

JKspotlight



Towards Perfection – Our Tradition

May-June 2018
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ANNUAL STOCKIST MEET WHITE CEMENT



Highlights



Annual Stockist
Meet -
White Cement



JK White,
Katni - Line
2 expansion



Inauguration of Line-2 Capacity Expansion Project - JK White, Katni

JK White, Katni added another feather to its cap by commissioning line 2 at the Putty Plant. This expansion project was initiated to keep pace with the rising demand in the Industry and to strengthen its position in a competitive market. This expansion would result in an increase in the capacity of the Plant from 200000 MT per annum to 400000 MT per annum.

The *pooja* ceremony for commissioning the second phase (line -2) was solemnised on 6th June in the plant premises. Mr. B K Arora - Business Head (White Cement) along with his wife Mrs. Sushma Arora, performed the *pooja* and *havan* that was attended by Mr. Anil Badgotri - Unit Head, Mrs. Badgotri, Mr. Yagyesh Gupta - Chief Procurement Officer and Mr. P.K. Bansal - Sr. V.P. (Plant Projects) along with other executives, business partners and workers.

After the *pooja* ceremony, Mr. Arora along with Mr. Gupta and other senior executives inaugurated the new line as well as the latest White Cement unloading system. To mark this special event, a tree plantation ceremony was also organised.

After the ceremony, sweets were distributed to all the staff members & workers and a get-together was also organised to celebrate the occasion.



Mr. B K Arora - Business Head (White Cement), Mrs. Sushma Arora, Mr. Anil Badgotri - Unit Head, Mrs. Badgotri, Mr. Yagyesh Gupta - Chief Procurement Officer and Mr. P.K. Bansal - Sr. VP (Plant Project) performing the *pooja* and *havan*



FROM THE editor's desk

Dear colleagues and friends,

My very warm greetings to all of you. This new edition brings with it a plethora of good news and announcements.

I am delighted to share that JK White, Katni added another feather to its cap with the inauguration of line 2 at the Putty Plant. This expansion project, which has resulted in doubling the existing capacity, was especially commissioned keeping in mind the rising demand in the industry.

Moving on, JK White Cement's Annual Stockist Meet for our channel partners from rest of Maharashtra (ROM), Goa, Rajasthan & Gujarat was organized in Mumbai. This was a part of our sustained endeavour to develop closer ties with our dealer network. Suitably themed 'World of Winners', the event highlighted the winning spirit of our partners, recognizing them for their exemplary contribution to JK White Cement's success story.

Meanwhile, various significant days such as National Road Safety Week, World Environment Day and Yoga Day were commemorated across different centres of the Company, reinforcing our commitment to safety, protecting the environment, health and wellness.

Training programs on orientation and workshops on varied subjects such as First-Aid, Health and Safety, Occupational Stress Management were also held for skill development and overall well-being of the employees.

Several awards and accolades including MP State Environment Award for JK White, Katni were bestowed on the Company, recognising our sincere commitment and actions towards achieving excellence.

This month, the spotlight shines brightly on two of our Champions, Mr. K. Bala Menon - A.V.P. (F&A) and Mr. Sanjay Kumar Shaw of M/s Sanjay Kumar Shaw, West Bengal, who have been consistently contributing to the Company's growth story.

I hope you all enjoy reading this edition and continue to share your thoughts, messages and creative inputs. We, at JK Spotlight, eagerly look forward to hearing from you all.

Best regards,



Raghavpat Singhania
JK Cement Ltd.



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Celebrations

Annual Function at Hanuman Temple

Dhanappa - Gotan

JK White Cement renovated the Hanuman Temple at Dhanappa in 2006 and since then, the Company commemorates this auspicious day by organising a function on 24th & 25th June every year.

As per tradition, *satsang* and *ratri jagran* were organised at the temple on 24th & 25th June, where *havan pooja* and *maha prasad* was also arranged for the devotees who visited the temple.

On 24th night, *Sunderkand Path* was organised and was attended by a large gathering. On 25th morning, Mr. C.P. Jhagdawat - V.P. (C&A), Mrs. Usha Jhagdawat, Mr. Amit Mehta - A.V.P. (Technical) along with departmental heads, executives and villagers performed the *Havan Pooja*, with the guidance and blessings of pandit Shri Rakeshji Vyas from Mertacity and Mahant Shri Garibbandhu Dassji Maharaj of Ramdas Shyamdas Temple, Gotan. During the *Mahaprasad*, the Head of Departments, employees as well as the villagers rendered their services.



Mr. C.P. Jhagdawat - VP (C&A) & Mrs. Usha Jhagdawat performing havan pooja

Annual Murti Sthapna Function

Baba Ramdasji Shyamdasji Samadhi Sthal - Gotan

JK White Cement Works, Gotan renovated the Main Temple of Samadhi Sthal or Shrine of Baba Ramdasji Shyamdasji, a few years ago along with other buildings of the temple. In the year 2009, the plant constructed a new Ram Mandir in this Samadhi campus along with a spacious hall for the devotees to attend during religious gatherings.

As an annual custom, this year also, the *Satsang* and *Ratri Jagran* were organized at the *Samadhi sthal* on 16th -17th July.

On 16th night, the *Sunderkand Path* was conducted by a team of pandits along with ladies' club members, villagers and the Company Officials. The next morning, Mr. Rajeev Sharma - Unit Head, Mrs. Chitra Sharma, Mr. C.P. Jhagdawat - Vice President (C & A) and Mrs. Usha Jhagdawat performed the *Havan Pooja*, with the guidance and blessings of pandit Shri Rakeshji Vyas from Mertacity and Mahant Baba Garibbandhu Dasji Maharaj of Ramdasji Shyamdasji Samadhi. This was followed by *Maha Prasad* (*lungar*).

Plant officials and the villagers rendered their voluntary services for *mahaprasad* arrangements. Around 7000 devotees comprising locals from Gotan and the surrounding areas participated in the *pooja* and *mahaprasad*.



Pooja ceremony at the function

Annual Festival of Dwarkadheesh Temple Kamla Tower, Kanpur

The temple of Dwarkadheesh, located near Kamla Tower in Kanpur, is dedicated to Lord Krishna. Lord Dwarkadheesh was honoured during the annual festival (*vaarshik utsav*) of the temple on 18th June. On this occasion, the temple was decorated with flowers and the idols were draped beautifully in colourful clothes.

The celebrations, which was also attended by some senior officials from Kamla Tower, concluded with *aarti* and *prasadvitran*.



Shaheedi Diwas Fujairah

JK Cement Works, Fujairah celebrated Shaheedi Diwas of Sri Guru Arjun Dev Ji Maharaj with religious fervour in the month of May. On this day, a function was also organized by the plant team and *Halwa-Chhole-Sharbat* were offered to all the employees present.



Iftaar Party Fujairah

JK Cement Works, Fujairah organized an Iftar party at Oberoi Resorts, Ajman-UAE on 2nd July for the staff and their families. The students of Sir Padampat Singhania University, Udaipur, who are currently pursuing their Summer Training at Fujairah Plant, were also invited. The event, which was organized to celebrate the holy month of Ramadan and strengthen the JK Cement family spirit, began with the 'Azaan' & Maghrib prayers. This was followed by a sumptuous dinner. Thereafter, Mr. Christer Eriksson addressed the gathering and shared the achievements of the organization. The program ended with a thanks giving speech by Mr Unmesh Shukla – Head (HR).

The event was a huge success and was attended by around 150 members of the staff along with their families.



EVENTS

24th Annual General Meeting - Kanpur

The 24th Annual General Meeting of JK Cement Ltd. was held at Sir Padampat Singhania Auditorium of Merchants' Chamber of Uttar Pradesh, Kanpur on 28th July, 2018. Mr. Yadupati Singhania – Chairman & Managing Director and other Directors were present at the meeting. The Shareholders of the Company were also present in large numbers.



Mr. Yadupati Singhania - Chairman & Managing Director along with Company Officials and Directors



Mr. Shambhu Singh - A.V.P. (Legal) & Company Secretary addressing the gathering

International Yoga Day Kamla Nagar Township

Corporate HR organized a yoga camp on International Yoga Day for the employees at Kamla Nagar Township on 21st June under the guidance of Mr. A.K. Saraogi - President (CA) and CFO.

Mr. Santosh Singh, a yog-guru & an in-house trainer, facilitated the program. The camp was attended by around 50 employees

and their family members, which began with warm up exercises, followed by *Yogasanas* and *Pranayam*. Mr. Singh also explained the health benefits of all the asanas and answered the queries of the participants.

Mr. R.P. Tomar - Sr. General Manager presented the vote of thanks and Mr. Abhishek Tiwari presented a memento to Mr. Singh.



Nimbahera

The Surbhi Ladies Club and JK Cement Officers' Club jointly celebrated International Yoga Day on June 21st. Under the able guidance of Mr. Rakesh Chaplot, Mr. A.K. Srivastava along with other club members performed various yoga exercises to celebrate the day.

Mr. Srivastava also addressed the gathering, where he spoke about the importance of yoga in daily life.

The program was ably anchored by Mr. S.D. Paneri and concluded with a vote of thanks.



Gotan

JK White Cement Works, Gotan celebrated International Yoga Day on 21st June, where all staff members attended the awareness session on yoga.

The renowned Yoga Guru, Mr. Manish Sen conducted the session, where he spoke about the importance of Yoga along

with some tips for practising it. Around 90 staff members participated in this session.

Mr. Rajeev Sharma - Unit Head and Mr. C.P. Jhagdawat - V.P. (C & A) always motivate the employees to adopt a healthy life style. Mr. Sharma firmly believes that such sessions improve employees' health and thus should be organised regularly.



Muddapur

An eleven-day Yoga Camp was organized on the eve of International Yoga Day from 11th June to 21st June at JK Padamnagar Colony, Muddapur. The colony residents actively participated in the camp under the guidance of an eminent Yoga Teacher from Ramakrishna Mission.

On the concluding day, around 100 employees along with their families participated in the camp. Mr. Jayant Malhotra - Head

(Technical), Mr. R.C. Purohit - Head (Mines), Mr. Shivayya Swamy - Head (HR), Mr. Kapil Agarwal - Head (Accounts) and other Sr. Executives also actively participated in the Camp. Everyone vowed to continue with this healthy practice even after the camp's completion.



Sunderkand Path - Kamla Nagar Township

Kamla Nagar Township organized Sunderkand Path on 26th May to pray for the welfare and good health of everyone. Sunderkand is the fifth

chapter of Shri Ramcharit Manas, which talks about Shri Hanuman ji's realization of power, about his execution of difficult tasks & his journey to

Lanka as a messenger of Shri Ram. The path included devotional songs and bhajans. The program was attended by many colony residents, who read the Sunder kand and took the blessings of Lord Rama and Lord Hanumana. The program concluded with aarti and Prasadvitran.



Swachhta Pakhwada in Mines - Nimbahera & Mangrol

A Swachhta Pakhwada was organized in the mines of JK Cement Works, Nimbahera and Mangrol from 1st to 15th May under the auspices of Directorate General of Mines Safety, North Western Zone (Udaipur). The event was a part of Ministry of Labour's mission to create a clean and healthy environment in the mining sector, especially the small scale mines. It is also the Ministry's vision to make India clean by 2nd October, 2019 as a tribute to Mahatma Gandhi on his 150th birth anniversary.

Mr. Maheem Kachhwaha – Vice President (Mines) inaugurated the ceremony organized for this noble cause, where he shared his views on the shared responsibility of keeping the environment clean and healthy, be it at work, home, streets or surrounding villages.

During the Swachhta Pakhwada, the following events were organized at the Mines and surrounding villages:

1. A talk was conducted in nearby villages and mines for motivating them to lead a healthy and clean lifestyle
2. Banners and posters displaying messages on Swachhta were showcased
3. Slogan and Essay competitions were conducted in nearby village schools
4. Soil was prepared for tree plantation
5. Mine officials and workers volunteered to keep their work area clean and green



Mr. Maheem Kachhwaha - Head (Mines) inaugurating Swachhta Pakhwada at Mangrol Mines



Staff and workers at the mine displaying messages on Swachhta

National Road Safety Week - Kailash Vidya Vihar, Nimbahera

Kailash Vidya Vihar, Nimbahera observed the 29th National Road Safety Week on 28th April. Mr. Vipin Maheshwari - Regional Transport Officer (RTO, Chittorgarh) conducted a workshop on the theme 'Sadak Suraksha – Jeevan Raksha' in order to spread awareness about road safety.

During the event, Mr. Maheshwari gave a presentation, where he highlighted many road safety issues such as causes of road accidents, safety for pedestrian and bicycle riders, school bus safety etc. He also explained ten golden rules for road safety.

Mr. H.M. Pradhan - Vice Principal concluded the programme with a vote of thanks.



RTO Official highlighting the importance of road safety

World Health and Safety Day & International Labour Day - Fujairah

JK Cement Works, Fujairah celebrated the World Health & Safety Day at Work by organizing an event on International Labour Day, i.e. on 1st May. The theme of the event was 'Safe and Healthy Generation'.



The participants of the program marked the occasion by taking a safety pledge. The best performers at the Plant were also awarded and various types of Personal Protective Equipments (PPEs) and their correct usage were showcased. Mr. Christer Eriksson and Mr. S.K. Jain - Head (Technical) delivered messages on Safety.



Spotlight on Mr. K. Bala Menon

(Excerpts from an interview with Mr. K. Bala Menon - A.V.P. (F & A), Mumbai)

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

I joined JK Cement Limited as Manager (Finance) in the year 2000. At that time, our parent company J.K. Synthetics Ltd (JKSL) was facing financial debts, recession in the main business of the Company & unrest amongst the workers. It was a very turbulent & challenging time for everyone in the organization. The Management team under the guidance of our visionary and respected Chairman & Managing Director – Mr. Yadupati Singhania, initiated the restructuring & financial reengineering that turned out to be a grand success in corporate history and resulted in the formation of cement business into a separate entity i.e. JK Cement Ltd.

I was very fortunate to work under the guidance & dynamic leadership of Mr. AK Saraogi – President (CA) & CFO, whose unstinting support enriched my knowledge & confidence.

I also consider myself very fortunate for having worked under the guidance of our Special Executives, Mr. Raghavpat Singhania & Mr. Madhavkrishna Singhania.

2) Internal fund management is crucial for smooth functioning of an organization. What according to you are some essential elements required to ensure proper management of funds. Please share with us some challenges that you have had to face in this regard.

Funds Planning & Management are very important tasks for any organization. It is to be ensured that the Company's funds do not remain idle at any point of time and at the same time there should

be adequate liquidity in the system, so that the Company is able to meet any payment liability, whether regular day to day payments or the payment towards any unforeseen liability.

Further, it is also of utmost importance that the Company's surplus funds are gainfully deployed taking into consideration the Return, Risk and the Period. The challenge is to balance the above three criteria while deploying the funds.

To raise the funds for settlement of the lenders was an uphill task. I still remember 4th November, 2004 when we arranged Rs 450 crores to repay the dues of the lenders of JKSL.

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

I believe in the collective contribution of the team towards the Company's success. However, to specifically answer the question, I am very closely associated with the finance team, for our company's various fund raising programmes for domestic expansion & the setting up of our first maiden overseas venture – JK Cement Works (Fujairah) FZC.

In the year 2007, our team under the able guidance of Mr. A.K. Saraogi, succeeded in taking over a closed sick unit M/s Nihon Nirman Ltd, White Cement Unit at Gotan.

All our borrowings have been raised at quite competitive rates. This has been made possible with the unstinting support of our consortium bankers and also a strong financial balance sheet of the Company.



Mr. K. Bala Menon

Spotlight on Mr. Sanjay Kumar Shaw

M/s Sanjay Kumar Shaw, West Bengal



Mr. Sanjay K Shaw

M/s Sanjay Kumar Shaw began its journey as a manufacturing company in 1958. Although the business saw a good start, it struggled to grow in the mid-90s and the family had to cater to small hardware shops in the town. However, the timely opportunity of taking up JK White Cement dealership resulted in M/s Sanjay

Kumar Shaw's overall growth in sales and they were able to establish their own identity. Having been the top performing dealer in the state of West Bengal for three consecutive years, Mr. Sanjay Shaw is today, one of the most prominent dealers of JK White Cement.

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

Having had a long association of more than 15 years with JK Cement, I have many wonderful memories. When I joined my family business, I aspired to take it to a new level. During this phase in 2000, I fondly remember interacting with Mr. Santhalia, a JK Cement Company Official, who appointed me as a JK White Cement stockist. I truly appreciate the culture of the Company, where every associate is valued as a family member. It is because of this culture that I would like to be associated with the Company for many more years to come.

2) You have been the top performing stockist for JK White Cement in West Bengal for the past 3 consecutive years. What is your mantra for success?

I firmly believe that 'unity is strength' and truly feel blessed when my brothers stand by my side as they are my biggest strength. Besides this, honesty, taking prompt action to serve our customers and creating a personal bond with a network of around 300 retailers within the radius of 60 kms have been some key factors that have contributed towards my success.

3) What according to you differentiates JK White Cement as a brand?

We have a large scale network business. Although we deal with many brands from the paint as well as the Cement Industry, I personally believe that JK White Cement is the most trusted brand. What differentiates it from the others is the professional work ethics and relationship building with every member of the Company. They truly value people. Last but not the least, the quality of the products is a very important differentiator.

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

I would like to take this opportunity to express my gratitude towards the Company for making me feel like an integral part of the JK White Cement family. I am certain that if you all keep up this team spirit, maintain the strong family culture and remain loyal to all your stakeholders, the Company will surely continue to lead the way in the Cement Industry.



WINNING ENTRY

Role of employee motivation towards increasing productivity at workplace

Does motivation lead to productivity or is the reverse true? Motivation and productivity are twin concepts in organizational development. Employees who believe that management is concerned about them as an individual and not merely as an employee, are likely to be more productive and disciplined at work. Satisfied employees mean satisfied customers, which leads to profitability. Unmotivated employees are likely to spend little or no effort at their job, take as many leaves as possible, exit the organization if given the opportunity and produce low quality work. On the other hand, employees who feel motivated produce high quality work and take more initiatives.

An old adage states that we can take the horse towards water but cannot force it to drink; it will only drink when its thirsty. Same is the case with people; they will only perform when they are motivated enough. The performance of an employee includes the ability of that individual as well as his/her

motivation to perform. Ability depends on the person's education, experience and training and may take time to improve. On the other hand, motivation levels can increase quickly. The Management can employ various strategies to motivate their employees such as treating people fairly, setting work related goals, basing rewards on job performance etc.

Motivation is undoubtedly the key psychology behind any employee's performance and productivity. A manager must take pains to understand the basic nature of an employee and take steps to motivate him/her accordingly.

Such personalized efforts are sure to bear fruits and lead to an organization's all round growth.



Mr. Deepak Kumar Nagar
Engineer (Mechanical)
Mangrol

Winning Entries

1st Runner Up

Role of employee motivation towards increasing productivity at workplace

Mr. R. Durgaram
General Manager (Power Plant), Muddapur

2nd Runner Up

Role of employee motivation towards increasing productivity at workplace

Mr. Prakhar Shrivastava
Senior General Manager (Quality Control), Muddapur

Participating Entries

Role of employee motivation towards increasing productivity at workplace

1. Dr. Shamshad Yadwad – Chief Medical Officer, Muddapur
2. Mr. N.K. Vaishnav – Asst. Manager (RTC), Nimbahera
3. Mr. Sanjeev Kumar Trivedi – Deputy Manager (Quality Control), Nimbahera
4. Mr. Sudheer Kumar Nair – Asst. Manager (Production/ IMS Cell), Mangrol

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

1. The role of technology in transforming the workplace
2. Is e-commerce killing retail?

Last date for submission of entries is
10th Nov 2018

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

JK Centre for Technician Training, Kanpur Participates in World Skill Competition - North India Level

The World Skill Competition at North India level was held from 31st May to 2nd June at Indira Gandhi Pratishthan, Lucknow. More than 200 candidates in 26 job roles across 12 States & Union Territories participated in the competition.

Mr. Sumit Kumar, a 2nd semester welder trainee of JKCTT,

bagged the first position and qualified for the next All India Level Skill Competition which was held in July. On 2nd June, Shri Yogi Adityanath - Honourable Chief Minister Uttar Pradesh, honoured Mr. Kumar with a cheque and skill competition certificate.



Shri Yogi Adityanath – Honourable Chief Minister, Uttar Pradesh presenting Mr. Kumar with a cheque and certificate.



Participation in World Skill Competition JK Centre for Technician Training, Kanpur - Zonal Level

In the Zonal Level World Skill Competition held on 15th March at Govt ITI, Pandu Nagar Kanpur, 4 Electrician & welder trainees of JKCTT qualified for the next Regional level Skill Competition at Lucknow.

On this occasion, the trainees were honoured with skill competition certificates presented by Mrs. Pramila Pandey – Mayor, Kanpur Nagar, Mr. Rahul Dev - JD (Training/ Apprentice) Kanpur Mandal, & Mr. K.M. Singh – Principal, Govt. ITI.

In the next regional level Skill Competition held in Lucknow on 26th March, one welder trainee secured the 2nd position and qualified for the next state level competition.



Mr. B.K. Arora -
Business Head
(White Cement)



Annual Stockist Meet White

JK White Cement greatly values its channel partners for their contribution to the Company's growth story. The Annual Stockist Meet, held on 2nd July at Renaissance Hotel, Mumbai was one such occasion to express our gratitude towards them and celebrate this winning partnership. Aptly themed 'The World of Winners', the event witnessed an enthusiastic



Gokul Hardware, Gujarat - Winner, White Cement

White Cement (Mumbai)



gathering of our associates from five zones, namely Mumbai, rest of Maharashtra (ROM), Goa, Rajasthan and Gujarat. The theme highlighted our intent to recognize our partners who have toiled hard to take the Company to greater heights of success.

The celebrations began with an inspiring address by Mr. B.K. Arora – Business Head (White Cement) and Mr. Niranjan Mishra – President, Marketing (White Cement). After a



Mr. Niranjan Mishra -
President, Marketing
(White Cement)

warm welcome, the entertainment for the evening unfolded starting with the Shakti Dance Act, a pulsating dance drama based on recurring themes in Indian mythology around Gods & Goddesses. This was followed by an awe-inspiring audio visual based on the



Sagar Minerals, Mumbai - Winner, Wall Putty



theme – 'World of Winners', leaving the audience visibly in awe. Shadow Act, a unique art form, by Prahladji left the audience spellbound and a scintillating performance by Infinity Dance Troupe got the guests tapping their foot and swaying rhythmically.

Later in the evening, a dazzling award ceremony was conducted, where the



dealers who performed remarkably well in the previous financial year were felicitated. The vote of thanks was presented by Mr. B.K Arora.

This meet further strengthened our bond with our channel partners and prepared us all to forge ahead towards a brighter and a more successful future.





JK White, Katni honoured with the MP State Environment Award

JK White, Katni was honoured with the prestigious MP State Environment Award 2016-17 in the General Industry Category within the first year of commencing operations. This award was presented on the occasion of International Environment Day (5th June) in a grand ceremony hosted by MP Pollution Control Board at Samanwayik Bhawan, Bhopal. Mr. B.K. Arora - Business Head (White Cement), Mr. Anil

Badgotri - Unit Head (Katni) along with other team members received the award from the Chief Guest, Mr. Antar Singh Arya - Honourable Minister of Animal Husbandry, Jail, Environment & Fishermen Welfare and Fisheries Development (MP) and Mr. Alok Sanjar - Member of Parliament, Bhopal. The award, which included a substantial cash prize, a trophy and a certificate was won after qualifying in several complex processes. This included proper scrutiny of each application, after which the selected applicants were asked to give presentations to MPPCB to demonstrate their Company's work in areas such as pollution, environment, safety etc. After the presentations, the award committee consisting of different Govt. Department representatives, visited the site of the Company to confirm the facts mentioned in the presentation. The Company that was awarded the highest marks by factory inspectors/safety officers, Environment Dept., PCB Officers etc. was selected for the award. JK White, Katni was adjudged as the winner for its admirable performance in Green Industrialisation, on the basis of creating a dust free environment and undertaking continuous plantation activities.



Mr. B.K. Arora - Business Head (White Cement), Mr. Anil Badgotri - Unit Head (Katni) along with other team members receiving the award from the Chief Guest

JK Cement SwachhAbility Run 2017 bags bronze at the prestigious WOW Awards

The 2nd edition of JK Cement SwachhAbility Run won Bronze at Wow Awards Asia, 2018 under the category CSR Campaign of the Year. Two editions of this unique run, have successfully been able to string together two causes - inclusion of Divyangs as equals in the society and Swachh Bharat, with participation of over 25,000 people from different walks of life.

The 10th edition of the WOW Awards Asia, was held in Delhi Aerocity from June 28th to 30th. WOW Awards is Asia's largest business and recognition platform for Experiential Marketing, MICE, Live Entertainment etc.

WOW Awards Asia, the most coveted recognition platform for the Asian event industry, partners with KPMG in India as Process Advisors and Evaluators for the awards.



JK Super Cement & JK PrimaxX TVCs bag Silver & Bronze at Summit Creative Awards 2018

Our Television Commercials of JK Super Cement & JK PrimaxX bagged the Silver & Bronze Awards respectively in the Summit International Creative Awards 2018 in the product / service commercial category. This is indeed a proud moment as this is the first international award for our TVCs and this year the SIA (Summit International Award) had a record breaking 26 countries participating in the competition.

Over the past 24 years, the Summit Award Organisation (an Oregon, USA based Organisation) has established itself as an arbiter of creative excellence in the communication and marketing industry. The Summit Awards is one of the oldest and very prestigious Organisations, administering marketing awards using stringent evaluation criteria and a blind judging process, rewarding work that exemplifies the best in its class.





PEOPLE POWER TRAINING PROGRAMMES

RTC TRAINING PROGRAMS - MAY 2018

Regional Training Centre, Nimbahera conducted 15 training programs in the month of May, which included 9 Technical and 8 Management programs. These programmes were attended by 189 participants from JK Cement and 74 participants from different companies including Birla Cement Works., Wonder Cement, Nuvoco Vistas Corporation, India Cement and Nirma Cement Ltd. A total of 263

participants were trained during the month.

The highlight of the month was a 2 day program called 'Electrical Protection System & Relay Coordination' which saw participation from 12 people. The trainer of the program Mr. K.R. Yadav (JK Cement Works, Gotan) shared his knowledge and experience with the participants.



Participants from Electrical Protection System training session



Participants from the program on Managerial Effectiveness

RTC also conducted a training program on 'Heat and Mass Balance of VRM & Pyro' at Nirma Cement Plant at Jaitaran (Rajasthan), where 15 participants were trained.

Training Summary - May 2018

S. No.	Course Title	Trainer	Date	No. of participants
1	Want it Now	Mr. Karthik Raina	4-5/05/2018	23
2	Sanitization on HIV/AIDS	RSACS Trainers	08/05/2018	38
3	PID & Weighing Equipment Feeder	RTC Faculty	7-9/05/2018	7
4	Stress Management	Ms. Huma Aziz	11-12/05/2018	13
5	Grinding & Milling System	RTC Faculty	17-18/05/2018	5
6	Want it Now	Mr. Karthik Raina	18-19/05/2018	22
7	Managerial Effectiveness	Mr. B. Dhal	21-22/05/2018	17
8	Training on Sap (K.E.C.)	External Trainers	24-26/05/2018	22
9	Supervisory Development Program	Mr. R N Krishnaiyya	25-26/05/2018	14
10	Seminar on Workmen Inspector	DGMS Directors	28/05/2018	37
11	Paint.& Repair of VRM and Ball Mill	RTC Faculty	28-30/05/2018	6
12	Time Management Batch-1	Mr. Rakesh Premi	29/05/2018	17
13	Time Management Batch-2	Mr. Rakesh Premi	30/05/2018	15
14	Heat & Mass Balance (Nirma)	Mr. MP Malav & Mr Anil Thakur	29-30/05/2018	15
15	Electrical Protection System	Mr. K.R. Yadav	30-31/05/2018	12

RTC TRAINING PROGRAMS - JUNE 2018

Regional Training Centre, Nimbahera conducted 12 training programs in the month of June, which included 6 Technical and 6 Management programs. A total of 163 participants were trained during the month, out of which 154 participants were from JK Cement and 9 participants came from other companies including Birla Cement Works., Wonder Cement, Nuvoco Vistas Corporation and India Cement.

The highlight of the month was a training program called 'Industrial Safety & Hazard Management'. This 2 day program was conducted at RTC and was attended by 14 participants. The trainers of the program, Mr. Mukesh Singh (JK Cement), Dr.

Santosh Choudhary (JK Cement) and Mr. Shailendra Kumar (Nuvoco Vistas Corp) shared their knowledge and experience with the participants.

The June training schedule also included 4 training programmes for CTS / Marketing Executives, where a total of 82 participants were trained.



Participants from the programme 'Want it Now'



Participants from the programme 'Presenting with Presence - JK Cement Champions'

Training Summary - June 2018

S. No.	Course Title	Trainer	Date	No. of participants
1	Presenting with presence - JK Cement Champions	Mr. Himanshu Vashishth	1-2/06/2018	17
2	An Orientation to Cement Manufacturing	RTC Trainers	4-16/06/2018	16
3	Want it Now	Mr. Karthik Raina	6-7/06/2018	26
4	Maintenance of Electronics Equipments	RTC Trainers	7-9/06/2018	5
5	Want it Now	Mr. Karthik Raina	8-9/06/2018	23
6	Presenting with presence - JK Cement Champions	Mr. Himanshu Vashishth	9/06/2018	16
7	Team Building	Ms. Huma Aziz	13-14/06/2018	15
8	Cement - Cement Factory Maintenance	Mr. S. Vishwanathan & Mr. Rajesh Soni	18-19/06/2018	5
9	Operation & Maintenance of DC Motors & Drives	RTC Trainers	21-23/06/2018	7
10	Maintenance of Electrical Equipments	RTC Trainers	25-27/06/2018	9
11	Executive Development Program	Ms. Huma Aziz	26-27/06/2018	10
12	Industrial Safety & Hazard Management	RTC Trainers	28-29/06/2018	14

Training on Innovation and Digitization Drive for Engineers - Regional Training Centre, Nimbahera



The Regional Training Centre, Nimbahera has been providing one year training to the engineering graduates of Sir Padampat Singhania University, Udaipur since 4th June. The induction program was inaugurated by Mr. S.K. Rathore - President (Operations), in the presence of Mr. M.S. Shekhawat - AVP (HR, ER & RTC), Dr Nitika Sharma - Head (Corporate Training), Mr. Mukesh Vaswani, Mr. Vijay Agar, Mr. N.K. Vaishnav and Ms. Huma Aziz.

Mr. Rathore congratulated all the students for successfully completing their degree and joining JK Cement as GETs with a one-year training period. He also spoke about how the Company is aiming at becoming fully digitized and technically-driven.

Mr. Shekhawat also shared valuable insights for the GETs. He pointed out that the induction will be a brilliant platform for all of them to get familiarized and connected with the various verticals of the organization.

In the farewell session, Mr. Shekhawat focused on safety as a prime concern and motivated the participants to add value to their work by implementing & sharing their knowledge that they gained from the program. In the question and answer round, GETs got their queries clarified by RTC trainers from different cement plants.

The participants also shared their feedback and views about the program. Mr. Vaishnav proposed the vote of thanks to all the delegates and participants for their contribution towards making the training course a success.

Basic First-Aid Training - Fujairah

A 'Basic First Aid' training was conducted by Marshal Training Institute, as per the legal requirements and emergency management procedure of JK Cement Works Fujairah. The training session enhanced the skills of employees in supporting casualties during emergencies like breathing difficulties, trauma, fracture, choking, burns and fainting, etc.



OHS Roles and Responsibilities Training - Fujairah

The Health, Safety and the Environment (HSE) section of JK Cement Works, Fujairah conducted a training programme for their management staff regarding occupational health and safety roles and responsibilities.

As per the UAE Government rules, it is mandatory for HSE representatives to provide training to all the employees. This in-house training was delivered by the Safety Officer with reference to Abu Dhabi Occupational Safety and Health Center (OSHAD) code of practices.



Occupational Stress Management Campaign - Fujairah



JK Cement Works, Fujairah FZC organized a campaign on 'Occupational Stress Management' in the plant premises with the campaign slogan 'Don't let stress control you'. This program was a new addition to the awareness and educational programs, which aims to promote the culture of safety and occupational health of workers at the Plant. It is worth mentioning that a series of collaterals for creating awareness like flyers, posters, etc. have been provided and published in in HSE bulletin boards and also displayed on the Admin office television.

'Safety in Heat' Training - Fujairah

JK Cement Works, Fujairah launched a 'Safety in Heat' program to raise awareness about heat stress management programme to protect workers from the summer heat. This programme was organized by the HSE department in coordination with the HR & Admin department for the non-management staff at the Plant. The training conducted by the Safety Officer and Deputy Manager, Time Office, HR & Admin included detailed information about the hazards and control measures related to heat safety.



Occupational Health and Safety Management System Training - Fujairah

The Health, Safety and the Environment (HSE) section of JK Cement Works, Fujairah conducted a training for the non-management staff to communicate the newly introduced OSH Manual policies and standard operating procedures (SOP). This training fulfilled the standard requirement of an employer's obligation to communicate policies and standard operating procedures to the employees. This in-house training was conducted by the Safety Officer with reference to the Plant's Occupational Health and Safety Management System documents.



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

**New Joinees
May - June, 2018**



Mr. Prabhakar Mishra
Dy. General Manager (HR)
Nimbahera



Mr. Sambhu Gopal Mazumdar
Dy. General Manager (Civil)
Nimbahera



Mr. Sunil Kumar Singh
Manager (Environment)
Nimbahera



Mr. Hemant Kumar Verma
Sr. Manager (Civil)
Nimbahera



Mr. Tarun Datt Pachori
Manager (Mechanical)
Nimbahera



Mr. Sumer Singh Jain
Project Cost Controller
Nimbahera



Mr. Balvindra Singh Jodha
Manager (Mechanical)
Nimbahera



Mr. Anand Kumar Sahu
Manager (Civil)
Nimbahera



Mr. Irfan Khan
Sr. Manager (Elect.)
Nimbahera



Mr. Asad Hatimi
Manager (Planning)
Nimbahera



Mr. Veer Vikram Singh
Sr. Manager (Elect.)
Nimbahera



Mr. Sangeet Nema
Sr. Manager (Mech.)
Nimbahera



Mr. Ashok Kumar Saini
Manager (Instt.)
Nimbahera

** Manager level & above only.*

Corporate Social Responsibility

Laying the foundations of a better world



Environment Day Celebration

Kamla Nagar, Kanpur



Kamla Nagar, Kanpur celebrated World Environment Day, keeping in line with this year's theme 'Beat Plastic Pollution'.

A tree planting initiative was also organised to raise social awareness. During the initiative, various varieties of around 50 saplings were planted in and around the staff colony at Kamla Nagar. Mr. Santosh Singh, Mr. Amit Saxena, Mrs. Sanchi, Mrs. Priyanka Srivastava, Dr. I.B. Shahi, Mr. H.C. Dubey, Mr. R. K. Dwivedi along with the security and maintenance staff were present on the occasion. An awareness rally was also organised in the nearby areas.



To commemorate this event, a green waste re-cycling machine was installed, the inauguration of which was done by Mr. R.P. Tomar - Sr. General Manager (Corporate HR) & Officer In-charge of Kamla Nagar. In his speech, Mr. Tomar motivated the gathering to plant more trees and keep their surroundings clean and green. He implored the colony residents to curb the usage of plastic. Apart from the colony residents, the Security, Maintenance and Facility teams were also associated with this noble cause.



A green waste re-cycling machine installed at Kamla Nagar on World Environment Day

Nimbahera

The Nimbahera family celebrated World Environment Day with the commitment to protect the environment. At the program conducted on the occasion, Mr. Ashish Jha administered the oath of environmental protection. Mr. SK Rathore – President (Operations) appealed to everyone to use cloth bag instead of plastic bags to curb its consumption and to save the environment. The Nimbahera team also organized a rally to spread awareness to prevent plastic pollution, in which a large number of students of JK ITI and plant officials participated with great enthusiasm. The rally, which began from JK Radha Krishna Temple, covered various parts of Nimbahera town and ended at JKIT.



Students spreading awareness against the harmful effects of plastic



Mr. SK Rathore - President (Operations) planting a sapling.



Muddapur

Muddapur celebrated World Environment Day by conducting various environment friendly activities. On 1st June, trees were planted by Roshni Club and drawing competitions were organised at Sir Padampat Primary School, Padam Nagar as well as at a Government School in Halki Village. On 4th June, a rally and *nukkad* drama on the themes 'plantation' and 'pollution caused by plastic' was arranged by the school in Halki

village, followed by tree plantation. JK Cement Works, Muddapur also celebrated the day by planting trees and organising a programme in the plant premises. A Q&A related to the environment was also conducted during the program for active participation of the audience. The function ended with an environment themed song and distribution of refreshments.



Mr. Harish Agarwal - Unit Head addressing the gathering on World Environment Day

Jharli

JK Cement Works, Jharli celebrated the World Environment Day on 5th June as a part of their CSR initiatives to conserve and nurture the environment and highlight this year's worldwide slogan 'Beat Plastic Pollution'. The programme began with the speeches delivered by various staff members, where many discussed the need to lessen the use of plastic. The staff members and workers also took an oath to plant more trees. The Chief Guest, Mr. Harish Agarwal - Unit Head addressed the gathering and encouraged everyone to take personal initiatives to take care of their surroundings and plant at least 5 saplings each for a greener tomorrow.



Mr. Harish Agarwal watering a sapling on the occasion

Katni

JK White Cement, Katni celebrated World Environment by carrying out a tree plantation campaign. The programme was inaugurated by Mr. Gajendra Yadav - Instrumentation Head, along with all the staff members & labour.



After the tree plantation, a seminar was organised on 'Beat Plastic Pollution', where Mr. Gajendra Yadav and Mr. Satyendra Jha gave presentations on how to reduce pollution generated by the use of plastic. The sessions aimed at encouraging the public to actively participate in the act of keeping their environment clean to lead a better life. Prizes were also distributed to the staff & labour for implementing healthy practices the previous year, towards preserving the environment. The Katni team also organised a rally in Badwara village in collaboration with the Regional Office of MP pollution control board on 4th June. The rally was organised to spread awareness amongst the local public about the harm caused by improper disposal of plastic and the necessity to stop using it to keep the environment clean and green. This was done by way of hoardings, slogans, pamphlets and public speech about environment preservation. The Katni team also planted around fifty trees at Badwara Govt. College.



Fujairah



SPSU Students planting trees on the occasion

JK Cement Works, Fujairah's HR & Admin department collaborated with HSE section to celebrate World Environment Day. The departmental managers along with students from Sir Padampat Singhania University

(SPSU) gathered near the CCR building, where messages on environment were shared by the Safety Officer, Production Manager, Mines Manager and Civil & HSE Deputy Manager.

The event saw active participation by staff members from Mechanical, Electrical & Instrumentation, Production, Mines, Civil, Stores, Packing Plant and IT departments as well as students of SPSU. As a part of the event, a tree plantation as well as a cleaning program was organized, both inside and outside the plant premises.



Cleanliness drive in the plant premises

Contribution towards Mukhyamantri Jal Swavlamban Yojana - Nimbahera

Mr. S.K. Rathore - President (Operations) and Mr. Dileep Singh Krishnawat, on behalf of JK Cement Works, Nimbahera contributed a handsome amount towards Mukhyamantri Jal Swavlamban Yojana, which is in its third phase to make villages self-reliant with

respect to water resources. In Mukhyamantri Jal Swavlamban week held on 8th June at Gadola Panchayat, Babri renovation work was done in the presence of Mr. Shrichand Kriplani - UDH Minister, Mr. Naveen Mahajan - Divisional Commissioner and Secretary In-charge, Mukhyamantri Jal Swavlamban Yojana, Mr. Indrajeet Singh - District Collector and Ms. Leela Jat, District Head. On this occasion, executives and staff members highlighted the importance of water harvesting, cleanliness of drinking water supply centers, conventional resources of water and how to revive those resources for proper water supply to the villages.



Mr. S.K. Rathore receiving the memento & citation on behalf of JK Cement Works, Nimbahera



Mr. S.K. Rathore - President (Operations) presenting the cheque

AIDS Awareness Program - Nimbahera

JK Cement Works, Nimbahera in association with Rajasthan State AIDS Control Society organized a two-day AIDS Awareness program on 8th & 9th May. During the program,

Mr. Umesh Chandra Routh - Team Leader, RSACS, Mr. Mahesh Sharma and Mr. Harsh Agrawal provided some important information about AIDS such as ways to prevent it, various treatment facilities provided by the State Government and some misconceptions related to the disease.



Team Leader, RSACS sharing information regarding prevention and treatment of Aids



Faculty and participants from the program on Aids Awareness

Free Medical check-up Camp and distribution of sanitary napkins - Nimbahera

JK Cement Works, Nimbahera in association with RNT Medical College, Udaipur organized a free medical camp at Atal Sewa Kendra of Bhawaliya Village on 29th June. During the camp, consultation and medical checkups of around 190 patients were carried out by Dr. Anurag Talesara - Orthopaedician, Dr. Bhanu Pratap Sharma - ENT, Dr. Saroj Pareek & Dr. Kapil Vyas - Physicians. Mr. Amba Lal of RNT Medical College and Dr. Abhishek Rathore from Nimbahera and his team of para-medical staff provided the necessary assistance during the camp. Members of the Surbhi Self-Help Group also attended the camp to create awareness about the importance of using



ENT specialist examining a patient

sanitary napkins and the disadvantages of using un-hygienic napkins. The group urged the women present at the camp to use Sparsh napkins, as they are of good quality and a cheap alternative. The napkins were also distributed free of cost. Mr. Vinod Kumar Dhakar - President (Watershed Committee), Mr. Arnia Joshi and many senior social activists, who were present on the occasion, expressed their happiness and gratitude towards JK Cement Works, Nimbahera for organizing the camp.



Free distribution of medicines



Blood pressure test of a patient

Facilitating supply of drinking water - Nimbahera

JK Cement Works, Nimbahera in collaboration with the Public Health Engineering Department is making drinking water available in all major tanks in the city to help citizens deal with water scarcity issues faced during the summers.

Mr. Rajendra Srivastava - Department Official affirmed that, with the help of the efforts of Nimbahera Team, drinking water is now being supplied at Dussehra Ground, Adarsh Colony, Mangrol and Gadola villages by the PHE department. He further revealed that bleaching powder is being added to water to maintain its quality and the Company as well as the Department are regularly reviewing and inspecting the progress of the project.



Company officials helping in supplying water to the tanks

Financial Help for Kundal Sarovar Mertacity - Gotan

JK White Cement Works, Gotan extended financial help towards the water conservation project near Mertacity through the JK Cement Nimbahera Foundation. Towards this end, the delegates from Kundal Sarovar Dham Sewa Samitee Mertacity met Mr. Rajeev Sharma – Unit Head and Mr. C.P. Jhagdawat – Vice President (C&A) with a request for financial contribution towards water conservation project at Kundal Sarovar, Mertacity. This project has been initiated by the District Collector Nagaur who is the Patron of this project while SDM Mertacity is the President of the committee.



Mr. Jhagdawat, Mr. Amit Mehta - A.V.P. (Technical) and Mr. P.K. Sharma - G.M. (Legal & Liaison) handed over a cheque of Rs. 11 lakhs to SDM Mertacity as well as the Board of Governors of Kundal Sarovar Dham Sewa Samitee on behalf of the plant on 21st June.



Blood Donation Camp - Fujairah

JK Cement Works, Fujairah in collaboration with Saqr Hospital, participated in a blood donation camp called 'Save a Life, Give Blood', a campaign that highlighted the rapid growth in demand for blood for transfusion as a result of the fast growing population of UAE and its booming healthcare facilities.



Corporate Social Responsibility

Earth Day Celebration at Padam Vidya Vihar - Nimbahera

Padam Vidya Vihar School celebrated Earth Day to sensitize children at an early age about the environment so as to orient them to become responsible future citizens. Hon'ble Chief Guest, Mrs. Neelam Rathore – President (Surbhi Club) and Mr. P.C. Bhandari - School Secretary, along with the children planted saplings and placed water pots for the birds. Banners and colourful charts with slogans such as 'Go Green' and 'Plant a tree today' were also showcased. Mothers of Pre-Primary children participated in creative activities like poster making, paper bag making, flower pot decoration, *rangoli*, etc and displayed their artistic skills.

For the holistic development of children, primary section conducted a fancy dress competition based on the theme, 'Save Earth – Save Trees'. Children learnt the importance of

preserving planet earth. Inter-house dance competition based on the theme 'Caring Mother Earth' was organized, where the children expressed their concern towards climate change, pollution, water scarcity, global warming etc. through beautiful dance performances.

The Chief Guest appreciated the efforts of the school and the children and felicitated the winners.



Mrs. Rathore and school students sharing World Environment Day messages



Mrs. Neelam Rathore - President (Surbhi Club) watering the saplings

Free Eye check-up camp - Nimbahera

JK Cement Works, Nimbahera in association with Gomabai Netralaya, Neemuch organized a free eye check-up camp at Primary Health Centre, Kailash Nagar on 5th May. Mr. PR Chaudhary – Head (Technical), Mr. K.M. Jain – Head (Commercial), Mr. Maheem Kachhwaha – Head (Mines) and Mr. M.S. Shekhawat – Head (HR & ER) lit the ceremonial lamp and inaugurated the camp.

At the camp, eye check-ups were carried out by a team of doctors, under the leadership of Dr. Sandeep Kumar - Eye Specialist, Gomabai Netralaya. Dr. S.K. Chaudhary, Dr. Pankaj Mani, Major Dr. Abhishek Rathore. Mr. Shailesh Choubisa, Mr. Ashish Ojha and Ms. Sinny Jose from Nimbahera Unit extended necessary assistance during the camp.



Ophthalmologist examining a patient



Optician performing an eye test



Mr. PR Chaudhary - Head (Technical) inaugurating the camp by lighting the ceremonial lamp

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