

# JKspotlight



Towards Perfection – Our Tradition

Nov.-Dec. 2017  
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Highlights



JK Cement  
SwachhAbility  
Run



Annual Stockist Meet,  
White Cement -  
Jaipur and Gurugram

## MESSAGE FROM CHAIRMAN & MANAGING DIRECTOR

Dear Colleagues and Friends,

Let me start with wishing you all a very happy and a rewarding 2018. Next, I'd like to congratulate the editorial team on their seventh issue of 'Spotlight', an invaluable tool to communicate and spread the news of our activities throughout the various levels of organization. I appreciate the unique metaphor of the rainbow, to mark its seventh year. The team has successfully weathered several clouds and storms to achieve this milestone. Here's hoping to add more colours and shades in the years to come.

Last but not the least; I wish to share the Best CEO Award with all of you. This would not have been possible without your collective effort and I am humbled by the unstinting support that I have received from you all.

Let's promise to make 2018, a year of bigger goals and achievements, both personally and professionally.



*Yadupati Singhania*

Mr. Yadupati Singhania  
Chairman & Managing Director



Of all the grand spectacles in life, the sight of a brilliant rainbow is definitely among the most breath-taking masterpieces of creation. Its seven stunning colours have inspired romance and poetry since time immemorial. And colour has a vital role to play in the space of construction and real estate development too.

At the dawn of 2018, as we celebrate the 7th anniversary of Spotlight, let us take a closer look at the vibrant VIBGYOR and understand the deep philosophical implications of its colours.





## FROM THE editor's desk

### Dear colleagues and friends,

Here's wishing you all an abundant 2018. May this year bring with it health, wealth and happiness in plenty. Let's resolve to make this year, a year of accelerated growth and newer heights.

This year, we also celebrate the seventh anniversary of our august Newsletter, JK Spotlight. I congratulate the devoted Editorial team for the seven years of successful journey. Nitish and Shivapriya, your unflinching enthusiasm and nurturing spirit has turned JK Spotlight into a much-anticipated publication. Today, it is an outlet of creative expression and keen participation, along with communication. I wish Spotlight all the very best and thousands of editions.

The seventh edition draws its inspiration from the seven colours of rainbow. The sight of a rainbow never fails to thrill young and old alike. Colours hold a special significance in our culture, thus inspiring the construction and real estate industry.

We, at JK Cement experienced the joy of rainbow early this year! I am overwhelmed with pride and joy as I extend my heartiest congratulations to our respected Chairman and Managing Director, Mr. Yadupati Singhania on being awarded the Best CEO (Cement Industry) at Business Today Mindrush. Sir, your zeal and achievements are our constant source of inspiration. This award showers your blessings on us in the light of seven colours. To celebrate this achievement, we have put together a special issue and we hope you enjoy reading it.

Further, it gives me immense joy in sharing that the Company has embarked upon a journey of expansion for Grey Cement in the North, with the signing of an agreement with our trusted partner, FL Smidth for setting up Mangrol Line 3.

The focal story of this issue is the 2nd edition of JK Cement SwachhAbility Run. A unique initiative where two causes are brought together, inclusion of differently abled and GOI's cleanliness drive 'Swachh Bharat'. A massive event held across 5 cities where over 13,000 people and 85 schools participated, making it a thumping success. A thought that turned into a movement.

Another key story in this issue is the Annual Stockist Meet for White Cement, where we felicitated our channel partners in an innovatively themed grand event – 'Bahubali', held at Jaipur and Gurugram respectively.

The year gone by also saw us collecting several awards and accolades. I am certain we will keep the banner of our Company flying high.

Various training programmes were conducted across locations for our employees to upgrade their technical and managerial skills.

Celebrations galore marked the 133rd Founder's Day at various centres. Also, various centres across the Company celebrated different festivals with pomp and pageantry.

The spotlight in this issue is on our super achievers - Mr. PR Chaudhary - Technical Head (Nimbahera) and Mr. Yogesh Yadav, owner-proprietor M/s Kichha Marble House, for their noteworthy contributions to the Company.

Always ahead in our philanthropic outreach, we conducted extensive CSR activities like eye check-up & medical check-up camps, blood donation camps and several others.

This year started with a bang auguring greater glories. Your response and feedback are much appreciated. Please keep contributing. Together let's build JK Spotlight into an acclaimed newsletter and an open communication forum.

Best regards,

**Raghavpat Singhania**  
JK Cement Ltd.

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## Expanding Grey Cement Capacity in the North

JK Cement recently signed an agreement with its trusted partner FL Smidth, Denmark for Design, Engineering and Equipment supply for setting up Mangrol Line 3, limestone crusher & additional cement grinding capacity at Nimbahera. FL Smidth will supply state-of-the-art equipment with their latest technology of roller press in raw and cement grinding. The cross functional team consisting of members from Projects, Plant, Central Procurement and Legal evaluated all the available options of the latest technology to award the supply contract in favour of

FLSmidth. This 7<sup>th</sup> Line (starting with First Line in 1974) has once again proved the confidence that the Company has in FLSmidth. With two split grinding units to be announced shortly, Grey Cement capacity in the North will be increased by 4.2 million tonnes per annum. With the conclusion of this agreement, the first milestone for this expansion has been achieved and now construction packages will be concluded for construction and erection of equipment.



Mr. Yadupati Singhania - Chairman & Managing Director handing over the LOI for EP contract for Mangrol Line 3 to Mr. Carsten Riisberg Lund - MD & CEO, FLSmidth India



(Sitting from left to right: CMD and MD & CEO - FLSmidth India)  
Standing from left to right: Mr. Yagyesh Gupta - CPO, Mr. S K Tejwani - President (Projects), Mr. A K Saraogi - President (CA) & CFO, Mr. Madhavkrishna Singhania, Mr. T R Hari - Cement - Business Head (FLS), Mr. S Sridhar - Cement BU Head of Sales (FLS), Mr. R Vaideesh Narayanan - Sr. Manager Sales (FLS), and Mr. Puneet Arora - Sr. VP Projects (Engineering & Planning)

## Launching of LOTO (Lock out – Tag out) System - Katni

On the joyous occasion of CMD Sir's birthday, and to demonstrate our commitment towards the 'Work Safe & Build Safe' philosophy of the Organization, the LOTO (Lock out-Tag out) system was launched in Katni for improved electrical safety. The team at Katni initiated the work on implementation of LOTO (Lock out – Tag out) system three months back. In these three months, proper planning was done for implementation and procurement of locking system, and necessary training was imparted to the concerned employees, first to the maintenance staff and then to the workers. Demonstrations were also organized for clear understanding and effective implementation of the system.



Mr. Anil Badgotri - Unit Head addressing the gathering



The LOTO system was formally launched on 29<sup>th</sup> September under the leadership of Mr. Ashish Asopa - HOD (Electrical) and Mr. Praveen Singh - HOD (Mechanical & Production). Mr. Anil Badgotri – Unit Head in his brief address emphasized the importance of LOTO system. He informed everyone that in India around 50% of industrial accidents take place because of electrical laxity and thus by implementing the LOTO system, the rate of accidents could be reduced to 50%. Hence the LOTO system is very effective for improved industrial safety and it is a significant step towards a safe working environment.





## the colour red

This top colour of the rainbow is the most daring and bold colour of Mother Nature. It evokes passion, enthusiasm, vitality and security. Red signifies power and serenades an ode to verve and vivacity. The colour has historically played a significant role in adding beauty to Indian Architecture. Be it the Red Fort, made of red sandstone or the red oxide cement floorings that stir up the reminiscence of the Raj era; through time, red continues to hold sway. Presently, using of red in restaurants & bars is in vogue with innovative applications.



Red Fort, Delhi





## Celebrations

### 133<sup>rd</sup> Founder's Day Celebration

#### Kanpur



Mr. Satish Mahana - H'ble Minister for Industrial Development (Government of UP) lighting the lamp. Also seen in the picture is Mr. Yadupati Singhania – Chairman & Managing Director



Mr. PK Bansal - Sr. V.P. (Projects) being felicitated by the Chief Guest

On 5<sup>th</sup> November, JK Organization celebrated 133<sup>rd</sup> Founders' Day at Kamla Retreat, Kanpur on the birth anniversary of our founder Shri Lala Kamlapat Singhania and paid tribute to his extraordinary vision, enterprise and social commitment.

Mr. Satish Mahana - Honorable Minister for Industrial Development (Government of Uttar Pradesh) graced the occasion as the Chief Guest. Mr. Yadupati Singhania - Vice President (JK Organisation), Mr. Nidhipati Singhania, Mr. Abhishek Singhania, Mr. Madhavkrishna Singhania and other family members were also present.

On this occasion, various employees across India were honoured in recognition of their long and dedicated services of 25 years and 40 years with the organization. Apart from the employees, the organization also honoured various dealers across the Country who have been associated with the organization for more than 25 years.

The programme was convened by Mr. Anil Agrawal - Secretary who elaborated about the importance of Founders' Day and spoke about the contributions made by Late Kamlapatiji towards industrial development and social welfare.

Mr. Satish Mahana addressed the audience and congratulated the Management and the employees for their tireless efforts and making the organization proud. Mr. Madhavkrishna Singhania honoured the Chief Guest by presenting a memento.

Mr. Prashant Seth - VP (Commercial) and Mr. PK Bansal - Sr. VP (Projects) also shared experiences of their long journey with JK Organization.

Vote of thanks was proposed by Mr. A.K. Saraogi – President (CA) & CFO. The programme was attended by a large number of dignitaries, eminent personalities and government officials.



Mr. Prashant Seth - VP (Commercial) addressing the gathering



Mr. Prashant Seth being felicitated by the Chief Guest and Mr. Yadupati Singhania



Mr. Shailesh Gupta - AVP (MIS) being felicitated by the Chief Guest

#### Nimbahera and Mangrol

JK Cement Works, Nimbahera and Mangrol celebrated the 133<sup>rd</sup> birthday of JK Organization's founder Shri Lala Kamlapat Singhania on 7<sup>th</sup> November. At Nimbahera, Mr. S.K. Rathore - Unit Head graced the occasion as the Chief Guest, while Mr. KM Jain – Head (Commercial) and Mr. P.R. Choudhary - Head (Technical) presided over the event. On this occasion, senior executives Mr. N.K. Mishra, Mr. Puneet Arora, Mr. M.S. Shekhawat, Mr. R.K. Bajaj, Mr. S.K. Acharya, Mr. R.C. Purohit, Mr. C.P. Dak, Mr. Jitander Kumar, Mr. S.K. Khandelwal, Mr. Y.K. Mathur, and several other employees paid tribute to the great visionary. The executives later distributed food to patients at the Govt. Hospital.

In the series of celebration, Mr. Rathore honoured 22 employees and workers for completing 40 years and 25 years of services by presenting them with mementos and citations.



Mr. SK Rathore - President (Operations) garlanding the bust of Lala Kamlap



Awardees at the Founders Day Celebrations



Appreciating the loyalty of the employees, he highlighted the fact that these awards symbolize their dedication towards the organization. Mr. Nahar Singh Devra - Union President congratulated everyone present and hoped for the continuous growth and progress of the Company.

At Mangrol, Mr. D.K. Patel - Head (Technical) graced the celebration as the Chief Guest. In his speech, he highlighted the contribution of Shri Lala Kamlapat Singhania towards industrial revolution and motivated the employees to maintain the organizational values and continue to be dedicated towards the growth of the Company.

## Muddapur

The Muddapur family celebrated the 133<sup>rd</sup> birthday of JK Organization's founder Shri Lala Kamlapat Singhania on 7<sup>th</sup> November with great zeal and devotion. Mr. R.B.M. Tripathi - Unit Head, Mr. Jayant Malhotra - Technical Head, Mr. Basant Gupta - Commercial Head & other executives and staff members paid tribute to the revered founder.

Mr. Tripathi addressed the gathering and spoke about the journey of the founder and his various contributions and achievements. He also congratulated the employees for their support, dedication and hard-work and urged everyone to continue the good work.

Mr. MS Shekhawat - AVP (HR & ER) distributing food to patients at the hospital



Mr. RBM Tripathi - Unit Head paying his tribute to Late Shri Lala Kamlapat Singhania



Unit Head along with other staff members on the occasion

## Jharli

JK Cement Works, Jharli celebrated the 133<sup>rd</sup> Founder's Day of J K Organization on 7<sup>th</sup> November with great enthusiasm. Mr. Harish Agarwal - Unit Head offered a garland to the portrait of Shri Lala Kamlapat Singhania. He spoke about our great founder's life, his vision and achievements. He encouraged the staff to follow his footsteps and enable the organization to achieve greater heights of success.

Mr. Agarwal also congratulated the staff members and workers for their time, effort and dedication towards the establishment and growth of the Jharli unit.

To mark this special occasion, banners and display boards were put up at the entrance and prominent locations.



Mr. Harish Agarwal - Unit Head lighting the lamp on the occasion



Mr. Agarwal cutting the cake in the presence of staff members

## Karnataka Rajyostava Muddapur

JK Cement Works, Muddapur celebrated the 62<sup>nd</sup> Karnataka Rajyostava with patriotic fervour. Mr. R.B.M. Tripathi - Unit Head graced the celebration as the Chief Guest. Mr. Jayant Malhotra - Technical Head, Mr. Basant Gupta - Commercial Head, Mr. Uma Shankar Choudhary - Sr. G.M. Production, Mr. K.C. Khandelwal - Sr. G.M. (E & I), Mr. Anil Gupta - Sr. G.M. (Mechanical) and Mr. Girish Bakshi - Head (ER) along with other executives, staff members and workers were also present on this occasion. The event was anchored by Mr. Lokanna Nandaganv - Asst. Officer (Welfare).

Mr. Tripathi inaugurated the program by performing the pooja of goddess Bhuvaneshwari. He also hoisted the Kannada flag and sang the state anthem. Furthermore, he truly appreciated the people of Karnataka in his speech.



Mr. RBM Tripathi - Unit Head saluting the state flag





## Children's Day Celebration Kanpur



Corporate HR at Kamla Tower organized a book exhibition and storytelling competition for the children of all the employees at Kanpur as a part of Children's Day celebrations. The event was inaugurated by Mr. R. P. Tomar - Sr. General Manager (Corporate HR), where he addressed the audience and emphasized on inculcating reading habits among children for their overall



development. The story telling competition was also organized with a view to sharpen their creative writing and public speaking skills.

The event was appreciated by all and was attended by a large number of employees and their families. The event was well coordinated by Mr. Anwarullah Abbasi, Ms. Priyanka, Ms. Santosh Yadav, Ms. Harshita and Mr. Santosh from Library and Corporate HR Team under the leadership of Mr. Tomar and guidance of Mr. A.K. Saraogi - President (CA) & CFO.



## LK Singhanian Education Centre, Gotan

LK Singhanian Education Centre, Gotan organised a fete on 14<sup>th</sup> November to celebrate Children's Day. The fete was inaugurated by Mr. BK Arora - Business Head (White Cement) and Mrs. Sushma Arora - Vice President (LKSEC). To celebrate the occasion, a small programme was organised by some senior students, which included speeches, a group song, declamation and anecdotes from our first Prime Minister, Pt. Jawaharlal Nehru's life.

One of the main highlights of the fete were the various game stalls put up by the teachers, such as Open- Flash, Quick Five Housie, dart game and ring game. The food stalls garnered a lot of attention. The Grand Open Housie was also a major attraction for everyone present. The festive event concluded with everyone dancing to the beats of foot tapping music.





## Padam Vidya Vihar, Nimbahera



Students participating in a race



Dance performance by the students

Padam Vidya Vihar, Nimbahera celebrated Children's Day with great enthusiasm in the school campus. The event was presided by Mrs. Neelam Rathore – President, Surbhi Ladies Club.

The program began with the garlanding of Pandit Jawaharlal Lal Nehru's portrait. Thereafter, Mrs. Rita Trivedi – Headmistress warmly welcomed the Guests. Various games, such as ball race and rabbit race, were organized for the children and their mothers as a part of the celebrations.

An Inter-house dance competition was also organized that saw active participation from the students. A prize distribution ceremony was held at the end of the function. Mr. PC Bhandari - School Secretary and the members of the Surbhi Ladies Club were also present on the occasion.



Mr. P.C. Bhandari - School Secretary along with the teachers and students

## Family Day 2017 Padam Tower





## Christmas Celebration

### Gotan

JK White Cement Works, Gotan celebrated Christmas with full fervour. The celebration included cakes, candies and Christmas carols. A christmas tree was beautifully decorated along with a stuffed Santa Clause, both of which were placed at the main entrance of the plant.



Cake cutting was organised at both the White Cement and Grey Cement units besides the staff colony. A large gathering including the departmental heads were present for the celebration. The children from the colony loved the Christmas carols as much as the Santa Clause.



### Fujairah

JK Cement Works, Fujairah celebrated Christmas with great enthusiasm, alongside the Management and non-management staff. Special arrangements were made for decorations such as lights, balloons, caps etc. The entire staff thoroughly enjoyed the day.



## Banker's Meet - Udaipur



Mr. Abhishek Singhania addressing the gathering

JK Cement organized its Annual Bankers Meet on 25<sup>th</sup> November at the Leela Palace, Udaipur which was chaired by Mr. Abhishek Singhania.

The meeting witnessed senior level participation from within the Company as well as the lenders. Performance of the Company for the quarter & half year ending on September 2017 was reviewed and future plans were shared with the lenders.

Mr. Singhania addressed the lenders and highlighted the prospects of the Company as well as the Cement Industry. After the meeting, the lenders had an informal chat with Mr. Singhania and other senior executives of the Company.



Mr. Singhania, Company Officials & lenders at the meet.







# the colour orange

Orange invokes one of India's oldest callings – spirituality. It reflects mental strength, happiness, vitality, optimism, healthy relationships and a plethora of everything positive. This lively colour spurs creativity. On the landscape of Indian Architecture, orange has travelled through the spheres of spirituality to creativity. In fact, the subtle tinge of this colour makes it ideal to use in homes. The warmth and comfort of orange make it ideal to use in bedrooms, study, kids' zone and offices.



## EVENTS

### Annual Sports Day - Fujairah

JK Cement Works, Fujairah organized the Annual Sports Day at its factory camp ground on 23<sup>rd</sup> December. The event included a plethora of sport activities such as running, *kabaddi*, long jump, tug of war and many more. Everyone participated with great enthusiasm and demonstrated the spirit of sportsmanship.

The aim of this event was to engage the employees in a constructive and interesting way. The event concluded with everyone creating great memories and spending quality time together.



### Badminton Competition - Nimbahera

JK Cement Works, Nimbahera organized its 19<sup>th</sup> badminton competition under the aegis of Inter Cement Association on 26<sup>th</sup> December. A total of 6 teams comprising Wonder Cement (Nimbahera), Aditya Birla Cement (Shambhupura), Birla Cement Works (Chandaria), Shree Cement (Beawar) and Vikram Cement (Khor) participated in this three-day competition. The event was graced by Chief Guest, Mr. S.K. Rathore – President (Operations), along with Mr. Vinay Sharma, Mr. Kapil Vyas, Mr. Akhilesh from Wonder Cement, Mr. O.P. Rai, Mr. Umesh Tiwari from Aditya Cement,

Mr. Pramod Tripathi, Mr. Parag Gupta from Vikram Cement, Mr. Sunil Sharma from M/s Birla Cement and Mr. Kapil Paneri & Mr. Raju from M/s Shree Cement.

In his speech, Mr. Rathore expressed his happiness over the opportunity to host the competition. Furthermore, he highlighted that these competitions are a great learning opportunity irrespective of the outcome of the game. Special Guest, Mr. Sharma from Aditya Cement encouraged the players to showcase their sportsmanship and emphasized that such events help promote camaraderie within the Industry.



Mr. SK Rathore - President (Operations) addressing the gathering



Players from different cement plants at the tournament

The doubles match was won by Aditya Cement while Shree Cement won the singles. The event was successfully organized by Mr. S.D. Paneri - Asst. Manager.



## Mechanical & Technical Summit 2017 - Nimbahera

JK Cement Works, Nimbahera organized a two-day Mechanical and Technical Summit at the Regional Training Centre on 27<sup>th</sup> November, under the able guidance of Mr. S.K. Rathore – President (Operations). This summit was attended by the Unit Heads and Senior Technical Managers from across the Company.

The seminar began with Mr. Rathore lighting the ceremonial lamp along with Mr. R.B.M. Tripathi - Unit Head (Muddapur),

Mr. Jayant Malhotra – Technical Head (Muddapur), Mr. Rajeev Sharma - Unit Head (Gotan) and Mr. Amit Mehta - Technical Head (Gotan), Mr. PR Chaudhary - Technical Head, Mr. Y.K. Mathur and Mr. V.K. Maheshwari from Nimbahera, Mr. DK Patel -Technical Head (Mangrol). In his welcome address, Mr. Chaudhary provided a brief introduction of all the sessions and highlighted the importance of the seminar. Mr. Rathore also spoke highly about the upcoming seminar in his speech.

The Technical Heads and the Senior Technical Managers present at the seminar discussed various issues and gathered new information. More than 40 Senior Technical Executives from different units were present at the meet.



Group photograph of Executives in Mech-Tech Summit



Senior Executives participating in Mech-Tech Summit

## Swachhta Pakhwada - Nimbahera Mines

Swachhta Pakhwada, which is a fortnight long cleanliness initiative, was celebrated at all the mines in Nimbahera namely Maliakhara Limestone Mines, Karunda Limestone Mines, J K Cement Limestone Mines, Mangrol Tilakhara Limestone Mines and Mangrol Limestone Mines from 16<sup>th</sup> to 31<sup>st</sup> December. The event was conducted under the guidance of Indian Bureau of Mines, Ministry of Mines and Government of India.

On this occasion, The Secretary of Mines (Govt. of India) explained that the Ministry of Mines is observing Swachhta Pakhwada as a part of the Swachh Bharat Mission to fulfill the vision of a cleaner India by 2<sup>nd</sup> October, 2019.

During this event, the following activities were carried out at all the five mines:-

- i) Activities such as poster making, slogan & essay writing competitions, were organized in schools from nearby villages to spread the message of Swachh Bharat Mission.
- ii) The mine officers and workers cleaned the village streets and chowks to spread the message of cleanliness among the villagers.
- iii) Areas around the mines were also cleaned and photographs were taken to get a better idea of the before and after effects of the event.

Hygiene kits were distributed among the mine workers and school children.



Mr. S K Rathore - Unit Head inaugurating Swachhta Pakhwada



Cleanliness work done under Swachhata Pakhwada at Murlia Aganwadi



Plantation under Swachhata Pakhwada at Govt. Upper Primary School, Charlia



## Annual Sports Meet - Kailash Vidya Vihar, Nimbahera

Mr. SK Rathore - Unit Head felicitating teachers on the occasion



Students participating in a race



Kailash Vidya Vihar, Nimbahera conducted its Annual Sports Meet on 22nd December. Mr. P.C. Bhandari – Secretary (Kailash Nagar Education Society, Nimbahera) graced the occasion as the Chief Guest. At the onset, he was introduced to all the four house masters, captains and athletes. He then administered the oath, alongside the Head Boy and formally declared the 34<sup>th</sup> Annual Sports Meet.

The meet included various track events such as racing, sack racing and skipping race. In his speech, Mr. Bhandari encouraged the athletes to keep their sportsmanship intact, irrespective of winning or losing. He then congratulated all those who participated in the event and wished them a bright future ahead.

Vote of thanks was delivered by Mr. H.C. Khichi - Principal. He also expressed his gratitude to all the teachers for performing their duties diligently.



Mr. PC Bhandari - Secretary addressing the participants



Mr. S.K. Rathore felicitating students

## National Education Day - Kailash Vidya Vihar, Nimbahera

Kailash Vidya Vihar, Nimbahera observed the National Education Day on 11<sup>th</sup> November. This was done as per the guideline released by CBSE to commemorate the birth anniversary of Maulana Abul Kalam Azad to acknowledge his contributions towards education in India.

A special assembly was organized on 13<sup>th</sup> November where students delivered speeches on the significance of the day. A teacher from the Humanity Department acquainted the students with Azad's involvement in India's struggle for freedom as well as his contribution in the field of education.

The celebrations continued for five days which included an essay writing competition on the topic - 'The Importance of Education and Literacy for the well-being of society.'



A teacher from Humanity Department addressing the assembly



Students gathered to celebrate National Education Day





# the colour yellow

The colour yellow is the epitome of serenity and as the colour of the sun; it is sacred to Indian culture. Since time immemorial, ascetics have believed that it invokes clarity of thought, thus, wisdom. With positivity aligned, it bestows energy and orderliness in our lives. However, the use of this colour in architecture has a very different angle. Its broadening effect is used in small places and rooms to make them look bigger. The true impact of this colour can be witnessed in Jaisalmer, also known as the Yellow City or the Golden City, for its spectacular limestone fort, radiant in sunlight.



Jaisalmer, Rajasthan



## All India Inter Public School IT Fest - LK Singhania Education Centre, Gotan

LK Singhania Education Centre, Gotan organized an all India Inter Public School IT Fest on 11<sup>th</sup> and 12<sup>th</sup> November, which witnessed participation from 26 IPSC schools from across the Country including Scindia Girls School - Gwalior, Welham Boys' School - Dehradun, Modern School – New Delhi etc. The event was inaugurated on 11<sup>th</sup> November by Chief Guest, Mr. B.K. Arora - Business Head (White Cement). Mrs. Sushma Arora – VP (LKSEC) graced the event as the Guest of Honour. They were welcomed by Ms. Nistha Vaswani - Cultural Secretary (Girls) and Master Parikshit Neyol - Sports Captain (Boys).

In his welcome speech, Mr. Arora welcomed everyone present. Mr. R.C. Joshi - Principal encouraged the participants to think innovatively and create a space of their own. Various

competitions were organized by the school during the event, such as Digital Poster Making, PowerPoint Presentation, Website Designing, Cartoon Making, Java+ MySQL Programming, Computer Quiz etc. The competitions were adjudged by a team of experts including Mr. Priyadarshi Patani, Mr. Shailendra Vijayvargia, Mr. Anirben Dey and Mr. Parampreet Grewal.

Participants from LKSEC showed exemplary skills and received the first prize in the PowerPoint Presentation and Computer Quiz and the second and third position in Computer Wiz Kid and Java+ MySQL and Digital Poster Making Competition respectively.

The closing ceremony was concluded by the Chief Guest Mr. Gavin Dabreo, an MBA graduate from Manchester Business School and CEO of NIIT's famous K-12 school, who gave away the prizes to the winners. Vote of thanks was delivered by Mr. Suraj Bhan Choudhary - HoD (I.T. Department), where he thanked everyone for making the event a great success.







## Domestic Cargo Owner of the Year Award - Gotan

JK White Cement Works, Gotan bagged the 3<sup>rd</sup> position as the Domestic Cargo Owner of the Year 2016-2017 on Concor Day held at New Delhi on 2nd December.

The objective of these awards are to reward consistent leadership, significant efforts, exceptional commitments and path-breaking initiatives taken in developing, supporting and scaling container business in India. The Concor Day Award is one of the most coveted Awards for excellence in dispatches through containers, recognizing individuals, organizations and corporates who have made a difference with their outstanding contribution in this area.

Mr. Ajay Garg - General Manager (Sales) and Mr. Kamal Kishore - Manager (Logistics, Grey Cement) received the award from Mr. P.K. Aggarwal – Director Domestic, Concor.



Mr. Kamal Kishore - Manager (Logistics, Grey Cement) and Mr. Ajay Garg - General Manager (Sales) receiving the award

## JK Cement Works, Nimbahera honoured with Best Employer Award 2016

JK Cement Works, Nimbahera was felicitated with the Best Employer Award 2016 for its outstanding performance in the category of Large Scale Industries in Rajasthan. The award ceremony was organized by the Employers' Association of Rajasthan on 24<sup>th</sup> November in Jaipur. Hon'ble Cabinet Minister of Labour Employment & Skill Development, Mr. Jaswant Singh Yadav and Mr. Ramcharan Bohra - Member of Parliament, Jaipur graced the occasion as the Chief Guests. The winning trophy was presented to Mr. SK Rathore - President (Operations), Mr. MS Shekhawat - AVP (HR & ER) and Mr. Dileep Singh Krishnawat - GM (IR).



The Nimbahera team receiving the trophy from the Chief Guests

During the course of the program, Mr. NK Jain - President, The Employers Association of Rajasthan spoke about how the selection is done based on a survey of all industries, carried out by an unprejudiced committee on various parameters. Congratulating the Nimbahera team on receiving the award and thanking the Employer Association, Chief Guest Mr. Yadav applauded the efforts made by the plant for improved industrial environment in Rajasthan.

## JK Cement bags awards conferred by World Marketing Congress

It is a matter of great pride that JK Super Cement bagged the Brand Revitalization Award at the Global Marketing Excellence Awards held in Mumbai on 24<sup>th</sup> November. JK Super Cement was re-launched with a new visual identity and the brand promise of 'Build Safe' was established. The journey of the Brand transformation has been very exciting and fulfilling and it is

very encouraging to see that the exercise is being recognized by the Marketing fraternity, not just in the cement segment, but across categories.



Mr. Nitish Chopra receiving the award for 'Most Influential Marketing Leaders'



Mr. Nitish Chopra – Head (Branding & Communication) receiving the Brand Revitalization Award for JK Super Cement

Mr. Nitish Chopra – Head Branding & Communication, was named as one of the Most Influential Leaders, which was conferred by the World Marketing Congress. The World Marketing Congress is conducted in strategic partnership with CMO Asia and the World Brand Congress. The 'Most Influential Marketing Leaders' listing is a result of an intensely researched process which is then shortlisted and reviewed by a jury comprising senior professionals from across the globe.



## WINNING ENTRY

### Can Government policies reduce pollution?

**B**eing a developing country, India has been focusing on urbanization, industrialization and modernization. However, in this race towards development, and against pollution has become a major cause of concern. Therefore, it's high time we shift our focus towards sustainable development, which is the only way we can curb the depletion of natural resources. And by preventing pollution, we can take positive steps towards a sustainable future.

In line with this, the Indian Government has designed various policies to reduce environmental pollution. To reduce water pollution, the Govt. has started projects like Namami Gange project, AMRUT project, Smart city mission, Industrial effluent standards, etc. To reduce air pollution, the Govt. is promoting use of renewable energy and reducing traffic emission. It has also implemented new rules pertaining to solid waste management and has started the promotion of recycling e-waste.

If we look at the data of previous years, government policies have contributed to a significant drop in air pollution levels. The mandatory adoption of catalytic converters for cars reversed, worsening sulphur

dioxide concentrations in the atmosphere and led to sharp declines in dangerous forms of air pollution. Similarly, the Supreme Court Action Plans – the most famous of which was in Delhi, but had also been implemented in 17 other cities as well - helped reduce nitrogen dioxide levels. The effect of the National River Conservation Plan (NRCP), the foundation of water pollution regulation in India, can be taken as a yardstick to measure success in reduction of water pollution.

India still requires effective regulation and enormous discipline to control pollution. The Government needs to come up with cost effective measures to bring down the pollution levels. Big corporates, who are also responsible behind pollution, required to be given strict warning. The Govt. needs to take quick actions towards controlling pollution levels as the life of millions is at stake.

Thus, it can be concluded that Government policies can help reduce pollution. However, strong, systematic steps need to be taken to tackle this issue successfully.

**Mr. Sanjeev Trivedi**  
Dy. Manager  
Nimbahera



## Winning Entries

1<sup>st</sup> Runner Up

**Importance of workplace etiquettes**  
Mr. Ajit Yadav - Manager (Liaison), Fujairah

2<sup>nd</sup> Runner Up

**Can Government policies reduce pollution?**  
Mr. UAV Prasad - ASM (Marketing), Guntur

## Participating Entries

### Importance of workplace etiquettes

1. Mr. Monu Kumar Vaishnav - Asst. Engineer, Mangrol
2. Er. Ankita Prajapat - GET (QC), Mangrol
3. Mr. Chandra Shekhar Sharma - Chemist (QC Lab), Katni
4. Mr. Deepak Kumar Nagar - Mechanical Engineer, Mangrol
5. Mr. Deepak Kumar Sah - Jr. Chemist (QC Lab), Katni
6. Er. Gourav Ramchandani - GET (Mechanical), Mangrol
7. Mr. Mohsin Khan - Sr. Engineer (Instrumentation), Jharli

8. Mr. Ratnesh Kumawat - Engineer (Mechanical), Jharli
9. Ms. Nishant Hashmi - Engineer Process (Production), Fujairah
10. Mr. S.B. Choudhary - Head (IT), LKSEC Gotan
11. Mr. Shashank Jain - Officer (IT), Fujairah
12. Mr. Sunil Sharma - Manager (HR), Mangrol
13. Mr. Vivek Sharma - Sr. Engineer (PM Cell), Mangrol
14. Mr. UAV Prasad - ASM (Marketing), Guntur

### Can Government policies reduce pollution?

Mr. Nilesh Kumar - Purchase Department, Haryana

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

1. Role of Corporate Wellness in improving productivity
2. NEWS: Lost in Sensationalism?

Last date for submission of entries is  
**15<sup>th</sup> March 2018**

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.





# the colour green

Green is the colour of life! It is the epitome of fertility and growth. India's agrarian culture also connects this colour with health, balance and of course, wealth. Use of this colour in Indian architecture can be traced back to antiquity. Green, as the colour of life, is widely used in the hospitals. With the increasing practice of using multiple colours on the walls, the colour is gaining popularity in spaces like bedroom, living room and dining room. It is believed to exude serenity and calm.



# JK Cement SwachhAbility Run 2017 A Cause turns into a Movement

Some stories deserve an encore. The stupendous success of the maiden JK Cement SwachhAbility Run 2016 made its second edition a much-anticipated event of the year.

JK Cement SwachhAbility Run 2017 reached new heights and brought to the forefront the grit and determination of citizens from five cities i.e. Goa, Belagavi, Hubballi, Mangaluru and Bengaluru. The run witnessed immense enthusiasm from participants, with participation from over 13,000 people from all walks of life, making it a huge success.

The run began in Goa, where it was flagged off by Honourable CM of Goa, Shri Manohar Parrikar. After each run, the participants including divyangs (people with disabilities) helped run a cleanliness drive in each city. This year, the run also received immense support from



**13000 people**

**5 Cities**

**85 Schools**



# JK Cement LTD. Swachh AbilityRun™



## Inclusion of Divyangs as equal & Swachh Bharat

eminent personalities and dignitaries, such as the Minister of State for Housing and Urban Affairs, Shri Hardeep Singh Puri. Like last year, the run included two categories of runs -10km and 3km. The 10 km run which was a timed race, was open for all to participate. However, to encourage more participation towards the cause, 3 km run was done alongside, especially for school children and for anyone else who wished to run a shorter distance.

The JK Cement SwachhAbility Run draws its inspiration from the spirit of selfless service, epitomized by The Indian Army. It is the brainchild of Kargil War veteran and India's first blade runner, Major D P Singh, and stands in support of two extremely important causes--Prime Minister Narendra Modi's flagship initiative of Swachha Bharat and inclusion of people with disabilities as equals in the society.

Mr. Raghavpat Singhanian, JK Cement Ltd said, "We are extremely grateful to all



the participants who helped us make the 2nd edition of JK Cement SwachhAbility a resounding success. The enthusiasm of everyone including the students and divyangs was infectious and we look forward to taking this movement to greater heights in the times to come."

Mr. Rajnish Kapur - Business Head (Grey Cement) said, "The mission of SwachhAbility resonates with JK Cement's core philosophy and values of giving back to the society. The causes that come under the gamut of the Run i.e. the need of instilling confidence in Divyangs across the country and also to change the perception of society towards them by making them showcase their hidden abilities by performing on ground, really captured our imagination and we felt that we must be a part of this epic initiative".



The 5 Cities

Belagavi

Mangaluru

Bengaluru

Panjim

Hubballi





The event was an inspiring experience for all those involved in various roles with the project, who came out in support with full enthusiasm.

The efforts of the Branding and Communication team in organizing and coordinating the logistics of the event was instrumental in ensuring the success of the JK Cement SwachhAbility Run.

The efforts of the Marketing Team that ensured such active participation across the 5 cities is praiseworthy. Mr. Nitish Chopra – Head (Branding &

Communication) says "The local public in these cities were extremely welcoming and truly bonded with the cause that we are supporting. It has been a challenging yet satisfying journey and we are overwhelmed with the success of the 2<sup>nd</sup> edition of JK Cement SwachhAbility Run".

The run culminated with an award ceremony on 1<sup>st</sup> December at Ayurvigyaan Auditorium, New Delhi, saluting the spirit of Divyanga. On this occasion, some Special Divyaangs were felicitated for breaking barriers and contributing to the society. Chief Guest, Minister of State for Housing and Urban Affairs, Sh. Hardeep Singh Puri addressed these real life heroes and applauded their never say die spirit.

JK Cement SwachhAbility run has successfully been able to string together the two causes of Swachh Bharat and inclusion of Divyanga as equals. What started off as a run, has now taken a shape of a revolution and hopefully will turn into a crusade for cleanliness, equal rights and opportunities for differently abled, in the coming years.





# JK Cement SwachhAbility Run in the news







# Celebrating the success of our Annual Stockist Meet, White Cement - Jaipur



Kapoor Marketing - Winner (Wall Putty & White Cement), Kanpur



Jain & Sons - Winner (Wall Putty & White Cement), Himachal Pradesh



Shakti Marketing - Winner (White Cement), Gujarat



**J**K Cement's success story is incomplete without the mention of our channel partners, whose immense and unrelenting support has taken the Company forward by leaps and bounds. The Annual Stockist Meet cum Award Ceremony for the White Cement Division, aimed at applauding our partners and felicitating their achievements, was held on 17<sup>th</sup> and 20<sup>th</sup> December at Indana Palace, Jaipur and Hyatt Regency, Gurugram respectively.

It was attended by over thousand dealers from J&K, Punjab, Chandigarh, HP, UP, MP, Nepal, Gujarat and Rajasthan.

The partners were warmly welcomed into the majestically created fabled 'Kingdom of Mahishmati', inspired by the



Godrich Enterprises - Winner (White Cement), Punjab



Kiran Paints - Winner (Wall Putty), Ghaziabad



Red Rose Corporation -



# ur Nationwide Partners pur and Gurugram



BLK Enterprises Pvt. Ltd. - Winner (White Cement), Delhi



blockbuster series 'Bahubali'. The theme was especially chosen to celebrate the perseverance, valour and the warrior spirit of our associates.

The guests were awestruck by the massive stage especially crafted on this subject. The show started with a highly inspirational audio visual on the theme. The opening 'Bahubali' act further set the tone for the event. The guests were enthralled with the high level of artistic performances that followed. The electrifying 'Shivaay' act and dance dramas by various troupes, had the guests spellbound. The Emcee kept the guests engaged through small interactive sessions and games, including a lucky draw.



Gian Chand Ashok Kumar - Winner (Wall Putty & White Cement), Chandigarh



Aggarwal Group - Winner (Wall Putty), Delhi



Winner (Wall Putty), Gujarat



Shri Ram Trading Company - Winner (White Cement), Ghaziabad







Tech Pro Marketing - Winner (Wall Putty), MP 1



Keshrimal Jain Chunawala - Winner (White Cement), MP 1



Payal Iron & Hardware Traders - Winner (White Cement), Haryana

The highlight of the event was the rib tickling act by the Comedy King, Sunil Grover. Bringing the house down with his antics, he had the guests in splits. They couldn't get enough of him and didn't want the interaction to come to an end.

A unique photograph zone on the theme was also created for the dealers to click pictures with Bahubali.

During the course of the event, the channel partners were

awarded for their exemplary performance in the previous financial year. Applauding the efforts of the channel partners, Mr. B.K. Arora – Business Head (White Cement) and Mr. Niranjana Mishra – President (Marketing) motivated the channel partners with their keynote address.

This opportunity not only strengthened our bonds of partnership but also renewed our commitment towards the Company to scale new heights of success and glory.



Sidhi Vinayak Pvt Ltd - Winner (White Cement), Nepal



V. Kumar Trading Co. - Winner (Wall Putty), Haryana



Shree Agencies - Winner (Wall Putty & White Cement), Rajasthan



Friends Supplier Co. - Winner (White Cement), Rajasthan



Pradeep & Company Pvt Ltd - Winner (Wall Putty), Nepal



Kicha Marble House - Winner (Wall Putty), Lucknow



Pratik Cement Agency - Winner (Wall Putty), Varanasi



Arora Enterprises - Winner (Wall Putty), Punjab

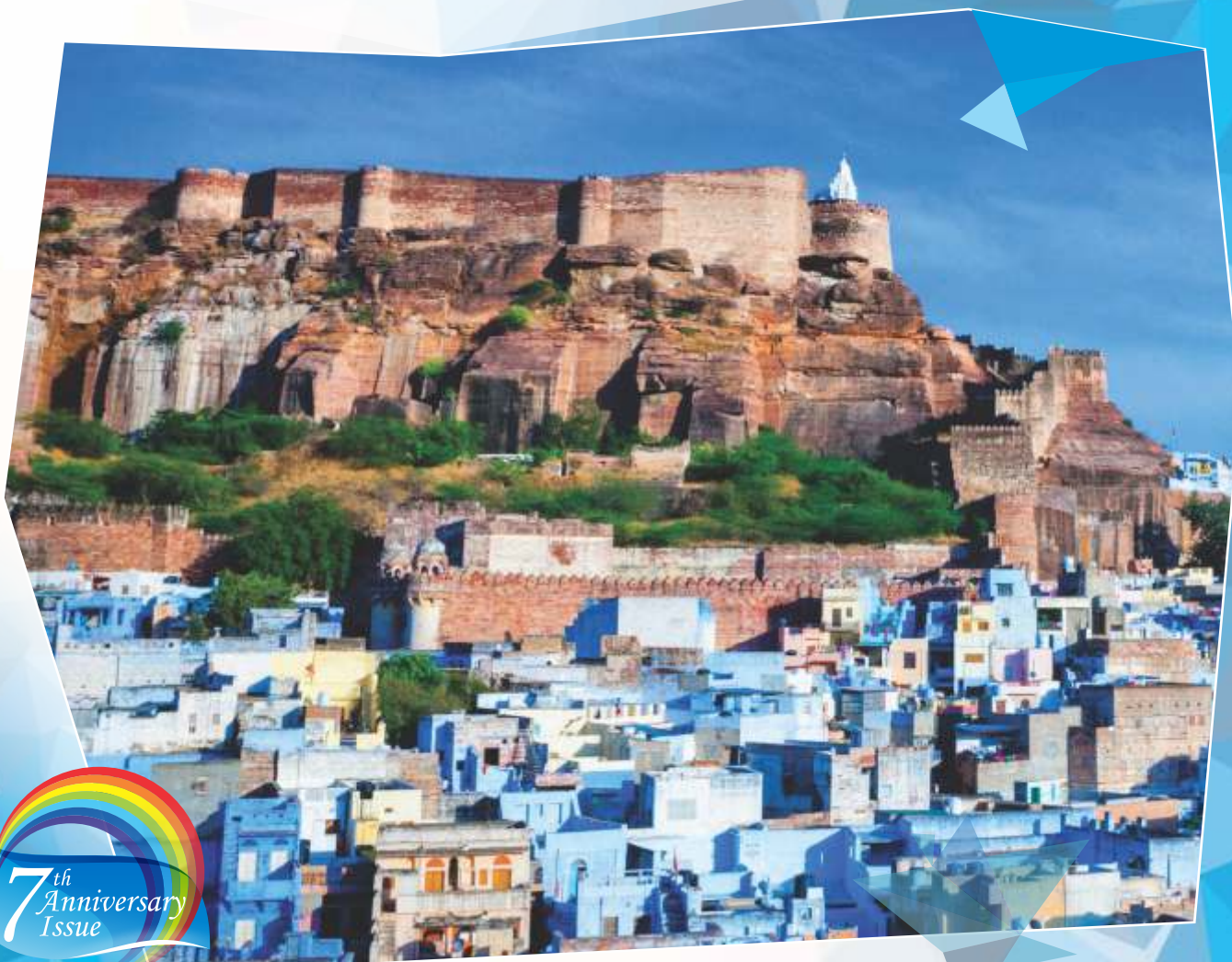


Satyam Enterprises - Winner (Wall Putty), MP 2



the colour  
**blue***Colours  
of  
Life*

The colour blue is the most dominant colour of nature. It is the colour of the sky and the oceans. It elevates our minds to spiritual and divine heights. The erstwhile capital of Marwar region, Jodhpur still holds the living testimony of blue in architecture. It's popularly known as the Blue City, as its houses are painted in colour blue. This gives an aura of tranquility to the landscape, a relief from the scorching sun of Jodhpur and adds to the beauty of the city, especially when looked upon from the Mehrangarh Fort.

*7<sup>th</sup>  
Anniversary  
Issue*

Mehrangarh Fort, Jodhpur



## PEOPLE POWER TRAINING PROGRAMMES

### RTC TRAINING PROGRAMMES - NOVEMBER 2017

RTC Nimbahera conducted 8 training programmes in the month of November including 4 Technical and 4 Management programs, with participation of 167 participants. 162 participants from JK Cement and 5 participants from different companies including JK Lakshmi Cement - Durg, JK Cement Works, Jharli, Shree Cement - Beawar, Shree Cement-Raipur and Birla Cement Works attended the training session and truly utilized the opportunity.

The highlight of the month was a training program conducted at

JK Cement Works, Muddapur on 'assessing the training Impact'. The program was organized at the site and 42 participants attended the same. RTC Trainer, Ms. Huma Aziz conducted the program and shared her knowledge and experience with the executives.

RTC also introduced two new programs namely 'Process Fluctuation Management' by Mr. Raghuraj Rao and 'Primary & Secondary NOX Abatement' by Mr. Ravi Arumugam from KHD.



Participants from the orientation program organised for Marketing Team



Participants from the orientation program organised for Marketing Team

### Training Summary - November 2017

S. No.	Course Title	Trainer	Date	No. of participants
1	Operation of HEM Equipments Dozer & Loader	RTC Trainer	6-8/11/17	8
2	Assessing Training Impact	Ms. Huma Aziz	9/11/17	42
3	Sexual Harassment	Ms. Huma Aziz	10/11/17	11
4	5S and Kaizen in Cement Industry	Mr. U C Kulshreshtha	10-11/11/17	17
5	Process Fluctuation Management	Mr. Raghuraj Rao	13-14/11/17	20
6	Work Life Balance	Ms. Huma Aziz	17-18/11/17	17
7	Mech Tech Summit	Conference	27-28/11/17	37
8	Primary & Secondary NoxAbadement	Mr. Ravi Amurugam & RTC Trainers	29-30/11/17	15

### RTC TRAINING PROGRAMS - DECEMBER 2017

RTC Nimbahera conducted 12 training programs in the month of December which included 6 Technical and 6 Management programs. A total of 260 participants were trained during the month with 194 participants from JK Cement and 66 participants from different companies including Nirma Cement, Aditya Cement, Shree Cement, Beawar, Shree Cement, Ras and Wonder Cement.

Highlight of the month was a training program conducted at Nirma Cement on 'Heat & Mass Balance'. The program was





conducted at the site and 16 participants attended the program. RTC Trainers, Mr. Mahavir Malav & Mr. Abhishek Tarkar conducted the program and shared their knowledge and experience with the executives.

In the month of December, a training program on 'Sexual Harassment at Workplace' was also conducted by Ms. Huma Aziz across plants including Jharli, Gotan, Nimbahera and Mangrol.



## Training Summary - December 2017

S. No.	Course Title	Trainer	Date	No. of participants
1	Cement Manufacturing Process and Lubrication	RTC Trainers	4-9/12/17	25
2	Workmen Inspector	RTC Trainers	11-23/12/17	06
3	Presentations Skills	Ms. Huma Aziz	11-12/12/17	21
4	Heat & Mass Balance	Mr. Abhishek Tarkar & Mr. Mahavir Malav	15-16/12/17	16
5	Sexual Harassment at Workplace (Gotan)	Ms. Huma Aziz	15/12/17	27
6	Sexual Harassment at Workplace (Jharli)	Ms. Huma Aziz	18/12/17	33
7	Time Management	Ms. Huma Aziz	19-20/12/17	13
8	An Orientation to Cement Manufacturing	RTC Trainers	21-23/12/17	14
9	Mines Planning & Operations	RTC Trainers	21-23/12/17	15
10	Sexual Harassment at Workplace	Ms. Huma Aziz	25-26/12/17	50
11	Harmonics & Its Mitigating Technique	Mr. Saurabh Acharya & Mr. SD Vyas	25-26/12/17	14
12	Personality Development (Jharli)	Ms. Huma Aziz	28-29/12/17	2

## Awareness Session on Sexual Harassment - Gotan

JK White Cement Works, Gotan is recognized for its unparalleled efforts for employees and its commitment & contributions towards Corporate Social Responsibility. The team at Gotan organized two awareness sessions on Sexual Harassment for the Head of Departments on 15<sup>th</sup> December & for homemakers of our White & Grey Cement unit employees on 16<sup>th</sup> December. Both sessions were conducted under the direction & guidance of Gotan HR Head, Mr. Manish Kumar Bakshi.

The sessions was conducted by Ms. Huma Aziz – Trainer, Regional Training Centre, Nimbahera. Mr. Rajesh Sharma - Sr. Manager (Corporate HR, Kanpur) was the facilitator and Mr. Amit Vaid - Officer (HR, Gotan) was the coordinator for the program from Gotan.



The opening ceremony in the first session was graced by Mr. Amit Mehta - AVP (Technical) & by Mrs. Chitra Sharma in the second session where they suggested valuable inputs & shared their expectations.

Both the sessions were quite informative and were well appreciated by HODs & all the women. The sessions made them aware of the history behind formation of Sexual Harassment Act and other existing laws & redressal process, types of sexual harassment and how to identify, avoid & protect oneself from these.

## Marketing Induction - Gotan

As a part of a robust induction plan, a 4-days orientation for the White Cement Marketing Executives was conducted during 11<sup>th</sup> to 14<sup>th</sup> December. The opening ceremony was graced by Mr. C P Jhagdawat - VP (C&A) & Mr. Amit Mehta – AVP (Technical) where they shared valuable inputs and their expectations. During the program all new inducted employees were trained & equipped with necessary knowledge of product, process, specification & special features of White Cement, Wall Putty & PrimaxX.

The induction program concluded with a meeting with Mr. Rajeev Sharma - Unit Head, Mr. Jhagdawat, and Mr. Mehta along with the respective faculty at the induction. The group members shared their experiences, concerns, and suggestions towards improvement. The team termed this as a memorable learning experience.

A total of 18 Marketing Executives from Delhi, Haryana, Karnataka, Maharashtra, Tamil Nadu, Gujarat, J&K, Madhya Pradesh and Rajasthan were inducted during the above period.

Mr Amit Vaid - Officer (HR) took the teams through the journey of JK White Cement and gave them a short brief of the plant and

its various sections. Mr. Rajesh Sharma - Sr. Manager (HR, Kanpur) presented the overall Company profile.

Mr. Ashutosh Shrivastava - Manager (Safety) conducted a session on industrial safety aspects and briefed all the participants about the use of PPE during plant visit.

Mr. R.P. Nagar – Sr. Chemist (QC) took the session on the basics of cement, explaining the history of cement and White

Cement, the manufacturing process of white cement, BIS specifications and specifications for cement testing procedures, quality parameters and also explained JK Water Proofing Compound. The team visited Quality Control Lab, wherein demonstrations of physical and non-conventional testing of cement apart from other methods and techniques were demonstrated.



The application of JK Wall Putty was exhibited to the group by Dr. Tripti Jain - Dy. GM (New Product Development). She conducted a session explaining the basics of JK Wall Putty & JK PrimaxX.

Several other useful sessions were conducted on mosaic flooring, functioning of the sales department, HR policies, insurance and CTS.

## Internal Training Programs - Jharli

The Jharli team has been organizing Weekly Internal Training Programs on regular basis. Following training programs were held at Jharli in the month of December, 2017.

- 7<sup>th</sup> December - A learning session on SAP Usage in Service Master Data was conducted by Mr. Abhinav Jain - Sr. Manager - PM Cell for all departments
- 15<sup>th</sup> December – A learning session on work life balance was conducted by Mr. Surender Dahiya - Sr. Manager, HR & Admin. The program was attended by 30 staff members across all departments. It was an interesting session which demonstrated different ways to maintain a perfect balance between work and personal life.
- 23<sup>rd</sup> December - Mr. Manoj Kumar Yadav – Manager (Mechanical Department) conducted a learning session on yoga, which was attended by 27 staff members across departments including Mr. Harish Agarwal - Unit Head. Mr. Yadav also conducted a practical yoga session in the garden area. He also shared the long term benefits of doing yoga.





## Earthquake Mock Drill - Jharli

An earthquake mock drill was organized in the premises of JK Cement Works, Jharli on 21st December as per Government orders. The mock drill included practical demonstrations on how to deal with such natural disasters and how to save oneself and others.

The programme was well organized by Jharli HR team with full

cooperation from other staff members. Soon after the emergency alarm was blown, all the staff members and workers came out of their respective offices and plant buildings and gathered at the Assembly Point of the plant. An artificial environment of natural disaster was created

at some prominent places in the premises displaying rescue measures.

An awareness message was also imparted to the gathering regarding preventive measures to be taken during such disasters.



Staff members coming out of the office building during Earthquake Mock Drill



A scene of rescue during earthquake mock drill



## Total Productive Maintenance - Jharli

Total Productive Maintenance (TPM) is a method to achieve maximum equipment effectiveness through employee involvement. This new initiative is a proven Japanese manufacturing philosophy for improving quality, reducing cost with breakdown and ensuring accident free manufacturing. TPM has been adopted at Jharli to set a benchmark for the

company in cost and quality. TPM has now become a regular practice at the unit.

It involves participation of Management, Operators and Maintenance teams. The TPM will definitely benefit in achieving the highest level of profit among the competitors, in the elimination of all manufacturing losses, elimination of customer complaints of quality and delivery, reduction in in-house rejection and quality complaints, in the development of highest level of motivation in the team members, elimination of human accidents and many others.



Mr. Harish Agarwal - Unit Head, Jharli with team members during TPM work



Jharli Team members during TPM work

## Program on Sexual Harassment - Jharli

An awareness program to make participants understand about Sexual Harassment and its complexities, benefits of having a harassment free workplace & how to create such an environment was organized at Jharli. The session was conducted on 18th December by Ms. Navneet Pal & Ms. Huma Aziz, Corporate Trainers.

Around 35 participants including Senior Executives were made aware of:

- Definition of Sexual Harassment at workplace - as per the act as well as Hon'ble Supreme Court guidelines in judgment of "Vishakha & Ors Versus State of Rajasthan & Ors"
- Overview: What is & what is not harassment
- Role of Internal Complaint Committee
- Prevention & Safeguarding from being harassed and false charges



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

**New Joinees  
Nov - Dec 2017**



**Mr. Ganga Ram**  
Manager - Logistics  
Jharli



**Mr. Abhishek Tiwari**  
DGM - Accounts  
Kanpur

*\* Manager level & above only.*

## Inauguration of New Store Building - Katni

JK Cement Works, Katni just completed the construction of a new store building with a racking system. The new store will facilitate a systematic, identifiable and safe storage of material with proper bin card system.

The new building was inaugurated by Mr. Anil Badgotri - Unit Head on 21st September on the auspicious day of *Navratri Pratipada*. A *pooja* was also organized on this occasion. The old store building (originally built for

chemical storage) will now be converted into a chemical storage godown by installing the pallet racking system during the ongoing expansion project.



Mr. Anil Badgotri performing the pooja



Mr. Anil Badgotri - Unit Head inaugurating the building

## Singapore Tour - Ladies Club, Nimbahera & Muddapur

A five-day Singapore tour was organised from 18<sup>th</sup> – 22<sup>nd</sup> December for the members of Surbhi Ladies Club, Nimbahera & Roshni Ladies Club, Muddapur. The tour was organised under the able leadership of Mrs. Neelam Rathore – President (Surbhi Club) and Mrs. Sushila Tripathi – President (Roshni Club). The club members thoroughly enjoyed their visit to Universal Studio, Sentosa Island, Gardens by the Bay and night safari in Singapore Zoo.

It was a memorable tour for all the members. Mr. SK Rathore – Unit Head, Nimbahera and Mrs. Rathore conveyed their gratitude to the Chairman & Managing Director on behalf of all the club members for making this wonderful trip possible.



Club members enjoying their visit to Sentosa Island





# the colour indigo

This bold and vibrant colour has deep cultural connotations; the plant itself has been a source of the blue dye since millennia. The colour is believed to be a catalyst for spiritual attainment, enhancement of psychic abilities, self-awareness and improvement of intuition. In India, this is a divine colour and its relation with architecture is ancient. Owing to this, the colour is used everywhere, though rarely in bathrooms and kitchens. In the modern age, indigo is used in combination with white or yellow to enhance its positive vibes.



Santorini, Greece



## C O N G R A T

*Spotlight*

I heartily congratulate the Spotlight editorial team for the vigour and enthusiasm with which they have kept the conversations within the JK Cement family flowing smoothly all these years. Now in its 7th year, spotlight has become a vital platform for the exchange of information and ideas between us, our various stakeholders including our channel partners.

May you continue to joyfully share the enriched experiences of our JK Cement family for years to come.

**Mr. Madhavkrishna Singhania**  
Special Executive



I have always considered people to be the most valuable asset, especially when it comes to the growth of a company. The Spotlight editorial team has successfully been able to celebrate this powerful asset and bring together the organization's widely spread activities. I would like to congratulate the team for the 7 glorious years and hope that they continue the good work. I am certain JK Spotlight will reach greater heights of success in the future.

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



JK Spotlight has been an important pivot in communicating and reaching out to the stakeholders of JK Cement in the past few years. It has now become the best source for everyone to share their inputs and feedback from multitude of 'JK Parivar' locations spread across India. In a way, one can say that JK Spotlight binds us all together by allowing us to share our challenges and successes with each other.

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



JK Spotlight has been diligently showcasing various aspects of our company for the past 7 years. I would like to congratulate the editorial team for the magazine's remarkable development. It has been able to create a strong bond among all the employees of JK Cement spread across the country and that is truly note-worthy. Keep it up.

**Mr. B.K. Arora**  
Business Head, White Cement



It is indeed a matter of pride to see Spotlight complete 7 years of personalized interaction with all the employees as well as stakeholders. The editorial team deserves all the credit for having kept all the readers engaged over the years. Wishing the magazine the very best for the times to come.

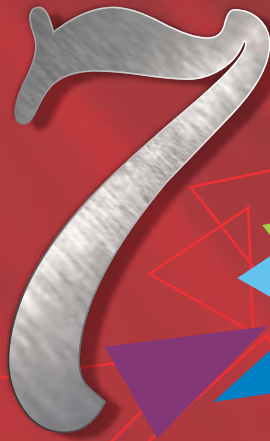
**Mr. Niranjan Mishra**  
President - Marketing, White Cement





# U L A T I O N S

## *on turning*



JK Spotlight has firmly established itself year after year and is successfully sharing the values and development of JK Cement with its employees. The forum is highlighting a broad range of internal and external activities across the various centres in a proactive manner.

As JK Spotlight celebrates its 7th anniversary, I, on my behalf of my entire team, send my warmest thanks to Mr. Raghavpat Singhania and the others in the Editorial Team for creating this great communication tool.

**Mr. Christer Eriksson**  
CEO - JK Cement Works, Fujairah



I am delighted to learn that Spotlight magazine has reached its 7<sup>th</sup> milestone during its meaningful existence, which has attracted admiration and respect from everyone concerned. Spotlight magazine has always been highly prompt at reporting all the events that occur at different locations in India as well as Fujairah. I am certain that, in the days to come, Spotlight will keep up to its glory and grandeur while keeping us informed about various developments and activities in the organization.

**Mr. Jitendra Singh**  
Chief Information Officer - IT



Congratulations to the Editorial Team doing a great job in the last 7 years. During my 2 years of association with JK Cement, I have found the magazine to be a great communication medium among the employees as well as the dealer network. I am especially impressed with columns such as 'Leaders Speak' and Spotlight on Company Official/Stockist. I wish the Editorial Team the very best for many more special editions.

**Mr. Yagyesh Gupta**  
Chief Procurement Officer



Wishing JK spotlight and the editorial team a great 7th Birthday and a very happy 2018. This seven year old magazine has been putting spotlight on various activities and events across all locations of the company. Here's wishing the magazine many more glorious years ahead.

**Mr. Andleeb Jain**  
Chief People Officer





## NEW DIRECTIONS

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



### Mr. Puneet Arora

Sr. VP  
(Engineering & Planning)  
Nimbahera



Mr. Puneet Arora has joined J.K. Cement Ltd. as Sr. VP (Engineering & Planning) in Nimbahera. An Industrial Engineer and a post graduate in Management, he has 27 years of rich experience in Project Execution and Management. In his last assignment, he was the Executive Director and Head of Central Projects for Dalmia Bharat Limited, where he managed multiple Greenfield and Brownfield projects across the Country. He has also worked with Engineers India Limited, handling various roles in Project Management and Planning both at home office and construction sites in India and overseas.

- **There is a renewed focus on growth and expansion in the Company. What are some of the new projects in the pipeline and how are we geared up to execute these?**

The renewed focus on growth and expansion at JK Cement has come at a very opportune time. We aim to get

an early starter's advantage in the market by increasing our capacity at the earliest. Some of the projects that are already underway include a Brownfield Expansion at Mangrol, Upgradation of Cement Grinding at Nimbahera and Mangrol, New crusher and Overland Belt Conveyor from the mines to Mangrol and Greenfield Split Grinding units in Uttar Pradesh and Gujarat. These will add 4.2 Mtpa to our cement capacity. This will be followed by an integrated Greenfield plant in MP along with split grinding units.

The project team is in the process of being strengthened with new members joining to add muscle to the existing talent pool.

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

JK Cement has always been at the

forefront in terms of selection of technology for our plants. As we all become involved in another round of projects, there is a great responsibility on the team to put up efficient plants with speed and safety within the budgeted cost.

Availability of skilled construction and supervision manpower has been a constant problem for most projects in the Country over the last decade. Selecting the right construction partners and managing inputs is the biggest challenge for the team. Fluctuations in the price of steel and Foreign Exchange Rates also put a lot of pressure on cost performance. However, these challenges also present with them opportunities to learn new techniques of construction, change strategies of ordering, and try new ideas that have not yet been implemented in the Cement industry.



## Inter-Corporate Volleyball Tournament – Fujairah

The Inter-Corporate Volleyball Tournament 2017 was conducted by Arabian Wellness & Lifestyle Management, Ras Al Khaima at RAK Ceramic Volleyball court on 15<sup>th</sup> & 16<sup>th</sup> December. A total of 12 teams

participated, including JK Cement Works, Fujairah's two volleyball teams. JKCWF team played well and reached the quarter finals. All the players participated with great enthusiasm and joy.





the colour

# violet



*Colours  
of  
Life*

Violet is a mix of red and blue, and is the highest element of spirituality. This colour ignites human imagination, inspiring artists. With ultra violet being a predominant colour in the new age, millennials are increasingly opting for it, both in fashion and in architecture. As the colour provides stability of mind, knowledge and temperance, it's gaining popularity in both Indian and international architecture. Violet is often seen in prayer and study rooms, as it's ideal for students, scholars and people with intense mental activities.



## Spotlight on Mr. PR Chaudhary

(Excerpts from an interview with Mr PR Chaudhary - Technical Head (Nimbahera))

**1) Please throw some light on your journey with the company so far. Also share with us, the fondest memory of your association?**

Although my association with JK Cement hasn't been that long, it has been a very pleasant experience from the start; as everyone has made me feel a part of the family.

I completed my Chemical Engineering degree from a reputed institute and my MBA from one of the top 10 B schools in India. I began my journey with JK Cement as a Technical Head on 25<sup>th</sup> September, 2014. Prior to that, I had worked with Ambuja Cement for 14 years and gained work experience in countries like the UAE and China for 15 years. I have been part of the Cement Industry for the last 36 years, with an added experience of setting up plants.

So far, my most memorable experience has been the installation of IKN Cooler in confined space and cement transport by fluxo pump and cement packing by RC12 packer. This task has been a truly challenging experience for me and will forever stay imprinted in my heart.

**2) Please share with us your experience of working at Nimbahera Plant. What are some of the challenges you have had to face and how were you able to overcome these?**

Being the Technical Head of JK Cement Works, Nimbahera is in itself a huge responsibility. Besides making the Plant technically sound, I also had to infuse my subordinates with positive energy so that they could work with more efficiency. I also took a number of initiatives to improve the work culture at

the Plant and constantly encouraged my subordinates to work with a positive attitude. This has resulted in better performances of employees as well as a more ambitious work environment. There have been a lot of challenges and barriers that have come our way, but with our team of diligent employees and their unwavering commitment, we have dealt with them all and achieved greater heights of success.

**3) What do you think has been your greatest contribution from the technical perspective?**

Under the able leadership of Mr. Rajnish Kapur - Business Head (Grey Cement), we implemented the Manufacturing Excellence Drive 'Udaan', which was a significant initiative for improving the plant's performance. This initiative not only brought forth innovative ideas but also made the employees work together enthusiastically as a team for the betterment of their respective sections.

Some of the incredible milestones achieved in 'Udaan' were the lowering of thermal energy & increase in WHR Power Generation. Earlier the thermal energy consumption of Nimbahera line-3 was 772 Kcal/Kg Cl, which was brought down to 720 Kcal/Kg Cl by adopting the latest technology (IKN Pendulum Cooler) in line 3. Significant enhancement was also made in WHR Power generation. Current generation is 10.4-10.8 MW as opposed to the previous generation, which was 8.5-9.0 MW.



Mr. PR Chaudhary

## Spotlight on Mr. Yogendra Yadav

M/s. Kichha Marble House (Uttarakhand)



Mr. Yogendra Yadav

*The journey of Kichha Marble House dates back to 1971 when the current proprietor Mr. Yogendra Yadav's father started his business in a small village called Kichha. Mr. Yadav joined the business in 1991 and began his fruitful association with JK White Cement in 1993. Since*

*then, he has built the Kumaon market from the scratch, that too in a competitive space.*

*Apart from the flourishing partnership with the Company, M/s Kichha Marble House has diversified their business into paints, bath fittings, tiles and ceramics industry.*

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

As a dealer of JK Cement, I am honestly moved by the warm family culture pervading the Company. The support that we receive from the Company Officials makes us feel secured in our business dealings. I have high regards for all the staff members, who are dedicated towards their network and markets, irrespective of time constraints.

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

I have been able to achieve success by following several

strategies. I am personally involved with my business and work hard with great honesty and transparency. I also believe that building and strengthening personal relationships strengthen your business network. We have always promoted our firm as a single window solution to all the needs of our associated & prospective retailers. I am also personally involved with our retail networks, making sure that the Company schemes & other incentives reach them on time. We value relationships over and above everything else and I honestly feel that it is the true reason behind the growth of our business.

**3) What according to you are the strengths of our Brand?**

Strong family culture and high levels of loyalty towards channel partners are major strengths of the Company. The employees of the Company are very motivated and they provide complete support towards planning and implementing schemes and this adds value to the brand. The quality of products as well as prompt delivery are also some of the major strengths of the brand.

**4) What message would you like to give to the JK Cement Family?**

The working style of the JK Cement team makes them stand out from the rest. My message to this wonderful family is that "together we can win & we will surely win".



## Corporate Social Responsibility

### Laying the foundations of a better world



## Distribution of free hearing aids at Medical Check-Up Camp - Nimbahera

JK Cement Works, Nimbahera organized a medical check-up camp in association with Medanta Medicity, Gurgaon on 3rd November. Mr. SK Rathore - President (Operations) and Mr. MS Shekhawat – AVP (HR & ER) distributed hearing aids to the hearing impaired patients with complete support from Mr. Asif Mansuri - Medical-Incharge, Dr. SK Choudhary, Dr. Pankaj Mani and the nursing staff.



Mr. MS Shekhawat - AVP (HR & ER) distributing hearing aids to hearing impaired patient

## Blood Donation Camp - Gotan

JK White Cement Works, Gotan organized a Blood Donation Camp on 24th December in memory of Sir Padampat Singhania. The camp was inaugurated by Mr. Rajeev Sharma - Unit Head, Mr. C.P. Jhagdawat - Vice President (C&A), Mr. Amit Mehta - AVP (Technical), Mr. PK Sharma - DGM (Legal & Liaison), Dr. Ankur Arora - CMO along with Dr. Satya Prakash Sharma from the Blood Bank, Mathura Das Mathur Hospital, Jodhpur, by lighting a ceremonial lamp and offering floral tribute to Sir Padampatji's portrait.



The blood tests were conducted by Dr. Arora and his team and 73 units of blood were donated with the kind support of Dr. Sharma and his team. All the employees of the plant were present on the occasion and wholeheartedly supported the noble cause.

Gotan has been organizing blood donation camps annually over the last many years but in the wake of growing requirements, the camps are now being organized bi-annually.



## Corporate Social Responsibility



### Annual Eye Camp - Gotan

JK White Cement Works, Gotan in association with the Lions Club Gotan organized the 32nd Annual Eye Camp on 17th December at the Government Community Health Centre, Gotan.

The camp was inaugurated by Baba Garibbandhu Dasji Maharaj, Ramdasji Shyamdasji Samadhi Sthal Gotan along with Mr. Rajeev Sharma - Unit Head, Mr. C.P. Jhagdawat - Vice President (C&A), Mrs. Chitra

Sharma, other company officials as well as the club members. The renowned ophthalmologist, Dr. Ratan Purohit M.S., F.R.F. and his team selected 148 patients to be operated from an OPD. Patients were operated by FACO and microscopic technique at the 'Centre for Sight' at Ramrishi Laser Centre, Jodhpur from 18th to 20th December. The entire boarding and lodging expenses along with the transportation for the patients and their aides was taken care of by the plant.

In his speech, Mr. Jhagdawat - Vice President (C&A) expressed his happiness that the Company has been able to contribute towards such causes. Mr. Laxmi Narayan Maheshwari - President (Lions Club) and Mr. Abhay Kumar Lodha - Secretary (Lions Club) and other employees organized and supported the proceedings for the event. To ensure that maximum number of people benefit from the eye camp, the club distributed pamphlets within a radius of 25 kms. The camp was organized under the able guidance of Mr. Rajeev Sharma and Mrs. Chitra Sharma.



### Animal Treatment Camp - Jharli

JK Cement Works, Jharli in association with JK Trust Gram Vikas Yojana organized animal treatment camps at different centres in Jhajjar district in December. Camps were set up at Ghatoli (Zahidpur), Kanchroli (Bajitpur) and Amdapur centres on 15th, 16th and 18th December respectively.

The camps were attended by the village sarpanchs and farmers from the respective villages. The initiative was highly appreciated by everyone present.



JK Trust team with the villagers at the Animal Treatment Camp



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