

# JKspotlight



Towards Perfection – Our Tradition

Sep.-Oct. 2017  
Volume : 1 Issue : 34

JK Cement LTD.

*Celebrating innovative thinking  
in architecture*

26<sup>th</sup>  
Architect of  
the Year  
Awards



Architect of the Year Award

*Highlights*

26<sup>th</sup>  
Architect of  
the Year  
Awards

26<sup>th</sup> Architect  
of the Year  
Awards



Awards &  
Accolades



## JK Cement Ltd. bags 2<sup>nd</sup> position in the '14<sup>th</sup> National Awards for Excellence in Cost Management-2016'

JK Cement Ltd. was awarded the second position in the '14<sup>th</sup> National Awards for Excellence in Cost Management-2016', in the category of 'Private - Manufacturing-Large'.

The jury members of the award included eminent personalities such as the Hon'ble Justice Dr. AS Anand - former Chief Justice of India and former Chairman & National Human Rights Commission.

The awards were organised by the Institute of Cost Accountants of India (ICAI) with an objective to felicitate and recognise corporate organizations in their journey towards excellence in cost management. Companies were awarded for best cost management practices in different categories within the Service and Manufacturing sectors, further divided into public/private sectors in large, medium and small organisations. The criteria for selection was leadership in cost management techniques, efficient utilisation of capacity and working capital, quality augmentation and precise information on performance.

This prestigious award was received by Mr. Anoop Shukla, Mr. Sanjeev Garg & Mr. Manoj Soni from Mr. Arjun Ram Meghwal - Hon'ble Minister of State for Finance and Corporate Affairs and Mr. Manas Kumar Thakur - President of ICAI, at a ceremony held in New Delhi on 18<sup>th</sup> July.



Mr. Sanjeev Garg, Mr. Anoop Shukla & Mr. Manoj Soni receiving the award from Mr. Arjun Ram Meghwal - Hon'ble Minister of State for Finance and Corporate Affairs and Mr. Manas Kumar Thakur - President of ICAI

## JK White Cement Works, Gotan bags India Sea Trade National Award 2017

JK White Cement Works, Gotan was adjudged the cargo owner of the year 2016-2017 under the category of private companies, at the fifth edition of the Coastal Shipping & Inland Water Transport Business Forum and India Sea Trade National Award held in Kochi, Kerala on 22<sup>nd</sup> September. Gotan has been regularly using coastal services from the Mundra port to Kochi, Calicut, Tuticorin, Chennai, Mangalore and Vizag since the last 5 years. In the financial year 2016-2017, the plant dispatched around 80000 MT White Cement and Wall Putty through coastal shipping.

The India Sea Trade Award is one of the most coveted awards for Excellence in Coastal Shipping & Inland Water Transport as it recognises individuals, organisations and corporates who have made a difference with their outstanding contribution to these sectors.

The objective of these awards are to reward consistent leadership, significant efforts, exceptional commitment and path - breaking initiatives, undertaken for developing, supporting and scaling coastal shipping and inland water transportation in India.

Mr. Ajay Garg - Head (Sales), Mr. Sameer Srivastava - Secondary Logistics (White Cement) and Mr. Joby Varghese - State Head (White Cement, Kerala) received the award from Professor Mr. P.J. Kurien - Hon'ble Deputy Chairman, Rajya Sabha (Parliament of India).



Professor Mr. P.J. Kurien - Hon'ble Deputy Chairman, Rajya Sabha (Parliament of India) presenting the award to the team from JK Cement

## JK Cement Works, Nimbahera honoured for Excellence in the Field of Labour Education and Development

The Department of Regional Board of Directors organised a function headed by the Directorate of National Labor Education and Development Board, Government of India, chaired by Mr. Gulab Chand Kataria - Home Minister of Rajasthan. At the function, Mr. M S Shekhawat - AVP (HR & ER) was presented with a memento, to honour JK Cement Works, Nimbahera for its excellent contribution towards education and development of workers in their industrial establishment. Mr. KS Yadav - Regional Director and various representatives of the Industrial Group were also present.



Mr. M.S. Shekhawat - AVP (HR & ER) receiving the award on behalf of the Nimbahera Team





## FROM THE editor's desk

### Dear colleagues and friends,

The past few months have been quite eventful for us. Not only did we celebrate the spirit of innovation with the 26<sup>th</sup> Architect of the Year Award, we were also recognised for our various achievements, ranging from effective cost management to finding innovative solutions for utilizing industrial wastes.

This year, we hosted the 26<sup>th</sup> edition of the Architect of the Year Awards in Coimbatore, continuing with our legacy of encouraging and recognising talent in the field of architecture. As mentioned earlier, this quarter JK Cement was felicitated with awards and accolades under various categories. Some of the most prestigious awards include the '14<sup>th</sup> National Awards for Excellence in Cost Management – 2016', 'India Sea Trade National Award – 2017' and 'Excellence in the Field of Labour Education and Development' along with other notable recognition.

Like every year, we celebrated all festivals with utmost devotion and fervour at various centers across the Company.

In this issue, the spotlight is on Mr. Maheem Kachhwaha – V.P. (Mines, Nimbahera) and Mr. Satya Narayan Goyal of M/s Goyal Building Material, Rajasthan. Both these gentleman have contributed to the Company's success story.

Other important highlights in this issue include the various CSR activities, conducted across the Company. On the occasion of CMD's Birth Anniversary, social welfare activities such as blood donation and eye camps were organised. This indeed is a noble way of strengthening the foundation of our organisation for a better tomorrow.

I would like to conclude by thanking all of you, our passionate readers, who have motivated us to continue the good work. With your encouraging feedback and inputs, we hope to take this communication platform to greater heights.

Best regards,

**Raghavpat Singhania**  
JK Cement Ltd.

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## Celebrations



### Ganesh Chaturthi Nimbahera and Mangrol



Devotees immersing the idol of Lord Ganesh

JK Cement Works, Nimbahera celebrated Ganeshotsav on 25<sup>th</sup> August, with great reverence, faith and enthusiasm under the auspices of JK Officers' Club, Surbhi Ladies Club and the Ganesh Utsav Committee. The Utsav commenced with the establishment of the idol of Lord Ganesh.

A special worship was also organised in the factory premises of JK Cement Works, Nimbahera and Mangrol, which was attended by a large number of employees. The mahotsav included daily aarti, dance performances by kids, musical night, fancy dress competition for kids, geet-sangeet performances by Surbhi Club members, JK Officers Got Talent competition, prize distribution and many such attractions.

On the last day of the festivity, i.e. Anantha Chaturdashi, a special pooja and purnahuti were performed. A grand procession called Shobha Yatra took place in the afternoon, where the idol of Lord Ganesh was taken around the colony and then submerged in the river Kadmali.

JK Cement Works, Mangrol also celebrated Ganesh Utsav with great devotion.



Mr. S.K. Rathore - Unit Head and Mrs. Neelam Rathore performing the aarti



Fancy dress competition

### Ganpati Bappa Morya



### Katni

Katni Plant celebrated its first Ganesh Chaturthi with great joy. The function was organised at the Katni City Office. The venue was beautifully decorated with flowers and lights by Mrs. Veenu Badgotri & team.

A life-like clay idol of Lord Ganesh was installed on the day of Ganpati sthapana in the office. Mr. Anil Badgotri - Unit Head and Mrs. Veenu Badgotri performed the sthapana poojan along with the employees.

After the visarjan ceremony, a get-together was organized at Katni city office. All the employees thoroughly enjoyed the celebration.



### Ganesh Pooja & Vastu Pooja Fujairah



JK Cement Works, Fujairah organized a Ganesh pooja & Vastu pooja, as per the directive of Mr. Raghavpat Singhania - Deputy Managing Director (JK Cement Works, Fujairah) from 6<sup>th</sup> to 10<sup>th</sup> October for the prosperity of the Company.

This pooja was performed by Mr. Singhania alongside five *acharyas* and special guests.





## Gotan

JK Cement Works, Gotan celebrated Ganesh Chaturthi with great fervour. Mr. Rajeev Sharma - Unit Head and Mrs. Chitra Sharma performed the Ganesh sthapana pooja under the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and Mahant Baba Garibbandhu Dassji Maharaj of Ramdasji Shyamdasji Samadhi, Gotan. During the cultural programs, women and children from JK colony presented songs, cultural dances etc. The devotees from the vicinity, along with the Company officials and their families participated in these programs joyfully. On the last day Mr. Rajeev Sharma, Mrs. Chitra Sharma, Mrs. Usha Jhagdawat and other executives of company performed the havan pooja. Everyone, including the Unit Head and company officials along with the devotees, were present for the Visarjan.

After the visarjan of the murti, Sneh Milan program was organised in JK Colony, where the *mahaprasad* was also distributed.



## Durga Puja Kanpur



Kamla Club, Kanpur celebrates Durga Puja with great zeal and fervour every year. This began forty years ago, inspired by Sir Padampat Singhania.

The celebrations included the evening aarti and puja, which was performed by Mr. Anil Agarwal and Mr. PK Jain. This was followed by prasad distribution.

The main attraction of this puja was the dhaki performance (drum beaters) that was performed by artists from West



Bengal. As per tradition, the murthi sthapana was done on the first day of the festival. In order to promote culture, films on Durga puja were also organised every evening.

The Puja was concluded on Dussehra with the visarjan of Goddess Durga, followed by the traditional sindoor holi, where married women played with sindoor.



## Gotan



JK White Cement Works, Gotan organises Durga Pooja during the Navratras every year. This year, the pooja was organised from 21<sup>st</sup> to 30<sup>th</sup> September. The program included morning and evening aarti and pooja, prasad distribution and a cultural program in the evening. The devotees along with the Company officials and their families enthusiastically participated in these programs. On *Ashtami*, the *Kunwari Kanya Pooja* was performed and the program was concluded the next day with

Ratri Jagaran. On 30<sup>th</sup> September, the visarjan was done, where the statue of Goddess Durga was submerged in the pond Chhepia Nada.

After the visarjan, Sneh Milan was organised, where a large gathering participated. The daily pooja was conducted by Pandit Rakeshji Vyas and Baba Garib Bandhu Dasji Maharaj, Ramdasji Shyamdasji Samadhi, Gotan.





Happy  
Diwali

## Diwali Celebrations Kanpur

The Corporate HR team organised for a Diwali celebration at Kamla Tower, Kanpur. The premises was decorated with bandhanwar, flowers and lights. The employees dressed up beautifully for the occasion, with most of them donning traditional Indian attire. Beautiful rangolis were created by the employees at the entrance, which was then decorated with diyas.



Diwali Puja was performed by Mr. Raghavpat Singhania and Mr. Madhavkrishna Singhania along with Mr. AK Saraogi - President (CA) & CFO and other senior executives. All the employees attended the puja which culminated with distribution of *prasad*.



## Nimbahera



Mr. SK Rathore - Unit Head  
& other devotees performing  
the Diwali Puja



Mr. SK Rathore performing aarti with other devotees

JK Cement Works, Nimbahera and Mangrol organised a Laxmi Puja on Diwali in the Accounts Departments of their respective plants. Mr. SK Rathore - Unit Head, Mr. KM Jain - Head (Commercial) & Mr. DK Patel - Technical Head graced the occasion and wished all the employees a very happy, safe and prosperous Diwali. Mr. AK Chelawat, Mr. Abhay Dhuppar and other employees were present at the puja and prayed for a prosperous year.

## Gotan

The team at Gotan organized a Lakshmi pooja on Diwali. Mr. Rajeev Sharma - Unit Head and Mrs. Chitra Sharma performed the pooja at the White Cement plant and Mr. CP Jhagdawat - Vice President (C&A) and Mrs. Usha Jhagdawat performed the pooja at the Grey Cement unit under the guidance and blessings of pandit Shri Rakeshji Vyas from Mertacity and Mahant Shri Garibbandhu Dassji Maharaj of Ramdasji Shyamdasji Samadhi. Mr. Deepak Babbar - Dy. G.M. (Accounts) also graced the occasion along with other head of departments. The employees & workers were also present, where they wished each other a happy Diwali and sought the blessings of Goddess Lakshmi for a happy and prosperous year ahead.

After the pooja ceremony, Shri Garibbandhu Dassji Maharaj distributed sweets and *prasad* to the gathering which included contract workers besides employees and workers of the Company.







### Katni

Diwali was celebrated with great enthusiasm at Katni. Diwali pooja was performed in the Admin Office in the presence of all the employees and workers. Employees sought the blessings of Goddess Laxmi & Lord Ganesha. The ceremony ended with prasad distribution. On this festive occasion, a theme party was also arranged for the staff & their families on 29<sup>th</sup> October at the Arindum Palace, Katni. The dress code for the party was Indian traditional. The participants were treated to an interesting mix of activities, contests and games such as saree wearing competition, rangoli making and many more.



### Fujairah

JK Cement Works, Fujairah celebrated Diwali with great enthusiasm and joy. To mark this auspicious occasion, a Diwali pooja was conducted for the growth of the Company.

The employees were also treated to a delicious lunch. Furthermore, the plant distributed sweets to all their employees, contract workers and others present for the occasion.



Diwali Puja at the Plant



Sweets Distribution

## Chhati Utsav and Annakut Utsav at Radha Krishna Temple and Dwarkadheesh Temple - Kanpur



Chhati Utsav or the naming ceremony is celebrated six days after Janamashtami. It is marked with rituals that are performed on the sixth day after the birth of a newborn child. 'Annakut Utsav' or Goverdhan Pooja is celebrated the next day after Deepawali. It is a festival where a variety of food is offered to God as a mark of gratitude.

Keeping up this tradition, Chhati Utsav and Annakut Utsav was celebrated with great fervour on 20<sup>th</sup> August and 20<sup>th</sup> October respectively. Special celebrations were held at the Radha Krishna Temple and Dwarkadheesh Temple, Kanpur. A large number of devotees thronged both the temples on this occasion, to pay obeisance to God. A special *prasad* was offered as *bhog* and distributed to all the devotees present.





## Dussehra Celebrations Gotan

JK White Cement Works, Gotan celebrated Dussehra with great fervour and enthusiasm on 30<sup>th</sup> Sept. The programme began with a pooja performed by Mr. Rajeev Sharma - Unit Head, Mrs. Chitra Sharma, Mr. CP Jhagdawat - VP (C&A) and Mrs. Usha Jhagdawat with the guidance and blessings of Mahant Shri Garibbandhu Dasji Maharaj of Ramdas Shyamdas Samadhi Sthal, Gotan. All departmental heads were also present along with other officials and workers. Besides the employees and their family, thousands of villagers also participated. As a tradition, colourful life-sized effigies were set on flames with a vibrant display of fireworks. The effigies were built by the famous artisan Mr. Rayees Ahmed from Kanpur, which included a 65 feet Raawan effigy and 1000 square feet of Lanka. While the effigies of Raawan, Kumbhakaran and Meghnaad were on flames, the renowned fireworks expert, Mr. Shahbuddin Khan of Pink City Fireworks, Jaipur with his team exhibited a spectacular display of fireworks that mesmerized everyone present.



Devotees immersing the idol of Lord Ganesh

## Vishwakarma Jayanti Kanpur

Kamla Tower, Kanpur celebrated Vishwakarma Puja with great devotion on 17<sup>th</sup> Sept. Lord Vishwakarma is considered the epitome of excellence and quality in craftsmanship and is said to have created the earth, the heaven and the universe. He is worshipped by the engineering community and professionals. As per tradition and rituals, tools and instruments are worshipped by the general maintenance staff on this day.

On this occasion, a special puja and havan was performed by Mr. Raj Kapoor – DGM (Utility). This was followed by prasad distribution.



## Nimbahera

JK Cement Works, Nimbahera celebrated Vishwakarma Jayanti on 17<sup>th</sup> September with great devotion and faith. On this occasion, the employees worshipped the plant and machineries in all departments. Hawan was performed, which was followed by prasad distribution.

Vishwakarma pooja was organised at the mechanical workshop. A pooja and hawan was performed in the presence of Mr. SK Rathore -Unit Head, Mr. PR Chaudhary - Technical Head, Mr. SK Acharya, Mr. YK Mathur, Mr. Hansmukh Jain, Mr. V.K. Maheshwari, Mr. Nasir Khan, Mr. Satish Sharma and other staff members and workers.



Mr. Rathore performing aarti with others employees



Mr. SK Rathore - Unit Head performing the hawan during Vishwakarma Pooja



## Gotan

Gotan celebrated Vishwakarma Jayanti with great enthusiasm on 17<sup>th</sup> September.

Mr. Rajeev Sharma - Unit Head and Mr. C.P. Jhagdawat - V.P. (C&A) performed the *yagya* and the *Pooja* in the White Cement plant under the guidance and blessings of Baba Garibbandhu Dasji Maharaj Ramdasji Shyamdasji Samadhi Sthal, Gotan and pandit Shri Rakeshji Maharaj from Mertacity.

While Mr. Rajkumar Kriplani - Head (Mechanical) along with Mr. NL Sharma – Manager (Production) performed the *yagya* and *pooja* in the Grey Cement Plant Workshop. Employees and both regular and contractual workers were all present to seek the blessings of Lord Vishwakarma.



## Jharli



Team Jharli participating in Yajna



Mr. Umesh Rangwani - Head (E & I) performing the puja

At Jharli, attractive puja pandals were constructed by the contractors to mark Vishwakarma puja. Staff members, contractors and workers participated in the puja and hawan that was conducted on the occasion. Besides distribution of prasada, a bhandara was also organised by the Jharli team.

## Katni



Mr. Anil Badgotri - Unit Head performing the pooja

Vishwakarma Jayanti was celebrated with great reverence at Katni plant. The pooja and havan were performed near shift office. Mr. Anil Badgotri – Unit Head performed the pooja and havan along with the employees and sought Lord Vishwakarma's blessings. Post the pooja ceremony, prasada was distributed to the gathering of devotees, which included contract workers besides the employees.



## Teacher's Day Celebration

### Kailash Vidya Vihar, Nimbahera

Every year, Teacher's day is celebrated on 5<sup>th</sup> September to commemorate the birth anniversary of India's second President, Dr Sarvepalli Radhakrishnan. He was an educationist, philosopher, statesman and a writer.



Children of Kailash Vidya Vihar performing at the event

Kailash VidyaVihar, Nimbahera celebrated the day on 4<sup>th</sup> September with great zeal and enthusiasm in the school hall. Students of Class 12<sup>th</sup> took on the responsibility to make arrangements under the supervision of their class teachers. Mr. DV Sharma - Secretary, Kailash Nagar Education Society was invited as the Chief Guest.

The formal programme commenced with the welcoming of teachers with cards and titles. The function included dance, games and songs performed by the students.

The Chief Guest, in his speech spoke about Dr S. Radhakrishnan's life and his achievements. He also honoured the teachers and the staff with mementos.

Mr. HC Khichi – Principal presented the vote of thanks.



Mr. HC Khichi - Principal lighting the lamp on Teachers' Day

## Engineer's Day Celebration Nimbahera



Mr. SK Rathore - Unit Head, addressing the engineers



Dignitary honoring Mr. LS Pokharna for 25 years' services as an Engineer

JK Cement Works, Nimbahera commemorated the 156<sup>th</sup> birth anniversary of Sri Mokshagundam Visvesvaraya by celebrating the 50<sup>th</sup> Engineer's Day on 15<sup>th</sup> September. The program was chaired by Mr. S.K. Rathore - Unit Head.

The Chief Guest, along with other dignitaries such as Mr. SK Rathore, Mr. RC Purohit- AVP (Mines), Mr. PR Chaudhary - Technical Head, Mr. SK Acharya and Mr. CP Dak, lit the ceremonial lamp and garlanded the portrait of Sri Visvesvaraya. The program was chaired by Mr. Rathore. Mr. Purohit welcomed all the guests and engineers.

He spoke about the simple life of Sri Visvesvaraya and the important contribution of engineers in the creation of modern India. Similar views were echoed by the other dignitaries.

Mr. S Vishwanathan and Mr. Abhishek Gaur presented the work done for environmental protection at Mangrol. Mr. Vyas recited a poem on this occasion and a quiz competition was also held. Mr. Ashok Shrimali - DGM presented the vote of thanks.



Mr. Rathore lighting the ceremonial lamp

## Convocation - Sir Padampat Singhania University, Udaipur

The Convocation of SPSU, Udaipur was held on 28<sup>th</sup> October at the University campus. Mr. Vinod Gupta - Everest Group LLC (USA) graced the occasion as the Chief Guest. The Convocation was presided by Mr. B K Goswami - Chancellor.

One hundred and forty two graduating students were awarded Bachelors, Masters and PhD degrees from two Schools - The School of Engineering and The School of Management.



## Inauguration of JK Super Cement Exhibition at the National Dussehra fair - Nimbahera

The JK Super Cement exhibition was inaugurated at the National Dussehra fair, Nimbahera on 22<sup>nd</sup> September by Mr. Shrichand Kriplani - UDH Minister, Mr. Champa Lal Jingar - SDO, Mr. Kanhaiya Lal Pancholi - Municipal President and other dignitaries.

The event was also graced by Mr. SK Rathore - Unit Head, Mr. Neelam Rathore - President (Surbhi Ladies Club) and other key executives.

After the inauguration, Mr. Rajeev Soni - Sr. Officer (Branding) spoke about how the Branding Team has made sweeping changes in the traditional form of exhibition and given it an attractive look, where a branded photo gallery, model of the plant, special non-zones with railway wagons were displayed for viewers. A selfie-zone was also created for people visiting the fair to save their happy memories for life.

At the fair, Mr. Shailesh Choubisa - CSR Official spoke about the contribution of Surbhi Ladies Club in providing job oriented training to more than 2000 women in rural areas, making them self-reliant, through various projects. The unique presentation of the exhibition attracted everyone's attention in the fair.



Mr. Shrichand Kriplani - UDH Minister viewing the exhibition







## JK Cement bags Gold and Silver at Asia Pacific Customer Engagement Forum and Awards for Rural Activation

The Company's rural campaign 'Shiksha Aur Sanskar' bagged gold and silver at the Asian Customer Engagement Forum and Awards (ACEF) in two main categories, namely 'Excellence in Rural Marketing' (Most Admired Activity for Community Uplifting) & Rural Marketing (Capability Awards – Best Rural Activation for Brand Awareness)' respectively. The award ceremony was held on 29<sup>th</sup> September, at the Westin hotel, Mumbai.



The campaign that garnered a lot of appreciation focused on some major societal issues such as child education, girl foeticide, and women empowerment.

The ACEF Awards are organized by a team of professionals from India, Sri Lanka and UAE and are guided by the Advisory Board members from Branding, Marketing and Creative Agencies based in India, US, Australia, Singapore, UAE and Sri Lanka.

This award is yet another milestone in the Company's brand journey.



Mr. Sunil Ojha - Zonal Head (White Cement - West) and Mr. Shailendra Arora - Zonal Head (Grey Cement - West) with the award. Also seen in the picture are Mr. Kamlesh Kumar - State Head (White Cement - Rajasthan) and Mr. Rajeev Soni - Sr. Officer (Branding).

## President - Marketing (White Cement) bags Asia's Top 50 Brand Leaders at CMO Asia

It is indeed a moment of pride for the Company that Mr. Niranjana Mishra - President Marketing (White Cement) was felicitated with the 'Asia's Top 50 Brand Leaders Award 2017' by CMO Asia at Singapore on 1<sup>st</sup> August. The prestigious CMO Asia Awards for excellence in Branding & Marketing is a premium forum bringing marketers and brand custodians, advertising and creative honchos together under one roof from across Asia. It is a part of the larger World Brand Congress which recognizes outstanding contribution in the Branding and Marketing fraternity at a global level.



Mr Niranjana Mishra - President (Marketing, White Cement) receiving the award

## JK Cement Works, Fujairah Bags Award for 'Innovative Solutions for UAE Industrial Wastes 2017'



JK Cement Works, Fujairah was conferred with an award for 'Innovative Solutions for UAE Industrial Wastes 2017' at an event organized by The Ministry of Climate Change & Environment on 2<sup>nd</sup> October. The event was themed around 'UAE towards a cleaner production'.

The award was received by Mr. Abid Ali - Manager (Production) on behalf of Mr. Christer Eriksson - CEO (JK Cement Works, Fujairah). It was presented by His Excellency, Dr. Thani Bin Ahmed Al Zeyoudi - Cabinet Member & Minister of Climate Change and Environment and Mr. Abdulla J.M. Kalban - MD & CEO (Emirates Global Aluminium). Mr. Ali and Mr. Shahid Khan -

Sr. Engineer (HSE & Civil) attended the event. The Fujairah team has been effectively using alternative raw materials and alternative fuel materials (ARM/AFM) in collaboration with the Government of UAE, with the aim to reduce carbon footprint (Vision of UAE).



Mr. Abid Ali - Manager (Production) receiving the award

## EVENTS

### CMD Sir's Birthday Celebrations - Kanpur

Kamla Tower, Kanpur celebrated Chairman and Managing Director, Mr. Yadupati Singhania's birthday in a simple yet elegant manner, suitably matching his personality.

Mr. Raghavpat Singhania was also present on this occasion. All the employees at Kamla Tower expressed their good wishes and prayed for a happy and healthy life for him. The Corporate HR team presented a card to Mr. Singhania with signed wishes from all the employees at Kamla Tower. Snacks were also distributed among the staff at Kanpur.



He was also visited by eminent personalities from the city, from all spheres of life. On the whole, the day was celebrated on a quiet note in the office itself.

### Aaghaz - A fusion of knowledge & entertainment - Nimbahera

A team of young and dynamic engineers and officers from JK Cement Works, Nimbahera organized an event called Aaghaz, under the able guidance of trainer Mr. DV Sharma. The chief coordinators of the event were Er. Sudhir Patnaik and Sr. Er. Anshu Agrawal.

Mr. SK Rathore - Unit Head and Mrs. Neelam Rathore - President (Surbhi Club) inaugurated the event. A two days techno-cultural event was organized that included a classical evening held on 26<sup>th</sup> September, where Shiv Shakti group performed various classical dance forms such as Kuchipudi, Odissi, Kathak and Bharatanatyam. The next day, engineers &

officers hosted an open house informative quiz for all the employees and their families which was followed by a power packed cultural extravaganza including a group dance and musical performances. A fine art gallery was also showcased during the event.

The event was a grand success due to the team effort of the youth at Nimbahera. The event was highly appreciated by Mr. Rathore and an inspiring video message from Mr. Rajnish Kapur - Business Head (Grey Cement) truly motivated the participants.



Classical dancers performing during the event

Mr. SK Rathore - Unit Head and Mrs. Neelam Rathore inaugurating the event



Musical program presented by young engineers



## JK Officers Got Talent - Nimbahera

First time in the history of JK Cement Works, Nimbahera, the JK Officers Club presented the 'JK Officers Got Talent', an event where participants showcased their talent through singing, dancing, mimicry, poetry and skit presentation. The main objective of this competition was to encourage a variety of talents. An audition round was kept for this on 1<sup>st</sup> September, where 19 individuals were selected to perform at the grand finale, scheduled for 4<sup>th</sup> September.

Mr. RC Purohit and Mr. VK Maheshwari welcomed the Guests and judges. The program was

judged by Dr. Kamal Nahar - Lecturer (Govt College, Nimbahera), Ms. Kiran Acharya (Well-known anchor associated with Aakashvani) and Mr. DV Sharma - Head (Training & Skill Development). Mr. Siddhant Mehta - GET (Instrument) was declared the winner for the contest.



Mr. SK Rathore - Unit Head honouring winners of JK Officers Got Talent

Mr. S K Rathore - Unit Head and Mrs. Neelam Rathore - President, Surbhi Club graced the event as the Chief Guests and truly appreciated the efforts of all the participants. The program was successfully hosted and organized by Mr. Ajay Raj Vaishnav & Mr. Amit Solanki.

## Mines Meeting on Tripartite Safety - Nimbahera

The 5<sup>th</sup> Tripartite Safety Meeting for Mines, was held at RTC, Nimbahera on 5<sup>th</sup> October under the Chairmanship of Mr. K.N. Khandelwal, the nominated owner of Mines & Director, JK Cement Ltd. The meeting was held under the auspices of Director of Mines Safety Office, Udaipur and President of Workers Union of JK Cement Works, Nimbahera & Mangrol (Representative of workers).

After the welcome address of Mr. Maheem Kachhwaha - Vice President (Mines), Mr. Deepak Kalla - Dy. General Manager (Mines) presented the status of implementation of recommendations of the 11<sup>th</sup> Conference on Safety and Occupational Health Surveillance in Mines & a brief presentation on the method of working



Mr. SK Rathore - Unit Head expressing his views on safety

carried out at different limestone Mines of JK Cement Works, Nimbahera.

Review of the implementation of points of the last 4<sup>th</sup> Tripartite Safety in Mines Meeting was presented by Mr. Kachhwaha.

Dy. Director General Mines Safety (North Western Zone), Udaipur emphasized on development of safe work culture in the mines to promote safety. Management representative, Mr. Khandelwal assured the house about Management's ideology and commitment towards safety and welfare of the employees. Both Dy. Director



Mr. KN Khandelwal addressing the participants

General Mines Safety (North Western Zone), Udaipur & Director Mines Safety, Udaipur appreciated the efforts of the Plant towards regular improvement of safety standards in the mines. All the participants were requested to come forward with their valuable suggestions for continual improvement towards the safety of man and machinery.

The meeting was concluded with vote of thanks by Mr. P.K. Joshi - General Manager (Mines) with an assurance to the house, regarding the implementation of suggestions.



Participants attending the meeting

## HR Conclave - Transforming HR: Becoming a Strategic Business Partner, Sir Padampat Singhania University, Udaipur



Mr. Raghavpat Singhania, JK Cement addressing the gathering

The School of Management, SPSU in association with National Human Resource Development Network (NHRDN), Delhi and NCR Chapter and JK Cement organized an HR Conclave at the university campus on 27<sup>th</sup> October. The conclave brought together HR leaders and academicians who shared their ideas, experiences and also provided an excellent opportunity to showcase the innovations and best practices adopted by the industry veterans. Another significant highlight of the event was the YP Singhania Excellence Award which was announced during the conclave along with six HR Exemplary Awards.

Mr. Ashok Ghosh - President, SPSU welcomed the august gathering. Mr. Raghavpat Singhania, JK Cement announced the HR Leadership Awards, YP Singhania HR Excellence Award and felicitated the awardees. The keynote address was delivered by Mr. Vijay Rai, President - Delhi & NCR Chapter, NHRDN.

The conclave included two technical sessions followed by a panel discussion. The first technical session was themed "Role of HR as a Strategic Partner" and witnessed participation of Mr. Dilip Pattanayak - Head (HR), Hindustan Zinc Ltd. (Vedanta Group) as the session Chairman and Mr KS Bakshi - Director (HR), Oberoi Group of Hotels and Mr Jaiprakash Hasrajani - Global CEO & Co-founder, Valeur HR as the key speakers.

The second technical session on 'HR as a Change Agent' was chaired by Mr Abhay Kapoor - HR Leader, India Operations (North), Amazon. Mr Ashutosh Anshu – Head (HR), Hitachi India Pvt. Ltd. and Mr Devendra Bora - Group Head (HR), Thermax Ltd. who were the key speakers at the session.

The panel discussion was based on the theme of 'Positioning HR - The Crystal Ball' which was moderated by Mr. Andleeb Jain - Chief People Officer, JK Cement Ltd. The panel comprised of Prof. Rajeshwari Narendran, Professor, MLSU, Mr. Ketan Bhatt, Vice President - HR, Secure Meters Ltd. and Mr Sanjay Sharma, AVP & Head, Strategic HR Projects, HZL (Vedanta Group).

All the eminent speakers provided practical insights in developing the framework for implementation of HR as a strategic partner. The audience participated very enthusiastically in the question and answer session.



Mr. Andleeb Jain - Chief People Officer, JK Cement during a session

### YP Singhania HR Excellence Award 2017

Sir Padampat Singhania University has instituted YP Singhania HR Excellence Award this year. This annual award aims to honour Human Resource leaders who went the extra mile to surpass the established benchmarks and achieved excellence in adding value to their respective organisations by being a strategic partner, an employee advocate and a change mentor.

The award recognizes individuals who are visionaries, demonstrate integrity, are committed to employee welfare and involved in decision making and strategic planning.



Mr. Raghavpat Singhania presenting the award to Mr. Prabir Jha - President & GCPO (Cipla)

This year the YP Singhania Excellence Award was presented to Mr. Prabir Jha - President & Global Chief People Officer (Cipla) by Mr. Raghavpat Singhania, JK Cement. He also presented Six HR Exemplary Awards to Mr. Dilip Pattanayak - Head (HR) - HZL, Vedanta Group, Mr. K.S. Bakshi - Executive Vice President (HR), The Oberoi Group, Dr. Devendra Bora - Group Head (HR), Thermax Ltd., Mr. Sandeep Tyagi – Head (Business HR and Organization Development), Samsung India., Mr. Ketan Bhatt - Vice President (HR), Secure Meters Ltd. and Mr. Abhay Kapoor - Head HR (North India Operations), Amazon.



## Seminar on Automation and Applications of Internet of Things - Sir Padampat Singhania University, Udaipur



A Seminar on 'Automation and Applications of IoT (Internet of Things) in Manufacturing: Challenges and Opportunities' was conducted at SPSU on 26<sup>th</sup> October. The seminar focused on bringing together experts from the Technology Industry and Academia to share their ideas and experiences pertaining to various technological transformations in production processes, product design and manufacturing due to technological advancements in industrial automation and application of IoT in industries worldwide.

Mr. Madhavkrishna Singhania delivered the inaugural address. The keynote address was delivered by Mr. Himanshu Goyal – IBM (India Sales and Alliance Leader). Eminent

speakers like Dr. Jitendra Singh - Chief Information Officer (JK Cement), Mr. Ramesh Vabangiri - Manager (Secure Meters), Dr. Amit Telesara – Director (Pyrotech Electronics), Mr. Mrityunjoy Mahato - Associate Manager (Vedanta) and many others inspired the audience with their knowledge and experience.



Mr. Madhavkrishna Singhania addressing the gathering

## International Study Tour to China - Dr. Gaur Hari Singhania Institute of Management and Research, Kanpur

GHS-IMR has been providing opportunities to the students to gain international exposure through foreign educational and industrial trips. This enables the students to build their personal and social competence, enhance their inter-cultural understanding and improve their language skills.

In line with this thought, students of PGDM Second Year (Batch 2016-18) were sent for an eight days study tour to China from 6<sup>th</sup> to 13<sup>th</sup> August. This international tour included two cities in China - Shanghai and the capital city of Beijing.

During the study tour to Shanghai, the students got an opportunity to visit Global MNCs like SAIC-General Motors and Coca-Cola along with Chinese MNCs like SIM Technologies, Bright Dairy & Foods Co. and SANY Heavy Machinery Co., Sany Heavy Machinery

co, SIMT Technology Group Ltd.etc. The students also studied the Corporate Journey of Coca-cola in China and participated in a quiz competition.

This International study tour to China was coordinated by Dr.Kunwar Milind Singh - Associate Professor (Economics and International Business) at GHS-IMR.



Students during Q&A session at SIM technology, Shanghai



Students during the Industry visit to SANY Heavy Machine Company, Shanghai



## Exhibition of safety equipment - Mangrol

A safety exhibition was organized by the Safety Deptt. on 26<sup>th</sup> October at Mangrol with a view to introduce new safety practices and to create awareness about latest safety equipments in association with KARMA Company.

Mr. D.K. Patel - Technical Head inaugurated the exhibition in the presence of Mr. V.K. Bhardwaj, Mr. SN Sharma, Mr. MK Madan and Mr. DC Gupta. At the exhibition, full body harness safety belt, fall arrester and various types of ropes were exhibited. A demonstration on rescue in confined spaces and working at heights was conducted.

Mr. Patel emphasized on adoption of new safety tools & techniques and inspired all young engineers to proactively undertake initiatives with regard to safety.



## WINNING ENTRY

### Importance of Employee Training & Development

**H**ave we ever stopped to consider what Training & development really mean? Have we really considered how Training is different from development? Training & development is an attempt to improve an employee's current or future performance by upgrading his/her skills and knowledge. Training can be termed a process of learning new skills & applying new knowledge possessed, while Development refers to the learning opportunities designed to help employees improve their personality, and not only become a good employee, but also a good human being. Development is different from training as it cannot happen during classes; it can only be achieved through real life application.

#### Expenses on training is an investment & not wastage

Several companies are investing a substantial amount of money on the training & development of employees in order to remain competitive & successful. The importance of training for employees is rapidly growing & organizations are using this tool to compete with their competitors in the market. Training & development is beneficial to both employees & the organization. It improves skills & knowledge of employees leading to a better career, increases satisfaction & morale, reduces supervision, leads to better control on accidents & generates more income. It is beneficial to the organization as it enhances

employee productivity both in terms of quality & quantity, and reduces absenteeism & employee turnover, which is highly necessary in a dynamic business environment. Apart from benefits there are various methods of trainings such as on-the-job training & off-the-job training. On-the-job training includes learning while doing, while off-the-job training methods are used away from the work place. It means learning before doing. Techniques of on-the-job training include apprenticeship training, internship training, and coaching & job rotation and off-the-job training includes lectures, films & case study.

All said and done, training must be tied to good performance as otherwise the organization gains nothing from it. Organizations are like fruit trees, they need to be nurtured before they can bear fruits. It's all about seeing different possibilities & going beyond the obvious. If there is a systematic training & development programme for the employees, the companies will be able to remain competitive in the job-market and as a consequence, retain the most valued human resource. I would like to conclude by saying that an organization needs to protect their future by arming the employees with new learning opportunities & providing strategic HR interventions for increased effectiveness.

**Ms. Komal Agarwal**  
Trainee (Accounts),  
Kanpur



## Winning Entries

**1<sup>st</sup> Runner Up**  
**Importance of Employee Training & Development**  
Mr. Ajay Kumar Nagi  
Senior Officer (Costing & MIS)

**2<sup>nd</sup> Runner Up**  
**Impact of Social Media on Youth**  
Mr. Sanyog Dubey  
Dy. General Manager, Muddapur

## Participating Entries

### Importance of Employee Training and Development

- |   |   |
|---|---|
| 1. Dr. Prabhudev P Bagali - Medical Officer (Muddapur)      | 4. Mr. Gopal Gupta - Deputy Manager (Process), Muddapur |
| 2. Mr. KR Chowdhary - GM (Electrical), Muddapur             | 5. Mr. Ratnesh Kumawat - Engineer (Mechanical), Jharli  |
| 3. Mr. Mohsin Khan - Sr. Engineer (Instrumentation), Jharli | 6. Mr. Sanyog Dubey - Dy. General Manager, Muddapur     |



## Participating Entries

### Impact of Social Media on Youth

1. Mr. Ramesh Patwal - Sr. Officer (HR & Admin), Fujairah
2. Mr. Sumit Singh - Business Analyst, Muddapur
3. Mr. Uttam Kumar Paul - Executive Secretary, Jharli

**The topics for January'18 issue are:**  
(Max 300 words)

1. Importance of workplace etiquettes
2. Can Government policies help reduce pollution

Last date for submission of entries is  
**25<sup>th</sup> December 2017**

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

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

## Dusshera Fete - Gotan

Darpan Ladies club organized a fete at JK White Cement Works, Gotan on 1<sup>st</sup> October. The fete was inaugurated by Baba Garibbandhu Dasji Maharaj, Ramdasji Shyamdasji Samadhi Sthal, Gotan. Mr. Rajeev Sharma – Unit Head, Mrs. Chitra Sharma, Mr. C.P. Jhagdawat - VP (C&A) and Mrs. Usha Jhagdawat lighted the ceremonial lamp. The employees and their families joyfully participated in the fete.

All the arrangements for the programme were taken care of by the members of Darpan Ladies Club, under the direction and guidance of Mrs. Chitra Sharma. Various stalls were put up at the fete including game stalls as well as stalls serving different delicacies. Mr. Mukesh Mathur - Costing and Mr. Deepak Khabya organized a game of

Tambola / Housie, which kept the audience captivated. The main attraction of this programme was the lucky draw, where the first prize was a two-wheeler. The first prize was bagged by Mr. Naveen Kumar Nagar - Production; the second prize went to Mr. Kalyan Ram Hamber – Production and the third prize was given to Mr. OP Sharma - Jodhpur Office.



Mr. Rajeev Sharma - Unit Head lighting the ceremonial lamp

## Kanya Pooja - Gotan

One of the most important ceremonies organized during Durga pooja is the Kanya pooja, where nine girls are worshipped as an incarnation of the mother goddess Durga. Kanya puja is celebrated on Ashtami of Navaratri. As per the practice, the pooja was conducted on 28th September and the girls were presented gifts including a fixed deposit for one of them.

The rituals also include purification and chanting of mantras. The girls are made to sit on special pedestals and are worshiped by offering *akshat* (rice grains) and by lighting incense sticks.

Kanya pooja recognizes the feminine power vested in the girl child and seeks to give them equal importance in the society.



# Upholding the Legacy of Recognizing Innovative



Ar. Shirish Beri - Winner, Great Master's Award



Ar. Prasanna Desai - Architect of the Year



Ar. Mausami & Uday Andhare - Winners, Green Architecture Award



Ar. Jubair Hasan - Winner, Foreign Countries' Architect of the Year Award

The Architect of the Year Awards is JK Cement's annual flagship event recognizing and encouraging outstanding talent in the field of architecture at a global scale. After the much-celebrated success of its Silver Jubilee Edition, the 26th edition of Architect of the Year Awards was held in Coimbatore on 17th September. The prestigious ceremony was graced by Dr. K Radhakrishnan, Advisor and Former Chairman, Indian Space Research Organisation, along with Mr. Abhishek Singhania from JK Cement.

Continuing its successful run, this year JK Cement received 199 entries from India and neighboring countries like Bangladesh, Bhutan, Maldives, Mauritius, Nepal, Sri Lanka, among others. The winners who were felicitated at the 26th Architect of the Year Award were selected after much deliberation with industry veterans.

The most prestigious category, the 'Great Master's Award', which is announced once in every three years, was awarded to Ar. Shirish Beri for his outstanding work over the years in the field of Architecture. The Architect of the Year was bagged by Ar. Prasanna Desai for his Slum Rehabilitation Project in Pune. This year's Green Architecture Award was won by Ar. Uday and Ar. Mausami Andhare from Gujarat. While the Young Architect Award was bagged by Ar. Sudeep Srinivas from Bengaluru for his 'Campus Café at RVCE' project.

Young and budding talent was also awarded at national, state and international level, including the Architecture Student of the Year, awarded to Mr. Dipon Bose from Bihar for his project 'Crematorium cum Memorial Complex' at Nimtala Ghat.

Like every year, AYA honored talent beyond boundaries with the FCAA Focus Countries' Architect of Year Award. This year, Ar. Jubair Hasan from Dhaka was conferred with the Foreign Countries' Architect of Year Award for his Loom Shade project. Further commendation awards in various categories were also given.

Speaking on the success of the awards ceremony, Mr. Yadupati Singhania – Chairman & Managing Director, JK Cement Ltd. said, "After celebrating AYA's silver jubilee, the exceptionally successful journey of 25 years, JK Cement is immensely delighted to felicitate and honour the outstanding contributions of architects once again. My heartiest congratulations to all the



Mr. M.P. Rawal - Administrator, AYA & Advisor, J.K. Cement addressing the gathering



# Thinking in Architecture



Mr. Abhishek Singhania addressing the gathering

winners, who truly deserve the acknowledgement coming their way, for raising the bar in architecture. We look forward to greater success in the years to come."

Mr. M.P. Rawal - Administrator (AYA) & Advisor, JK Cement Ltd. remarked, "We are overwhelmed to witness widespread participation of not only experienced architects but also young and budding



Chief Guest, Dr. K Radhakrishnan lighting the ceremonial lamp

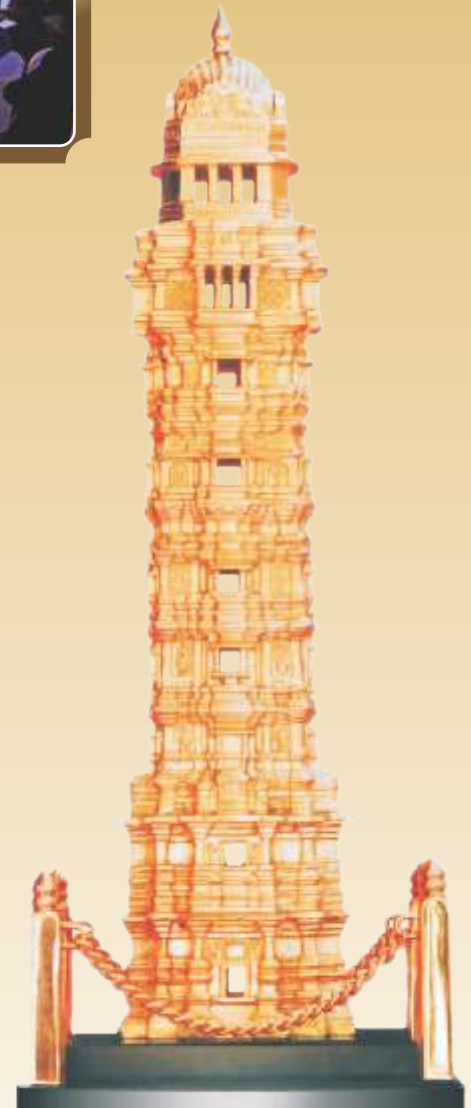


Winners of the 26<sup>th</sup> Architect of the Year Awards

aspirants from across the globe. We are very pleased to see that AYA has emerged as the most significant platform for recognizing the outstanding talent in the architectural fraternity."



The AYA Secretariat along with other Staff Members



Architect of the Year Award



The recipients of the award were selected through careful examination and scrutiny of the projects by an esteemed jury after intense debates and deliberations. The jury for AYA is chaired by Mr. Yadupati Singhania – Chairman & Managing Director, JK Cement Ltd. along with eminent architects from various regions of India including Professor Chetan Vaidya, Ar. Balkrishna V. Doshi, Ar. KRJaisim among others. For the past 25 years, JK Architect of the Year Awards have served to motivate and applaud outstanding talent in the field of architecture, emerging as one of the most respected award platforms in the Architect fraternity.



## In the News

**आर्किटेक्ट ऑफ द ईयर अवार्ड्स के 26वें संस्करण का आयोजन**

जे.के. सीमेंट लिमिटेड ने आर्किटेक्ट ऑफ द ईयर अवार्ड्स 2017 के 26वें संस्करण के विजेताओं के नामों की घोषणा की

जे.के. सीमेंट के 26वें आर्किटेक्ट ऑफ द ईयर अवार्ड्स का आयोजन 17 सितंबर को कोयंबटूर में हुआ।

जे.के. सीमेंट लिमिटेड ने आर्किटेक्ट ऑफ द ईयर अवार्ड्स 2017 के 26वें संस्करण के विजेताओं के नामों की घोषणा की

**जे.के. सीमेंट के 26वें आर्किटेक्ट ऑफ द ईयर अवार्ड्स**

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जे.के. सीमेंट के 26वें आर्किटेक्ट ऑफ द ईयर अवार्ड्स का आयोजन 17 सितंबर को कोयंबटूर में हुआ।

**JK Cement announces 26th edition of Architect awards in coimbatore**

JK Cement, India's premier cement company, will announce the 26th edition of the Yashwantrao Chavan Award for Architect of the Year (AYA) on September 17, 2017 in Coimbatore. The award is aimed at recognizing and encouraging remarkable talent in the field of architecture.

**जे.के. सीमेंट का पुरस्कार आयोजन**

जे.के. सीमेंट लिमिटेड ने आर्किटेक्ट ऑफ द ईयर अवार्ड्स 2017 के 26वें संस्करण के विजेताओं के नामों की घोषणा की

**जे.के. सीमेंट के आर्किटेक्ट ऑफ द ईयर अवार्ड्स**

जे.के. सीमेंट लिमिटेड ने आर्किटेक्ट ऑफ द ईयर अवार्ड्स 2017 के 26वें संस्करण के विजेताओं के नामों की घोषणा की

**जे.के. सीमेंट को आर्किटेक्ट ऑफ द ईयर अवार्ड**

जे.के. सीमेंट लिमिटेड ने आर्किटेक्ट ऑफ द ईयर अवार्ड्स 2017 के 26वें संस्करण के विजेताओं के नामों की घोषणा की

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**जे.के. सीमेंट के आर्किटेक्ट ऑफ द ईयर अवार्ड्स के विजेता घोषित**

जे.के. सीमेंट लिमिटेड ने आर्किटेक्ट ऑफ द ईयर अवार्ड्स 2017 के 26वें संस्करण के विजेताओं के नामों की घोषणा की

जे.के. सीमेंट के 26वें आर्किटेक्ट ऑफ द ईयर अवार्ड्स का आयोजन 17 सितंबर को कोयंबटूर में हुआ।

**जे.के. सीमेंट ने आर्किटेक्ट ऑफ द ईयर अवार्ड्स के विजेताओं के नामों की घोषणा की**

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## LEADERS SPEAK

### Towards new directions

#### Implementing best practices for effective project management

**- Mr. Santosh Kumar Tejawani**

President – Projects (Grey Cement), Panna, MP



*The JK 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. Santosh Kumar Tejawani has joined JK Cement Ltd. as President – Projects (Grey Cement), based at Panna, Madhya Pradesh. He has more than 36 years of experience in the Cement Industry and has worked with cement companies like Birla Corp, Prism Cement, Ambuja Cement, Reliance Cement and KJS Cement. He has a rich experience in execution of Green Field as well as Brown Field projects. His expertise also includes operation and maintenance of plants.

❖ **Considering your vast experience in the Cement Industry, what are some of the emerging trends in the area of project management?**

The Cement Industry is now becoming more & more competitive, with the size and capex requirement of projects increasing manifold. It has now become imperative that the projects be completed on time and within the planned budget. Also, mechanization as well as compliance of safety standards are key to successful execution of projects.

As the projects are becoming more complex, Project Management is also constantly evolving and improving. Some of the recent trends for ensuring successful Project Management are-

- Deployment of IT solutions for capturing project progress data and critically evaluating project progress.
- Improved financial controls and change management during execution of contracts.
- Capturing of learnings from each completed project and constantly improving in subsequent projects.
- Development of soft skills such as inter-personal communication, leadership, influencing and negotiation skills, personnel management in Project Managers.

❖ **With renewed focus on the Projects function in the Company, what are some of the best industry practices that you plan to introduce?**

Successful execution of projects is crucial for the growth of any Company and it can be economically transformative as well. However, the most common problems faced by projects are overshooting of time, cost or both. In fact, as per experience, most of the projects tend to go over budget.

In order to justify a project, cost & timelines are sometimes underestimated and the benefits overestimated. However, such projects are mostly doomed to fail. Therefore, our focus would be on achievable targets. And for achieving these targets, we would carry out reality checks and compare our cost & time estimates with similar projects that have already been executed.

At the design stage, our focus would be on critically analyzing and eliminating all extra features that are not essential. This includes the sizing of silos & stockpiles, many stand-by equipment as well as cross feeding arrangements. This would save both cost as well as execution time.

Another focus area during the design stage would be 'ease of construction'. Experience shows that many failures have occurred after commissioning of the Plant due to poor construction. During project execution, our emphasis would be on high level of mechanization in civil construction. We would opt for higher number of tower cranes, RMC plants, hydraulic boom placers for placing concrete, centralized bar bending facility, efficient staging systems etc. Similarly, for Mechanical work as well, we will acquire high capacity cranes. These steps would help in safely maximizing speed of construction.

Quality Control is also crucial for the success of our Projects as poor quality can result in major failures during plant operation, seriously affecting the financial performance as well. We plan to avail the services of third party inspection agencies. We also plan to introduce Quality Assurance Plan for civil construction, to control the quality from arrival of

construction materials till successful casting of structures.

Finally, safety would be another area of focus during project execution. Project execution involves many hazardous activities such as working at heights, excavation, lifting heavy loads etc. There is always a high risk of major injuries and even fatalities which result in total disruption of work as well as financial loss to the Company. We will incorporate a detailed safety manual that all the execution Contractors will have to comply with.

We shall also deploy a Project Planning & Monitoring Team to constantly track the progress of projects with the help of latest software and highlight critical activities at various stages of project execution. If required, we will outsource this vital activity.

❖ **What are the key challenges and opportunities that you foresee going forward?**

After the last R&R policy of Central Government, setting up of green field projects have become extremely challenging as almost the entire land has to be purchased from land sellers directly by mutual negotiation. There is a high level of uncertainty in getting the entire land within the planned budget and time. Even after purchasing the required land, getting environment clearances as per project timelines can be a major challenge, as the MoEF and EAC can direct project proponent to spend huge amounts on Rehabilitation & Resettlement of Project displaced families. Hence, getting the required land and environment clearance are key challenges for starting any project.

Retaining the entire team till completion of projects is vital for the success of any project, as replacements of key team members can take a lot of time. However, because of the fact that we have ambitious growth plans and series of projects in the pipeline, we are quite confident of retaining our project teams.



## PEOPLE POWER TRAINING PROGRAMMES

### RTC TRAINING PROGRAMS - SEPTEMBER 2017

RTC Nimbahera conducted 13 training programs in the month of September, which included 11 Technical and 2 Management programs. A total of 314 participants were trained during the month, consisting of 254 participants from JK Cement and 60 participants from various companies including Birla Cement Works, UltraTech, Wonder Cement, Aditya Cement Works, RD.

The highlight of the month was a training program conducted at RTC by Indian Oil Corporation Limited on 'Grease for

Cement Industries'. 48 participants from different cement plants across the Country attended the program.

The third phase of 'Training of Trainer' program was also conducted during this month for Mechanical and Instrumentation batch of RD Mines, where 10 participants were trained during the course of the 6-day training program.



Participants from the orientation program for DET-GET



Participants from the orientation program organised for Marketing Team

### Training Summary Sep-2017

| S. No. | Course Title                                       | Trainer       | Date        | No. of participants |
|--------|--|---------------|-------------|---------------------|
| 1      | An orientation to cement manufacturing             | RTC Trainers  | 04-08/09/17 | 40                  |
| 2      | Machine Alignment                                  | RTC Trainer   | 07-09/09/17 | 6                   |
| 3      | Stress Management                                  | Ms. Huma Aziz | 11-12/09/17 | 16                  |
| 4      | An Orientation to Cement Manufacturing (CTS/MKT.)  | RTC Trainers  | 12-14/09/17 | 17                  |
| 5      | Workers Development Program                        | RTC Trainers  | 14/09/17    | 53                  |
| 6      | Role of PLC in Industries                          | RTC Trainers  | 14-16/09/17 | 10                  |
| 7      | Training of Trainers Phase III, Instrumentation    | RTC Trainers  | 18-20/09/17 | 5                   |
| 8      | Training of Trainers Phase III, Mechanical         | RTC Trainers  | 21-23/09/17 | 5                   |
| 9      | Electrical Protection System & Relay               | RTC Trainers  | 18-20/09/17 | 9                   |
| 10     | Training on Lube & Wear                            | Md. Aatif     | 20-21/07/17 | 35                  |
| 11     | Emergency Evacuation, Rescue & Disaster Management | Mr. AKS Singh | 22-23/09/17 | 19                  |
| 12     | Education Course on Grease for Cement Industries   | IOCI Trainer  | 25-26/09/17 | 48                  |
| 13     | LRQA ISO Training Program                          | ISO Trainer   | 25-29/09/17 | 51                  |

### RTC TRAINING PROGRAMS - OCTOBER 2017

RTC Nimbahera conducted 8 training programs in the month of October, including 6 Technical and 2 Management programs. A total of 127 participants were trained during the month, comprising 53 participants from JK Cement and 74 participants from different Companies, including Nirma

Cement, JK White, Katni, Wonder Cement, Shri Ram Cement Works and RD Mines.

The highlight of the month was a training program conducted at Nirma Cement Limited on 'Operation and Optimization of VRM'. The program that was conducted at the site was



attended by 52 participants. RTC Trainer, Mr. Asheesh Gupta conducted the program and shared his knowledge and experience with the executives at Nirma Cement.

The third phase of 'Training of Trainer' program was also conducted during the month for process-batch of RD Mines. 4 participants were trained during the 3 day training program, which completed the TOT module for HZL Dariba.

Participants of Occupational Health & Safety program



## Training Summary Oct-2017

| S. No. | Course Title   | Trainer                    | Date        | No. of participants |
|--------|--|----------------------------|-------------|---------------------|
| 1      | Operation & Optimization of VRM                            | Mr. Asheesh Gupta          | 04-05/10/17 | 52                  |
| 2      | Hydraulics Basic & its Application in VRM & HEM Equipments | RTC Trainers               | 05-07/10/17 | 7                   |
| 3      | Awareness Program on Mines- Online Return Filling          | External Trainer           | 13/10/17    | 9                   |
| 4      | TOT- Phase III Process Batch                               | RTC Trainers               | 09-11/10/17 | 4                   |
| 5      | Occupational Health & Safety                               | Huma Aziz & Faraz Mohammed | 11-12/10/17 | 15                  |
| 6      | Operation & Maintenance of AC Drive                        | RTC Trainers               | 12-14/10/17 | 12                  |
| 7      | Operation & Maintenance of Pumps                           | RTC Trainers               | 27-28/10/17 | 11                  |
| 8      | Managerial Skills for Managers                             | Dr. RK Krishnaiyya         | 30-31/10/17 | 17                  |

## Manthan HR Meet - Delhi

A two-day HR meet titled Manthan was held in Delhi from 31<sup>st</sup> August to 1<sup>st</sup> September. The workshop was initiated by the HR team with the aim to strengthen the role of HR as a catalyst for organisational change, adding value to business through HR capability development and to increase synergy within the team.

This workshop was facilitated by OD expert Mr. J.M. Radhakrishna. The programme pedagogy was based purely on experiential learning, where blend of simulations, human process learning, reflections, sharing, dyadic & group interactive sessions, along with formulation of personal and group action plan was employed.

The workshop was attended by the HR teams from Delhi, Kanpur, and all Plants/Units. During the program, the participants got an excellent opportunity to voice their practical issues & ground realities and discuss the alternative ways of handling a situation. They also received the collective wisdom of all participants and faculty, thereby helping all members become more effective decision makers.



The entire session had the following key deliverables:

- SWOT analysis for drafting key HR deliverables,
- Vision Mapping to strengthen the role of HR as a strategic business partner
- Drafting of group action plan for HR capability development.

The participants shared positive feedback and went back with rejuvenated energy, commitment and dedication towards the Organisation and its people.



## Workshop on Advance Contract Drafting Negotiation & Dispute Management - Padam Tower, Delhi

A two-day workshop was organised at Padam Tower, Delhi on Advance Contract Drafting Negotiation & Dispute Management on 6<sup>th</sup> and 7<sup>th</sup> October. The objective of the workshop was to provide a deeper understanding of contract & legal concepts and techniques to executives with KPIs of Procurement, Projects and Legal. The programme also sought to enhance the knowledge and skills of the executives pertaining to contract drafting as well as increasing their understanding of the legal ramifications and consequences of entering a business relationship with a third party so as to protect the best interests of the Organisation.

The programme was conducted by Mr. Manoj Nair - Solicitor in Supreme Court England and Wales (NP), and inaugurated by Mr. Yagyesh Gupta - Chief Procurement Officer. 24 participants from Procurement, Commercial, Projects and Legal departments across all the locations including plants

participated in the workshop. The pedagogy adopted during the programme was participatory with extensive use of case studies, real life situations, interactive discussions among participants and faculty, to enhance learning. The sessions were very interactive, and participants gained useful insight into designing a secure drafting framework, risk limitation, avoiding and preventing misinterpretation, contract process for efficient handling within different stages of contract performance as well as contract labour laws.



Mr. Yagyesh Gupta - CPO felicitating the trainer



## MARKETING INDUCTION - GOTAN

The induction for the White Cement Marketing executives at JK Cement Works, Gotan was conducted from 30<sup>th</sup> October to 2<sup>nd</sup> November. A total of 16 Marketing Executives were inducted from Chhattisgarh, Delhi, Jharkhand, Karnataka, Maharashtra, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh and Nepal.

Mr. Amit Vaid - Officer (HR) spoke about the journey of JK White Cement, presenting a brief description of the plant and its various sections. Mr. Rajesh Sharma - Sr. Manager (HR) Kanpur gave a presentation on the Company profile of JK Cement.

Mr. Ashutosh Shrivastava - Manager (Safety) conducted a session on Industrial Safety aspects and briefed everyone about the use of PPE during the plant visit. Mr. KN Pandey - Sr. General Manager (QC) conducted a session on the basics of cement, explaining the history of Grey and White Cement, the manufacturing process of White Cement, BIS specifications and specifications for cement testing procedures, quality parameters and also gave a brief introduction of JK Water Proofing Compound. Mr. RP Nagar accompanied the teams for Quality Control Lab visit, where demonstrations of physical and non-conventional testing of cement, apart from other methods and techniques implemented to ensure consistency of quality, were held.

Dr. Ranjeet Kumar Bagariya conducted awareness sessions on ISO & SA 8000 and explained the concepts of integrated management systems to the visiting team. Dr. Ranjeet Kumar Bagariya - Sr. Officer (Environment) accompanied the teams for a plant visit to exhibit the practical dynamics of cement manufacturing.

The application of JK Wall Putty

was exhibited to the group at the site itself by Mr. DD Purohit - Sr. Manager (Value Added Products). Mr. Purohit conducted a session explaining the basics of JK Wall Putty and JK PrimaxX, covering its requirements and storage etc.

Mr. Prakash Kumar Saini & Mr. Brijesh Kumar Godha from Civil Department undertook sessions on the basics of mosaic flooring including the raw material and other requirements. The team was also taken to the school site and civil sites to exhibit mosaic flooring, sand spray and pre-cast panels.

Mr. Ajay Garg - General Manager (Sales) conducted a session explaining the functioning of the sales department and highlighted the applicability of GST and its impact on cement industry.

Presentation on Marine Insurance, Mediciam Policy and Group Personnel Accident Policy was conducted through video conference. HR related policy and procedures were discussed by team of Corporate (HR) with all executives via video conference. Presentation on working of CTS and handling of market complaints was presented by Mr. Vikas Malhotra - Dy. General Manager (CTS).



The induction program was concluded with a meeting with Mr. Rajeev Sharma - Unit Head, Mr. CP Jhagdawat - Vice President (C&A) and Mr. Amit Mehta - Asst. Vice President (Technical) along with the respective faculty members. The group members shared their experiences, concerns and suggestions towards improvement of the sessions and termed the entire experience as a memorable one.



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

**New Joinees**  
**Sep. - Oct. 2017**



**Mr. Puneet Arora**  
Sr. VP - Projects  
(Engineering & Planning), Nimbahera



**Mr. Deepak Babbar**  
Dy. GM - Accounts  
Gotan



**Mr. Shivashish Saha**  
Sr. Manager - Marketing Strategy  
(White Cement), Ghaziabad



**Lt. Col. (Retd.)  
Arunesh K. Pandey**  
Estate Manager, Kanpur



**Mr. Chun Chun Kumar**  
Head - Occupational Health & Safety  
Nimbahera



**Dr. Tripti Jain**  
Head - New Product Development  
(White Cement), Gotan



**Mr. Gopal Agarwal**  
DGM - Taxation  
Kanpur



**Mr. Prashad S. Walavalkar**  
Zonal Head - West Zone 1  
(White Cement), Pune



**Mr. Dinesh S. Rawat**  
Sr. Manager - Logistics  
New Delhi



**Mr. Jose Paul**  
Manager - Marketing Strategy  
Chennai



**Mr. Vyankatesh G. Nampelli**  
DGM - Secondary Logistics  
Pune



**Mr. Ashish Raitani**  
Regional Head  
Kanpur



**Mr. Santosh Srivastava**  
Zonal Head (White Cement)  
New Delhi



**Mr. Sanjiv Trikha**  
Area Sales Manager  
(Grey Cement), Bhopal



**Mr. Rajendra S. Chundawat**  
Manager Logistics  
(Grey Cement), Nimbahera



**Mr. Sameer K. Pujari**  
Head - Electrical  
Nimbahera

*\* Manager level & above only.*

## Training on Positive Attitude and Motivation - Kanpur

In this highly competitive environment, employees are the most valuable assets for an organisation. Therefore it's imperative that the employees are motivated to give their very best. For that, it is crucial that they are imparted essential training and provided with growth opportunities.

Keeping this in mind, a two-day training program was organized at Kanpur by Mr. Rajesh Sharma - Corporate HR. This program endeavored to create a growth mindset with new ways of thinking in middle level management. The program was facilitated by Ms. Huma Aziz - RTC. This training focused on making the participants learn practical techniques & specific tools that they can utilise to refocus and rethink their approach towards work and life.

This program was organized under the able guidance of Mr. RP Tomar - Sr. General Manager (Corporate HR).



## ISO Internal Auditor Certification Program - Katni

For effective implementation of the Management Systems at JK White, Katni, an in-house IMS internal Auditor training programme was conducted from 28<sup>th</sup> to 31<sup>st</sup> August at the plant. The training was conducted on ISO 50001:2011 (Energy Management System) and OHSAS 18001:2007 by Mr. Prafulla Mhaskar of M/s. Lloyds Register Quality Assurance. Nineteen employees from different departments were trained as internal auditors during the program.



Mr. Prafulla Mhaskar - Trainer seen along with Mr. Ashish Asopa (Management Representative) and other team members

The program aimed at making the employees aware about the ISO standard (ISO 50001:2011 and OHSAS 18001:2007) clauses with respect to plant processes & working, as well as training them as internal auditors. Brainstorming sessions in individual and group exercises and work place analysis helped the participants in grasping the key learnings with respect to new standards.

J.K. White, Katni currently has ISO 9001:2015 and ISO 14001:2015 certification and the unit is now in the process of getting ISO 50001:2011 (Energy Management System) and OHSAS 18001:2007 certification by March 2018.

## 41<sup>st</sup> Mines Safety, Cleanliness and Silicosis Awareness Week 2017 Celebration - Udaipur Region

The 41<sup>st</sup> Mines Safety, Cleanliness and Silicosis Awareness Week was celebrated from 29<sup>th</sup> October to 4<sup>th</sup> November. Mr. IS Bareth - Director General of Mines Safety (North Western Zone, Udaipur), graced the occasion as the Chief Guest. The week included a joint celebration of all five Limestone Mines of JK Cement namely, Ahirpura, Maliakhera, Tilakhera, Murliya and Mangrol. The function was concluded by Mr. SK Rathore - Unit Head, Mr. Maheem Kachhwaha - Head (Mines), Mr. Sanjay Jain - Head (Inspection Team) and Mr. Rukmuddin.

At the outset, Mr. PK Joshi, Mr. LK Kavadia and Mr. DK Dhakad extended a warm welcome to the guests and the Chief Guest lit the ceremonial lamp. Mr. Maheem Kachhwaha presented the welcome address. The message of safety at work was communicated through songs and poetry.

Mr. Nahar Singh Devra - President (Union) appreciated the Safety Policy of the Management. He emphasized the importance of team spirit and requested all to follow safety rules in a disciplined manner.

Mr. SK Rathore, in his address, highlighted the new techniques, training and effective management adopted in the mines. He also expressed his happiness on achieving a record of zero accidents in the last two decades.

Vote of thanks was presented by Mr. RC Purohit.



Participants taking oath during the Mines Safety Week



Dignitaries keenly viewing the model presented at the exhibition



# INNOVATIVE BRANDING & CSR CAMPAIGNS



The Branding Team came up with some innovative and out of the box ideas for creating brand awareness and presence for JK Super Cement at Diggi Mela and Ramdevra Mela in Rajasthan. These campaigns were also aimed at promoting CSR by way of conducting several welfare activities.

## Diggi Mela and Ramdevra Mela - Rajasthan

The main objective of the campaigns was to create awareness as well as to reinforce our Brand promise of 'Build Safe' through an innovative BTL campaign amongst end consumers.



The Diggi Mela campaign titled, 'Samman Shraddha ka', also aimed at promoting CSR by distributing prasads to pilgrims besides brand building. At Ramdevra Mela in Jaisalmer, the campaign was themed 'Sandesh Desh Ke Rakshak Ke Naam'. As a part of this campaign, tribute messages were sent to our soldiers.



## Spotlight on Mr Maheem Kachhwaha

(Excerpts from an interview with Mr Maheem Kachhwaha - Vice President (Mines), Nimbahera)

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

I joined JK Cement in the year 1996 after serving in various Public Sector Units at different positions. I found that there was a long recession period in the Cement Industry and faced a lot of challenges in the mines to survive in that arena. The first change that was introduced successfully was the 2 shift working after a very long history of 3 shift working with reduced manpower.

I was also given the opportunity to look for new sites for the Mines and Plants within India and abroad along with handling of 5 mining leases at Nimbahera to meet the quality and quantity requirement of limestone for both the Cement plants. During this tenure, I was fortunate to receive the unstinting support from our respected Chairman and Managing Director, Mr. Yadupati Singhania, Special Executives and Business Head along with complete freedom to work and achieve the desired goals. I am thankful for having had the goodwill of my seniors and the support of the team.

### 2) You have been working on allotment of mines, liasoning and taking approvals from the Government for the projects. Please share with us your experience of working on key projects and the challenges you have had to face in the process.

The target given was for optimal utilization of finite natural resources through use of better technologies and management packages, with increasing suitable remedial measures which has contributed to longevity of mines.

This has been achieved by systematic and scientific mining including investigating the deposit. There are a number of statutory government bodies to control mining activities in respect of working, safety, legal issues, environmental issues etc. and therefore good liasoning with them plays a vital role. During the last two years, a number of amendments have been made in the Mines Act, Rules and Regulations and therefore it is very essential to remain updated and implement the changes in time and accordingly always keep production values as the front runner.

Mines rules and regulations as well as the governing bodies differs from one country to another. With a vast experience of working in the mining field coupled with sincere efforts, all legal compliances were completed satisfactorily. In addition, a lot of new areas of limestone deposit within India and abroad were identified.

Fujairah Cement Plant & Quarry area and Mangrol Limestone Mining lease (132 Hects.) are some of my precious achievements.

### 3) Mining has an environmental impact. What are the endeavours that we have taken as a Company to mitigate such effects of mining on the environment?

Mines Department has done substantial work for improving the environment in the mines & its surrounding areas such as carrying out dense plantation around the working pit and adopting other methods to reduce noise, vibration & fly rock.

Major positive beneficial impacts of mining seen around the vicinity include increase in employment & income opportunities, infrastructure, community development, communication, transport, educational, commercial, recreational and medical facilities.

JK Cement Works, Nimbahera has been concerned about water harvesting since long even before the legislative compulsion came into existence. For this we have been channelizing rain water through water garlands and then through check dams into the mines and recharging the surrounding wells as well as meeting the water requirements of both Nimbahera and Mangrol Cement Plant.

Community development is also undertaken from time to time to improve the social status of all the stakeholders around the working pits. This has been appreciated by the Ministry of Mines, Government of India in the form of the award 'Five Star Rating' for two of our mines for Sustainable Development in the year 2016.



Mr Maheem Kachhwaha



Mr. Satya Narayan Goyal

## Spotlight on Mr. Satya Narayan Goyal

M/s Goyal Building Material, Gangapur City (Rajasthan)

Mr. Satya Narayan Goyal, proprietor of M/s Goyal Building Material, Gangapur City, Dist. Sawai Madhopur (Rajasthan), is one of the most prominent stockists of Grey Cement in Rajasthan Zone 1. His association with the Company began in July 2016 and with his dedication and commitment, he has gained a

strong foothold in the Cement Business.

### 1) Please share your thoughts on your association with JK Cement, the organization culture and the people.

I am associated with JK Cement since July last year. Working as a dealer in JK Cement, I feel that the support system in this Company is much superior to any other organization. I have great respect for the JK Cement team, which is dedicated to its network of channel partners and the market, irrespective of their work schedules.

### 2) What is your mantra for success? How have you been able to grow your business?

In my opinion, we have been able to achieve success by following these strategies:

- I increased the strength of my staff and also involved my nephew in the Business. This was done to have better control

over retail customers, channel partners and key influencers.

- Appointed 15ARS networks and 8 retailer networks.
- Supported appointments of 6 new dealers in the nearby areas.
- Personally stayed in touch with and engaged with Sarpanchs & Gram Sewaks of around 35 Gram Panchayats.
- Personally engaged with contractors. Currently, our strength of contractors is 18.
- Deputed a dedicated person, only for site visits.
- Personally attached with retail network, to ensure that gifts are distributed on every occasion/festival.

### 2) What according to you are the strengths of our Brand?

Excellent team work, active participation of field staff, strategic planning of Marketing Team and their complete support towards implementation of plans are some of the major strengths. Quality of the products and prompt delivery are also some differentiating factors.

### 3) What message would you like to give to the JK Cement Family?

The work culture followed by the JK Cement team sets them apart from others. I feel grateful that I am a part of this hard-working and dedicated family.



## Silver Jubilee Celebration and Inauguration of JK Institute of Technology Building - Nimbahera



Mr. Madhavkrishna Singhania addressing the gathering

JKIT on 20<sup>th</sup> September. Mr. PC Bhandari – Principal spoke about how the building has been constructed as per the Green Building Standards and has recently received the platinum award in 'Global Green Building' by the Energy and Environment Foundation, New Delhi and golden Citation by AS Green Building.

After the inauguration of the building, a vibrant cultural program called '*Hunar hai to kadar hai*' was presented by the trainees, underscoring the importance of talent. The Chief Guest especially appreciated the efforts made towards skill development. The special guest for this program was

JK Institute of Technology, Nimbahera celebrated its silver jubilee by organizing a grand five day event in the institution premises. Mr. Shrichand Kriplani - UDH Minister inaugurated the new building of

Mr. Madhavkrishna Singhania. Mr. Ashok Navlakha - Ex-MLA, Mr. Kanhaiya Lal Pancholi, Mr. SK Rathore – Unit Head, Mr. Maheem Kachhwaha, Mr. MS Shekhawat, Mr. RC Purohit, Mr. CP Dak, Mr. Dileep Singh Krishnawat and other executives also graced the program.

During the function, Mr. Kriplani and Mr. Singhania honoured Mr. PC Bhandari, Mr. HR Parlia, Mr. GL Vyas, Mr. KL Joshi, Mr. PK Gandhi for their services towards the institution and trainees for their exemplary performance at the State Level.

An Alumni Meet was also conducted as a part of the Silver Jubilee Celebration. In the series of events, a two day exhibition 'Technofest' was inaugurated by Mr. Indrajeet Singh - Dist. Collector (Chittorgarh) to exhibit models based on innovative techniques. During the ceremony, Mr. CP Joshi – MP (Chittorgarh) visited and appreciated the exhibition. The five day celebration concluded on 21<sup>st</sup> September.



Mr. Singhania honouring meritorious students & teachers



Inauguration of new building of JKIT

## Student Exchange Programme Sir Padampat Singhania University, Udaipur



A group of four students from Chiba University of Commerce, Japan visited the Central Marketing Office, Padam Tower at Delhi from 16<sup>th</sup> – 22<sup>nd</sup> October under the student exchange programme of Sir Padampat Singhania University, Udaipur.

The students underwent corporate induction in the following areas:

- JK Cement as a value driven organization
- Marketing - Grey Cement
- Marketing – White Cement
- Logistics
- Finance
- IT
- Branding and
- HR

They also attended the plant induction at Nimbahera which included an orientation on cement manufacturing process and products.

They were also taken for a cultural visit to Taj Mahal, Agra, Fatehpur Sikri and for local sightseeing to Delhi namely, Qutub Minar and other adjoining areas and Gurugram. They also got the opportunity to visit Kingdom of Dreams and Chittorgarh Fort.





Mr. Christer Eriksson - CEO hoisting the flag

## UAE National Flag Day - Fujairah

JK Cement Works, Fujairah celebrated UAE National Flag Day at the plant on 2<sup>nd</sup> November.

Mr. Christer Eriksson - CEO marked the event by hoisting the flag with the National Anthem playing in the background. He then spoke about how Flag Day is an occasion that demonstrates the values of unity and solidarity among the people and the Nation. He also added that the National Flag is a symbol of peace, affection, national unity and pride.

Refreshments were also arranged for all the employees after the ceremony.



Mr. Christer Eriksson addressing the gathering

## Mines Safety Quiz - Muddapur

A Mines Safety Quiz trade test was conducted by J K Cement Works, Muddapur on 12<sup>th</sup> October, under the aegis of Directorate General of Mines Safety, Bellary Region.

A total of 15 teams participated from various industries falling under Zone IV of Mines Safety Association, Karnataka. The event commenced with a written test, which was qualified by four teams viz, JK Cement, NMDC Ltd., Shree Cement & JSW Cement. The quiz was conducted between the qualified teams.

The team of Muddapur Limestone Mine, J K Cement Works, Muddapur led by Mr. Prabhat Kumar - Dy. Manager (Mines),

Mr. Suresh Chandra Padhi - Sr. Engineer (Mines) & Mr. Santosh Katti - Engineer (Mines) bagged the first position in the safety quiz.

Mr. Nitin Purohit - GM (Mines), Mr. K Venkateshwarlu - Sr. Manager (Mines) & Mr. Pavan Kumar Deshmukh - Manager (Mines) congratulated the team from Muddapur for their efforts & success.



## Orientation Program for ITI Trainees - Session: 2017-18 & 2017-19 JK Centre for Technician Training, Kanpur

The Orientation Session for ITI Trainees was organized by JK Centre for Technician Training Pvt ITI Kanpur on 5<sup>th</sup> September at the Dada Nagar premises.



The Program was chaired by Honourable Chief Guest, Mr. Sunil Vaish - National President (IIA) and Guest of Honour - Mr. Naveen Khanna - Managing Director (Annakut Biscuit), Mr. Lalit Kumar Khanna - Head of Operations (JKCTT), Mr. Md. Umar - Superintendent (JKCTT) and Mr. Ashutosh Tiwari - Sr. Manager (JKCTT). The Program was conducted by Mr. Ashutosh Tiwari. The trainees consisted of 147 Electricians, Fitters & Welders for the session 2017-18 & 2017-19.







Off Site

## TOURS

**Hong Kong & Macau Tour**  
30<sup>th</sup> Oct to 4<sup>th</sup> Nov  
(Grey Cement North)



**Almaty Tour**  
Oct - Nov  
(White Cement)



## Plant Visit of Engineering Students - Fujairah

JK Cement Works (Fujairah), in collaboration with Abu Dhabi University, organized a plant visit for Civil Engineering Students.

This visit provided the students with an opportunity to understand the cement manufacturing process and how different departments work collectively towards achieving organizational goals.



Students with Mr. Christer Eriksson - CEO in the plant premises



## Corporate Social Responsibility

Laying the foundations of a better world



# CSR



### Medical Camp

#### Kamla Nagar Township, Kanpur

A medical camp was organised for employees at Kamla Nagar Township. During the camp, all the employees underwent various pathological tests at a very nominal amount. As many as eighty employees and their family members availed the benefit of this scheme.

The camp was organised under the guidance of Dr. Prashant Singh and supervised by Mr. RP Tomar - Sr. General Manager (Corporate HR) and Colony In-Charge.



### Shiksha Daan - Kanpur



JK Cement has always contributed to the upliftment of the underprivileged. This year, on the occasion of Gandhi Jayanti, the team at Kanpur provided furniture to the primary school in Kamla Tower Locality, under the Shiksha Daan scheme. Shiksha Daan is an initiative by the District Magistrate to uplift the basic education standards.

The initiative brought smiles to many and became a memorable experience for everyone

involved. This CSR activity was initiated by Mr. RP Tomar - Sr. General Manager (Corporate HR) under the guidance of Mr. AK Saraogi - President (CA) & CFO. Maj. SB Singh was also present on the occasion.





## Social Services Conducted on the Birth Anniversary of CMD - Nimbahera

JK Cement Works, Nimbahera celebrated the 64<sup>th</sup> birth anniversary of Chairman & MD, Mr. Yadupati Singhania on 29<sup>th</sup> September by undertaking some social welfare initiatives. Free food was distributed to patients by Mr. SK Rathore - Unit Head, Mr. PR Choudhary - Head (Technical), Mr. RK Bajaj, Mr. Maheem Kachhwaha and Mr. MS Shekhawat - AVP (HR & ER) in association with the NGO, Shree Seva Sansthan.

The Surbhi Ladies Club also celebrated the day, where Club President Mrs. Neelam Rathore and other members of the club distributed free goodies such as fruits, biscuits, baby kits and maternity kits at the hospital.

Furthermore, in association with Shree Seva Sansthan, a free eye check-up and operation camp was organised on 8<sup>th</sup> October at the Sub District Vivekanand Referral Hospital, Nimbahera with the assistance of Gomabai Netralaya, Neemuch. At the camp, necessary check-up was done by the team of doctors under the leadership of Dr. Abhishek Chaudhary - Head (Mobile Unit Team of Gomabai Netralaya) for eyesight, glaucoma, pterisium, retinal problems etc. Around 183 patients suffering from cataract were operated and 250 patients suffering from varied eye



Eye camp organized at Government Hospital, Nimbahera on the occasion

related issues were treated and given free medication.

Mr. Mohd. Saeed Khan - Vice President (Shree Seva Sansthan), social workers Mr. Lalit Prakash Sharda - Medical In-charge, Mr. Asif Mansuri and other executives and staff from the plant, voluntarily extended their services during the camp.



Mr. S.K. Rathore - Unit Head at the eye camp with other Executives



Mrs. Neelam Rathore, President - Surbhi Club distributing food to patients.

## Pest control and Seasonal Diseases Awareness Program - Mangrol

JK Cement Works, Mangrol organised a street show on 5<sup>th</sup> October to create awareness about 'Swachh Bharat Abhiyan' and public health in the rural areas of Mangrol and Arnia Joshi. As a part of the program, the villagers were made to understand and identify

symptoms of seasonal diseases such as Dengue, Chickungunya, Malaria, Swine Flu etc. They were also taught about various measures and precautions that can be taken to prevent these and the importance of consulting a doctor for proper medication and treatment instead of following superstitions. Also, in order to create awareness about clean surroundings, a team of local artists performed a skit to make the villagers more conscious about health and cleanliness. They also encouraged them to use toilets. Pest control measures were also taken by way of fogging in the villages.



Street show



Fogging pest control in villages

## Ayurvedic Decoction Camp - Nimbahera

In the interest of public health and in the wake of the rising outbreaks of seasonal diseases, JK Officers Club, Nimbahera distributed free Ayurvedic decoction on 18<sup>th</sup> September at

Radha Krishna Temple located in the plant premises. Mr. AK Srivastava - Club President, Mr. V.K. Maheshwari - Secretary along with the staff and workers' union members were present for this occasion.

## Swine Flu Vaccination Camp - Nimbahera

Keeping in view, the rampant spread of Swine flu, a camp was organised on 26<sup>th</sup> August at the Nimbahera plant dispensary to provide traditional Homeopathic drops against H1N1 virus, where around 240 people were given these drops.

Another vaccination camp was held at the JK Club House. Mr. SK Rathore - Unit Head, inaugurated the camp. Mrs. Neelam Rathore - President (Surbhi Ladies Club), Mr. DK Patel - Technical Head and many members of Officers' Club graced the occasion. Around 180 people registered

and got vaccinated at concessional rates. In the camp, Dr. S K Chaudhary, Dr. Pankaj Mani, Mrs. Sinny Jose, Mr. Ashish Ojha and Mr. Lalit Pancholi offered their services.



Doctors administering the vaccination at the camp



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



## Mega Blood Donation Camp - Muddapur

JK Cement Works, Muddapur organised a mega blood donation camp on 29<sup>th</sup> September to celebrate the 64<sup>th</sup> Birthday of respected Chairman & MD, Mr. Yadupati Singhania.

Mrs. Sushila Tripathi - President (Roshini Club) & Dr. Uday Naik - Orthopedic Surgeon (Sai Aadhar Hospital), inaugurated the camp along with Mr. Jayant Malhotra - Technical Head & Mrs. Poonam Malhotra - Vice-President (Roshni Club).

The camp was organised by the medical team headed by Dr. Prabhudev Bagali and Dr.

Shamshad Yadwad alongside Sai Aadhar blood bank, Mudhol. The main agenda of the camp was to create awareness among people about the importance of timely access to safe blood. Volunteers from all the departments, including the Technical Head, enthusiastically participated in this social cause and 125+ units of blood was donated.



## Blood Donation Camp - Jharli

JK Cement Works, Jharli celebrated the 64<sup>th</sup> Birthday of Chairman & MD, Mr. Yadupati Singhania by organizing a voluntary blood donation camp in association with the team of Haryana State Blood Transfusion Council.

The camp was inaugurated by Mr. Pukhraj Jain - GM (Commercial) in the presence of Jharli Team and the members of the Indian Red Cross Society, Jhajjar branch. To mark the occasion, a group of Jharli team members also visited Shree Krishna Gaushala, Charkhi Dadri which houses around 800 cows and calves and donated food for the animals on behalf of JK Cement Works, Jharli.



Mr. Pukhraj Jain - GM (Commercial) inaugurating the Blood Donation Camp



Jharli Team members being felicitated by Shree Krishna Gaushala, Charkhi Dadri



Jharli Staff members with HSBTC team members during the Blood Donation Camp



## Plantation at Mohanbari village Jharli

JK Cement Works, Jharli has always been environmentally conscious, making sincere efforts to beautify the surroundings. Keeping up with this practice, the HR team, headed by Mr. Surender Dahiya, visited the Mohanbari Government Primary School and planted saplings in and around the school premises. The motive behind this campaign was to make the school children understand the importance of a clean and green environment. The Jharli team was assured by the school management that the planted saplings would be carefully maintained.



## Health Checkup Camp - Jharli

JK Cement Works, Jharli organized a two day Health Checkup Camp on 14<sup>th</sup> & 15<sup>th</sup> September. The camp was organised by the HR Department in association with the doctors from Express Clinics Pvt. Ltd., New Delhi. All the staff members and 118 workers underwent physical examination that included Spirometry test (Lung Function Test), Audiometry, Vision Test, ECG, X-ray and Blood Test. During the camp, staff and workers were advised on treatment of skin, eyes, ears & lung related diseases.



Staff members at the Spirometry Test counter



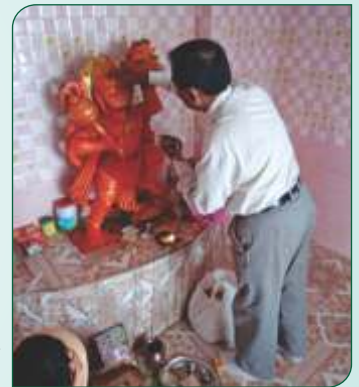
Staff members at the vision test counter

## Contribution to Development of Hanuman Temple - Jharli



Team Jharli at the inauguration

As a part of CSR activities, J K Cement Works, Jharli contributed towards the development of an existing Hanuman Temple near Sansroli chowk on the way to Jharli Plant. This will surely benefit a large number of pilgrims who travel through this way on various occasions. The mandir was inaugurated on 26th September by Mr. Pukhraj Jain - Commercial Head in the presence of staff members.



Mr. Pukhraj Jain -  
Commercial Head  
during the  
inauguration of  
Hanuman Temple

## Blood Donation Camp - Fujairah

JK Cement Works, Fujairah, in collaboration with Saqr Hospital, participated in a blood donation camp called 'Save a Life'. The campaign aimed at fulfilling the rapid growth in demand for blood in proportion to the fast growing population of

the UAE and its growing healthcare facilities. There is an ongoing requirement of blood due to various reasons, such as surgery, trauma, accidents, diseases like thalassemia etc. and these requirements need to be fulfilled every day.



## Corporate Social Responsibility

### 'Go Green' Awareness Campaign - Kanpur

In line with the 'Swachh Bharat Abhiyan', Corporate HR has been undertaking various initiatives at regular intervals. As a part of this, an awareness campaign themed 'Go Green' was launched. Under the campaign, the 'Kutumb' of JK Staff Colony, Kamla Nagar organised Prabhakar Feri, where people were made aware of the harm that polythene usage causes. The team also distributed paper bags in the surrounding markets.



### Swachha Abhiyan - Jharli



Staff and workers during Swachha Abhiyan at Jharli

JK Cement Works, Jharli celebrated Gandhi Jayanti in a unique manner. On that day, special initiatives were taken to make the plant cleaner and greener. The staff and the workers worked together as a team to make the plant 'Swachha'. The mission of the initiative was to 'transform the Plant into an orchard'.

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#### Publisher

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#### Printer

: Brijbasi Artpress Ltd.

#### Owner

: JK Cement Ltd.

#### Address of Printer

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

#### Place of Publication

: JK Cement Ltd., Padam Tower, 19 DDA Community Centre, Okhla Phase- I, New Delhi- 20

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Bi-Monthly House Magazine for free distribution