

JK spotlight

Towards Perfection – Our Tradition

July-Aug, 2016 Volume : 1
Issue : 28



ANNUAL STOCKIST MEET

WHITE CEMENT
Hyderabad & Mumbai



Highlights



Annual Stockist Meet
- White Cement



JK Institute of
Technology awarded
with the Global Green
Building Award



JK Institute of Technology, Nimbahera bags Global Green Building Award

The newly constructed building for J.K. Institute of Technology – New I.T.I. Building at Nimbahera has been awarded the prestigious “Energy & Environment Foundation Global Green Building Award -2016” in the platinum category.

The award was presented at Ashoka Hall, Manekshaw Center, New Delhi on 22nd August by Energy & Environmental foundation. Mr. UpendraTripathi - Secretary Govt. of India, Ministry of New & Renewably Energy, Dr. Satish B. Agnihotri - Former Secretary, MNRE Govt. of India, Dr. Anil K. Garg - President, World re-energy, Tech - Congress. CEOEEF and other dignities were present at the ceremony. Mr. C. P. Dak - A.V.P. (Civil-Project), and Mr. P.C. Bhandari - Principal (I.T.I.) received the award on behalf of J.K.Cement Works, Nimbahera.

It was the Chairman and Managing Director, Mr. Y.P. Singhania's dream to construct the ITI building on green building norms. Mr. S.K. Rathore – Unit Head was a great source of encouragement for the construction team and ITI staff.

A green building is one which uses less water, optimizes energy efficiency, consumes natural resources, generates less waste & provides healthier space for occupiers as compared to normal building. Reduction in operation cost, enhanced efficiency, energy saving of investment, water saving by 30-35% and energy saving by 25-30% are the main benefits of a green building. The execution team involved in the project had planned in advance to take care of soil erosion and sedation control, fixing of water efficient plumbing fixtures, use of non

CFC refrigerant, proper storage and collection of recyclable material and its reuse, sun light and fresh air utilization etc.

The building has a provision of 20 KL capacity bio-digester to treat the waste water and reuse the same for gardening and flushing purpose. Heat island effect for roof and non-roof area are taken care and white colour heat reflective tiles have been used on the terrace. Parking area has been shaded by structural shed and tree canopy.

All the exterior walls have been constructed with the two wall concept having intermediate air gaps to reduce heat effect. Windows have been constructed with cement jali and glasses, so sufficient natural light obtained in day hours and fresh air can be utilized.

The building is constructed with two floors having 71,450 Sq. ft. plinth area and has more than 20% green area.



JK Cement shines at the 7th CMO Asia Awards for excellence in Branding & Marketing

J.K. Cement bagged two awards at the prestigious 7th CMO Asia Awards for excellence in Branding & Marketing. J.K. Spotlight won the title of the 'In-house Magazine of the Year' and Mr. Nitish Chopra – Head (Branding & Communication) bagged the Young Achiever of the Year at a glittering ceremony in Singapore on 4th August. What makes the recognition all the more special is that over 500 entries were received from not only India, but countries across Asia in all categories.

The prestigious CMO Asia Awards for excellence in Branding & Marketing is a premium forum bringing marketers and brand custodians, advertising and creative honchos together under one roof from across Asia. It is a part of the larger World Brand Congress which recognizes outstanding contribution in the Branding and Marketing fraternity at a global level.



Mr. Nitish Chopra - Head (Branding & Communication), receiving In-House Magazine of the Year Award for J.K. Spotlight (Left) & Young Achiever of the Year Award (Right)



FROM THE editor's desk

Dear colleagues and friends,

It gives me immense pleasure to share with you a snapshot of the very eventful past few months as we embark upon the bandwagon of informative, educative and creative impulses.

The Company continues its glorified run of bringing technology to the forefront of Innovation, with the newly constructed building for J.K. Institute of Technology - ITI at Nimbahera which has been awarded the prestigious "Energy & Environment Foundation Global Green Building Award-2016" in the platinum category. To add to the celebrations, J.K. Cement Ltd. also bagged two awards at the prestigious 7th CMO Asia Awards for excellence in Branding & Marketing. J.K. Spotlight was lauded with the 'In- house Magazine of the Year' award and Mr. Nitish Chopra - Head (Branding & Communication) bagged the 'Young Achiever of the Year' award.

When it comes to commemorating and celebrating the success of our stockists, J.K. Cement never leaves any stone unturned. The cover story of this issue is the Annual Stockist Meet for White Cement, held at Mumbai and Hyderabad. Themed 'JK Olympics', these meets were an extravagant gala unifying sports and entertainment while celebrating the achievements of our channel partners in true Olympics style.

A proud Indian enterprise, the Company has been a partner in the nation's progress and is committed to a bright future for our country. The nation's 70th Independence Day was celebrated with much pride and patriotism across the various centres of the Company.

Our spotlight for this issue is on Mr. Praveen Modi - Friends Suppliers Co., Udaipur, who has been a great partner in our company's growth story, and Dr. Nikhil Chandra Misra, a major contributor to the Company's success today.

In keeping with the Company's ethos of philanthropy, various CSR activities were organized at different centres with the aim of contributing to a better world.

I leave you with my deepest appreciation for your continued support and contributions for this endeavour over the years. I urge you to stay an ardent consumer of Spotlight, a prodigious platform of communication for us all.

Best regards,

Raghavpat Singhania
Special Executive
J.K. Cement Ltd.

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Celebrations



Independence Day

Kanpur

Amid unfurling of the tricolour and colourful parades, the 70th Independence Day was celebrated at Kanpur in the premises of Kamla Tower and Kamla Nagar Township.

Kamla Tower

The programme began with the Chief Guest, Mr. Anoop Kumar Shukla - VP (Grey Cement North Accounts), garlanding the picture of the Father of the Nation. The programme continued with Chief Guest hoisting the National flag along with Major S.B. Singh, GM (Admn. & Security). Mr. Shukla along with Major S.B. Singh took a salute and inspected the Independence Day parade conducted by the security personnel. The National Anthem was sung by all the employees present & the celebrations concluded with distribution of sweets.



Flag hoisting



Mr. Anoop Shukla - VP - Accounts (Grey Cement North) addressing the gathering

Kamla Nagar Township

Traditional gaiety and gusto marked Independence Day celebrations at Kamla Nagar Township. Soaked in patriotic fervour, the residents of the colony of people took part in the events to mark 70th Independence Day. Patriotic songs were played during the festivities, honouring the day our Country became independent in 1947.

Mr. A. P. Tripathi - Regional Director, ESIC graced the occasion as the Chief Guest. Mr. Tripathi unfurled the national flag. Guard of Honour was presented by the security staff under the leadership of Hony. Capt (Retd.) Mr. Satendra Bahadur Singh. A cultural program was organised which included a musical show, quiz and a magic show. The function concluded with the echoes of 'Jai Hind' reverberating through the air.



Quiz



Magic Show



Chief Guest being welcomed by Mr. R.P. Tomar - GM (Corporate HR)



Flag Hoisting

Padam Tower

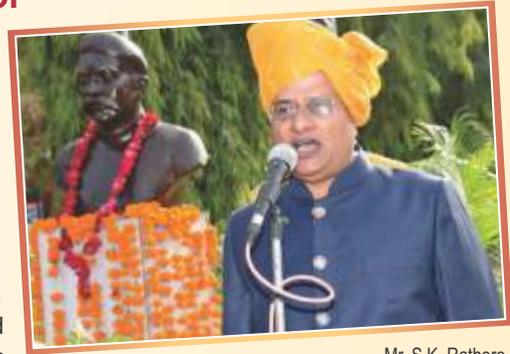


Mr. Tapan Jha - Head (Admin & Security) during the flag hoisting



Nimbahera & Mangrol

The Nimbahera family celebrated Independence Day with great enthusiasm and patriotism. On this occasion, Mr. S.K. Rathore - Unit Head, Chief Guest at the celebration hoisted the National flag in the factory premises, which was followed by the National Anthem. He then inspected the Guard of Honor presented by security personnel. The program ended with a vote of thanks proposed by Mr. S.D. Paneri - Sr. Officer (HR) and convener.



Mr. S.K. Rathore addressing the gathering



National Anthem at Mangrol after flag hoisting

At Mangrol, Chief Guest, Mr. D.K. Patel - Head (Technical) hoisted the National flag and inspected the Guard of Honour presented by the security personnel. Mr. Shailendra Dashora presented a patriotic poem. The programme concluded with vote of thanks and distribution of sweets.



Security personnel receiving Chief Guest, Mr. S.K. Rathore - Unit Head



Mr. PC Bhandari - Principal (JKIT) addressing the gathering

Independence Day was celebrated with equal fervour and joy at Kailash Vidya Vihar, Padam Vidya Vihar and JK Institute of Technology.

Gotan



Mr. B.K. Arora - Business Head (White Cement), felicitating a security personnel



Mr. R.C. Joshi - Principal, LKSEC congratulating a winner

On Independence Day, every Indian heart swells up with patriotic fervor and immense love for the motherland. The employees at the plant along with the employees and students of LKSEC celebrated the 70th Independence Day with great enthusiasm. Mr. B.K. Arora – Business Head (White Cement) hoisted

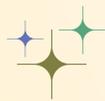


Mrs. Sushma Arora - VP (LKSEC) felicitating a student



the National flag and took the salute of the parade of security staff. While the march past of the school band to the tunes and roaring drums captivated the audience, the patriotic group song by the students further mesmerized them.

Mr. R.C. Joshi - Principal, LKSEC in his address, spoke about the recent achievements of the Company including the new Wall Putty plant at Katni and some notable contributions towards CSR. Mrs. Sushma Arora - V.P. (LKSEC) awarded the winners amongst LKSEC staff and the student topper. Mr. Arora felicitated the employees for their exemplary performance. Mr. Rajeev Sharma – V.P. (Technical) awarded the factory employees. The respective head of departments were also present on the occasion.



Muddapur

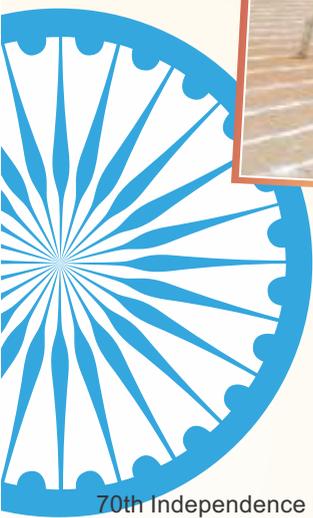
The Muddapur family celebrated Independence Day with great patriotic fervor. Mr. S.K. Jain – V.P. (O & M) graced the occasion as the Chief Guest and hoisted the National flag followed by singing of the National Anthem. He then inspected the Guard of Honour presented by the security personal.

Mr. R.B.M. Tripathi - Unit Head, Mr. N.K. Mishra - Sr. VP (Project), Mr. Jayant Malhotra - Technical Head, Mr. K.C. Khandelwal - Sr. GM (E & I), Mr. Girish Bakshi - Head (ER), Mr. Vimlesh Marghade -



GM (P & QC), Mr. K.R. Choudhary - GM (Elect.), Mr. Nitin Purohit - GM (Mines) and other Executives, staff members and workers were present on this joyous occasion.

At Sir Padampat Primary School, various cultural activities were organized by the students to mark the occasion.



Jharli

70th Independence Day was celebrated with great patriotism at J. K. Cement Works, Jharli. The National Flag was hoisted by the Unit Head followed by National Anthem and march past by the security personnel.

In his address, Mr. Agarwal emphasized on team work and appreciated the staff members and workers for their efforts towards growth of the unit.

Pragati Club members presented a beautiful patriotic group song. Staff members and children presented their speeches and poems on the occasion.

Prizes were also given away to the employees and workers for their outstanding performance.



Pragati Club members performing on the occasion



Mr. Harish Agarwal - Unit Head saluting the National flag during the hoisting ceremony



Mr. Harish Agarwal awarding a worker on the occasion

Project NIRMAAN



J.K. Cement's journey towards one group transformation has reached end of phase 2 (to-be process design) and now approaching Phase 3 viz. to-be processes implementation with technology interventions. In the month of August, multiple demo sessions were organized by different IT service providers showcasing their capabilities and solutions against the Company's requirements for Phase 3.

Also, we welcome Mr Jitendra Singh who has joined the Company as the new CIO. Mr Jitendra Singh has over 25 years of experience in the industry and was previously serving as the CIO & Head - Business Excellence at Nagarjuna Fertilizers and Chemicals. Mr Singh has also worked with HIL and Jubilant Life Sciences in his previous endeavors. His experience and expertise include Creating and Implementing Strategic Roadmap for the organization, Project Management, Multi-location Software deployment and Validation, SAP implementation and support, IT Infrastructure Design and Implementation, Change Management, Process Improvement using best practices, & continuous improvements in business using IT.

Key events:

R2R leading Practice session by Accenture -

Accenture conducted a session on contemporary leading practices in R2R on 10th August. The session gave valuable insights on the future of finance and how digitalization and use of advance tools will impact decision making in near future. The session also threw light on key benefits of a structured risk management process to the organization. The audience included finance/account teams from Delhi, Kanpur and Pune offices as well as all the plants.

Demos from various solution providers – Demos

were organized in the last week of August for COTS (Commercial Off-The Shelf) add-on tools by different IT service providers for their solution tool offerings in CRM (Customer Relation Management), TMS (Transport Management System) and Discount Management. To mention a few, Lister Technologies (Sales force), CRMnext, E&Y, IGSA labs & SAP labs showcased their capability and experience in their

respective solution offerings through demos and meetings with business representatives, Internal Coaches and Process Leads.

O2C leading practice session by Accenture -

Accenture conducted a session on leading practices in sales and marketing on 26th August. The session focused on trends in customer relationship management and impact of Digital Shift and how it is changing the business world. They gave insights into the benefits of implementing CRM and using CRM as a tool for decision making.



Leading practices session on Order to Cash by Accenture

Spotlight on Dr. Nikhil C Misra



Dr. Nikhil C Misra

(Excerpts from an interview with Dr. Nikhil C Misra - V.P. (Projects, Bhopal))

1) You have been associated with the Company for over 30 years. Please shed some light on your journey. What is the fondest memory of your association?

I have had a long, enlightening and cherished association with J.K. Cement, first being a division of illustrious J.K. Synthetics Limited and then as an independent entity. I had an interaction with Mr. Yadupati Singhania – Chairman & Managing Director before coming to J.K. Cement after a five years stint with Madhya Pradesh state Govt. as a gazette officer and being assigned to United Nations Development Programme (UNDP) - the UN Mineral Exploration in M.P. A meeting with him was to become the turning point. The journey began with mineral prospects like Pindwara and Sidhi, traversing through many places though for a short term.

Then came the challenge of finding a new green field site for sustaining a large cement unit. Mr. Singhania's desire was that the location should fit in the criteria of 'central India and as close to U.P. border as possible'. The focused objective was to locate a suitable deposit of Limestone for sustaining a large unit in states like Chhattisgarh, Madhya Pradesh etc. Banking upon the most modern techniques of mineral search and exploration that include satellite imagery and aerial photo interpretations we were able to successfully zero in on Katni which is now an undisputed feather in the company's cap. This can be termed as my most fond memory. I am thankful to the Management for the unwavering faith in my technical competence.

Geographically the region included Bundelkhand and Vindhya region of M.P. and Bundelkhand region of U.P. In the industry circle the region was thought to be completely devoid of any such possibility. Explicit doubts were repeatedly expressed. The Limestone deposits in the region were either already occupied or were not suitable for cement making. The faith shown by CMD and Mr. Madhavkrishna Singhania and the support of Mr. A.K. Saraogi – CFO & President (CA) helped us create history. Completion of exploration with hostile infrastructural support in record time was possible only because of team work. The most stupendous feat came in the form of an award in the category

"Quality Excellence Award for Best Exploration Project" for Panna exploration project by the World Quality Congress and Awards for 2014.

2) You have played a key role in locating and deciding the site, doing the spade work and giving shape to Wall Putty project in Katni district. Please share with us your experience and some of the unique challenges that you had to face in this regard.

Simultaneous to handling varied array of matters related to Panna activities, came the concept of putting up a Wall Putty project in Katni district. Conducting intensive search and exploration for Dolomite area/mine of well-defined specifications, locating the site for Wall Putty plant, undertaking acquisition of land and moving for obtaining environmental clearances for mine, plant etc. were assigned to me. My team and I put in relentless efforts towards this. The land from an industrially advanced and mineral rich district of Katni was purchased for an unbelievable cost of about two and half lacs per acre. It has a working captive mine of enviable quality and the plant after completing trial runs, is presently in commercial production.

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

These yard sticks give me immense satisfaction personally as well as professionally. My recent endeavor of presenting a research paper in Mining Mazma 2016, related to valuation of mineral properties and the statutory regime adopted by the state Governments incited by amended statutory system in the Country received an overwhelming response. Establishment of Wall Putty plant in Katni and the work done in Panna green field site have given me immense joy and a great sense of satisfaction. I consider myself very lucky to be supported, helped and assisted by a competent and committed team and guided by a superlative top brass management.



Mr. Praveen Modi

Spotlight on Mr. Praveen Modi

M/s Friends Suppliers Co., Udaipur, Rajasthan

Mr. Praveen Modi of M/s Friends Suppliers Co, Udaipur is a prominent stockist of Grey Cement North. Associated with the Company since 1975, they rank second in Rajasthan Zone 2. The business was started by his father, Mr. H.S. Modi and is now run by the second generation of the family. The family is successfully managing several other businesses like marbles, tiles

and export. They were recently felicitated for being the first runner up in Rajasthan Zone 2. We thought it would be fitting to have him share his views about his long association with the Company.

1) You have had a very long association with the Company. What are your thoughts about the J.K. Cement culture and the people?

We are associated with the Company since beginning. Such a long association speaks volumes about the bond we share with the Company, its culture & the people. Fair dealing, commitment of employees, trust, 360-degree communication are some characteristics of the Company that have contributed to our growth in the market.

2) What is your strategy for success? How have you been

able to sustain your business?

We believe that hardwork, network building and team effort are key to our success.

The trust of our dealer/ ARS and regular support and motivation from company officials encourage us to achieve higher goals and push us for greater achievements. We believe that our best performance is yet to come.

3) What according to you are the strengths of our brand? What according to you differentiates our brand from the others?

Superior quality, delivering on promise, pre and post service of our product helped us market it better and recommending it to everyone. Transparency, easy approach and fair policies has helped us retain our faith in the Company and made us feel like an integral part of the J.K. Cement family.

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

We really appreciate the way the Company has helped us shape up our business and achieve one milestone after another. We wish J.K. Cement continues with the good work and maintains high standard of quality in the times to come as well.



WINNING ENTRY

GENDER EQUALITY IN CORPORATE

The manufacturing industry is growing at a rapid pace. Corporate sector have realized that attracting & retaining women in the workforce maximizes innovation, creativity and competitiveness. Gender equality from a corporate perspective encompasses issues of workforce diversity as well as equal pay and career opportunities. The gender equality in corporate sector towards promoting gender-equality is a welcome step. Participation of women in the mainstream workforce is continuously increasing. They are largely employed in banking, hospitality, health care, and other server sector industries. However, they have minimal presence in manufacturing, engineering industries and defence services in the present scenario, slowly increasing in India.

Gender inequality is still a reality in every industry, despite ongoing work in many corporate sector to promote greater diversity and equality. We believe that gender diversity supports corporate outperformance through access to a bigger talent pool, a reputation as a more attractive employer for

skilled people, higher retention of top talent, and more motivated employees. The gender score supports this view and suggests that companies with a more diverse and equal workforce are indeed better positioned to outperform. However, the dynamics of the interaction between gender and other factors are complex and further research would be needed to better understand the drivers and the underlying reasons. The key to the success lies in careful selection of sectors and skills for each of the locations intertwined with the industries prevalent in these areas and providing world class quality training with innovative internship and industry exposure opportunities. It is time we emulated this model and created a movement for scalable skill development plan that truly empowers the

women and devised more women friendly policies that would enable them build successful careers all of which leading to women demographic dividend becoming a real advantage to the nation.



Mr. N.K. Vaishnav
(Ex-Sgt. IAF)
Sr Office – RTC,
J.K. Cement, Nimbahera

Winning Entries

1st Runner Up
Branding in the age of social media
Mr. Mrityunjay Kumar
Civil Engg. Department, Muddapur

2nd Runner Up
Gender equality in corporate world
Ms. Nishat Hashmi
Graduate Engineer Process, Fujairah

Participating Entries

Branding in the age of social media

1. Mr. Sumit Arora – Purchase Deptt, Gotan
2. Mr. Kapil Vasita – Asst. Geologist (Mines), Nimbahera
3. Mr. Varun Goil – Branding, Fujairah

Gender equality in corporate world

1. Mr. Vineet Venugopal – HRIS, Fujairah
2. Mr. Sajjan Singh Bhati – HR Officer, Mangrol
3. Mr. Amit Kumar Shukla – Senior Executive (Marketing, White Cement), Gujarat
4. Mr. Mrityunjay Kumar – Civil Engg. Department, Muddapur
5. Ms. Archana

The topics for November '16 issue are:
(Max 300 words)

1. The importance of cost consciousness in an uncertain business environment
2. Press freedom in India: Privilege or farce?

Last date for submission of entries is
25th October 2016

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

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



Inauguration of Unit for J.K. Super Grip Tile Adhesive Project - Jharli

Tile adhesive unit project was inaugurated on 2nd July at Jharli by Mr. Harish Agarwal - Unit in the presence of all staff members. J.K. Super Grip will now be manufactured at J.K. Cement Works, Jharli as well. This unit is proposed to produce 15000 MT of J.K. Super Grip per year. The Unit will produce two types of tile adhesive, one for wall application and the other for floor application. Initially, the unit will cater to markets of Delhi/NCR region including Haryana, Punjab & Western U.P. Civil work has already started and machinery has been finalized and ordered.

Mr. Harish Agarwal - Unit Head along with staff members during the inauguration of Tile Adhesive Project



Summer Exchange Programme for Sir Padampat Singhania University (SPSU) Students

Dr. Shubham Goswami, School of Management, SPSU Udaipur along with 5 students participated in the Summer Exchange Programme at Chiba University of Commerce, Japan. Students from 13 different countries also participated in this programme providing the best possible experience of functioning in the emerging global business world.

The 2016 CUC Summer Programme (10 – 24th July) included class room instructions on Japanese Arts & Culture, Japanese Financial Markets as well as visits to leading Japanese banks & corporations. The participating students were Megha Surtaniya, Manisha Daryani, Kuldeep Bohra, Tanushree Biswas and Maitrai Dak.



EVENTS

Temple Anniversary Celebrations - Kanpur

The anniversary of Dwarkadheesh Temple and Radha Krishna Temple, Kanpur is celebrated in the month of June every year. On this auspicious occasion, a special *puja* was performed by the members of the promoters' family at both the temples. All the senior officials of the Company were also present on the occasion. The *puja* was followed by *prasad* distribution.

The idols were beautifully dressed in '*Poshak*' and jewellery. Devotees were present in large numbers.



Annual Murti Sthapna function at Baba Ramdasji Shyamdasji Samadhi - Gotan

Situated on the outskirts of Gotan is the Samadhi or Shrine of Baba Ramdasji Shyamdasji. The old and famous Shrine is on the main road of Gotan-Merta City and is a symbol of immense faith for the locals of the vicinity. J.K. White Cement renovated the *Samadhi*'s main temple along with other buildings of the temple a few years ago.

In the year 2009, the Company constructed a new Ram Mandir in this *Samadhi* campus along with a big hall for devotees during religious gatherings. As an annual custom, *Satsang* and *Ratri Jagran* were organized this year as well at the *Samadhi* on 16th -17th July.

On 16th night, the *Sunder Kand Path* was conducted by the team of *pandits* from Merta city along with members of ladies club, villagers and the Company Officials. On 17th morning, Mr. B.K. Arora - Business Head (White Cement), Mrs. Sushma Arora – VP (LKSEC), Mr. P.C. Jain - VP (S & A), Mr. Anil Badgotri – A.V.P. (Comm) performed the *Havan Pooja*, with the guidance and blessings of *pandit* Shri Rakeshji Maharaj from Mertacity and Mahant Shri Garibbandhu Dassji Maharaj of Ramdasji Shyamdasji Samadhi.

A *Maha Prasad (lunger)* for all the devotees was also arranged.

Employees and the villagers rendered their voluntary services for *mahaprasad* arrangements. Around 15000-20000 devotees including locals from Gotan and the surrounding areas participated in the *pooja* and *Mahaprasad*.



Mr. B.K. Arora - Business Head (White Cement) and Mrs. Sushma Arora - V.P. (LKSEC) during the *puja*

Shri Ganesh and Vaastu Pooja - Mangrol

Shri Ganesh and Vaastu Pooja was performed at J.K. Cement Works, Mangrol between July 15-19, by Mr. Manoj Kumar Madan - Dy. G.M. (Inst.) under the guidance of Pandit Shri Triloki Nath Jetli and his fellow Pandits. On the last day, Mr. S.K. Rathore - Unit Head, Mrs. Neelam Rathore - President, Surbhi Ladies Club, Mr. R.B.M. Tripathi – AVP (O & M) and a large number of employees performed *poornahuti* which was followed by *prasad* distribution. A large number of employees from both Nimbahera and Mangrol were present on the occasion.



Poomahuti



Mrs. & Mr. M.K. Madan performing pooja. Also seen in the photograph are Mr. S.K. Rathore - Unit Head, Mr. K.M. Jain - Head (Comml.) and other executives

Shravan Mahotsav - Jharli

Haryali Teej was celebrated at J. K. Cement Works, Jharli on 6th August in the North Indian Lunar month of *Shraavana*. As *Shraavana* (or *Saawan*) month falls during monsoon or rainy season when the surroundings become green, the *Shraavana Teej* is also called *Hariyali Teej* (Green Teej). *Haryali Teej*, *Kajari Teej* and *Hartalika Teej* welcome the monsoon season and are celebrated primarily by girls and women with songs, dance and prayer rituals.

At Jharli, *Haryali Teej* was celebrated with great enthusiasm conducted by Pragati Club under the able guidance of Mrs. Neelam Agarwal, wife of Mr. Harish Agarwal - Unit Head, Jharli. The programme was very well packed with songs, dancing and prayer rituals. All Pragati Club members and female staff members actively

participated in the programme. To mark the occasion, all the women and children planted saplings in the garden area of Jharli Rest House.

Many other activities and games were also organized on the occasion. Prizes were also given away to the winners.



Mrs. Neelam Agarwal planting a sapling on the occasion



Mrs. Neelam Agarwal with Pragati Club members during the Haryali Teej celebration at Jharli Rest House



Mrs. Neelam Agarwal felicitating the winners of a competition organized on the occasion

Vaastu Pooja – Fujairah

A Vaastu Puja was conducted in the plant premises during 13th to 17th July. All the employees participated joyfully and made it a success.



Celebrations in the City of Nizams Annual Stockist Meet Hyderabad



Balaji Enterprises -
Winner, White
Cement
(Tamilnadu)



Hari Ram Enterprises -
Winner, Wall Putty
(Tamilnadu)



Mahesh Infrastructure
- Winner, Wall Putty
(Karnataka)



Sri Sai Krishna Agencies
- Winner, White Cement
(Andhra Pradesh)



Dedication, hard work and commitment are as relevant in the field of sports as they are in business. It is only through the relentless efforts of our channel partners that JK Cement has been able to achieve its enviable position in the market. To celebrate their true spirit of sportsmanship and tireless efforts, the Annual Stockist Meet for White Cement was organized on 22nd June at Hyderabad and 23rd July at Mumbai Innovatively themed "JK Olympics", these meets witnessed an eclectic gathering of over 800 dealers from 10 states, Kerala, Karnataka, Tamil Nadu,





AP, Telangana, Maharashtra, Goa, MP, Gujarat and Rajasthan.

In true Olympics style, the events were kicked off with the lighting of the ceremonial torch by Mr. Niranjan Mishra - President (Marketing), followed by a very inspirational keynote address. Sports and motivational acts were seamlessly woven into the event flow to motivate the channel partners to excel in their performance. The highlight of the evening was a specially customized dance act presented by the famous Bangalore based dance group, 5678 showing the hard-work that goes behind preparing for the prestigious games.

An outstanding stage was created in keeping with the theme that left



Chetak Minerals - Winner, White Cement & Wall Putty (Mumbai)



Goda Sales Corporation - Winner, White Cement (Rest of Maharashtra)



Deepa Marketing - Winner, Wall Putty & White Cement (Andhra Pradesh 1)



Mr. Niranjan Mishra - President (Marketing), addressing the gathering



Celebrations in the City of Dreams Annual Stockist Meet Mumbai



Tech Pro Marketing
- Winner, Wall Putty
(Madhya Pradesh)



Friends Suppliers
Co - Winner,
White Cement
(Rajasthan)



Shakti Marketing -
Winner, White
Cement (Gujarat)



Keshrimal Jain
Chunawala - Winner,
White Cement
(Madhya Pradesh)

everyone gathered awestruck. The emcees for the evening engaged all the guests with the interactive sessions and fun games during the course of the event. Not only were the top performing stockists awarded and recognized for their performance in the previous financial year, but lots of surprise gifts were also handed out by way of a lucky draw. Some lucky participants walked away with television sets, iPads, iPhones and even a bumper draw of a motorcycle! The top performing



dealer in the zone was awarded a brand new MarutiBaleno car. There was no dearth of entertainment, with the highlights being performances by Hula B'boys of India's Got Talent fame, Tron Act by team 5678, Unicycle and Juggling acts by performers from Goa which left the audiences enthralled.

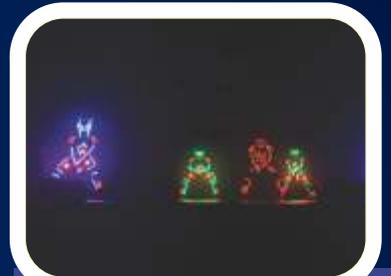
JK Cement Ltd. has always gone the extra mile instrengthening our association with the torchbearers of our success story, our channel partners. This grand gesture is also a part of a long standing tradition. It was a great achievement on the part of the Branding and Communication team asthe dealers went back with very fond memories of what they called the best dealer's conference they had ever attended!



Red Rose Corporation -
Winner, Wall Putty
(Gujarat)



Shree Agencies -
Winner, Wall Putty
(Rajasthan)





PEOPLE POWER TRAINING PROGRAMMES

Plant Orientation Programmes

S. No.	Plant Location	Period	Target Group	No. of participants
1	Nimbahera	14 th - 16 th July	Executives who recently joined the Grey Cement North Marketing.	13
2	Gotan	18 th - 20 th July	Executives who have recently joined our White Cement Team.	18
3	Nimbahera	4 th - 6 th August	Executives who have recently joined our North Grey Cement Team.	18

The focus of all the three programmes was on sharing the glorious achievements of the Group, Company's philosophy, culture & values, manufacturing of cement, production and quality control etc.



White Cement Marketing Team



Grey Cement North Marketing Team



Grey Cement North Marketing Team

Induction for White Cement Marketing Executives Gotan (8th - 11th August)

Inductions for White Cement Marketing Executives were conducted during 8th - 11th August. This included fourteen marketing executives from Andhra Pradesh, Bihar, Chhattisgarh, Gujarat, Karnataka, Kerala, Maharashtra and U.P.

The team was welcomed and greeted in the opening meetings by Mr. B.K. Arora - Business Head (White Cement).

Mr Amit Vaid - Assistant Officer (HR) took the team through the journey of J.K. White Cement, giving them a brief

introduction of the plant and its various sections. Mr. Rajesh Sharma - Manager (HR) Kanpur took them through a presentation on J.K. Cement Ltd.

Dr. Ranjeet Kumar Bagariya, Officer (Environment) accompanied the teams for a plant visit to exhibit the practical dynamics of cement manufacturing. Mr. K N Pandey - Sr. GM Quality Control took the session on the basics of cement explaining the history of cement and white cement, the manufacturing process of white cement, BIS specifications,

specifications for cement testing procedures, quality parameters etc. Mr. Ajay Garg – GM (Sales) explained them about the functioning of the sales department. Mr. Prakash Kumar Saini & Mr. Brijesh Godha from Civil Department took sessions on the basics of mosaic flooring including the raw material and other requirements. The team was also taken to the school site and civil sites to exhibit mosaic flooring, sand spray and pre-cast panels. The application of J.K. Wall Putty was exhibited to the group at the site itself by Mr. D.D. Purohit - Sr. Manager (Value Added Products) and Mr. Vikas Kumar, I/C Putty Plant.

Mr. Purohit and Mr. Kumar



threw light on J.K. Wall Putty; covering its requirements and storage etc. Dr. Ranjeet Kumar Bagariya took awareness sessions on Social Accountability-8000 and explained the concepts of integrated management systems to the visiting teams.

The induction programme concluded with the meeting with Mr. Arora, Mr. Rajeev Sharma - V.P. (Tech) and Mr. C.P. Jhagdawat - VP (C&A) along with the respective HODs. The group members shared their experiences, concerns and suggestions towards improvement. Both the teams termed this a memorable learning experience.

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

**New Joinees
July-August 2016**



Mr. Arvind Kumar Jangid
Manager (CTS)
Jaipur



Mr. Amarnath Pandey
General Manager (Quality)
Nimbahera



Mr. Arun Kumar Saxena
Manager (Demo Sampling Co-ordinator, CTS White)
New Delhi



Mr. Ashish Singhai
General Manager (CTS)
Indore



Mr. Rajesh Kumar Singh
Dy. General Manager (Civil)
Muddapur



Mr. Rajesh Kumar Rana
Sr. General Manager (Value Added Products)
New Delhi



Mr. Sandeep Gupta
Dy. General Manager (Packing Plant)
Muddapur



Mr. Shailesh A. Gosavi
General Manager (CTS South Zone)
Pune



Mr. Tarun Gupta
General Manager (Accounts)
Kanpur

** Manager level & above only.*

Workshop on Emotional Intelligence - Jharli



Participants of Emotional Intelligence Workshop

A one day workshop was conducted at Jharli on 22nd July by Mr. Tarun Dak, Plant HR. Participants from various departments learned about improving emotional Intelligence at workplace by creating self-awareness, self-regularization, self-motivation, empathy & social skills. Activities like role play & case studies were conducted to make the participants understand the relationship between different levels of employees and contract labour in an organization.

Basic First Aid Training - Jharli

A full day training session on Basic First Aid was conducted at Jharli Plant on 25th August in association with Indian Red Cross Society, Jhajjar. A group of 22 participants from all the departments at the Plant were trained for providing basic first aid for fractures, haemorrhage, CPR, stretcher, hand seats and triangular bandage etc.



Certificate & Employment Letter Distribution Program JK Centre of Technician Training, Kanpur

Certificate and Employment Letter Distribution for successfully trained & placed trainees was organized by JK Centre for Technician Training on 26th July in a glittering ceremony at Kamla Nagar, Kanpur.

The program was chaired by Chief Guest, Mr. Kaushal Raj Sharma, IAS, DM, Kanpur Nagar and the Guests of Honour were Mr. A.K. Saraogi - President (CA) & CFO, Mr. R.K. Agrawal – MD, Netplast Pvt Ltd & President UP TIE, Mr. Lalit Kumar Khanna - Head of Operations (JKCTT).

The Centre is a training partner for Uttar Pradesh Skill Development Mission (UPSDM), PMKVY (Pradhan Mantri Kaushal Vikas Yojna), IIV-India (Indian Institute of Welding Kolkata). It is a Centre for Excellence Training Institute working in line with the objective of Skill India as announced by our H'ble Prime Minister.

The Chief Guest distributed certificates to almost 75 trainees trained by the Institute under PMKVY & UPSDM. Four of the trainees placed by the

institute in different trades shared their experiences with the other trainees and all the esteemed guests. The Chief Guest also distributed offer letters to 8 trainees who are already placed & working in different industries. He congratulated all the trainees on successful completion of their training & appreciated the efforts made by JKCTT in the area of skill development & nation building.

The program was also attended by Mr. A. K. Pandey – Principal (JKITC), Mr. Ashutosh Tiwari - Manager, JKCTT, Mr. R.P. Tomar - Corporate HR, Mr. Sandeep - MIS Manager, UPSDM Kanpur, other Industry members from IIA, Kanpur and team members of JKCTT.



Kailash Vidya Vihar, Nimbahera gets “ISO-9001-2015 Certification”

The idea of ISO-9001-2015 certification was mooted in September, 2015. Consequently the first interactive meeting was held in October 2015. The process of ISO-Certification was started in the month of April and finally completed on 21st July. It was a joyous and proud moment for the institution to be accorded with the latest version of ISO-Certification i.e. 9001-2015. With this, the KVV School probably becomes the first school in Rajasthan to be awarded with this prestigious certification.



ISO inspection team with Mr. H.C. Khichi - Principal (KVV)



Mr. S.K. Rathore - Unit Head congratulating KVV Staff for obtaining ISO-9001 Certification

Lecture organized by Institute of Chartered Accountants of India (ICAI), Kanpur

Ms. Harshita Gupta, Corporate HR was invited by Central India Regional Council (CIRC), Kanpur of ICAI to deliberate on the topic 'Interview Techniques for Success' in the Orientation

Program for newly qualified Chartered Accountants held on 16th August. Amongst present at the programme were CA. Manu Agarwal, Central Council Member, other faculty members and office bearers of CIRC.



Mrs. Gupta delivered the session to nearly 100 Chartered Accountants who are to appear for their campus interviews as freshers. The interactive session covered an overview of interview process, how to prepare for an interview, expectations of an employer during the interview and do's and don'ts during the interview. Session also included various aspects of 'Resume Writing' which enabled the fresher CAs to understand how to draft an impressive CV while applying for prospective jobs.

BANKERS MEET

Joint Lenders Meet of J.K. Cement Ltd was held on 29th July at Hotel Crowne Plaza, New Delhi to discuss and review the performance of the Company for the quarter and year ended on March, 2016, which was attended by Senior Executives from the banks and the Company.



Exchange of documents between the Bank and the Company

Subsequently, documents for renewal of working capital facility extended by Allahabad Bank Consortium comprising 9 banks were executed and exchanged between the bankers and the Company.

22nd Annual General Meeting – Kanpur

The 22nd Annual General Meeting of J.K. Cement Ltd. was held on 6th August at Merchants Chamber of U.P., Kanpur. Smt. Sushila Devi Ji Singhania chaired the A.G.M.



Smt. Sushila Devi Singhaniaji seen with the Board of Directors during the AGM



Motivational Lecture Organized at JKCTT, Kanpur

JK Centre for Technician Training, Kanpur has always given utmost importance to practical exposure and interactions for the trainees. For this, eminent speakers from the industry are invited from time to time to impart knowledge and enlighten the students with their ideas and experiences.

Further, in this regard, Ms. Nitya Chawla - Deputy Manager (Corporate HR) was invited at JK Centre for Technician Training to deliver a motivational lecture to the trainees on 12th August. The main context of the lecture was 'Believe in You' aiming at self introspection and motivation.

The session began with the idea behind joining the technical courses and the scope of such courses. The trainees were explained about how

to hone their skills and practical knowledge in order to shape their career. This discussion was further diverted to developing interests and skills, turning your weaknesses into strengths, grooming and success stories of technical courses pass outs. It was an interactive session wherein 100 trainees along with the faculty members actively participated and attended the lecture.



Ms. Nitya Chawla - Dy. Manager (Corporate HR) addressing the participants



LEADERS SPEAK

Towards new directions

Impact of Digitalization on Decision making

– Mr. Jitendra Singh
Chief Information Officer



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

Mr. Jitendra Singh has joined J.K. Cement Ltd as the Chief Information Officer (CIO). He has a rich experience of 25 years in Business Excellence, ERP, Team Management, Business Intelligence, Vendor Management, IT Strategy, IT Management, CRM, Business Development and Business Analysis. In his previous assignment, he led Nagarjuna Fertilizers as CIO & Head (Business Excellence), heading major projects.

Since April 2015 onwards, he was also managing the iKisan Division of NFCL as Business Head. He has worked closely with the Government of India for a key project National Agricultural Market (NAM) which is an initiative of Hon'ble Prime Minister of India, Mr. Narendra Modi. This project is a virtual marketplace for the farmers and its initial phase was made live on 14th April, 2016. Currently he is an advisor for NAM.

❖ **As the CIO of J.K. Cement, what challenges and opportunities do you foresee going forward?**

This is an opportune time for all of us to make best of technology and enable our transformation journey. This essentially indicates a whole lot of opportunities for IT to provide and maintain the best in class initiatives. In fact, all challenges can be seen as opportunities.

To make best use of the opportunities available with us, we have envisioned a roadmap for the next 3 years, and wish to become a Digitally evolved organization. This will include - Upgrade to latest version of current SAP landscape, followed by SAP S4HANA migration, "MyJKC" Portal,

GRC, CRM, Mobility, OEMS, TMS, to name a few.

❖ **With Project Nirmaan, the Company has embarked on a journey of business transformation. How will IT play a key role in this process and what changes do you envisage going forward?**

Project Nirmaan, touches upon the three most important pillars of organizational transformation, which is, "People, Process and Technology"

Technology plays an important role in taking the entire initiative to the next level, as the process, policies and procedures evolved from discovery to recommendation phase, will start getting implemented through technological enablement.

While the processes finalized in phase-2 of Nirmaan reflect upon the way forward for us at J.K. Cement, technology will help us all move towards our common goal in a much faster, efficient and effective manner.

This is why, Phase-3 is all about technology enablement and moving towards Digital JK Cement.

❖ **You have worked closely with the Govt. of India on the National Agricultural Market, launched by Prime Minister Mr. Narendra Modi. Please share with us your experience of working on this project.**

It was indeed an honour to work with Hon'ble Prime Minister Mr. Narendra Modi, and I must confess that many of my perceptions about how the Government works have changed for good.

Individually, Mr. Modi is one of the most sincere and hardworking politicians I have ever met. We have had instances when we saw him working even close to midnight hours. Sometimes we would be tired and frustrated on the way some States were responding and wanted to just give up on certain APMCs but he would always have a positive and tough stance on such issues.

As the Business Head of Nagarjuna iKisan Division, initially I only focused on the execution and completion of eNAM (Electronic National Agriculture Market), but after interacting with Mr. Modi and Mr. Radha Mohan Singh (Hon'ble Minister for Agriculture and Farmer Welfare), I realized the kind of service we have on offer to the Country and its farmers. Later, it became a matter of pride for me to be associated with Second Green Revolution in the Country (First being associated with increase in farm produce, this one being an effort to get the right price and reward to farmers for their produce).

In a nutshell, working with such a great leader and his team (The most efficient and effective group of IAS officers to be found in the government), the experience is profound and is etched forever.

As an individual, I learned a lot during the project and I will always be thankful to all concerned for giving me this opportunity. I feel connected to each and every farmer of the country and whenever I see a farmer using Mobile App, I am filled with a sense of pride.

Corporate Social Responsibility

Laying the foundations of a better world

Plantation by Darpan Ladies Club - Gotan

At Gotan, Darpan Ladies Club has been working towards social causes under the able guidance of Club President, Mrs. Sushma Arora.



The club conducts various social activities at regular intervals. On 4th August, the club members conducted a plantation program in the colony premises. Mrs. Sushma Arora graced the occasion as the Chief Guest. She declared that a total of 1100 plants will be planted in the campus. All the members planted saplings with their name plate and decided to take complete responsibility of nurturing these plants.



Mrs Sushma Arora - Club President, along with club members

Financial assistance for and adoption of Aanganwadi Kendras by J.K. Cement Works, Nimbahera

Taking a step ahead towards fulfilling its social responsibilities, J.K. Cement Works, Nimbahera extended financial assistance for providing uniforms and toys to children of all 177 Aanganwadi Kendras in Nimbahera Block. The contribution was handed over by Mr. M.S. Shekhawat – AVP (HR & ER) to SDM Nimbahera on 16th July. Further, the plant has adopted 16 Aanganwadi Kendras in urban and rural areas near Nimbahera. In these kendras, efforts will be made to provide all basic facilities, maintain them and establish a Toy Bank during the next three years. With these, the Aanganwadi Kendras will be developed as Model Aanganwadi Kendras.

Mr. MS Shekhawat - AVP (HR & ER) presenting the contribution



Blood Donation Camp - Mangrol

J.K. Cement Works, Mangrol organized a blood donation camp on 1st July at the Plant dispensary on the occasion of Doctors and CA Day. The camp was inaugurated by Mr. K M Jain - Head (Comml.), Mr. RBM Tripathi – Head (O & M), Mr. MS Shekhawat – AVP (HR & ER) and Mr. IM Shetiya - Chairman, Institute of Chartered Accountant of India, Chittorgarh Branch.



Mr. SK Rathore - Unit Head donating blood during the camp

Many Chartered Accountants, employees & workmen participated in the camp. A total of 152 Units of blood was donated at the camp that was organized in association with Red Cross Society, Neemuch.

Awareness Campaign on Drug Abuse - Sir Padampat Singhania University

With the objective of creating awareness on drug abuse among students, National Service Scheme (NSS) started a campaign under the slogan 'Save the Teenager'.

A one day workshop was organized on drug abuse at Sir Pasmapat Singhania University (SPSU). Mr. Shashi Kant Dargar - Assistant Programme Officer of NSS cell SPSU gave a presentation on types of drugs and adverse affects of addiction. In his awareness talk, he

mentioned the statistics of consumption of liquor, tobacco, opium, cigarettes etc. and depicted the effects on human body and social lives. The campaign also focused on providing guidance to the students to cope up with the problem of drug abuse. 74 first year students participated in the workshop. The students put forth their queries and their doubts that were duly answered by the Programme Officers.



Construction of cemented creek at village Dhanappa - Gotan

The Chief Minister of Rajasthan has announced Jal Swavlamban Abhiyan in Rajasthan and inaugurated various projects in the state. On 27th January, Mr. Ajay Singh Kilak - Minister of Co-operative Societies Govt. of Rajasthan, Mr. Vishal Rajan - District Collector Nagaur, Baba Garibbandhu Das Maharaj Ramdasji Shyamdasji Samadhi Gotan and Mr. B.K. Arora - Business Head (White Cement) inaugurated this Abhiyan at village Dhanappa.

On the request of local administration, the Company took up this project and constructed a 200 m cemented creek and 600 m kachha creek for restoration of rain water in the village pond. Also, the catchment area has been removed for free flow of rain water. This year, during the first rain of the season, rain water was restored in good quantity with the help of this creek and the problem of drinking water for villagers has now been resolved.

The project is a part of CSR activities and Chief Minister's Jal Swavalmban Abhiyan.



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



International Yoga Day Celebration Nimbahera and Mangrol

Ladies Club 'Surbhi' and JK Cement Officers' Club jointly celebrated International Yoga Day on June 21 in Kailash Nagar Colony 1. On this occasion, Mr. SK Rathore - Unit Head, Mr. KM Jain – Head (Commercial), Mr. M Kachhwaha – Head (Mines) along with a large number of club members and their families performed various yogic exercises under the guidance of Mr. Man Singh Solanki of Om Divya Sansthan of Nimbahera.

At Mangrol, International Yoga Day was celebrated at Sushila Nagar in association with Patanjali Yoga Samiti, Nimbahera. A five days Yoga Camp was organized which ended on 21 June – International Yoga Day. Mr. Vimal Jetawat, Yoga Teacher conducted sessions for all employees and their family members and shared valuable information about Yoga.



Yogic exercises being performed by participants



Mr. Man Singh Solanki of Om Divya Sansthan being welcomed by Mr. S.K. Rathore - Unit Head

Free medical check-up camp - Nimbahera

J.K. Cement Works, Nimbahera organized a medical check-up camp at Atal Sewa Kendra, Gram Panchayat Falwa in association with Chitrnanjan Mobile Unit of R.N.T. Medical College, Udaipur on July 27. At the camp, Dr. Anurag Talesara - Orthopaedic Surgeon, Dr. Bhanu Pratap - E.N.T. Specialist, Dr. Chirag - Physician and Dr. Veena Gupta - Gynaecologist carried out medical examination of around 170 patients (52 general, 36 orthopedic, 70 gynecology and 12 E.N.T). The patients were given medical consultancy and medicines free of cost. Mr. Amba Lal from R.N.T. Medical College, Dr. S.K. Choudhary from the plant and his team of nursing staff extended necessary assistance to doctors.



ENT specialist during the examination of a patient

Doctor carrying out the ECG of a patient during the camp

Vanmahotsav - Jharli

Vanmahotsav was celebrated with great enthusiasm at J K Cement Works, Jharli on 14th July. To mark the occasion, Mr. Ishwar Singh - BDPO, Matanhail was invited. Saplings were planted on both sides of the road constructed on the Panchayat land donated by the unit. Mr. Singh highlighted the importance of greenery. On this occasion, plantation of another 1000 saplings was announced.



Mr. Ishwar Singh - BDPO, Matanhail, Mr. Harish Agarwal - Unit Head Sarpanch, along with staff members plantating a sapling

Inauguration of borewell in village Jharli

A borewell was constructed in village Jharli by JK Cement Works, Jharli for providing fresh drinking water to the animals. It was inaugurated by Mr. Harish Agarwal - Unit Head on 14th July in the presence of the village Sarpanch and the villagers. The village has a pond but the water is not suitable for the animals. Also, all the polluted water of the village accumulates in the pond through drains. The animals in the village have been suffering due to lack of water and their condition has worsened in the last three years. Installation of the borewell will surely improve the condition of the animals and aid the villagers.



Mr. Harish Agarwal - Unit Head, inaugurating the borewell at village Jharli

Mr. Harish Agarwal with the Village Sarpanch and the villagers during the inauguration of the borewell

Environmental Conservation Drive - Jharli

Dainik Bhaskar's environmental conservation drive of One Tree, One life is getting immense public support from people all over Haryana. J.K. Cement Works, Jharli also participated in this unique drive on 23rd August. Mr. Harish Agarwal - Unit Head planted a sapling in front of the Project office. Also, he announced that another 1000 trees will be planted. He remarked that in order to make the earth green each one of

us must take initiatives for more plantation



Mr. Harish Agarwal - Unit Head Jharli planting a sapling during the Dainik Bhaskar drive of One Tree, One Life



Progress in Livestock Development Programme at Jharli

J.K. Cement Works Jharli launched livestock development program in Jhajjar district under the umbrella of J.K. Trust Rural Development Plan in August 2015. Since then, continuous efforts have been made by team Jharli that has contributed significantly to the development of livestock rearing in Jharli and surrounding villages which are covered under this programme. Presently, 20 centres are operating in District Jhajjar. Each center covers 5 to 7 villages. All Centres are working for artificial insemination of cows and

buffaloes with proper intimation to the cattleman for maintenance of animals.

Total number of artificial insemination done from the date of commencement of the project up to the month of July is 12525. An animal treatment camp was also organized in association with the team of doctors from J. K. Trust Gram Vikas Yojana at village Khanpur Kalan in the month of June 2016. The treatment camp was attended by round 200 farmers from surrounding villages.

Corporate Social Responsibility

International Plastic Bag Free Day - Kanpur

International Plastic Bag Free Day was celebrated by the JK Staff Colony and Kamla Nagar township residents.

To mark the day, an awareness rally was organized under the leadership of Mr. R.P. Tomar - General Manager (Corporate HR) and colony in-charge with the aim to bring issues like discard of plastic bags, and growing more trees under the public domain. The rally started from the colony and covered the nearby areas of JK Temple and Gumti.

More than fifty colony residents, maintenance staff, security staff took to the streets to highlight significant issues related to the environment. They carried banners and raised slogans. The rally aimed at encouraging the public to actively participate in the celebration and

also to keep their environment clean and healthy to lead a better life. On the way, paper bags made out of old newspaper were distributed to the street vendors, shopkeepers and other residents.

Addressing the public, Mr. Tomar highlighted the ill effects of using plastic bags on the environment. He also mentioned that this is yet another initiative to bring awareness among the people and to contribute for a better tomorrow.



Workshop on Save the Girl Child Sir Padampat Singhania University, Udaipur

With the objective to improve the gender ratio, the university organized a movie show on 'Save the Girl Child'. A half an hour short film titled "Betiyaaan" on female foeticide and infanticide was screened for the students. A discussion with the students brought to light the problems that a girl child faces in the society. This was also an eye-opener for the heterogeneous group of students. It was noteworthy to observe the sensitivity of the students towards gender inequality in various sectors. 67 students participated enthusiastically in the event.



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