Head presided over. Mines Inspection Team members Mr. C.P. Taparia, Mr. Kesan Rathore, and Mr. M. Kachhwaha - Head (Mines), Mr. P.R. Choudhary - Head (Technical) and the President and Secretary of J.K. Cement Shramik Sangh, Mr. Nahar Singh and Mr. P.K. Saxena were the Guests of Honour.



Oath taking ceremony





In his address, Mr. S.K. Rathore highlighted the new technologies, research, training and effective management at J.K. Cement's mines and expressed his happiness on zero accident mining during the last two decades and motivated everyone to maintain the same.

The programme was conducted very well by Mr. R.C. Vyas - Dy. Mines Manager. Vote of thanks was proposed by Mr. Purohit - A.V.P. (Mines). The final day & prize distribution function was held on 11th January at Wonder Cement Limited, Nimbahera, Mr. B.P. Ahuja - Dy. Director General of Mines Safety, North West Zone, Udaipur, Government of India graced the occasion as the Chief Guest.



Drama presentation on the theme of 'Safety'

## 25 Years of Service Felicitated - Gotan

J.K. White Cement Works, Gotan recognized the Loyalty and Commitment of employees, on 26th January by felicitating those who completed 25 years of service.

Mr. B.K. Arora - President (Works) felicitated the employees who completed the prolific landmark of 25 years of service with a silver memento. Congratulating them he said it was a great honour and appreciated their commitment, devotion and priceless contribution towards the progress and well being of the Organization over the years.

Completing the phenomenal milestone of 25 years in the organization, the employees expressed their gratitude as they received the honour for their long-standing service.

Mr. C.P. Jhagdawat - V.P. (C & A), Mr. K.R. Yadav - Sr. GM (Electrical) and Dr. A.K. Saxena were also presented with a memento for their dedicated service over the years and for their commitment.



## Inauguration of E-Ravana Licence system - Nimbahera Mines



Chief Guest inaugurating the E-Ravana licence system

The latest technique of E-Ravana licence system in Nimbahera mines was inaugurated on 28th January in the presence of Mr. D.S. Maroo - Director, Mr. Pankaj Gehlot - Additional Director and Mr. Anil Khimesara - Additional Director (Admn.), Mines and Geology Department, Udaipur. Under the new system, the challan for ravana licence will automatically be deposited through the system installed on Weigh Bridge. This will save time & ensure greater transparency in the working system as compared to the old system.

Mr. N.S. Shaktawat, Mr. M.S. Paliwal - Executive Mining Engineers (Udaipur) and Mr. P.R. Ameta - Executive Mining Engineer, Bhilwara, Mr. Rajesh Dad - Asstt. Mining Engineer, Nimbahera, Mr. Maheem Kachhwaha - Head (Mines) & Mr. R.C. Purohit - A.V.P. (Mines) were present on the occasion.



## First Export of J.K. Super Grip from J.K. Cement Works, Muddapur

In its pursuit of excellence, the Company embarked on a new beginning. It was a proud moment for the J.K. Cement family, as the first international consignment of Super Grip was flagged off from J.K. Cement Works, Muddapur on 13th March.

J.K. Super Grip, the brand new floor and wall tile adhesive, a value added product from J.K. Cement Ltd. was commissioned in the year 2012 and was officially launched on 28th November, 2012.

Though, J.K. Super Grip has a strong national market presence, it was a significant step towards going beyond the country's shores.



## Foundation stone laying for new campus of J.K. Institute of Technology

Mr. S.K. Rathore, Unit Head and Mr. S.K. Acharya, A.V.P. (E. & I.) performed bhoomi pooja and laid foundation stone amidst chanting of vedic mantras, under the guidance of Pandit Rameshwar Lal Ameta, for the new campus of J.K. Institute of Technology, on March 29th.

Speaking on the occasion, Mr. P.C. Bhandari - Principal J.K. Institute of Technology said that the building to be constructed will be in conformity with standards for green buildings with architecture excellence.

In his address Mr. S.K. Rathore said that according to

J.K. Organisation's tradition of public welfare, J.K. Institute of Technology is providing quality technical education to the youth of the area and he expressed hope that the new building will make the Institute more competent.

On this occasion, Senior Executives Mr. R.K. Bajaj, Mr. S.C. Kurmi, Mr. R.C. Purohit, Mr. S.K. Acharya, Mr. R.P. Singh, Mr. M.S. Shekhawat, Mr. C.P. Dak & Mr. R.B.M. Tripathi along with other company officials and Staff of Kailash Vidya Vihar, Padam Vidya Vihar, J.K. Institute of Technology and trainees of J.K. Institute of Technology were also present.



Mr. S.K. Rathore - Unit Head performing pooja at the construction site



Mr. S.K. Rathore handing over the foundation stone to the masons after the pooja



## Spotlight on Mr. S.C. Kurmi

(Excerpts from an interview with Mr. S.C. Kurmi - Vice President (Power Plant, Nimbahera))

**Q.1) You have had a long association with the Company. Please shed some light on your journey.**

It has not been very long but the cooperation of colleagues and the confidence shown by Management makes me feel like an old member of the J.K. Cement family. I completed Electrical Engineering from MNIT (MREC), Jaipur in the year 1977 and joined Kota Thermal Power Project (RSEB) in December '77.

While I was to join Adani in December 2006, I got a message from J.K. Cement Works, Nimbahera in the month of October 2006, with an offer to join J.K. Cement for Erection, Commissioning & Operation of Captive Power Plants & Waste Heat Recovery Plants. I took some time to make up my mind as it was a changeover from a large power plant and I was also apprehensive about security & support. I sought advice of Mr. R.K. Makharia (then Chief Engineer Kota STPS). He encouraged me to take it up as a challenge and join J.K. Cement and also mentioned that security & support comes automatically with your performance.

After my acceptance, I was interviewed by Mr. D. Ravisankar – President (Projects) and conveyed the nature of work regarding erection & commissioning of Nimbahera CPP & WHR Plants. He also mentioned that I will have to join latest by 26th Nov'2006, since I was to go to China for Mechanical Run Test of 22 MW Turbine. I am grateful to Mr. Ravisankar for all the support he extended in my initial years. It has been a fulfilling journey and I look forward to a great innings ahead.

**Q.2) J.K. Cement was the first Cement Company to install a waste heat recovery (WHR) plant at Nimbahera and you played a key role in the commissioning of this project. Please share with us your experience of working on this project and what challenges did you have to face?**

I am proud to be associated with the commissioning of the Dream Project of our MD & CEO, Mr. Yadupati Singhania. It was the first project of its kind in India. Installation of Boilers, Ducting and Construction of Pipe Reck at Nimbahera Cement plant was challenging. Due to space constraint, movement & operation of crane was restricted, particularly in case of WHR 1, 2 & 3. Erection of Gas ducts was done by Rope Pulley arrangement. The happiest moment came when AQC Boiler was being commissioned and high pressure steam venting started. It assured us that WHR Boiler will work. This surely boosted our confidence. First, Synchronization with only AQC Boiler was done on 21st December, 2007. Later on, other boilers were commissioned and finally steam to Turbine from all the five boilers could be made available by May'08. WHR Boiler & its operation logics/interlocks were developed in-house. Many problems were faced in Rapping Mechanism, Damper Operation & DCF etc. Now WHR Plant operation is trouble free and very stable. I am thankful to the Management and the team for the confidence & support during the commissioning of the project. The experience of commissioning the WHR Plant at Nimbahera was a great learning and helped us in the commissioning of Mangrol WHR Plant. All the modifications were done at the engineering stage.

**Q.3) What challenges do you foresee with respect to reducing the cost of power production in Captive Power Plants?**

The cost of fuel has a significant role in the cost of power. But, the cost of power is also affected by Plant Load Factor which depends upon the power demand in cement plant. Cost of power has considerable share in the cost of cement, hence extra efforts are required for power cost reduction. The factors that contribute to cost include cost of fuel, Auxiliary power consumption, Plant Heat

Rate and Plant Availability. For fuel cost reduction, use of Lignite has already begun but the percentage has to be increased. There is choking problem in bunkers and feeders due to 40-45 % moisture in lignite.

We will provide air blasters in bunkers and flushing air arrangement in feeders to resolve this problem to some extent. Aux power consumption at Nimbahera CPP has considerably reduced after conversion of Feed Water Pump & FD Fan drive to VFD. As far as Mangrol CPP is concerned, CFBC boiler operation is different than AFBC Boiler. In CFBC boiler, high velocity air circulation takes place so auxiliary power consumption is higher than AFBC Boilers. But there will be considerable reduction in Auxiliary power consumption after VFD installation in Feed Water Pump & CEP drive. The other reason for higher auxiliary power consumption is low power demand in cement plant i.e. lower PLF. Increase in plant availability will result in reduction of Plant Heat Rate since heat loss during start- Stop of plant will be avoided.

WHR Power has a very important role in the reduction of overall power cost since cost of power from WHR plants is about Rs. 1.0/kwh. Therefore, our main aim is to get maximum power from WHR Plants.

**Q.4) The Captive Power Plant at Mangrol leverages the most contemporary technology. How will this benefit the Company? Please share with us about the experience of commissioning this project?**

At Mangrol Captive Power Plant, Thermax IR-CFBC Boiler has been installed, which is a two-stage solids separation system consisting of the impact-type primary solids separator (U-beams) and the secondary multi-cyclone dust collector. Superior solids collection efficiency of the two-stage separator provides higher furnace heat-transfer rate, ability to control furnace temperature and increased residence time of fine carbon and sorbent particles. It results in better Boiler Efficiency and less loss of Carbon in Fly Ash. Most important advantage of this boiler is the ability to use any kind of fuel without compromising with boiler efficiency.

We will be able to get consistent power supply due to higher availability of boiler since there is least probability of clinker formation due to CFB technology. The cost of power from this CPP will be less due to higher efficiency of boiler & Turbine, low carbon loss, higher availability and stability.

The Erection of CPP got delayed by at least two months due to heavy rains, non-availability of sand and of course Thermax Civil contractor problem. We were all set to commission the plant by 31st March 2014 but a slight mismatch of Main Steam line was observed while coupling with Turbine flange, which would have resulted in high vibration problem in Turbine. Ultimately, we could commission the project on 11th April 2014.

Always commissioning of Turbine & first synchronization is done by oil firing since Coal crusher does not get commissioned by that time. To save the cost of HSD we transported crushed coal from Nimbahera CPP and fed to the coal Bunkers with temporary arrangement at BCN-3. In the history of Thermax, it was for the first time that a CPP was commissioned with coal firing. Most importantly, high safety norms & supervision of Thermax made Mangrol (CPP & WHR) Project, a Zero Accident Project.



Mr. S.C. Kurmi

## Spotlight on Mr. Arun Kapoor

M/s Green Agencies, Patna

Mr. Arun Kapoor of M/s Green Agencies, Patna is a prominent stockist of White Cement, having been with us since the launch of J.K. White Cement in 1984. He was awarded for the highest sales of Wall Putty in 2012-13 and the runners up in 2014-15. A loyal and dedicated associate, he feels that the greatest strength of the Company is its culture and people and we thought it would be fitting to share his experiences with us

**Q.1) You have been associated with the Company since the time J.K. White Cement was launched. Please share with us about your experience with the Company. How has your journey been?**

I have been associated with J.K. White Cement since 1984. I am committed to this Company and have promoted its products in Patna and Bihar to the best of my ability. My association of 30 years has been very smooth and fruitful and I feel like a part of the J.K. Cement family. Initially our competitor had a better brand image but since the last few years, J.K. Cement has succeeded in getting a strong brand name in Bihar.

Right from the very beginning, I have been fortunate to share very good relations with the Marketing Managers in Patna like Mr. Arvind Kumar, Mr. Paras Kumar and Mr. Nalin Prabhat. They have always encouraged me and extended their full cooperation.

**Q.2) What is your mantra for success? Please share with us any**

**challenges that you have had to face in promoting our brand.**

Initially we faced a few challenges from our competitor as the brand awareness was less and there was an early mover's advantage in the market. I remember trying to convince our customers that J.K. White cement is better because it is pure white. We always showed our customers J.K. White Cement's tagline 'As White as Snow'. We also told them that the largest Cement Paint companies like Snowcem India Ltd and others are using J.K. White Cement for their products. We strongly believe that our quality is superior. We have succeeded in developing good relations with the retailers who rely on us and consider us trustworthy.

**Q.3) What message would you like to give to the J.K. Cement family?**

The only message that I would like to give to the Company is to continue to maintain the high quality of J.K. White Cement and J.K. Wall Putty and if feasible, diversify into more allied products. We also suggest that the schemes offered by the Company from time to time be implemented more promptly. We wish J.K. Cement more growth and prosperity in the days ahead.



Mr. Arun Kapoor



## LEADERS SPEAK

### Towards new directions

#### Proactive initiatives for stronger brand values

**– Mr. Deepak Mehra**  
President (Marketing, Grey Cement)



*The J.K. Cement family has risen to great heights of success guided by visionaries with profound experience. Here, we introduce the torchbearers of the company, under whose guidance we expect to post even greater achievements.*

Mr. Deepak Mehra has joined J.K. Cement Ltd. as Head (Marketing & Sales), Grey Cement Division. An Arts Graduate, his previous assignment was with Ambuja Cements Ltd. where he worked for nearly 30 years in various areas including New Projects, Logistics, Sales and Marketing etc. across India. His last posting was at Delhi as Joint President, Marketing where he was heading the North India Operations for Sales & Marketing functions. He has attended a number of Management Courses including 'Senior Leadership Development Program' at IMD Lausanne, Switzerland.

❖ **You have worked in the Cement Industry for over three decades. What according to you are some of the golden rules of Marketing that you abide by?**

The Indian Cement Industry has witnessed several phases in the cement business starting from being a 'Controlled Commodity' to 'Partial Decontrol' to finally a 'Fully Decontrolled' scenario. In each of the above phases, different go-to market strategies were adopted by cement companies. It all began with a "Distribution Model" which changed to a "Sales Model" during the partial decontrol scenario to finally a "Marketing Model" in the current scenario.

During the last decade, Installed Capacity in the Cement Industry has grown at an express speed leading to a surplus situation across various markets. In this scenario, it is

extremely important for any company to build its own capability to fight the stiff competition. In line with this modern trend, the Marketing Teams are now expected to not only generate orders and collect money but instead to do various new things like Price Management, Margin Management, Resource optimization etc. with a clear cut focus on achieving the EBIDTA targets instead of simply volume targets. In other words, in today's scenario, the fate of Marketing hinges on elevating the role of Marketing Executives from promotions focused tacticians to customer focused leaders of transformational initiatives that are strategic, cross functional and bottom line oriented.

Marketing is all about clear understanding of the customer's needs and designing our offerings to satisfying those needs. It is a continuous process by which we keep our customers with us and work for their betterment using legitimate means. According to me some of the golden rules of Marketing are:

- Listen to the Customer
- Understand the needs of the customer
- Offer solutions to satisfy the changing requirements of the customer
- Be innovative - find new ways to excite customers.

❖ **What are some of the key**

**challenges that you see for the Grey Cement Sector in the Indian Market in the near future? How effectively do you think J.K. Cement is geared to face these challenges?**

In a long term perspective, the Industry experts are very optimistic on the future of the Cement Industry. We also hear that the 'India Growth Story' will take off sooner than later. However, in the near future the key challenges are demand supply gap which is resulting in fierce competition in the market place in both trade as well as non- trade segment. In this competitive environment, retaining market share/channel partners is a big challenge for all the players in the market. Generating desirable retention is again a major challenge which is a very important factor for the financial health of an organisation. Achieving the best price/volume tradeoff in this surplus market scenario will be the key to achieving optimum profit out of the existing environment.

I have so far spent only two weeks with J.K. Cement Ltd. In my brief interactions with the Leadership and teams, it is quite evident that the Company is presently undertaking a transformation journey to become one of the leading brands in the Industry. In my opinion, our Management has a clear vision and is taking all the right steps for achieving this objective in a short span of time. Also, I find that we have an extremely



dedicated and motivated work force who are ready to take up new challenges.

With the right support coming in from the Management, now the onus is on us to create and replicate winning stories across the Organisation. We have to collectively work to improve our product quality & service levels, reduce our response time to make our channel partners more competitive and also come up with the right 'value offering' for the end users. To achieve this, proper planning and execution will hold the key to our success.

❖ **What role do you think good leadership plays in the success of a team and an organisation?**

Human power is the most important

and valuable asset of any Organization. Leadership plays a very important role in ensuring that the workforce is 'positively engaged' to meet the organizational goals. Clearly defined objectives and aligned KRAs for each level in the hierarchy will be the key to achieving organisational goals. In addition, fair and transparent appraisal of individual and team's performance will be another step towards employee engagement. As a leader, I believe in providing a conducive and cohesive environment to work in, bringing in synergy amongst various verticals of the organization to generate the best and most sustainable results. Developing the means to ensure leadership development and succession

planning will be pivotal for the consistent growth of an organisation.

❖ **What message would you like to give to the staff and our extended family of channel partners?**

I would like to convey that if we have to make J.K. Cement the number one choice for our channel partners and customers we must be ready to quickly understand the changing needs of the customer and work proactively to provide the best solution to the end users. Everyone should work collaboratively to create synergetic effect to serve our customers best. We must give good reasons to the customers so that J.K. Cement is their first choice and they proactively become our brand.



**Europe Tour**  
23rd - 27th April  
- White Cement



Company Officials and dealers during the tour in Europe organised from 23rd - 27th April

Company Officials and dealers in Indonesia during the tour organised from 20th - 24th January

**Goa Tour**  
15th - 22nd April  
- Grey North



Company Officials and dealers in Goa during the tour organised from 15th - 22nd April

**Indonesia Tour**  
20th - 24th January  
- Grey South



## TOWN HALL 2015

## GEARING UP FOR THE ROAD

*"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."*

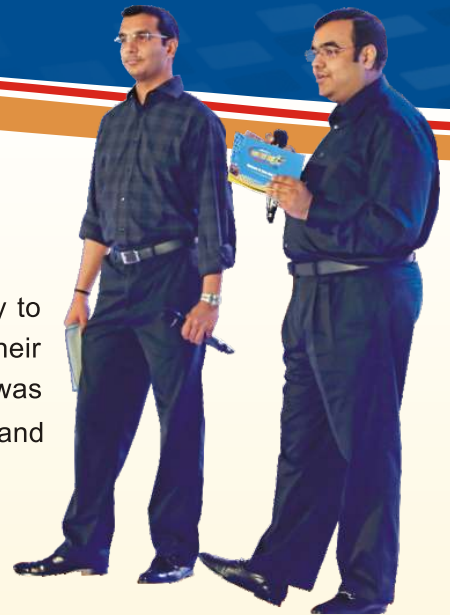
*Thomas A. Edison*

J.K. Cement Ltd. has been a meeting ground of achievers, always ready to conquer new challenges. This year, it was time for everyone to put on their racing shoes and get ready for the sprint! With this spirit, the get-together was themed **"Get Set Go"** to get everyone going to achieve new milestones and set new benchmarks.

Inspired by the traditional town meetings of New England, the meet was

named **"Town Hall"** where the vision for the Company was laid out. The two day mega event was the first of its kind "Town Hall" organized for the members of the J.K. Cement family.

The proceedings began with a Gala Night, where the tone for the evening was set by Special Executives – Mr. Raghavpat Singhania and Mr. Madhavkrishna Singhania, who acknowledged and appreciated the efforts and team spirit of all the members and encouraged them to perform to the best of their abilities. They also





## AD AHEAD



emphasized on how change is integral to any organization that is on the path of growth.

The major attraction of the first evening was the incredible 'Extra Sensory Perception' Show by Mr. Deepak Rao. Telepathy, tele-kinesis, intuition, premonition, déjà-vu, clairvoyance, etc. had merely



been fascinating concepts to all assembled. Mr. Rao is the only practitioner of these sciences in Asia, Far East, Middle East, Africa and even Australia. Seeing these fascinating ideas come to life during the session left the audience spell bound, while proving that 'impossible' is just an opinion.

Another notable event was the Rapid Fire Questions' round interestingly called **Chai Pe Charcha** with two of the senior most Company officials, Mr. Rajnish Kapur –







Business Head (Grey Cement Division) and Mr. Niranjana Mishra – President (Sales & Marketing, White Cement). Mr. Kapur and Mr. Mishra, quite sportingly answered the volley of quirky questions with witty responses. This informal, jovial session left the audience in splits.



A whacky trivia quiz ***Kya Aap Paanchvi Paas se Tez Hai*** was a delight for the audience as they saw some of the senior most people of the J.K. Cement family struggle with questions meant for school children!



Priyanka Negi of Indian Idol fame mesmerized everyone with her singing. Another highlight of the evening was the ***Tanoura*** dance performance. Tanoura is an Egyptian, Sufi dance form performed by men similar to the Sufi whirling dervishes in Turkey. The transcendental performance transported the audience to a divine world.







The second day of the meet was designated for Team Building activities. Inspired by the reality television game show, 'The Amazing Race', several unique activities were designed for the participants who were divided into teams. Each team was given clues to get to the activity, which they had to complete in order to gain a puzzle piece and move on to the next activity. These tasks, which included build an aircraft from scratch, roll the marble, etc. brought out the best in the team members. The participants displayed boundless energy as they enthusiastically participated in each task, trying to outdo the other teams. The second day culminated in a relay race befitting the theme – **Get Set Go!**

The Town Hall was a grand celebration of camaraderie and a true testimony to the team spirit of J.K. Cement family! With two days of action packed celebrations and excitement, the J.K. Cement family cemented its bonds and emerged as stronger team with renewed determination.



TEAM BUILDING





## J.K. Cement Works, Nimbahera receives Certificate of Excellence under Best Employers' Award

The Employers' Association of Rajasthan celebrated its Golden Jubilee on March 13th, at Hotel Clarks Amer, Jaipur. Shri Gajendra Singh Khinwsar - Hon'ble Minister for Industries, Govt. of Rajasthan was the Chief Guest, while Justice Pana Chand Jain - Retired Judge, Rajasthan High Court was the Guest of Honour. On this occasion, the Employers' Association under its Best Employers Award 2013, honoured J.K. Cement Works, Nimbahera with Certificate of Excellence. Mr. M.S. Shekhawat - Head (E.R., Nimbahera) and Mr. D.S. Krishnawat - Dy. G.M. (I.R. & Welfare, Nimbahera) received the citation and certificate from the Hon'ble Chief Guest.



Mr. M.S. Shekhawat & Mr. D.S. Krishnawat receiving 'EAR Certificate of Excellence' from Shri Gajendra Singh Khinwsar - Hon'ble Minister for Industries, Govt. of Rajasthan

## Certificate of Outstanding Contribution to Mr. C.P. Jhagdawat

The Institute of Cost Accountants of India which is a statutory body under an Act of Parliament awarded a Certificate of Outstanding Contribution to Mr. C.P. Jhagdawat - VP (C & A). The Institute of Cost Accountants of India functions with the objective of promoting, regulating and developing the profession of Cost Accountancy.

This certificate was awarded to Mr. Jhagdawat by Mr. Vijendra Sharma - Chairman, Northern Regional Council for Institute of Cost Accountants of India, for his outstanding contribution towards the profession of cost accountants. The certificate was sent to Mr. Jhagdawat along with a letter of congratulations from Mr. Vijendra Sharma as Mr. Jhagdawat was not able to attend the Annual General meeting held at New Delhi.



## Bankers Meet – Delhi

A Bankers Meet of Term and Working Capital Lenders was held on 9th March at Hotel Crown Plaza wherein apart from routine business, future plans as well as performance of the Company for the quarter and nine months ended on December, 2014 were shared and discussed amongst the Bankers. The meeting was attended by both the Senior Officials of the Banks and the Company.

Company Officials and Bankers during the meet organised at Delhi







## WINNING ENTRY

### Censorship in Art/ Media

**M**edia – The word itself means the method/ medium of expression and hence allows one the freedom to exhibit personal beliefs and creative pursuits. The censorship essentially is an ancillary that is expected to provide caveat within which one may review the suitability of the content for self absorption. In a free world ruled by social networking sites, the rules of censorship don't have universal applicability and hence it is futile to expect that the content will have limited viewing.

Moreover, censorship should never be episodic and hence should not be left to the judgement of one person or group. It should be more proactive and should continuously strive to work towards providing a platform where an artist/ author or any creative field of art can be supported in a way that the targeted audience is not affected.

In India, the constitution provides for the freedom to express and any further surveillance of social media or mass communication only creates avenue for alternate methods of data circulation and viewing. This adds to curious viewership through adverse publicity and at times this tool is strategically used to promote a piece of art, literature etc.



Hence, as an autonomous review mechanism, censor board should provide a framework where one may advise the suitability of the subject for audience at different levels of maturity (guided by age, cultural orientation and societal norms). As a basic principle of economics – we must understand that supplies are strongly co-related to demand. Hence if some content is being churned out in volumes we must admit that there is a ready market and hence at

individual level we must equip our children to understand the norms & use judgement judiciously to make choices. As mature people, adults of course have the choice to reject something they would not like to pursue.

Censorship is just like a double-edged sword. An absence of censorship might not be a perfect notion, as it can cause chaos but it doesn't mean that it should be used by respective stakeholders for suppressing dissent. To conclude, while censor can act as a guiding light, the ultimate choice lies with the person specific to accept or reject anything that has been served.

**Ms. Anju Malhotra**  
DGM (Corporate HR, Delhi)

### Winning Entries

1st Runner Up  
**Censorship in Art/Media**  
Mr. Mrityunjay Kumar  
Civil Engg Department, Muddapur

2nd Runner Up  
**Mandatory Retirement Age and the effect on the workforce**  
Mr. Mohsin Khan  
Engineer (Instrumentation), Jharli

### Participating Entries

#### Censorship in Art/Media

1. Dr. A.K. Saxena – Dispensary, Gotan
2. Mr. Rahul Jain - Muddapur

#### Mandatory Retirement Age and the effect on the workforce

1. Mr. Francis Xavier – G.M. (Commercial), Muddapur
2. Mr. Mrityunjay Kumar - Civil Engg. Department, Muddapur

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

1. 'Make in India' - opening new horizons
2. Importance of workplace ethics in organizational sustainability.

Last date for submission of entries is  
**5<sup>th</sup> July, 2015**

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.



## PEOPLE POWER TRAINING PROGRAMMES

### RTC Activities - JANUARY

**1) Productivity Improvement through 5S - A proactive approach: January 08-09**

Thirty - two Frontline/Middle Management executives from J K Cement Works, Nimbahera and Mangrol participated in two batches. The faculty for the program was Mr. Mukesh Kumar, a BE-IE from IIT, Roorkee and PG Diploma in Industrial Management.

**2) An orientation to cement manufacturing process : January 08-09**

A team of RTC faculty conducted the program that was attended by seven executives of Customer Technical Services department.

**3) Maintenance of transformers and switchgears : January 19-21**

The programme conducted for Technicians/Supervisors by a team of RTC faculty was attended by twelve participants from Birla Cement Works, Wonder Cement, J.K.Cement Works, Nimbahera and Mangrol.



Participants during the programme on Problem Solving Tools & Technique – Analytical Skills

**4) Supervisory Development Programme : January 22-23**

There were twenty nine Frontline / Middle Management Executives from J K Cement Works Mangrol & Nimbahera who attended the programme conducted by Mr. S.K. Sharma – AVP (HR), Wonder Cement, Mr. S.K. Pathak – DGM (HR), J.K. Udaipur Udyog and Dr. Sadhana Mandloi – Principal (Vision College of Management, Chittorgarh)

**5) Kiln repair & maintenance including hot kiln alignment : January 27-28**

Six Engineers/Supervisors from Birla Cement, Trinetra Cement and J K Cement Works Mangrol & Nimbahera attended the program conducted by a team of RTC faculty.

**6) Special training programme at HZL-Chanderiya Lead-Zinc smelter for S.S. Company on "Operation of H.E.M. Machines – Dumpers and Loaders: January 28-29**

The program for HEM Operators/Technicians of S S Company, contractors working at HZL – Chanderiya Lead Zinc Smelter was conducted at Chanderiya by a team of RTC faculty. Seventy Three HEM Operator attended the program



### RTC Activities - FEBRUARY

**1) Workshop on Behavioural Safety & Practices in Industry : February 03**

A team of RTC faculty conducted the workshop, attended by eighteen Engineers/ Supervisors from J.K. Cement Works, Nimbahera and Mangrol



**2) Personal Growth Lab – A search for inner experience : February 06 – 07**

Eighteen Frontline Management/Middle Management level executives from J K Cement Works, Nimbahera and Mangrol participated in the program conducted by Dr. Mohan Rao - Ex. President (HR, Aditya Birla Group).





**3) An Orientation to cement manufacturing process : February 05–07**

Seventeen participants from Customer Technical Services attended the program conducted by a team of RTC faculty.

**4) Mine Planning & Operations : February 18–20.**

There were eight Engineers/Supervisors from Birla Cement, J.K. Udaipur Udyog, ASDCL, Vikram Cement, Wonder Cement and J.K. Cement Works Mangrol & Nimbahera who attended the program conducted by a team of RTC faculty.

**5) Effective Communication & Presentation Skills : February 23–24.**

Mr. S.G. Apte - Gap Set Consultants, Pune conducted the programme, which was attended by twenty-six Frontline



Management/ Middle Management personnel from J.K. Cement Works, Nimbahera and Mangrol.

**6) Operation & Maintenance of Coolers: February 26–27.**

The programme conducted for Engineers/ Supervisors target group was attended by seventeen participants from J.K. Lakshmi Cement, Vikram Cement and J.K. Cement Works, Mangrol and Nimbahera. A team of RTC faculty and expert Mr. N Soundaraj, IKN Engineering Pvt. Ltd., Chennai conducted the program.

**7) Special training program at Hindustan Zinc Ltd., Chanderiya Lead - Zinc Smelter on 'Electrical Energy Conservation & Management': February 25.**

Nineteen Supervisors/Technicians of Hindustan Zinc Ltd. - Chanderiya Lead-Zinc Smelter attended the program conducted by a team of RTC faculty.



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

**New Joinees**  
Jan. - Apr. 2015



**Mr. Atul Chaturvedi**  
DGM (Marketing)  
White Cement, Ghaziabad



**Mr. Vishal K Sharma**  
Product Manager (PSC)  
Pune



**Mr. Vishal Tiwari**  
Manager (MIS)  
Delhi



**Mr. Ajit Tomar**  
Manager - IT  
Delhi



**Mr. Obulirajan R**  
Manager - Accounts  
Bengaluru

\* Manager level & above only.

## Fire Safety Training Programme - Jharli

A fire safety training and mock drill programme was organized at J.K. Cement Works, Jharli. The training was conducted by Mr. Rajveer Singh Mann - Ex Fire Officer, Airport Authority of India (AAI) who is presently associated with SLV group.

Training was imparted on different aspects of safety from fire to avoid accidents and ensure safe working conditions. Many staff members as well as workers participated in the programme.



Mr. Rajveer Singh Mann showing the use of a safety equipment to the Jharli staff members and workers



## Internal Auditor Training Programme - Jharli

The first IMS Internal Auditor Training Programme on the way of ISO implementation was organized at J.K. Cement Works, Jharli from 17th to 19th December. The training was conducted on QMS – ISO 9001:2008, EMS 14001:2004 & OHSAS 18001 by LRQA faculty, Mr. A. V. Shivaramakrishnan. Sixteen members from the staff participated in the programme.



LRQA Faculty Mr. A.V. Shivaramakrishnan with the participants of first IMS Auditor Training Programme

Second IMS Internal Auditor Training Programme was organized at J.K. Cement Works, Jharli on 19th & 20th January. Mr. Ketan Deshmukh, LRQA faculty imparted training on ISO EnMS 50001 in the programme.

LRQA Faculty Mr. Ketan Deshmukh with the participants of the second internal auditor training programme





## 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 November 2014 to April 2015



- |  |  |
|--|--|
| 1. Mr. K.K. Saraswat - Marketing Officer, Mathura        | 5. Mr. Rajeev Upadhyay - Associate Officer, Neemuch          |
| 2. Mr. Akhilesh Rajan - Marketing Executive, Roorkee     | 6. Mr. Himanshu Upadhyay - Sr. Marketing Executive, Ludhiana |
| 3. Mr. Puneet Yadav - Sr. Marketing Executive, Ghaziabad | 7. Mr. Ajeet Kumar Shukla - Marketing Executive, Kanpur      |
| 4. Mr. Manoj Yadav - Marketing Executive, Indore         | 8. Mr. Daljit Singh - Marketing Executive, Jalandhar         |



## A MANUFACTURING EXCELLENCE INITIATIVE

*J.K. Cement Ltd. embarked on an ambitious journey of transformation, 'UDAAN' from Nov 2014 onwards to make a step jump in Plant performance. This initiative is based on a strong foundation of relentless focus on Plant Key Performance Indicators (KPI).*

Two tools that have been implemented under the initiatives are

### 1) Wave process

### 2) Performance Dialogue (PD)

The Structured Wave process is meant to make continuous improvements in Plant KPIs (structured approach involves past data collection & analysis, baseline and aspiration setting, idea generation, idea approval, idea implementation & tracking and finally dream run). The Daily Performance Dialogue (PD) is used for driving KPI sustainability in the plant. A series of brief meetings are to be held on the shop floor and an agenda set by visual display board should be followed. The objective of Daily Performance Dialogue is to

review as well as manage performance by taking appropriate counter measures if the performance is not on track with respect to the set target.

Three most important KPIs are being targeted in the 1st Wave for improvement; reduction in Specific Power Consumption (Pre-Clinkerization and Post Clinkerization), reduction in Specific Thermal Energy Consumption, reduction in PPC & PSC Clinker factor without compromising on Cement Quality and improvement in Equipment reliability (MTBF).

'Stretched' Aspiration given by Business Head to each location would result in an expected total saving of 104 INR per ton cement.

## Launch of UDAAN

### NIMBAHERA



### MANGROL





**MUDDAPUR**

We have a strong team leading the way.

**STEERING COMMITTEE**

Mr. Madhavkrishna Singhania  
Mr. Rajnish Kapur  
Mr. Antriksh Kumar Jain

Mr. S K Rathore  
Mr. Harish Agarwal

**PMO**

Project Manager: Mr. Prashant Khare

Project Co-ordinator: Mr. Kuntal Datta

**PLANTS**

Nimbahera	Mangrol	Muddapur	Jharli
Mr. P.R. Chaudhary Technical Head	Mr. R.B.M. Tripathi Technical Head	Mr. S.K. Jain Technical Head	Mr. Harish Agarwal Unit Head
Mr. Y. K. Mathur PPEO	Mr. D.K. Patel PPEO	Mr. Dinesh Pawar PPEO	Mr. K.P. Singh PPEO

\* PPEO – Plant Performance Excellence Officer

**Idea Generation Sessions**

Muddapur



Nimbahera



Cultural Change Workshop at Jharli



Cultural Change Workshop at Nimbahera &amp; Mangrol



War Room at Mangrol



Post  
Clinkerization  
PD



Cultural Change  
Workshop at  
Muddapur

## Key Cultural Change levers at Plant

- Plant leadership is aligned with the Company's objective.
- Accountability and Ownership at all levels to address issues through Performance Dialogue (PD) and Wave process.
- Operational & Quality Focus to achieve aspiration.

As a part of UDAAN initiative to build capability, it was decided by Mr. Rajnish Kapur - Business Head (Grey Cement Division) to organise inter plant visits by each UDAAN team led by Plant Technical Head with the following objectives:

- To capture and share knowledge on best practices/plant improvements.
- Develop relationships and network to jointly work on shared problems.
- Increase capabilities and expertise across the Organisation.

Eighty significant key learnings have been identified for implementation by all the four plants based on the visits.

Monthly review by Business Head with the UDAAN team at all the locations has helped everyone sustain the energy & focus to drive continuous improvement & sustainability. Performance of all plants considered in wave 1 has been very encouraging.

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

### Safety Week - Gotan

J.K. White Cement Works, Gotan celebrated the 44<sup>th</sup> Safety Week from 4th to 10th March. Various contests were organised for the employees such as poem writing, essay and slogan writing, poster making, etc. Apart from the accident and fire mock drills, safety awareness sessions and demonstrations were organised during the week and departmental and interdepartmental meetings were held on issues related to safety. During the week, a meeting was also held to felicitate the winners of various contests.

Mr. Rajeev Sharma - V.P. (Technical) addressed the audience highlighting the importance of the commitment of employees to work safely throughout the year and the necessity to ensure the integration of Organisational health and safety into work culture and life style. Mr. CP Jhagdawat – V.P. (C & A) and Mr. P.C. Jain - V.P. (Stores & Accounts) were also present on the occasion along with respective departmental heads. The audience took the safety pledge with Security Chief, Mr. R.K. Sharma.





## Distribution of blankets and sweaters by Ladies Club Surbhi, Nimbahera

The members of Ladies Club 'Surbhi', Mrs. Neelam Rathore - President, Mrs. Sandhya Jain - Secretary, Mrs. Renu Kachhwaha, Mrs. Poonam Malhotra and others visited the residential girls school being run by Pratirodh Sansthan in village Amarpura and distributed woolen blankets to 50 underprivileged students.

They also visited Child Labour School, Muraliya on January 13th to celebrate Makar Sankranti festival with children and distributed sweets and sweaters to around 50 students.

Later, the club members visited Female self-reliance Center, operating under the Company's CSR Activities, and interacted with the trainees to understand and review the activities at the center.



Blankets and sweets distribution



Group photograph of club members and students

## Charity Drive – Padam Tower



As a part of its CSR initiatives, the staff at Padam Tower came together on Republic Day to conduct a Charity Drive like last year. The activity saw enthusiastic participation from the staff who engaged in various tasks including distribution of clothes and food to the needy in and around the Central Marketing Office. Employees across plants also sent in their contributions towards this noble cause.





## J.K. Cement Works, Nimbahera contributes towards Rashtriya Swasthya Mission

To encourage people to avail benefits under the family welfare schemes run by National Health Mission for population control, J.K. Cement Works, Nimbahera contributed towards the Rashtriya Swasthya Mission. Mr. M.S. Shekhawat - Head (ER) along with Mr. Dileep Singh - Dy. G.M. (I.R. & Welfare) and Mr. Shailesh Choubisa - Asstt. Manager (C.S.R.) handed over a cheque of ₹ 3.00 lakhs to Shri Hemendra Nagar - S.D.M. (Nimbahera).

Mr. M.S. Shekhawat - Head (ER)  
(2nd from right) handing over the  
cheque to Sh. Hemendra Nagar - S.D.M.



## Blood Donation Camp - Padam Tower, Delhi

A Blood Donation Camp was organised at Padam Tower on 16th February in which other companies and establishments working out of DDA Community Centre, Okhla Phase 1, also participated.

The Camp was organised in collaboration with Deen Dayal Upadhyay Hospital, New Delhi and Blood Connect, an NGO run by college students, which works as a link between the donors and the hospital.

The response from donors was very encouraging and overall, 84 units of blood was collected. The blood collection team from Deen Dayal Upadhyay Hospital, the young volunteers from Blood Connect and the donors participated whole heartedly towards this noble cause and went back with a sense of satisfaction.





## Women's Nutrition Day – Padam Tower

J.K. Cement has always taken pride in organizing initiatives that are closely linked to our philosophy of Philanthropy and Service to the Society. As a part of CSR initiatives, Women's Nutrition Day was celebrated on 30th March at Padam Tower, New Delhi.

The event was inaugurated by Madam Special Executive, Sonam Singhania Ji and was attended by participants from J.K. Cement, JK Tech, HDFC Bank, SBI Bank, Dominos, Omaxe to name a few and associates from our business partners like Thomas International, Executive Search, etc.

This one-day workshop was organized by the HR Team with the focus to address various matters pertaining to a women's health and was facilitated by a qualified nutritionist.

The health talk was followed up by personal counselling sessions with the practitioner.

The workshop was highly appreciated by all the participants with a request to organize many such sessions in the future.

Mrs. Sonam Singhania  
lighting the ceremonial lamp



Participants at the session with Mrs. Sonam Singhania

## Participation of J.K. Cement Works, Jharli in Youth for Rural Development Programme

On the occasion of 152<sup>nd</sup> Vivekananda Jayanti, D.R.D.A. Jhajjar organized a unique program named Youth for Rural Development on 12th January. The motive behind organizing the program was to encourage the youth to think and contribute towards the development of villages and the people at Jhajjar. The programme was inaugurated by honourable Chief Minister Mr. Manohar Lal Khattar. Other dignitaries present on the occasion were Mr. Om Prakash Dhankar - Agriculture Minister, Mr. Virender Singh - Central Minister and Mr. Vikram Thekedar - MLA (Kosli). J.K. Cement Works, Jharli was one of the sponsors represented by Mr. Umesh Kumar - Officer (Time Office) and Mr. Kuldeep Singh - Officer (Accounts).

While addressing the massive gathering, the Chief Minister said that this is the foundation stone for Haryana state and every youth should take the initiative and come forward to join this expedition. He also threw light on some initiatives of the Government like "Beti Bachao, Beti Padhao", etc. that will be implemented in the future.

Different stalls and counters of many Government and Non-Government agencies were set up at the program to spread more awareness about the employment opportunities in the state. Many youth got themselves registered.



## Corporate Social Responsibility

### Blood Donation Camp - Muddapur

A Blood Donation camp was conducted at J.K. Cement Works, Muddapur on 28th February in association with the Hospital, KLE Prabhakar Kore Hospital & Research Centre, Belagavi.

Blood Bank team lead by Dr. Virgi with team members Dr. Raghavendra B., Dr. Pooja Patil, Mr. Arun Nagannavar (P.R.O), Mr. Prakash Patil, Mr. Sharanbasappa Hatti,

Mr. Manjunath Kabbur, Mr. Madan Shende were welcomed by Mr. A.K. Jain - Unit Head, office bearers of Padam Club & Roshni Club and Dr. Vidya Kiran. Sixty eight employees voluntarily donated blood on the day. Mr. S.K. Jain - Head (O&M) & Mr. Girish Bakshi - Head (ER) presented the team with a memento as a token of gratitude.



### Dental Camp - Muddapur



A free Dental camp was organized at Health Care Centre, Muddapur in association with KLE Vishwanatha Katti Dental College Hospital, Belagavi on 4th & 5th April covering 166 beneficiaries. Scaling, extraction & restoration was done by a team of Endodontics, Pedodontics & Oral surgery specialists lead by Dr. Sagar (Oral Community Health). The team was welcomed by Mr. A.K. Jain - Unit Head & Smt. Kalpana Jain - President (Roshni Club). They were presented a memento for their selfless service by Mr. S.K. Jain, Mr. Girish Bakshi, Mr. S.K. Das, Mr. K.R. Choudhary, Mr. Sanjay Shrivastava & Dr. Vidya Kiran.

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