

# JK spotlight

Towards Perfection – Our Tradition

Sep.-Dec. 2016

Volume : 1

Issue : 29

6<sup>th</sup> Anniversary  
Issue

Highlights



25th Architect of  
the Year Awards



JK Cement  
SwachhAbility Run

## MESSAGE FROM CHAIRMAN & MANAGING DIRECTOR

Dear Colleagues and Friends,

I'd like to begin with wishing all the JK Cement family members a very happy, fulfilling and prosperous 2017. Strong winds of change are blowing over our nation and I am sure we are on the threshold of a brilliant future!

Over the years, Spotlight has become a vibrant mirror of all the change and progress that our organization is committed to bringing about. I'm very impressed with the focus and dedication of the editorial team; the positive energy that they bring to this effort is amply evident and I am sure all of us have now begun to look forward to the forthcoming issues of the newsletter. It is, indeed, a great unifier, and it brings everyone - management, employees and business associates on the same page!

I'm very sure that more and more of us will contribute their thoughts in the forthcoming issues and Spotlight will continue to bring tangible value to all of us.

*Yadupati Singhania*

Mr. Yadupati Singhania  
Chairman & Managing Director



## Stupendous 6s!

*As we celebrate the 6th anniversary of J.K. Spotlight - a stimulating platform for creative expression within the J.K. Cement family, there is this sense of exuberance that comes with any milestone achievement. In a country where cricket is no less than a religion, it is thus apt to celebrate our achievement by recounting some of the most celebrated maximums of the game*

*... **SIXES!** Just as Spotlight, a result of our collective hard work, has created innumerable memories, so have these milestone sixes been engraved in the glorious history of the game.*





## FROM THE editor's desk

### Dear colleagues and friends,

I wish all of you a very happy and rewarding New Year and that we continue to augment upon the successes of last year. Each New Year, along with it brings a special reason to celebrate - the Anniversary of our esteemed Newsletter, J.K. Spotlight. As we successfully complete 6 years of our prolific communication platform, we indeed have a very successful journey to look back on.

I specially congratulate the Editorial team for their dedicated efforts to nurture this invaluable tool of communication into an indispensable part of our lives. Nitish and Shivapriya's boundless energy and diligence has helped the Newsletter to attain an envious position, winning us national and international awards.

For this very special issue, we have incorporated inputs from the last four months.

While India is a multi-sporting nation, the one game that unifies the nation is invariably Cricket. A game which now has a religion-like status and the emotions and passion that the game commands is second to none. Thus, as we celebrate our 6 years, it is but fitting that we celebrate the historical 6s scored in the history of cricket.

The focal story of this issue is the Silver Jubilee of Architect of the Year Awards. With great pride, the Company celebrated 25 glorious years of the Architect of the Year Awards in Delhi, continuing to pave the way for excellence in architecture.

JK Cement spearheaded the noble cause of SwachhAbility with the unique run - JK Cement SwachhAbility Run, which was held across 7 cities over 7 days. We are proud to have successfully organized the run which carried a message for two important causes – Inclusion of Divyangs as equal and Swachh Bharat.

Speaking of new beginnings, with the objective of ensuring an intranet platform for communication and collaboration, and in line with the objectives of Project Nirmaan, the My JKC Portal was launched on the auspicious occasion of Diwali.

Other key stories this issue are the Annual Dealer Conference for Grey Cement North and South Zone and Annual Stockist Meet for White Cement which were innovatively themed to celebrate the spirit of our channel partners.

The past year saw several awards being showered on us, some key recognitions being 2nd Fastest growing Cement Company in the medium category (Indian Cement Review Awards), Best Enterprise (Europe Business Assembly Prestigious International Award) and Lifetime Achievement Award and Best Manager of the Year award conferred on our respected Chairman and Managing Director - Mr. Yadupati Singhania.

The members of the JK Cement family across different centres commemorated the 132nd Founders Day and celebrated various festivals.

Our spotlight for this issue is on Mr. R. K. Bajaj - V. P. (Projects, Nimbahera) and Mr. Thirumangai Alwar, owner of Balaji Enterprises, Chennai. Both these gentlemen have made vital contributions to the Company's success story.

As part of the company's philanthropic directive, extensive CSR activities were conducted across different centers of the Company, including Anuragh, a collaboration with Times of India promoting the 'Joy of Giving', various blood donation and health check-up camps etc.

I leave you with my deepest thanks and appreciation for your fortifying response and contributions which have helped convert the magazine into a prominent communication platform and I urge you to stay an avid consumer of Spotlight.

Best regards,

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

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## Launch of My JKC Portal

With Project Nirmaan, the Company has embarked upon a journey of business transformation that shall enable us to leverage synergies across the Company ensuring growth, better learning opportunities for employees and better cost management.

On the auspicious occasion of Diwali, the team launched 'MyJKC Portal' (myjkc.jkcement.com), a new and exciting employee experience. This platform will lead to a paradigm shift in the way the employees have been exchanging and consuming information. My JKC Portal is one such significant initiative that will bring the JK Cement family on a common platform that would help promote collaboration and engagement.

In this digital age, it is important for every organization to have a platform which helps it interact, engage, integrate and collaborate. MyJKC is an intranet platform for all the employees



to connect and integrate with almost all online functionalities within the organization and achieve greater amount of clarity and transparency in operations. MyJKC will evolve as a single gateway for the employees to access all the applications and functionalities.

## LOTO (Lock-Out Tag-Out) system launched at J.K. Cement Works, Nimbahera

LOTO (Lock Out & Tag Out) system was launched at Nimbahera by Mr. P.R. Chaudhary - Technical Head, with the unstinting support from Mr. Rajnish Kapur - Business Head (Grey Cement) and Mr. S.K. Rathore - Unit Head. The LOTO system was inaugurated on 24th October in the presence of staff and workmen. Though it was a very challenging task to initiate LOTO owing to old electrical systems at the plant, but LOTO has now become possible with retrofits initiatives.

The implementation was a result of joint efforts put in by Mr. Nagesh Upadhya - Electrical Deptt, Mr. S.N. Sharma & Mr. Jagveer Singh - Safety Deptt, Mr. D.V. Sharma - HR, Mr. Pankaj Tiwari & Mr. S.K. Sharma, the Maintenance Team, Process Team, Procurement & Project Team members.



Mr. P.R. Choudhary - Head (Technical) and team launching LOTO locks



Mr. D.V. Sharma - Trainer, addressing the gathering during the launch



# STUPENDOUS SIXES

## Inauguration of Tile Adhesive Plant at Jharli

Shri Harish Agarwal along with staff members flagging the First Truck dispatch of J K Super Grip.



J. K. Cement Works Jharli added a new feather in its cap with a new unit of Tile Adhesive Plant for J.K. Super Grip. The unit was inaugurated by Mr. Harish Agarwal - Unit Head on 30th November in the presence of plant staff.

A lab for developing

this product and testing purposes has also been set up. The production capacity of the Tile Adhesive unit is 30 MT/ day. The unit will cater to the markets of Delhi - NCR, Punjab, Haryana,

Western U.P., J & K, UK, Himachal & Northern India.



Mr. Harish Agarwal - Unit Head performing the puja during inauguration of Tile Adhesive Plant



## Ravi Shastri

*The Momentous Day  
January 8, 1985*



In 1985, star all-rounder and now eloquent commentator, Ravi Shastri joined an elite club to hit 6 sixers in an over. A highlight of his cricketing career, this knock in a Ranji Trophy Match against Baroda made him the first Indian player and the second internationally to achieve this record. Not only did this feat help him equal the 16 year record of Sir Garfield Sobers, but was part of a quick fire double century which is still the fastest ever in first class cricket history.

## Celebration

### Founder's Day

#### Kanpur

J.K. Organisation celebrated its 132nd Founder's Day on 6th November at Kamla Retreat, Kanpur on the birth anniversary of the Founder Lala Kamlapat Singhaniaji and paid tribute to his extraordinary vision, enterprise and social commitment.

Mr. S.K. Mishra - Principal Chief Commissioner of Income Tax, UP (East), Lucknow graced the occasion as the Chief Guest. Mr. Yadupati Singhania - Vice President, J.K. Organisation, Mr. Nidhipati Singhania, Mr. Abhishek Singhania, Mr. Raghavpat Singhania, Mr. Madhavkrishna Singhania and other family members were also present in the said function.

On this occasion various employees across India were honoured in recognition of their long and dedicated service of 25 years and 40 years with the Organisation. Besides employees, dealers across India were also felicitated for their association with the



Group photograph of dealers felicitated on the occasion



Late Mr. Jagjeet Singh - GM (Accounts) being felicitated by Mr. Yadupati Singhania - Chairman & M D



Mr. Anil Agrawal - Secretary, J.K. Organisation addressing the gathering

Organization for more than 25 years.

The programme was well attended by a large number of dignitaries of Kanpur including Mr. Anand Deep - Principal Chief Commissioner of Income Tax, Ms. Anshu Shukla Pandey - Commissioner of Income Tax (CO), Kanpur and other eminent personalities.

Vote of thanks was proposed by Mr. Ashok Gupta.

#### Nimbahera

The Nimbahera family celebrated 132<sup>nd</sup> birthday of our founder Lala Kamlapat Singhaniaji on 7th November with great enthusiasm. Mr. S.K. Rathore - Unit Head graced the occasion as the Chief Guest, while Mr. KM Jain – Head (Commercial) and Mr. P.R. Choudhary – Head (Technical) presided over.

On this occasion, Mr. Rathore honoured 43 employees for completing 25 years of service by presenting them mementos and citations. Union President Mr. Dalpat Singh congratulated all on the occasion and wished growth and progress for the Company.

Founders Day was celebrated with great devotion at both JK Cement Works, Mangrol and JK Institute of Technology.



Recipients of the award for long and dedicated association



Mr. S.K. Rathore - Unit Head lighting the ceremonial lamp at JK Institute of Technology



Mr. S.K. Rathore presenting the award and citation to Mr. RR Misra

## Jharli

J K Cement Works, Jharli celebrated the 132<sup>nd</sup> Founder's Day with great enthusiasm. Garland and flowers were offered to Shri Lala Kamlatpat Singhaniaji by Mr. Harish Agarwal - Unit Head in the presence of all the staff members of the Plant. Mr. Agarwal talked about how everyone should take inspiration from Kamlatpatji's life and take the organization to new heights of success.

The Unit Head also congratulated staff members and workers for their efforts and dedicated service towards the growth of the Plant.



Mr. Harish Agarwal - Unit Head paying a floral tribute to Shri Lala Kamlatpat Singhaniaji on the occasion of Founder's Day



Mr. Rajeev Agarwal - Dy. Manager (Instrumentation) anchoring the programme

## CMD Sir's Birthday Celebration



Our beloved Chairman and Managing Director, Mr. Yadupati Singhania's birthday was celebrated with simplicity at Kanpur. It was a happy occasion for all. At Kamla Tower, all the employees expressed their best wishes by way of bouquets for CMD. The employees wished him a prosperous year ahead, and prayed for a happy and healthy life. Corporate HR collectively presented a card to CMD Sir with wishes signed by all the employees at Kamla Tower. The day was celebrated on a fairly quiet note.



## Diwali

### Gotan



The festival of lights- Diwali embarks zealous celebrations at Gotan. Lakshmi is the goddess of prosperity and wealth and Lakshmi Poojan forms the essence of Diwali celebrations.

Lakshmi Poojan was performed in the administrative hall in both the Grey Cement and White Cement plants. Mr. Rajeev Sharma - Unit Head and Mrs. Chitra Sharma performed the pooja at J.K. White Cement Works, Gotan while Mr. C.P. Jhagdawat - Vice President (C&A) and Mrs. Usha Jhagdawat performed the pooja at J.K. Cement Works, Gotan with the guidance and blessings of pandit Shri Rakeshji Vyas from Mertacity and Mahant Shri

Garibbandhu Dassji Maharaj of Ramdasji Shyamdasji Samadhi.

Employees and workers wished each other and sought the blessings of Goddess Lakshmi for a happy and prosperous year ahead.





## Diwali Muddapur



Roshni Ladies Club at J.K. Cement Works, Muddapur organised Diwali Milan on 12th November with great zeal and enthusiasm.

Mrs. Poonam Malhotra - Vice President (Roshni Club) graced the occasion as the Chief Guest and Mrs. Alka Jain was the Guest of Honour on this auspicious occasion.

Mrs. Poonam Malhotra and Mrs. Alka Jain worshipped goddess Lakshmi by lighting the lamp. Various games such as housie, musical chair, etc. were organized for all the members by the group. During this event, the group also set up stalls offering fireworks, rangoli colours, sweets and toys. The programme was very well organized and enjoyed by one and all.



## Jharli

Mr. Harish Agarwal - Unit Head lighting the lamp during Diwali Milan Samaroh



Like every year, Diwali was celebrated at J.K. Cement Works, Jharli with great enthusiasm and joy. It started with Laxmi-Ganesh puja in the accounts section of the Plant in the presence of staff members. Plant was beautifully decorated with lights.

Diwali Milan Samaroh was also organized at the Rest House. It was a beautiful evening where family members of staff were also invited. Alankar Musical Group from Jaipur performed Rajsthani folk dance including Chari, Bhawai and Kalbala. The group also entertained the children with their puppet show. Everyone thoroughly enjoyed the evening.

Alankar Musical Group members performing on the occasion



Puppet Show

## Kanpur

## Durga Puja



### Gotan



## Vishwakarma Puja

Vishwakarma Jayanti was celebrated with great enthusiasm across all centres of the Company on 17th September. Vishwakarma is known as 'Devashilpi' or 'The Architect of Gods'. Lord Vishwakarma is considered the epitome of excellence and quality in craftsmanship, is said to have created the earth, the heavens and the universe, and is worshipped by the engineering community and the professionals. On this day, employees and workers performed a Pooja and sought the blessings of Lord Vishwakarma.



Gotan



Kanpur



Muddapur



Nimbahera



Jhajjar



## Ganesh Chaturthi

Ganesh Chaturthi was celebrated with great fervour and reverence at Gotan, Nimbahera and Jhajjar.

Gotan



Nimbahera



Jhajjar



## Engineers Day

To commemorate the birthday and pay respect and homage to the Great Indian Engineer Dr. Mokshgundam Vishveshwaraya, Engineers Day was celebrated at Nimbahera, Muddapur and Jhajjar.

On this occasion, Dr. Vishveshwaraya was remembered for his achievements and his valuable contribution to towards nation building. Engineers presented papers and some of them were also felicitated for their exemplary performance. They renewed their commitment to put in their best towards the growth of the Company.

### Nimbahera

Mr. S.K. Rathore - Unit Head offering floral tribute to Dr. Vishveshwaraya



Mr. P.K. Chandnani being felicitated for 25 years of services as an Engineer

### Muddapur



Mr. R.B.M. Tripathi - Unit Head lighting the lamp

### Jhari



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



## Karnataka Rajyostav Muddapur



The 61st Karnataka Rajyostava was celebrated at J.K.Cement Works, Muddapur with patriotic fervour and great enthusiasm. Mr. R.B.M. Tripathi - Unit Head graced the occasion as the Chief Guest. Mr. Jayant Malhotra - Technical Head, & Mr. S.K. Jain - Head (O & M), Mr. Girish Bakshi - Head (ER), Mr. Nitin Purohit - G.M. (Mines), Mr. K.C.Khandelwal - Sr. G.M. (E.&I.) along with other executives, staff members and workers were also present on this occasion.

Unit Head performed the pooja of goddess Bhuvaneshwari which was followed by hoisting of the Kannada flag and singing of the state anthem.

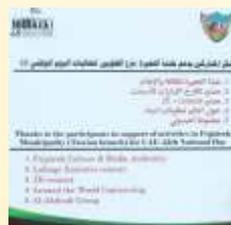
## Christmas Fujairah



Christmas was celebrated by the staff at the Plant with great enthusiasm and joy. Special arrangements for decoration were made by the HR Department.

## UAE National Day Fujairah

National Day of UAE was celebrated across UAE on 2nd December. On this occasion, J.K. Cement Works, Fujairah was invited by Municipality of Tawian, Fujairah. Mr. MA Faisal - Head HR, Mr. Rajesh Khanna - Head Tech. & Opt. and Mr. Kamal Elboudi - Supervisor (Admin.) attended the celebration. JK Cement Works (Fujairah) FZC was awarded an Appreciation Certificate by Fujairah Municipality (Tawian) for participating in and supporting 45th UAE National Day event.



# Janmashtami

Gotan



Nimbahera



# Family Feista 2016

Padam Tower





# WINNING ENTRY

## Press Freedom : Privilege or Farce?

In the fast changing business environment in India, it is extremely important that the media conducts itself with due maturity and responsibility and draws the *Lakshman Rekha* for itself regarding news in general and corporate matters also. The role of media – the fourth estate – is fast changing with latest developments in technology and easier and faster access to all sorts of news items. In such a scenario, the media has to play the vital role of bringing the desired information from all quarters, including the corporate sector, within the knowledge of the public.

In a democratic country, information, rather updated information, is essential to be disseminated to all and one. In case the media fails in disseminating true, correct and complete information about the corporate sector, it becomes difficult for the public to understand and appreciate the true nature in which any company might be conducting its

business. Many journalists know a lot about different companies, but in case they make it a point not to convey either any information or complete information to the people, then they would surely be failing in their duty of a journalist. So, it is not only the issue of protecting the identity of the confidential source, however, it is also important for the media not to conceal from public any relevant and reasonable information. Enacting any legislation to curb media freedom is not the answer. On the contrary, it has to be a much more open, transparent and well-informed society.

Interpretations of any existing law by the courts will hopefully be in this direction. A fine balance needs to be achieved and it is not possible to do that only through legal recourse. A concerted effort on the part of the media, government and businesses is the need of the hour.



**Mr. N.K. Vaishnav**  
Asst. Manager  
Regional Training Centre, Nimbahera

### Winning Entries

1st Runner Up

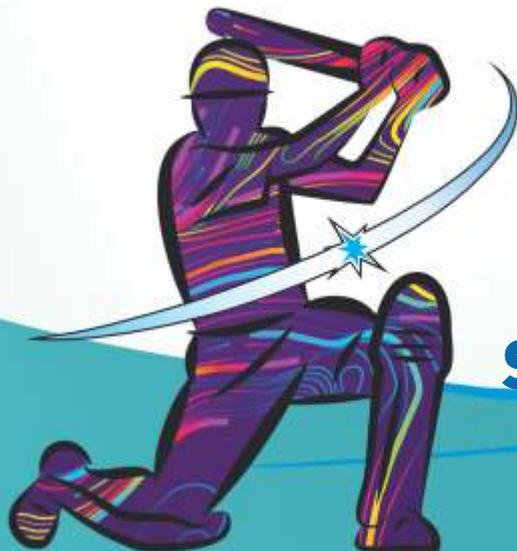
**The importance of cost consciousness in an uncertain business environment**

Mr. Mrityunjay Kumar  
Civil Engg. Department, Muddapur

2nd Runner Up

**Press Freedom : Privilege or Farce?**

Mr. Mohsin Khan  
Sr. Engineer, Instrumentation (Jhajjar)



**STUPENDOUS SIXES**

## Participating Entries

## Press Freedom in India: Privilege or Farce?

- |   |  |
|---|--|
| 1. Mr. Sanjay Purohit – Asst Manager (E & I), Jhajjar     | 4. Mr. Ankit Jaiswal – Asst. Manager, Marketing (White Cement, Chandigarh) |
| 2. Ms. Shubha Kumari Jha – Officer (Insurance), Nimbahera | 5. Mr. Atul Saraf – Sr. Accounts Officer (Grey Cement), Kanpur             |
| 3. Mr. Sagnik Banerjee – Logistics Deptt., Nimbahera      | 6. Mr. Mrityunjay Kumar – Civil Engg. Department, Muddapur                 |

## The importance of cost consciousness in an uncertain business environment

1. Mr. Sanjay Patni – J.K. White Cement Works, Gotan
2. Ms. Shubha Kumari Jha – Officer (Insurance), Nimbahera
3. Mr. Raghubeer Singh – Time Office, Fujairah
4. Mr. Kapil Vasita – Asst. Geologist (Mines), Nimbahera

The topics for March '17 issue are:  
(Max 300 words)

1. Is India ready to go cashless?
2. The importance of organizational culture

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

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.

Virender  
Sehwag

*The Momentous Day  
March 28, 2004*



The most remarkable aspect of our 'todu', Virender Sehwag's career has been his ability to build massive scores at breathtaking speed. Known as one of the most destructive batsmen in International Cricket, Viru reached the first of his two triple centuries with a huge maximum! Not known to hold back on his words or his stroke play, it was not surprising that Viru brought up India's first triple century in a manner which no one else had done in the past 127 years of Test Cricket history.



JK Cement LTD.  
**Swachh AbilityRun**™



## Explore Abilities, Push Limits!

JK Cement is an organization that cares. We operate on a business model built with sensitivity as one of its cornerstones and an organizational commitment for a better world – for customers, stake-holders, employees and last but not the least, for the community at large. It is these values that drive us towards higher standards of Corporate Social Responsibility.

JK Cement spearheaded the noble cause of SwachhAbility and organized a unique run that carried a strong message about two important causes - Inclusion of *Divyangs* as equal and *Swachh Bharat*. The mission of SwachhAbility resonates with the Company's core philosophy and values of giving back to the society.

Celebrating the International day of Persons with Disabilities

(December 3rd), the run began on November 27th and covered seven cities over seven days, starting with Chandigarh, moving to Ambala, Kurukshetra, Karnal, Panipat, Sonipat and finally Noida, covering the GT Belt with a participation of over 12,000 people.

The J.K. Cement SwachhAbility Run drew its inspiration from the spirit of

**7 Days**

**7 Runs**

**7 Cities**

**2 Causes!**

selfless service, epitomized by the Indian Army and is the brainchild of Kargil War veteran Major D P Singh. A Limca Book of Records holder, Major

Singh is India's first blade runner who has more than 18 marathons to his credit. According to him, there is a dire need of instilling confidence in Divyangs across the country and also change the perception of society towards them by making them showcase their hidden abilities by performing on ground. This was the guiding thought behind organizing the JK Cement SwachhAbility Run.

This unique run had two sub events - a 10 km and a 3 km run.

**Inclusion of Divyangs as equal**

**Swachh Bharat**





The 10 km run was open for all to participate, however in order to encourage more participation towards the cause, 3 km run was done alongside especially for school children and for anyone else who wished to run a shorter distance. Schools made use of this great opportunity for children, the future of tomorrow, to learn and be a part of this great cause. School children used the 3 km run as a platform to spread awareness about the causes in a creative and vibrant manner. After the run, the participants including *Divyangs* cleaned a designated area as a part of the *Swachh Drive*.



Mr. Raghavpat Singhania – Special Executive, J.K. Cement Ltd says “The mission of SwachhAbility resonates with JK Cement’s core philosophy and values of giving back to the society. We look forward to taking the initiative to greater heights in times to come. JK Cement SwachhAbility Run is a

unique platform to spread awareness about the cause and to encourage people to join hands for creating a better India for our future generations.”



Mr. Rajnish Kapur – Business Head (Grey Cement) remarks “We are proud to be associated with the noble cause of SwachhAbility. It has been a very inspiring experience for me. JK Cement SwachhAbility Run has been a great source of motivation for the Company and its people.”

The JK Cement SwachhAbility Run was a remarkable journey that brought different sections of society together in support of a noble cause. The host cities and participating schools welcomed the initiative with open arms and came out in great numbers in its support.



**The 7 Cities** | Chandigarh | Ambala | Kurukshetra | Karnal  
Panipat | Sonipat | Noida



This was a one of a kind run aimed at inclusion of people with disabilities while promoting the Government's aim of Swachh Bharat. The event was an inspiring experience for all those involved in various roles with the project, who came out in support with full enthusiasm. The efforts of the Branding and Communication team in organizing and coordinating the logistics of the event was instrumental in ensuring its success. It was also through the commendable efforts of the Marketing Team that ensured such active participation across the 7 cities. Mr. Nitish Chopra – Head

(Branding & Communication) says "The sheer scale of the event and organising it across seven cities was a daunting task for the team but we are delighted with the overwhelming success of JK Cement SwachhAbility Run."

JK Cement SwachhAbility Run culminated with an awards ceremony on 4th December at the Ayurvigyan Auditorium, New Delhi, saluting the spirit of Divyaangs. On this occasion, some Special Divyaangs were felicitated for breaking barriers and contributing to the society. Chief Guest Hon'ble Defence Secretary, Sh. G Mohan addressed these real life heroes and applauded their never say die spirit.

JK Cement SwachhAbility Run was a resounding success with over 12000 participants from different walks of life coming together to challenge all limitations and contribute to a noble cause.





## JK Cement SwachhAbility Run in the news



## Project NIRMAAN



### Message from Mr. Jitendra Singh, Chief Information Officer (CIO)

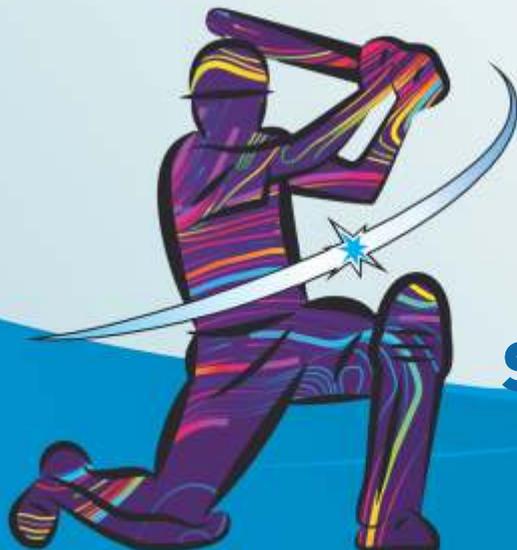


Dear Friends,

What an eventful time we are in at JK Cement! We have embarked upon the journey of realizing the proposed business process changes through technology. Virtually all process streams (O2C, O2D, P2P, PLTP and R2R) are undergoing a blitz of information exchange, wherein the respective consulting and IT Teams are interacting with the Internal Coaches, Change Managers and Process Leads.

For your quick update, we have started working on the following tools with the help of consultants mentioned against each, and intend to rollout the desired configuration by 1<sup>st</sup> April 2017.

Srl.	Description	Consulting Partner	Remarks
1	SAP Hardware Refresh - Migration to a New Hardware to take care of speed issues	Internal IT of JK Cement	Completed on 14 <sup>th</sup> November 2016.
2	SAP Technical and Functional Upgrade to EHP 7	Diligent Consulting	Scheduled for 3 <sup>rd</sup> /4 <sup>th</sup> Week of December 2016
3	Realizing Business Process Changes in SAP EHP 7 as recommended in BPR	Diligent Consulting	Over 300 processes and 100 Reports. To be released in 4-5 Waves at an interval of 15 days starting from 1 <sup>st</sup> January 2017
4	Governance Risk and Control (GRC) Tool Implementation	Security Weaver	Roles and Responsibilities definition and allocation of resources accordingly to be done at each location.
5	SAP Business Planning and Consolidation (BPC) Module Implementation	Diligent Consulting	Budgeting and Consolidation activity. Scheduled for 1 <sup>st</sup> April 2017 Rollout
6	SAP Treasury and Risk Management (TRM) Module Implementation	Diligent Consulting	
7	SAP Plant Maintenance (PM) Module revisit and configuration	Diligent Consulting	Review and Refine where already implemented. Rollout at location where it is yet to be implemented
8	Dashboards	Qlik/IRT Computers	QlikSense tool to generate Dashboards
9	Online Intranet Portal for JKC Employees	HCL	Microsoft SharePoint 2016 being used for the purpose
10	JKCRM	Internal IT Team + Developers	
11	OEMS and TMS	Scoping in Progress - TBD	While RFID and GPS tools implementation is in progress, the real-time OEMS and TMS tools and vendor finalization is in progress



# STUPENDOUS SIXES

We are pleased to inform you that the entire set of tools and technologies mentioned above are being handled by the Nirmaan Team very efficiently and we need your support in institutionalizing the same.

It may not be out of place to mention that we shall be rolling out the transformational changes in the system periodically, which means that we need not wait till 1st April 2017 for the rollout of some changes, which will keep on getting implemented till 1st April 2017. The intent is to keep rolling out the changes at a frequency of 15 days. By now, you must have experienced the enhanced speed of SAP on new hardware. While we are progressing well in the Technological domain, it is very important for all of us to be aligned with the Proposed/New Changes in the system, so that it does not come to us as a surprise at a later stage.

To enable a smooth transition, including institutionalization of every process, we are introducing Change Managers for every category of change being made in the process. These Change Managers, thus identified, will be the torchbearers of process pertaining to the assigned category. They shall be our point of contact in terms of understanding the process change and helping us visualize the change it is going to bring in our operations. These Change Managers will be appropriately trained by the Process Leads, who essentially helped the organization in laying down the framework of change under BPR. Process Leads will be the guides to these Change Managers, who, in turn will carry the responsibility of transitioning from the current process to the new one. These Change Managers, once duly trained by the Process Leads, will ensure documentation of User Acceptance Test Cases, which will be utilized by the Core Team Members (CTMs) during the UAT.

It is time we start understanding the process changes, so that the organization can benefit from the same at the earliest. Please feel free to get in touch with Nirmaan Team for queries related to Process and Technological Changes (Change Managers will soon be there to help us all understand and visualize the proposed transformation)

Last but not the least, no process is complete without the involvement of people at all levels. Let us avail this wonderful opportunity to be a part of this prestigious project and help each other in taking JK Cement to newer heights.

Warm Regards,

Jitendra Singh  
CIO  
JK Cement Ltd.



# Herschelle Gibbs

*The Momentous Day  
March 16, 2007*



South African opening batsman Herschelle Gibbs was the first batsman to hit six sixes in an over in a One-Day International (ODI) match. In a mismatch of sorts against Netherlands in the first round of 2007 World Cup, the stylish South African became the first batsman to hit six sixes in an over in International Cricket. His merciless bludgeoning also made the charity promised by the Johnny Walker Group, if any player accomplished the feat, one million dollars richer.

Our journey towards one group transformation has now entered the final phase - 3, the Implementation Phase with onboarding of Diligent Consulting on 20<sup>th</sup> October, 2016. Diligent system is being awarded the contract for upgradation of our current ERP to SAP EHP 7 which is expected to go live on 1<sup>st</sup> April, 2017.

## Key events:

- **MyJKC portal**

The formal kick off for Phase-3 of Project Nirmaan took place on 1st Oct, 2016 on the auspicious occasion of Navratri in the presence of our Special Executive, Mr. Madhavkrishna Singhania. HCL has been chosen as our implementation partner for developing MyJKC portal on Microsoft share point. A brief presentation was given by HCL highlighting objectives, business needs, solution overview and features, project timelines for the same.

With an objective to have a single gateway and provide a seamless experience of certain services, we are in the process of implementing an intranet portal for JK Cement Ltd. Today the portal can be accessed using “[myjkc.jkcement.com](http://myjkc.jkcement.com)”.

The soft launch of MyJKC portal was done on the auspicious occasion of Diwali.

MyJKC portal serves as a single gateway for the various requirements of the employee. The portal serves as one-point solution to some specific as well as routine services. For instance - Leave Management, Attendance, Conference Room Booking, Visitor pass issue, TA bills, Advances and Claims etc. The mentioned utilities will have an appropriate process flow, including approvals and query facility, which will eventually address the ease of performing a task.

Document Management System (DMS) is going to be one more integral part of this portal, wherein we will be able to centrally store and share the documents as and when required. We can also implement document security basis the importance and criticality of the document. A very effective search engine is also being made available for the employees to search a particular word/document – thereby increasing the speed of locating a particular document from the repository.

To have a better understanding of organizational and departmental policies and procedures, the employees have the visibility on the respective document, that too at their convenience. This, of course will be based on the authorization, depending on the role they perform within the Company. General Organizational policies will be available for viewing for everyone.

The employees will have an easy to use view on news and events, videos, pictures, birthdays, anniversaries, and many more aspects which are an integral part of our daily working life.

This is not all, some more exciting features are being incorporated into the portal. Some of these are:

1. Social button for community based group discussions.
2. Departmental pages to help you understand and connect with them.



SAP Upgrade Project Kick Off Meeting

3. Links to websites, portals and applications for quick access.
4. Seamless integration with other applications for an inclusive access.
5. Authentication and information through one single source of login.
6. Articles, blogs, newsletters, etc. with constant updates.
7. Fun at work.

We request you to participate in the endeavour to bring about a concise but efficient critical interface to the organization and benefit all. The employees will be informed regularly about the changes and new features being added in the portal.

- **SAP upgrade**

Diligent Consulting has been chosen as IT implementation partner for SAP upgrade from SAP ECC 6.0 to SAP ECC EHP 7.0.

The project kick off took place on 24<sup>th</sup> October in the presence of Special Executive, Mr. Raghavpat Singhania. The project will be delivered in two phases where in 1st phase Technical Upgrade to EHP7 will be completed and in 2<sup>nd</sup> Phase (in multiple iteration or sprints) all BPR recommendation pertaining to SAP ECC will go live by 1<sup>st</sup> April, 2017. The team from JK Cement and Diligent is working closely to make this final and decisive phase a success.

Following is the scope of activities to be covered

Technical Upgrade from SAP ECC EHP 0 to ECC EHP7

Functional upgrade to include BPR recommendations provided by Accenture

**Implementation of**

- Plant Maintenance - Solution to take care of missing functionalities of Plant maintenance
- Interfaces with third party solutions (COTS Products)
- Treasury & Risk Management Solution
- Business Planning and Consolidation Solution
- Manufacturing Cost Planning Tool

**Major milestones**

- Hardware migration completed on 14<sup>th</sup> Nov'16
- Technical Upgrade successfully implemented on 24<sup>th</sup> Dec'17
- Change Managers workshop conducted successfully for all process areas.
- Functional upgrade wave1 - Portions of PP, QM and MM module will be Go-Live on 1st Feb'17

- **Budget and Planning**

One of the major objectives under Project Nirmaan is to improve our Financial Reporting and Governance. Our ability to rely on better financial reporting through system, have access to consistent information and data to enable effective decision making across the organization should be enhanced. Hence, a critical area for improvement that was identified is our current approach to Budget and Planning. A proper planning process will ensure accountability and management insight for decision making. It will also prepare the foundation for launching a detailed Strategy and Business Planning cycle for the next financial year which will be integrated through technology. The data capturing process through the departmental level KPIs and metrics will increase individual and group wide accountability.

**Objectives of Planning process for FY 2017-18**

- EBITDA level planning
- Development of robust functional plans across Marketing/ Sales/Logistics, Production, Procurement, HR and Corporate
- Functional Initiatives and Action Plans
- Major functional priorities to be quantified and action plans to be created for tracking and monitoring purposes
- Institutionalization of Reports and KPIs
- Business Risk Management (BRM) and Operational Road Map (ORM)
- Identification of Functional Risks, mitigation strategies and Operational Road Map to provide visibility of key functional deliverables

The Steering Committee recognizes the importance of this Project to the Group and has brought together our most Senior and experienced leaders that will guide the project to success. The Project Head will be Mr. Sanjeev Garg while the Project Lead will be Mr. Amit Saraogi. Each workstream will comprise Budget Responsibles and Budget Leads who will form the core of the project.

- **Microsite**

- The Microsite for Project Nirmaan will serve as a significant platform for all employees by keeping them updated about the latest happenings on Project Nirmaan and will give them an overview of this journey of business transformation. The Microsite for Project Nirmaan ([www.nirmaanjkcement.com](http://www.nirmaanjkcement.com)) went live in the second week of October.

## Achievement of Students of JK Industrial Training Centre - Kamla Nagar, Kanpur

JK Industrial Training Centre, Kanpur since its inception in 2003 has focused on producing high quality skilled workforce according to the Industry's need. The students have been excelling in their respective fields.

Recently, two students of JKITC, Mr. Deepak Kumar (Refrigeration & AC Trade) and Mr. Deepak Kumar (Diesel Engine Mechanic Trade) made the Institute and the faculty proud by securing first position in U.P.



Further, a function was held at Lucknow this year where Sh. Mahboob Ali (Minister-Vocational Education and Skill Development Training) and Sh. Abhishek Mishra (State Minister – Vocational Education and Skill Development Training of U.P.) felicitated them with certificate and cash worth Rs. 5100/- as a token of appreciation.



## J.K. Cement shines at the Indian Cement Review Awards 2016

J.K. Cement was felicitated as India's 2nd Fastest Growing Cement Company in the medium category at Indian Cement Review Awards 2016. Mr. Yadupati Singhania – Chairman and Managing Director, J.K. Cement was conferred with the Lifetime Achievement Award by Indian Cement Review Awards, for his contribution to the Cement Industry.



Mr. Madhavkrishna Singhania - Special Executive, JK Cement and Mr. Rajnish Kapur - Business Head (Grey Cement), receiving the award for 2nd Fastest Growing Cement Company in India in the medium category



Mr. Madhavkrishna Singhania - Special Executive, receiving the Lifetime Achievement Award conferred on Mr. Yadupati Singhania – Chairman and Managing Director, J.K. Cement for his contribution to the Cement Industry

## A Proud moment for J.K. Cement - Europe Business Assembly Prestigious International Award

Socrates Nomination Committee, UK nominated J.K. Cement Ltd. for Europe Business Assembly Prestigious International Award. J.K. Cement Ltd. was awarded the 'Best Enterprise' and Mr. Yadupati Singhania - MD & CEO, J.K. Cement Ltd. was conferred the 'Best Manager of The Year' award. The awards were received by Mr. Raghavpat Singhania - Special Executive, J.K. Cement at the Intercontinental Carlton Hotel, Cannes, France.



Mr. Raghavpat Singhania - Special Executive receiving the award at Cannes, France.

## The Employers' Association of Rajasthan honours J.K. Cement Works, Nimbahera with CSR Excellence Trophy 2015 for Outstanding Performance in CSR



Mr. M.S. Shekhawat - AVP (HR & ER) and Mr. Shailesh Choubisa - Dy. Manager (CSR), receiving the trophy from the Chief Guest

On the occasion of successful completion of 52 years, the Employers' Association of Rajasthan organized a special ceremony on 10th November at Jaipur. Hon'ble Shri Arjun Ram Meghwal - Minister of State for Finance and Corporate Affairs, India gave away "Outstanding Performance in CSR Excellence Trophy 2015" to J.K. Cement for its employee oriented programmes towards women empowerment, as declared by the Jury of the Employers' Association. The award was received by Mr. M.S. Shekhawat - AVP (HR & ER), and Mr. Shailesh Choubisa - Dy. Manager (CSR).

## Certificate of Excellence for J.K. White Cement Works, Gotan

J.K. White Cement Works, Gotan was honoured with the Certificate of Excellence in the Best Employer 2015 Award Competition by The Employers' Association of Rajasthan.

This Certificate was awarded to the plant for excellence in maintaining harmonious employer-employee relations, effective productivity levels, skill development, innovation & corporate social responsibility. Honourable State Minister of Finance & Corporate Affairs, Govt. of India - Mr. Arjun Ram Meghwal along with Mr. N.K. Jain - President of The Employers' Association of Rajasthan presented the prestigious Certificate of Excellence to J.K. White Cement Works, Gotan in the large - scale industries' category. Mr. Ajay Garg - General Manager (Sales) and Mr. P.K. Sharma - Dy. General Manager (Personnel & Liaison) received the Certificate on behalf of the Company in a grand ceremony at Jaipur on 10th November.



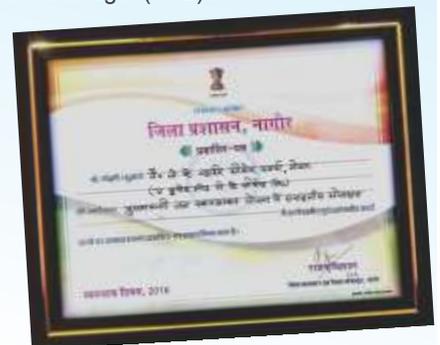
Mr. Ajay Garg - General Manager (Sales) and Mr. P.K. Sharma - Dy. General Manager (Personnel & Liaison) receiving the award

## J.K. White Cement Works, Gotan felicitated for its contribution towards Mukhyamantri Jal Swavalamban Abhiyan 2015



Mr. C.P. Jhagdawat - Vice President (C&A) & Mr. P.K. Sharma - Dy. Gen. Manager (P&L) receiving the award

J.K. White Cement Works, Gotan was honoured with the "Certificate of Appreciation" for its valuable contribution towards Mukhyamantri Jal Swavalamban Abhiyan 2015 launched by Hon'ble Chief Minister of Rajasthan, Ms. Vasundhara Raje for restoration of rain water in Rajasthan. Shri Yunush Khan, Minister of Public Works Department, Transport, Govt. of Rajasthan and Shri Rajan Vishal, District Collector Nagaur presented this prestigious "Certificate of Appreciation" to Mr. C.P. Jhagdawat - Vice President (C&A) & Mr. P.K. Sharma - Dy. Gen. Manager (P&L) in the District Level Independence Day function at Nagaur on 15th August.



## JK Cement bags awards conferred by World Marketing Congress

Mr. Niranjan Mishra – President (Marketing, White Cement), was named as one of the 100 most 'Influential Marketing Leaders', conferred by the World Marketing Congress. Besides this, J.K. Cement bagged two awards at the prestigious Global Marketing Excellence Awards conferred by the World Marketing Congress. J.K. Spotlight won the title of the Best In-House Magazine and Mr. Nitish Chopra – Head (Branding & Communication) bagged the title of Brand Builder of the Year at a glittering ceremony in Mumbai on 24th November.



Award for Best In-House Magazine for J.K. Spotlight



Mr. Nitish Chopra - Head (Branding & Communication), with the Brand Builder of the Year Award



Mr. Niranjan Mishra - President (Marketing, White Cement), with the 100 most 'Influential Marketing Leaders' Award

## J.K. Cement bags Silver at Asia Pacific Customer Engagement Forum and Awards for Rural Activation



The Company's rural activation 'JK Super Cement Selfie Zone at Khatushyamji Mela, Sikar (Rajasthan)' bagged Silver at the Asian Consumer Engagement Forum and Awards (ACEF). The ACEF Awards are organized by a team of professionals from India, Sri Lanka and UAE and are guided by the Advisory Board members from Branding, Marketing and Creative Agencies based in India, US, Australia, Singapore, UAE and Sri Lanka.

This award is yet another milestone in the brand journey of JK Super Cement.

Mr. Rajeev Soni – Sr. Officer (Branding) and Mr. Nitish Chopra – Head (Branding & Communication) and the Team from Vritti Media receiving the award.

## Business Rankers Award - 2016 for Baal Sabha Rural Activation

JK Cement bagged the Best CSR Campaign Award at Business Rankers Award 2016 for the Baal Sabha campaign run in Diggi, Tonk district, Rajasthan. Diggi town is the site for a famous 'Lord Vishnu' temple where the annual 'Diggi Padyatra' is celebrated during the months of September-October. This Padyatra attracts over 15 lac+ semi urban and rural devotees from all over Rajasthan.

A test of faith and belief of the devotees, this yatra aligns quite well with the brand - J.K. Super Cement's tagline,

Mr. Roopendra Meel - DGM (Grey Cement Marketing) and Mr. Rajeev Soni - Sr. Officer (Branding) receiving the award



'Vishwaas hai Ismein Kuch Khaas Hai'. Thus, it was seen as a great opportunity to conduct a CSR cum branding campaign associated with this festival.

Business Rankers Award 2016 recognizes the efforts that companies undertake to create prosperity for people and strengthen economic muscle of the country.

## LK Singhania Education Centre Principal felicitated with CBSE Award



Mr. R C Joshi - (Principal, L K Singhania Education Centre, Gotan) conferred with the coveted CBSE Award for the Year 2015

He got this prestigious award for his contribution in the field of education. He was presented with a certificate of commendation, ₹ 50,000 and a shawl on 3rd September at the felicitation ceremony organized in New Delhi. He joined teaching profession in 1991. His educational experience - 18 years as a teacher and 8 years as a Principal, speaks volume of his competence. A man of great character, he has led LKSEC on the path of continued progress.



## Women Achievers' Award

Corporate HR has always encouraged the employees to perform their best and provided them with opportunities to showcase their talent.

In this regard, Corporate HR had nominated Ms. Nitya Chawla - Dy. Manager (Corporate HR), for the Women Achievers' Award to be held during Indian Women Convention at New Delhi.

Ms. Nitya Chawla bagged the Women Achievers' Award, a national level recognition, for her contribution to Human Resource Development in Cement Industry category.



Ms. Nitya Chawla – Dy. Manager (Corporate HR)

## IAA Future Leaders Award 2016

Ms. Shivapriya Iyer - Assistant Manager (Branding), bagged the IAA (International Advertising Association) Future Leaders Award in the 'Marketer' category out of over 45 entries that were received.

The IAA that recognizes outstanding work in the field of Advertising has some of the best business leaders and celebrated names of advertising on the jury panel. IAA lays special emphasis on young professionals and believes that young talent needs to be identified and honoured - talent that has performed way beyond expectation and their call of duty. IAA therefore instituted, Future Leaders Awards in 2015 to honour such under 30 professionals in the field of marketing, media and agencies.



Ms. Shivapriya Iyer - Assistant Manager (Branding), receiving the IAA Future Leaders Award

# Celebrating the Fighting Spirit of our Champions

## Annual Dealer Conference, Grey Cement - North Zone



Mr. Rajnish Kapur - Business Head (Grey Cement), addressing the gathering

With the relentless changes in the corporate scenario, success in the industrial battlefield, today, is always hard earned. J.K. Cement Ltd. has always strongly believed that our growing network of dealers is the pillar of our success. It is also our tradition to celebrate these champions who have partnered in our constant aspirations for even greater success. Innovatively themed 'Dangal', the Annual Dealer Conference for Grey Cement was thus a grand celebration of the fighting spirit and determination of our valued channel partners.

The grand event that was held in Chandigarh on 2nd – 3rd September, witnessed a



Rameshwar Cement Agency - Winner, UP



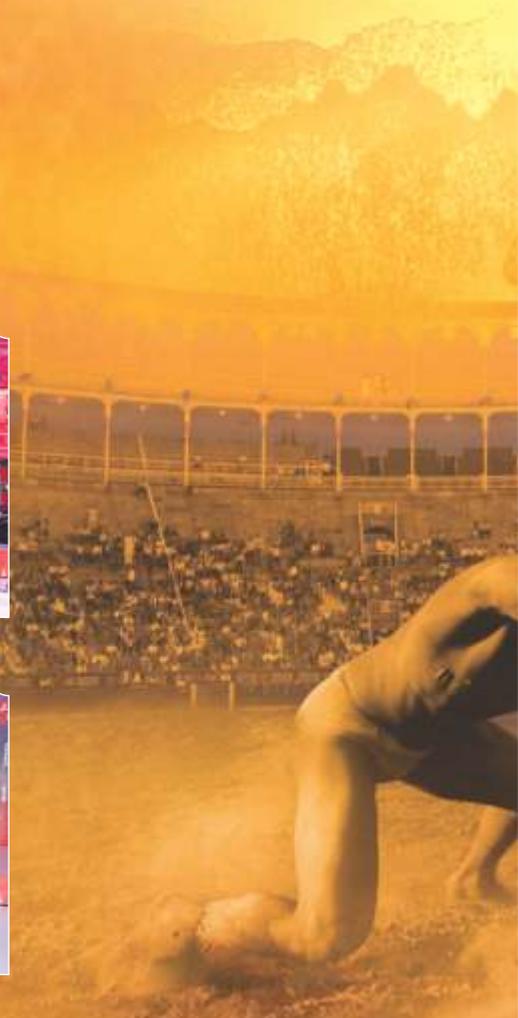
Om Cements - Winner, Haryana



Doaba Cement - Winner, Punjab



Rajeev Traders - Winner, Uttarakhand





Mr. Deepak Mehra - President (Marketing), addressing the channel partners

gathering of 1000 guests from 5 states of North India - Delhi, UP, Uttarakhand, Punjab & Haryana, making it an eclectic mix. As is traditional with our celebrations, top performing dealers were felicitated for outstanding performance in their regions during the meet.

channel partners to click pictures with Pehalwans.

The efforts of the organizing team - Branding and Communication, in coordinating the logistics for the meet, including arrangements for stay and travel were highly appreciated and the event was a huge success.

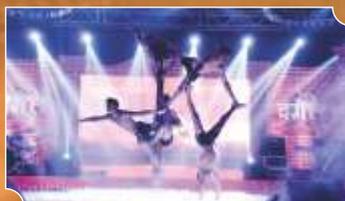
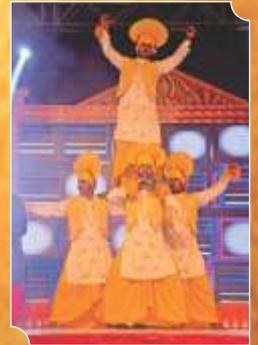
In keeping with the theme - sports and motivational acts were woven seamlessly into the event flow. The highlight of the evening was celebrity singer, Raja Hassan's spellbinding performance. Other attractions of the evening, the Malkham Act and performances by Indian and international artists left the gathered audience enthralled.

The meet gave everyone the opportunity to create stronger bonds of mutual friendship and business association, which will surely result in shared growth and many successes.



Jagdamba Sales - Winner, Delhi

Specially created for the event, the 'Selfie Zone' was an interesting and unique addition to the event, which allowed the



# J. K. Cement Celebrates 25 Glorious Years of Architectural Innovation & Excellence in Delhi

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



Mr. Nitin Gadkari - Hon'ble Minister for Road Transport, Highways and Shipping, lighting the lamp during 25th Architect of the Year Awards in the presence of (from left to right) Mr. Raghavpat Singhania - Special Executive, Ar. Chetan Vaidya – Director, School of Planning & Architecture and Mr. Madhavkrishna Singhania - Special Executive

J.K. Cement Limited has always been resolutely committed to commemorating and celebrating the innovative spirit. One of the greatest testaments to this effort, the Architect of the Year Awards, now in its 25th year, is one of the most anticipated and respected award platforms among professionals in architecture.

After the phenomenal success of 24th Architect of the Year Awards held in Bengaluru, J.K. Cement Ltd hosted the much awaited silver jubilee edition of AYA 2016, to recognise and honour outstanding talent in the architect community. The prestigious award ceremony was held in Delhi on 13th October in the presence of Mr. Nitin Gadkari - Hon'ble Minister of Road Transport, Highways and Shipping.

The silver jubilee edition of AYA was themed 'Urban Design and Planning', in line with the Hon'ble Prime Minister's mission of Smart Cities.



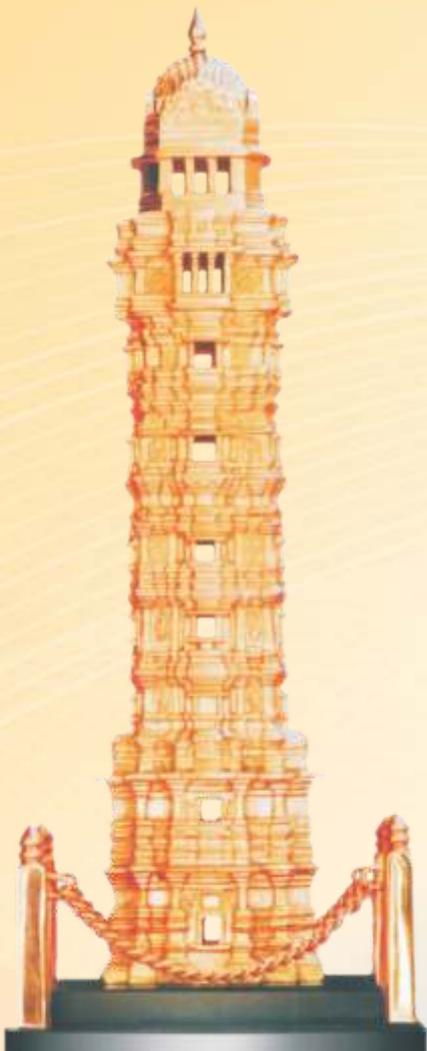
Ar. Jitendra Mehta - Commendation Award for Urban Planning & Design



Ar. Palinda Kannangara - Winner, Foreign Countries Architect of the Year



Ar. Sanjay M. Patil - Winner, Green Architecture Award



Architect of the Year Award

Cover Story



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



The AYA Secretariat and senior company officials on the occasion



Ar. Prashant Dupare - Young Architect Award



Winners and jury members of 25th AYA

Continuing its success of getting an overwhelming response, this year's AYA received more than 190 entries from India, Bangladesh, Bhutan, Maldives, Mauritius, Nepal, Seychelles, Sri Lanka, Kenya, Uganda and Tanzania.

Speaking on the success of the awards ceremony Mr. Yadupati Singhania – Chairman & Managing Director, J.K. Cement Ltd. said, "AYA has lived up to its legacy of awarding excellence every year. Constituted a quarter century ago, the AYA has had an exceptionally successful journey of 25 years and it has blossomed into a great institution that will continue to help pave the way for a better tomorrow in design. I congratulate all the winners who truly deserve the recognition and have set high standards in the architect community."

This year, Architect of the year awards were given in different categories including Green Architecture Award,

Young Architect Award, Focus Countries' Architect of Year award (FCAA), Foreign Countries' Young Architect Award, among others.

Mr. M.P. Rawal - Administrator (AYA) & Advisor, J.K. Cement Ltd. remarked, "We are overwhelmed to witness widespread participation of young and budding aspirants from across the globe. We are delighted to host the Silver Jubilee of AYA this year. We are proud of having created this platform for recognizing the outstanding work done by the architectural community and are happy to see it having grown and flourish for the last 25 years".

The recipients of the award are selected through careful examination and scrutiny of the projects by an esteemed jury chaired by Mr. Yadupati Singhania. AYA, an indispensable fixture in the annual architectural calendar, intends to further grow in scope and scale in the years to come.



Mr. Raghavpat Singhania addressing the gathering



## AYA in the News



### Message from Sri Sri Ravi Shankar - Founder, The Art of Living

“ The field of Architecture is as ancient as the Universe. This Universe was first designed and conceived with Brahma and Architect was Vishwakarma. This word Vishwakarma is very intrigue that in every particle of the Universe there is activity and it is programme, well designed, well organized and well oriented.

From ancient days to the modern era, architects have always been honoured and they have special place in our society and today I congratulate JK Cement, the Management and the Directors who have taken up this project of honouring and awarding exelling architects every year.

My congratulations to all those who won the awards today and all those others who participated, who are supporting the winners by cheering them up and yet those young architects who are finding inspiration in the ceremony.

Let's build our society keeping in our mind environment. I am sure you are already doing it eco-friendly and sustainable and low cost buildings are also being planned by many of you. I am aware many of you are keeping in mind the environment, the eco-friendly buildings and low cost housing.

May God Bless you All!! Om Shanti





Off Site

**Russia Tour**  
**Grey Cement North**  
12<sup>th</sup>-17<sup>th</sup> September



**Hong Kong & Macau Tour**  
**Transporters Tour -**  
**Grey Cement North**  
19<sup>th</sup>-23<sup>rd</sup> September



**USA Tour**

**Grey Cement South**  
9<sup>th</sup>-18<sup>th</sup> November



**Grey Cement North**  
26<sup>th</sup> November - 4<sup>th</sup> December



**White Cement**  
25<sup>th</sup> November - 2<sup>nd</sup> December



## Distribution of Letters of Appreciation for Employees' Suggestion Scheme - Fujairah

J.K. Cement Works, Fujairah) launched an Employees' Suggestion Scheme in 2016 and received a very good response from the staff and workers, out of which few a suggestions were implemented. This resulted in cost savings, better hygiene and controls in the system. The following employees were presented letters of appreciation by Mr. Christer Eriksson – CEO (J.K. Cement Works, Fujairah).

1. Mr. Vivek Nagarajan, E&I – Waste water management system
2. Mr. Sameer Khan, Production - employee uniform.
3. Mr. Shashank Jain, IT – Controlling wastage of paper
4. Mr. Valluvan Varghur Damodaran, Mechanical – Cost saving in watering and plantation



## 3<sup>rd</sup> National HR Summit 'HumanOource 2016 - Gaur Hari Singhania Institute of Management and Research , Kanpur



Students of GHS-IMR with a faculty member

Dr. Gaur Hari Singhania Institute of Management and Research (GHS-IMR), in association with The Indian Society for Training and Development (ISTD) organized third National HR Summit 'HumanOource- 2016' on September 10th. The aim of the summit since its inception in 2014 was to have a regular dialogue among professionals/ academicians and business leaders for integrated and inclusive development of Human capital at a national and regional level.

The focus of this third confluence was to provide a platform for sharing of best practices and evolve ideas on the summit theme - 'Continuous and Collaborative Learning - The New HR Mantra'. A series of panel discussions, special lectures, presentations and open house discussions with experts and participants facilitated in achieving this objective.



Dr.(Prof.) Rakesh Premi Director GHS-IMR and faculty members along with Chief Guest and other guests at HR Summit



# STUPENDOUS SIXES

## Exhibition of Books on Gandhiji – Kamla Tower



A five day long exhibition of books on the Life and Works of Mahatma Gandhi was organized at Kamla Tower Library on the occasion of Gandhi Jayanti. Some rare photographs of Gandhiji and more than hundred books on his life were displayed. The exhibition attracted a large number of visitors.

The Library Staff comprising Mrs. Priyanka Srivastava, Ms. Santosh and

Mr. Gajendra Pandey put in great efforts to make the exhibition a huge success.

This initiative was spearheaded by Mr. R. P. Tomar - Sr. GM (Corporate HR) and Mr. A. Abbassi - Sr. Manager (Corporate HR).



## Yuvraj Singh

*The Momentous Day  
September 19, 2007*



One of the most flamboyant cricketers in the modern era, Yuvraj Singh went all guns blazing smashing six ruthless maximums in an over during the World T20 in 2007 against England. The star of India's 2007 T20 World Cup enroute his 12-ball half-century, which is a record in all forms of international cricket, smashed six sixes off Stuart Broad in the 19th over of the first innings. It was the first time in T20 internationals that a player hit six sixes and fourth in the history of the game.





## PEOPLE POWER TRAINING PROGRAMMES

### Marketing Inductions - Gotan

Inductions for the marketing executives were conducted during 14th -17th November and 14th - 17th December.

A total of 36 marketing executives from Andhra Pradesh, Bihar, Chhatisgarh, Haryana, Kerala, Maharashtra, M.P., J&K, Punjab, W.Bengal, Tamil Nadu, Rajasthan and U.P. were inducted during the program

Mr Amit Vaid - Officer (HR) took the teams through the journey of JK White Cement and gave them a short introduction of the plant and its various sections. Mr. Rajesh Sharma - Sr. Manager (HR), Kanpur presented the Company profile.

Dr. Ranjeet Kumar Bagariya - Sr. Officer (Environment), accompanied the teams for a plant visit to exhibit the practical dynamics of cement manufacturing. Mr. KN Pandey - Sr. GM (QC), took the session on the basics of cement explaining the history of cement and White Cement, the manufacturing process of White Cement, BIS specifications, specifications for cement testing procedures, quality parameters etc. also giving a brief of JK Waterproof. Mr. Pandey accompanied the teams for a quality control lab visit.

Mr. Ajay Garg – GM (Sales), explained the functioning of the

sales department. Mr. Ujjwal Kumar & Mr. Prakash Kumar Saini 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 JK 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 explained the basics of JK Wall Putty; covering its requirements and storage etc. Dr. Ranjeet Kumar Bagariya conducted an awareness session on Social Accountability-8000 and explained the concepts of integrated management systems to the visiting teams.

The induction program concluded with a meeting with Mr. B.K. Arora - Business Head (J.K. White Cement), Mr. Rajeev Sharma - Unit Head and Mr. C.P. Jhagdawat - VP (C&A), along with the respective faculty. The group members shared their experiences, concerns, and suggestions towards improvement. Both the teams termed this a memorable learning experience.



### One World - Business Simulation Exercise at Jharli

A game based Business Simulation learning session 'One World' was organized at Jharli plant on 24th December by Mr. Shubhang S. Raturi - Trainer from Praxia - EL. Mr. Harish Agarwal - Unit Head along with 30 employees participated, learnt and discussed on topics such as trust, teamwork, communication, pro-active collaboration & breaking the silo mentality. Mr. Tarun Dak - Plant HR, organized this program under the able guidance of Mr. D.V. Sharma - Advisor (Learning & Development).



Mr. Shubhang S. Raturi - Trainer addressing the participants

## Friday In-house Learning Session - Jharli

Keeping in mind the dynamic business environment, the HR department at J.K. Cement Works, Jharli has started organizing In-House learning sessions. This program is conducted on every Friday. Under this program, the employees are provided a platform to come forward as a coach and share their learning about managerial & technical aspects with other employees & workers. The whole idea is about enhancing the knowledge level for better career opportunities within the organization.

The following topics were discussed in the months of November and December

1. Presentation Skills
2. Harmonics and its Mitigation Techniques
3. GST Changes
4. E-Mail Etiquettes
5. Packing Plant Flow & Changes Implemented

6. Soft Skills
7. Role of PLC in Cement Industry
8. Quality Testing of Cement as per BIS



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

**New Joinees**  
Sep. - Dec. 2016



**Mr. John Britto**  
State Head  
(Tamil Nadu - I)



**Mr. Vikram Kumar**  
Area Sales Manager  
(Grey Cement  
Marketing - North)  
Karnal



**Mr. Umesh  
Kumar Garg**  
Manager (MIS)  
New Delhi



**Mr. Sunil Rawat**  
Area Sales Manager  
(Grey Cement  
Marketing - North)  
Alwar



**Mr. M. S. Ramana**  
Zonal Head (South Zone - I)  
Hyderabad



**Mr. Ashok  
Kumar Yadav**  
Manager  
(White Cement  
Marketing Division)  
Ranchi



**Mr. Anvesh  
Kumar Singh**  
Deputy General  
Manager (CTS -  
White Cement)  
Kanpur



**Mr. Amar Nath  
Pandey**  
General Manager  
(Quality Control)  
Nimbahera

\* Manager level & above only.

# A Toast to Reaching New Heights

Annual Dealer Conference - Grey Cement South Zone



Passion is what drives any success story. It is only through the hard work and passion our channel partners to achieve greater heights of success, that JK Cement has been able to achieve its enviable position in the market. The Annual Dealer Conference for Grey Cement – South Zone, innovatively themed 'Junoon', was a grand celebration of this spirit and determination of our valued channel partners.

Organised in Pune on 25th November, the gala event was attended by over 500 channel partners from Karnataka, Maharashtra, Goa and Kerala.

An outstanding thematic stage was created that left everyone in awe. The



Shri Bramhachaitanya Traders - Winner, Solapur



TAS Marketing - Winner, Kerala





MAG Cement - Winner, Goa



Madhuban Enterprises, Belgaum - Winner, North Karnataka



Sarvesh Cement Shoppy - State Champion, Kolhapur



Prabhu Enterprises, Udupi - Winner, South Karnataka



Sankalp Traders - State Champion, Pune

emcee for the event, engaged all the guests with the interactive sessions and fun games during the course of the gala evening. Not only were there awards and recognition bestowed on the channel partners for their performance in the previous financial year, but lots of surprises by way of a lucky draw. Some lucky participants walked away with attractive prizes.

Malkham Act by Bangalore based dance group 5678 added to the exuberant spirit. The gala evening also treated the dealers to some breathtaking juggling performances by artistes from Goa and performances by international artistes. An interesting and unique attraction at the event was the selfie zone that was specially created for the dealers to click pictures with Pehalwans.

It was an enthralling experience for the dealers and they went back with very fond memories of what they called the best dealer's conference they had ever attended.

The dealer meets have been part of a long standing tradition of recognizing our valued dealers, who are the face of our growing network. These meets serve as a small token of our appreciation for their outstanding work as well as go a long way in further strengthening our association with them.



## C O N G R A T

It is no mean feat on behalf of the editorial team to have made Spotlight such an indispensable part of the J.K. Cement Family over the last 6 years! The magazine has valiantly donned the task of connecting all the members of the J.K. Cement family and engaging them through interesting conversations, informative articles and updates of events in the organisation. I wish the editorial team many more successful years of publication.



**Mr. Madhavkrishna Singhania**  
Special Executive

Kudos to Spotlight on completing 6 years. The magazine has served as a voice for the employees wherein they can share their opinions and it is also a window for interaction within and outside the organisation. It also reflects the organisation's values and culture as well as day-to-day development. It's pictorial coverage deserves appreciation and editing is also commendable. A big round of applause to Mr. Raghavpat Singhania and the Editorial Team for making Spotlight very appealing and informative. Keep up the good work and all the best!



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

Heartiest congratulations to 'Team Spotlight' on completion of 6 informative years of covering events, individuals and creative expression of all members of the J.K. Cement Family. My best wishes for many more successful publications.



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

Heartiest congratulations to the editorial team on J.K. Spotlight's 6th Anniversary. It is indeed a matter of great pride that the magazine has completed 6 glorious years of engaging and bringing the JK Cement family together. I wish J.K. Spotlight many more milestones and continued success in the years to come.



**Mr. Deepak Mehra**  
President - Marketing  
(Grey Cement)

I am very happy to note that JK Spotlight is completing its 6th year of publication and wish the editor and entire team all the best for the future. Over the last 6 years, JK Spotlight has acted as one common link connecting the vast network of our plants, regional offices and channel partners. The magazine has from time to time come up with very useful articles and inputs of relevance for its readers and also helped us showcase the achievements of some of our colleagues. In an ever changing business environment, communication is one important medium that any organisation can leverage to be successful and on that count, JK Spotlight has done a yeoman service. I wish the magazine continued success in the coming years.



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

It's wonderful to note that JK Spotlight is celebrating its 6th anniversary. What it has achieved in this relatively short time span, is something which not many can even dream of. Its contents as well as presentation could well be one of the best in the corporate world, and the editorial team deserves all the praise for having kept the readers' engaged all these years. The fact that it has won the best intra-company bulletin award both at National as well as International level bears testimony to the superlative quality of inputs that have gone in creating this wonderful magazine.



**Mr. Niranjana Mishra**  
President - Marketing  
(J.K. White Cement)

U L A T I O N S

Spotlight  
on turning 6

J.K. Spotlight is an excellent forum to share the values and development of the Company with its employees. Since our plants are located in different regions, Spotlight is an important message bringer about how the Company is committed in imparting knowledge, instilling self-belief and embracing and bringing its employees together.

As JK Spotlight celebrates its 6th Anniversary, on behalf of our entire team, I convey our warmest thanks to Mr. Raghavpat Singhania and the Editorial Team in creating this great platform of information sharing.



**Mr. Christer Eriksson**  
CEO - J.K. Cement Works, Fujairah

Congratulations to the Editorial Team of Spotlight for completing six glorious years and bringing the JK Cement family together.

I wish Spotlight many more milestones and continued success.



**Mr. Aarun Khurana**  
Sr. V.P. (Logistics)

Kudos to the team for the diligent efforts in keeping all of us apprised on the latest news and happenings at JK Cement, including the new initiatives and the progress of existing ones. The greatest credential arrives from the very fact that all of us look forward to the next edition of JK Spotlight every single time. Keep up the good work.



**Mr. Jitendra Singh**  
Chief Information Officer

On completion of six years of successful publication of our in-house magazine - JK Spotlight, I take this opportunity to congratulate the Editorial team in making this magazine reach such a great milestone. JK Spotlight has been able to engage all sects of readers. This has been possible because of the team's hard work and commitment. Looking forward to read more issues of JK Spotlight in future.



**Mr. V.D.V. Singh**  
V.P. (Corporate HR)

J.K. Spotlight has emerged as an important tool of communication for the Company. The magazine has had a wonderful journey and I congratulate the editorial team on its 6th Anniversary. Hope to see the magazine reach greater heights in the time to come.



**Mr. Yagyesh Gupta**  
Chief Procurement Officer

## Dubai Trip on Eid - Fujairah

J.K. Cement Works, Fujairah organized a trip to Dubai for three days (11th, 12th & 13th September) for the workers at the plant on the occasion of Eid Al Adha. They visited several prominent places in Dubai. Games and cultural activities were also organized during the trip. All the workers had great fun and enjoyed themselves thoroughly.



## ISO-9001-2015 Certification for Kailash Vidya Vihar - Nimbahera

Kailash Vidya Vihar School was certified as compliant to the prestigious quality norms of ISO-9001-2015 which is approved by Lloyd's Register Quality Assurance, United Kingdom. The school has become one of the first to be certified as the latest version of ISO. Mr. Shivramakrishnan - GM, LRQA along with Mr. Pulin Parsai - Assessor, LRQA, formally presented the prestigious certificate to Mr. S.K. Rathore - Unit Head & President, Kailash Nagar Education Society.

## Visit of former Indian Cricket Team Captain Mr. Mohd. Azharuddin - Gaur Hari Singhania Institute of Medical Research, Kanpur



Mr. Abhishek Singhania - Member (Governing Council, GHSIMR) and Vice Chairman SPSEC, Mr. Mohammad Azharuddin, Former Indian Cricket Captain and present Member of Parliament, Dr. (Prof.) Rakesh Premi - Director GHS-IMR & Mr. V S Moudgill - Principal (SPSEC)

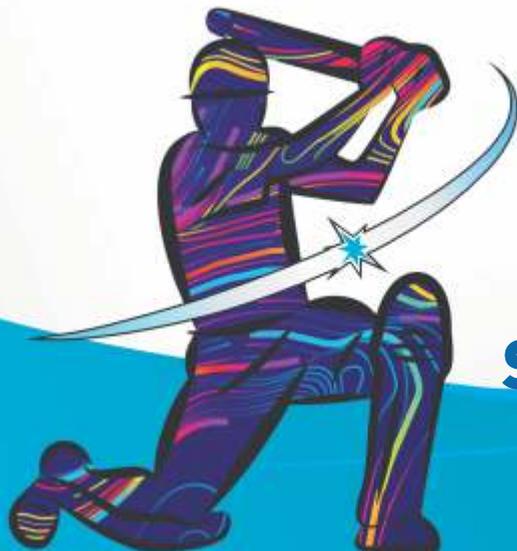


Students of GHS-IMR with Mr. Mohammad Azharuddin

GHSIMR and Sir Padampat Singhania Education Centre (SPSEC) was privileged to play host to Mr. Mohammad Azharuddin, former Indian Cricket Captain and present Member of Parliament, who paid a visit at the Institute to interact with the students.

Mr. Abhishek Singhania - Member (Governing Council - GHSIMR) and Vice Chairman SPSEC, welcomed him. Mr. Azhar, in his message to the students, urged them to "be focused, be stress-free, and be positive". Later, he interacted with the students and answered their questions.

The program ended with vote of thanks from Mr. V.S. Moudgill - Principal (SPSEC). The program was attended by all the students, staff and teachers of SPSEC alongwith students, staff and faculty of GHSIMR.



# STUPENDOUS SIXES

## Madhya Pradesh Education Minister's Visit - Katni



It was a moment of pride and honour when Hon'ble Education Minister (Madhya Pradesh), Shri Kunwar Vijay Shah visited J.K. White, Katni on 23rd August. The

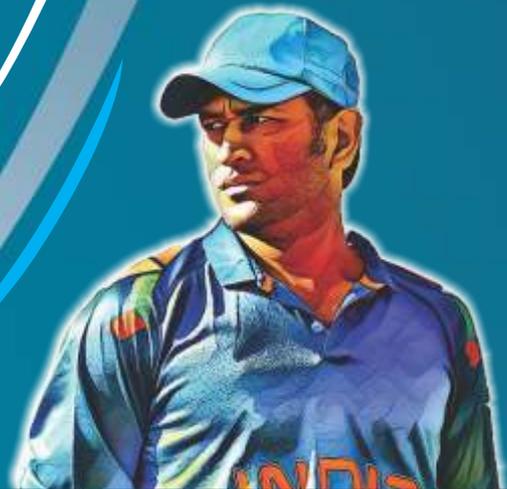
Hon'ble Minister was accompanied by Mr. Anil Talaiya - Tehsildar of Badawara Tehsil, Mr. Jaiswal - Mandal Adhyaksha and other administrative team and locals including reporters.

Mr. Anil Badgotri - Asst. Vice President (Commercial) along with Mr. KK Upadhyay and other employees of Katni plant joyfully welcomed him. He congratulated the team for the successful commissioning of the plant, appreciated the facilities available at the plant and the increased employment opportunities which will contribute to the overall growth of the area. On behalf of the Management, Mr. Anil Badgotri conveyed his sincere thanks to him for sparing his valuable time.



## Mahendra Singh Dhoni

*The Momentous Day  
April 2, 2011*



India's captain cool M. S. Dhoni is widely regarded as one of the greatest finishers in limited-overs cricket and not without reason. The most successful Indian captain in test and limited over cricket led India to lifting the 2011 ICC Cricket World Cup after 28 years with a six that would be etched in the minds of cricket fans for years to come. In a career that encompassed winning the 2007 ICC World Twenty20, the CB Series of 2007-08, the 2010 Asia Cup, the 2011 ICC Cricket World Cup and the 2013 ICC Champions Trophy as captain, Dhoni took it upon himself to see the side sail through the finals. Promoting himself up the order, with the hopes of the nation resting on his shoulders, he stylishly made India the third nation ever, alongside West Indies and Australia to win the World Cup more than once.

## EVENTS

### Project Mashaal - Prize distribution

With a view to invite ideas/suggestions from employees for better efficiency and productivity in the organization, the project “Mashaal - Aao Karein Kal Roshan” was launched in December 2015. The Project received an overwhelming response from employees. In all, 815 suggestions from Nimbahera and 841 from Mangrol were received covering different functions, i.e. HR, Administration, Safety, Logistics, Manufacturing, Quality, Process, Cost Saving, etc. Out of these, best suggestions from ten employees each of Mangrol and Nimbahera were rewarded by Mr. S.K. Rathore - Unit Head at the plant on 6th and 7th October respectively.



Mr. S.K. Rathore - Unit Head felicitating a Staff member



Mr. S.K. Rathore felicitating a worker

### Exhibition at National Dussehara Festival - Nimbahera

The National Dussehara fair was organized in Nimbahera during October 01-10. J.K. Cement Works, Nimbahera organized the Sarvshaktiman Exhibition at the fair that was formally inaugurated on 3rd October. Dignitaries from various sections, journalists and general public appreciated the effort in putting the exhibition together. The model of victory tower – Vijaystambh was the main attraction at the exhibition. The visitors were also made aware about cement manufacturing process, different grades of cement, quality and usage of different grades of cement manufactured by the Company through pictorial exhibition.



Mr. S.K. Rathore - Unit Head and MLA Mr. SC Kripalani at the exhibition



Mr. Hemendra Nagar - SDM, Nimbahera viewing the exhibition of Surbhi Group

### Kailash Vidya Vihar observes Vigilance Awareness Week - Nimbahera

Kailash Vidya Vihar, Nimbahera observed Vigilance Awareness Week between 7th to 13th November. This week is organized every year in the memory of the great national leader, late Shri Sardar Patel who made significant contribution in establishing an effective administrative structure of Independent India.

The main aim to organize this week is to re-affirm the commitment of the public servants to contribute towards bringing about integrity and transparency in all spheres of their activities and to work unstintingly for eradication of corruption. This year the theme was “Public participation in Promoting Integrity and Eradicating Corruption”. Activities such as display of Hoardings / Posters / Banners and Walkathon were conducted in and outside the school premises.



## 29<sup>th</sup> Annual Prize Giving Ceremony 2016 - LK Singhania Education Centre (LKSEC), Gotan



Scene from a drama presented by students



Mr. B.K. Arora - Business Head (White Cement) and Mrs Sushma Arora - V.P. (LKSEC) viewing the art exhibition



Mr. R.C. Joshi - Principal (LKSEC) presenting the achievement report



Worked hard for this!  
students lifting overall trophy

## Lady Anusuiya Singhania Memorial All India Debates 2016 - LKSEC, Gotan



Mr. R.C. Joshi - Principal (LKSEC) presenting the achievement report

Chief Guest - Mr. B.K. Arora - Business Head (White Cement) lighting the ceremonial lamp



Winners of Hindi and English Debates being felicitated by the Chief Guest

## Sir Padampat Singhania Memorial All India Quiz - LKSEC, Gotan



Winners of Science Quiz with the trophy



Quiz Master being felicitated by Mr. B.K. Arora - Business Head (White Cement) and Mrs.

## Mines Safety Week 2016 - Muddapur

Mines Safety Week was celebrated by Mines Department at JK Cement Works, Muddapur from 3rd to 10th December under the aegis of Directorate General of Mines Safety, Bellary Region to propagate the message of safety at the workplace and inculcate safe mining practices amongst mine workers.

Flag hoisting along with safety oath was conducted at Halki & Muddapur Limestone Mine on the first day by respective Mine Managers. Inspection team members inspected both the mines on 7th & 8th December respectively.

During the function, skits, slogans and posters on the theme of safety were presented.



## Inter-corporate Volleyball Tournament 2016 - Fujairah

JK Cement Works, Fujairah participated in the Inter Corporate Volleyball Tournament 2016 conducted by Arabian Wellness

& Lifestyle Management, Ras Al Khaima on 25th & 26th November. A total of 10 teams participated in this tournament

including two teams from JK Cement Works, Fujairah.



## JK Cement Works, Fujairah participates in Inter-Corporate Football Tournament - Ras Al Khaimah, UAE

J.K. Cement Works, Fujairah participated in the Inter-Corporate Football Tournament in Ras Al Khaimah, UAE conducted by Arabian Wellness, Ras Al Khaimah on the 23rd & 24th December at

the Higher College of Technology for Men. 16 teams from different companies participated in this tournament. All the players had great fun during the tournament.



## Fifth Convocation – Sir Padampat Singhania University, Udaipur

The Fifth Convocation of Sir Padampat Singhania University, Udaipur was held on 22nd October at the University campus. Mr. R P Agarwal - IAS (Retd), Former Secretary, Ministry of Human Resource Development, Government of India graced the occasion as the Chief Guest.

The Convocation was presided by the Chancellor of Sir Padampat Singhania University, Mr. B K Goswami.

Two hundred and twenty five graduating students were awarded Bachelors, Masters and PhD degrees from two schools - the School of Engineering and the School of Management.



## 'Pride 2016' - Sir Padampat Singhania University, Udaipur



PRIDE 2016 a student driven initiative of Sir Padampat Singhania University, Udaipur, is an annual extravaganza that celebrates creativity. PRIDE is a platform to showcase one's talent and celebrate the achievements of students.

PRIDE 2016 was held from October 16 - 21 and included various cultural, social, technical, literary and sports events.

The Rock band show, Impulse- the Dance Competition, Rangmanch, Walk the Walk and the DJ Night by Arun's Agne Live Band were some of the highlights at the event.

The six day fiesta of sports, dramatics, dance, live music, workshops and competitions made it a memorable event that saw participation of students across India.

## Launch of Suryamitra Skill Development Program - JK Centre for Technician Training (JKCTT), Kanpur

JKCTT, Kanpur added one more feather in its cap by becoming the Training Partner of National Institute of Solar Energy (NISE) affiliated with MNRE (Ministry of New & Renewable Energy) Government of India.



The Institute is working as a training partner for Suryamitra Skill Development Program for imparting training to the youth & hence assisting in placement in solar.

The Institute started the 1st batch of Solar PV Technician consisting of 30 candidates on 11th November.



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



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



Gian Chand Ashok Kumar - Winner Chandigarh (Wall Putty)



Aggarwal Traders - Winner, Delhi (Wall Putty)



Manu Marketing - Winner, J&K (White Cement)



Manu Marketing - Winner, J&K (Wall Putty)



Jain & Sons - Winner HP (White Cement)



# Honouring the Heroes of our Success Story

## Annual Dealer Conference, White Cement - North Zone

**C**hampions are not just the ones who win, but who try harder the next time. Discipline, self-confidence and commitment are not only sacrosanct in the field of sports but also in the Corporate Sector. JK Cement's triumphant run in the market is majorly due to our channel partners' efforts and accomplishments. They are the pillars of our success story and to celebrate their indomitable spirit and valued contribution, the Annual Stockist Meet for White Cement (North Zone) was organized on 14th December at Chandigarh. The meet catered to dealers from Delhi, Haryana, Punjab, Jammu & Kashmir, Himachal Pradesh and UP West.

The event kicked off in true Olympics style, with the lighting of the ceremonial torch by Mr. Mohan Sharma - A.V.P. (Marketing). Emcee Mr. Jitesh Chawla, the host for the evening, engaged all the guests with the interactive sessions and fun games during the course of the gala evening.

Top performing dealers for White Cement and Wall Putty were awarded for their outstanding contribution in their regions. An awe-inspiring stage was created keeping in mind the theme on Olympics. The gala evening was a treat

for the dealers with some mesmerizing performances. The stage was electrified by the Tron Act performed by team 5678 which left the audience spellbound. Malkham Act and performances by Indian and International artists were also enjoyed thoroughly by the spectators.

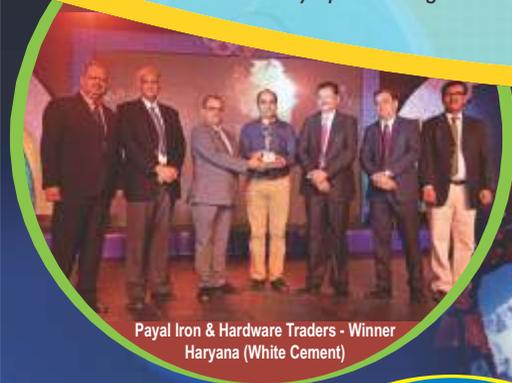
JK Cement Ltd. is always on the front foot when it comes to rewarding channel partners for their hard work and unstinting support. The event provided us an opportunity to further strengthen our bonds of partnership with our channel partners and together we re-determined to achieve higher and enable the Company scale new heights of success.



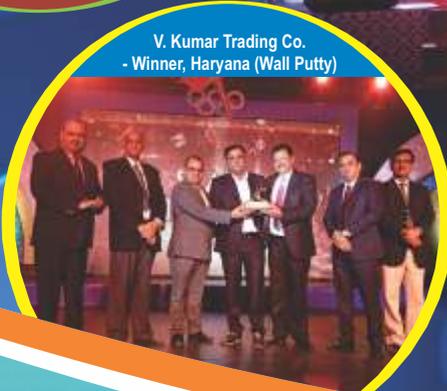
Chopra Trading Co. - Winner  
HP (Wall Putty)



Godrich Chemicals - Winner  
Punjab (White Cement)



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



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



Kiran Paints - Winner  
UP West (Wall Putty)



Arora Enterprises - Winner  
Punjab (Wall Putty)

## ANNUAL SPORTS EVENT

JK Cement  
 جي. كي. أسمنت ورکس (الفجيرة) ش.م.ح  
 Works (FUJAIRAH) FZC



With the aim of building team spirit amongst employees, J.K. Cement Works, Fujairah organized an Annual Sports Event as a part of employee engagement activities.

The event encompassed a plethora of sporting activities like Running, Kabaddi, Tug of War and many more. The employees participated with the spirit of sportsmanship and came together to make the event successful and memorable. Besides sport activities, surprise gifts and rewards were also given away.

Chief Guests at the event, Dr. Ali Hasan Al Hamodi - Director Municipality (Tawian), Mr. Yousuf Ibrahim Ahmed - Manager (Municipality Tawian) and Mr. Jamma Mohammed Al Khori - Manager (Civil Defense, Tawian) were extremely happy to be a part of the event and appreciated the spirit of sportsmanship displayed by the staff. The event was a great opportunity for the employees to bond and is sure to remain engrained in their minds for a long time to come.



# STUPENDOUS SIXES

## Employment Letter Distribution Program to UPSDM Trainees - JK Centre for Technician Training, Kanpur



The Employment Letter Distribution program to UPSDM (Uttar Pradesh Skill Development Mission) Trainees was organized by JK Centre for Technician Training Kanpur on 12th November at Kamla Nagar, Kanpur.

The Program was chaired by Chief Guest Mr. R.P. Tomar - Sr. General Manager, Corporate HR and Mr. Ashutosh Tiwari - Sr. Manager, JKCTT.

Mr. Tomar distributed employment letters to 8 trainees trained by the Institute under UPSDM. He congratulated all the trainees & wished them luck for the road ahead.

## Chris Gayle

*The Momentous Day  
November 13, 2012*



No record on hitting sixers is complete without the mention of Chris Gayle who has made clearing the boundary and often stadiums seem like such an easy task. The Jamaican cricketer who is one of the only four players who have scored two triple centuries at Test level, added to his long list of records by hitting a six on the first ball of a test match. While several batsmen have hit four off the very first ball of the test match, but Gayle, one of the most powerful batsmen in limited-overs cricket, is the only one to hit a six on the first ball of a test match.



## Spotlight on Mr. R.K. Bajaj

(Excerpts from an interview with Mr. R.K. Bajaj - V.P. (Projects, Nimbahera))



Mr. R.K. Bajaj

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

I joined this company as a GET in 1983 just after finishing my engineering. The journey so far has been wonderful and memorable. 40 GETs joined at that time and I was very lucky to get an opportunity to work in the projects department. It was my dream, since being a part of projects, one gets to learn new things and you build a sense of belonging while creating something right from the scratch.

In this organization, we have been given a free hand to work and experiment which encourages us and also builds confidence to do even better. This is because of the constant support and guidance of our beloved CMD - Mr. Yadupati Singhania, late Mr. Kailashnathji and Mr. D Ravisankar and now our young and dynamic Special Executives.

There have been many unforgettable memories in my long career, but one that was a turning point was when we were commissioning the oil firing system for Kiln 2 at Nimabhera in 1986. We had fired the boiler to heat up the oil and after reaching a specific temperature we had to start the oil pump. We checked the same and started the screw pump but the pump jammed immediately. It was found that the screws were damaged and were to be repaired. I was worried that I might get fired and my career was on stake. I was called and asked about the incident. The management was very patient with me and I was advised not to repeat such mistakes and encouraged to consult superiors, when in doubt.

### 2) You have played a pivotal role in setting up of J.K. Cement Works, Mangrol. Please share with us your experience. What are some of the unique challenges that you have had to face while working on key projects?

I have been involved in all the major projects i.e. Nimbahera Line 3 major upgradation, WHR, CPP, Muddapur, Mangrol line 1 and 2, Fujairah and Jharli projects. For Nimabhera Line 3 upgradation and Mangrol line 1, I was at the site for erection and commissioning, while for all other projects, I was responsible for engineering,

procurement and coordinating with all other agencies i.e. contractors, suppliers and consultants for smooth functioning and execution at site.

One unique challenge that I faced was during the setup of grinding mill no. 1 at Mangrol, which was purchased old from Mumbai, there were no drawings of the mill and system. We had to do reverse engineering of the complete mill system and develop the drawings based on the dismantled equipments and site conditions. Eventually, we were able to successfully commission the same in one go.

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

I have had my fair share of contributions and milestones but a few are as under.

One of these is the commissioning of the Mangrol grinding unit 1 in 1992. Despite not having access to OEM's drawings, we were able to successfully commission it without any hindrances. This was a very emotional moment for me.

We have done a lot of optimization during layout and detail engineering for all the projects and we have also changed the negotiations strategy for getting the best possible value for money for our equipments.

We have also initiated various modifications in Nimbahera and Mangrol plant to reduce the power and fuel cost with increase in productivity, optimization of loading conditions of the equipments for designing of the civil structure which lead to reduction of RCC and steel quantity further reducing the cost of construction. The liaising at various levels in railway to reduce the codal and other charges for various railway sidings, efforts to run the Muddapur plant without clinker tank and CF silo are some other notable contributions. At present, we are trying to run the Fujairah plant without the raw mill roll press.



Mr. Thirumangai Alwar

## Spotlight on Mr. Thirumangai Alwar

M/s Balaji Enterprises, Chennai

Mr. Thirumangai Alwar of M/s Balaji Enterprises, Chennai is a prominent stockist of White Cement. Associated with the Company since the last 10 years, Balaji Enterprises has been felicitated for their outstanding performance in Tamilnadu consecutively in the past few years. He is the first generation in the family involved in the business and has been successfully operating it for the last 20 years. Very hardworking and dedicated, he has a strong network of retailers. We thought it would be fitting to have him share his views about his long association with the Company.

### 1) Please throw some light on your association with the Company. What are your thoughts about the J.K. Cement culture and the people?

The culture of the Company is very open and friendly. They consider the channel partners like family and have always extended unstinting support. This gives us the confidence to conduct our business and expand our operations.

### 2) You have been felicitated for achieving the highest sales in White Cement for Tamilnadu. What is your mantra for success? How have you been able to sustain your business?

My mantra is to always set some specific goals:

- Be confident & work hard
- High level of service to customers at any point of time.
- Flexible with dealers – by way of credit flexibility
- Building direct relations with retailers
- Always maintaining the price irrespective of the practices of competitors.

### 3) What according to you are the strengths of our brand?

Brand quality, price & service are the key strengths of our brand.

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

My message to the Company would be to maintain the quality & service at all times and not to accept price cut in secondary market as that will affect our brand image. Engage engineers, architect, painters & end users with the brand using advertising.

# Corporate Social Responsibility

## Laying the foundations of a better world



### Anugrah - CSR Initiative, Kanpur

Driven by the solid vision of philanthropic enterprise of its founding fathers, JK Cement stands firmly committed to its obligation towards the society, stakeholders and the environment. The organization contributes to raising the standard of living of nearby communities by investing in the creation and maintenance of health and education facilities.

JK Cement collaborated with Times of India for a CSR initiative 'Anugrah' with the aim of promoting 'joy of giving'. The event was organized on 29th December. This was a small step in trying to bring a smile on the faces of the less fortunate by providing them with woollen clothes, blankets, thermals, eatables, biscuits, dry




material for cooking, such as Salt, Wheat, Rice, Sugar etc. Staff members visited underprivileged at orphanages, women centres and old age homes, slum areas etc.

Ms. Harshita Gupta, Mr. Siddharth Vishnoi, Mr. Kshitij Srivastava, Mr. Devendra and Mr. Anuj volunteered from the Company and actively participated in the drive, under the leadership of Mr. R.P. Tomar - Sr. General Manager (Corporate HR) and guidance of Mr. A.K. Saraogi - President (CA) and CFO.

Children, women and senior citizens expressed gratitude to the volunteers. The smile on their faces was a mark of the success of this event.



## Free eye check-up camp - Nimbahera

JK Cement Works, Nimbahera organized a free eye check-up and operation camp on September 29, under a pilot project run by Shree Sewa Sansthan, Nimbahera for cataract free Nimbahera. The camp was organized on the 64th birthday of Chairman and Managing Director, Mr. Yadupati Singhania at Sub District Hospital, Nimbahera with the assistance of Gomabai Netralaya, Neemuch. The camp was inaugurated by Shree Sewa Sansthan's President and MLA, Mr. SC Kripalani, Secretary and ex-MLA, Mr. Ashok Navlakha.

Necessary check-up was done by a team of doctors under the leadership of Mr. Mukesh Mehta - Asstt. Manager, Gomabai Netralaya. A total of 580 people registered for the camp and around 200 persons were advised for cataract surgery.

Surbhi Ladies Club President, Mrs. Neelam Rathore with other members of club distributed eatables, baby kits and maternity kits manufactured by the self-help group to the patients at the hospital.



Mr. SC Kripalani - MLA inaugurating the eye check-up camp



## Tree Plantation - Clean Nimbahera Green Nimbahera Expedition

With a view to protect the environment, the local administration launched Clean Nimbahera Green Nimbahera Expedition. JK Cement Works, Nimbahera actively participated in the campaign by planting 751 saplings with tree guards on the main road from JK Welcome Board to Sharda Petrol Pump. On this occasion, MLAs, members of the Municipal Board, employees at the plant also planted saplings. Mr. D.S. Krishnawat - Dy. GM (IR & Welfare) informed that the Company plans to plant around 2000 plants under the program on both the sides of the main road from

JK Welcome Board to Sharda Petrol Pump. Besides this, 10,000 saplings have been planted in urban and rural areas of Nimbahera and surroundings to beautify Nimbahera sub-division and create awareness about environment conservation.



## J.K. Cement Works, Nimbahera signs MOU with Rajasthan Aids Control Society

JK Cement Works, Nimbahera and Employer Lead Model (ELM), Rajasthan State AIDS Control Society, Directorate of Medical and Health Services signed a MOU to develop awareness about AIDS, its prevention and control among general public. The MOU includes jointly organizing special camps, blood testing, blood donation camps and workshops for protection, cure and prevention of spread of AIDS.

Apart from medical check-ups, services related to aids awareness, blood donation camps, etc. will also be made available by the plant in the future.



Representatives of Rajasthan Aids Control Society and Mr. S.K. Rathore - Unit Head after signing the MOU

## Free Vaccination Camp for Livestock - Mangrol

Under its livestock nourishment and protection campaign, the Company organized a free vaccination camp under its JK Gram Vikas Trust Scheme on September at Gram Panchayat, Mangrol. The doctors and Gopals vaccinated 134 animals of 53 animal owners for foot and mouth diseases, besides providing consultation. Also, anti worm

medicine and mineral mixture were given to them.



Mineral mixture and anti-worm medicines being given at the veterinary vaccination camp

## Annual Eye Camp - Gotan

J.K. White Cement Works, Gotan alongwith Lions Club Gotan organized the 31st Annual Eye Camp on 11th December at the Government Community Health Centre, Gotan.

Renowned ophthalmologist, Dr. Ratan Purohit and his team selected 120 patients to be operated from an OPD of almost 800. Patients were operated by FACO and microscopic technique at the 'Centre for Sight' at Ramrishi Laser Centre Jodhpur. The entire boarding and lodging expenses alongwith the transportation for the patients and their aides was taken care of by J.K. White



Cement Works, Gotan. Lions Club President, Mr. Diwakar Bishnoi - Sr. General Manager (Instt.) and Lions Club Secretary, Mr. Nitin Kaushik - DGM (Mechanical), alongwith employees organized and supported the entire proceedings of the event.

To ensure that maximum number of people can draw advantage of this eye camp, a jeep distributed pamphlets in the radius of 25 kms, announcing the same on loudspeakers.



## Blood Donation Camp - Gotan

A blood donation camp was organized on 20th November at JK White Cement Works, Gotan in the memory of Sir Padampat Singhania. The employees participated in good numbers and supported the noble cause. The camp was inaugurated by Mr. P.K. Sharma - DGM (Personnel & Liaison), who was accompanied by Dr. Ankur Arora - CMO and Dr. Shrey Jain from Mahatma Gandhi Hospital, Jodhpur.



65 units of blood were collected with the kind support of Dr. Jain and his team of doctors and medical assistants. Blood testing was done by Dr. Ankur Arora and team.



## Cancer Check Up and Awareness Camp for Women - Gotan

J.K. White Cement Works, Gotan is known for its unparalleled efforts towards employee care and its contribution to Corporate Social Responsibility. This time, the team at Gotan organized a Cancer Check-up and Awareness Camp for women on 10th and 11th December.

The female employees at the plants and from LKSEC colony attended the camp. The camp was conducted by a team of

doctors from Bhagwan Mahaveer Cancer Hospital, Jaipur. Mrs. Sushma Arora - Vice President (LKSEC), inaugurated the Camp on 10th December. Mrs. Arora, while addressing the audience expressed gratitude to the team of doctors for extending their support for this cause.

It was quite an informative programme and an awareness session was also conducted wherein the visiting doctors'

team gave an audio-visual presentation on Cancer Awareness. Dr. Ankur Arora and Dr. Umesh Sharma alongwith the dispensary team also assisted the visiting team during the program.



## Inauguration of Gotan Railway Station Platform

J.K. White Cement Works, Gotan took up the responsibility of laying Kota stone, polishing the platform and setting up 40 benches at Gotan Railway Platform on the request of D.R.M. - North-Western Railway, Jodhpur and in the interest of public at large. Mr. Anil Singhal - General Manager, North - Western Railway, Headquarter Jaipur (Rajasthan), Baba Garibbandhu Dasji Maharaj, Ramdas Shyamdas Samadhi, Gotan, Mr. Rahul Kumar Goyal - D.R.M. (Jodhpur Division), North Western Railway, Jodhpur, Mr. B.K. Arora - Business Head (White Cement) and

Mrs. Sushma Arora - Vice President (LKSEC), jointly inaugurated the platform on 3rd September for general public.

Members from the railway authority appreciated this contribution of the Company towards public interest.



## Plantation at Gotan Railway Station

North-Western Railway authority requested J.K. White Cement Works, Gotan to develop a green belt and a public garden near Gotan Railway Station. The Company took up the responsibility of cleaning unwanted garbage and brushes, levelling, fencing work, digging of pits for plantation and other necessary activities. A plantation program was conducted on 3rd September.

Mr. Anil Singhal, General Manager, North - Western Railway, Headquarter Jaipur (Rajasthan), inaugurated the program. Mr. Rahul Kumar Goyal - D.R.M. (Jodhpur Division), North Western Railway, Jodhpur, Mr. B.K. Arora - Business Head (White Cement) and Mrs. Sushma Arora - Vice President (LKSEC), planted trees during the activity.

Members from Railway Authority, key plant officials as well as students of LKSEC also planted trees. All the members planted saplings with their name plate with a promise to take care and nurture these plants.



Mr. B.K. Arora - Business Head, White Cement watering a sapling

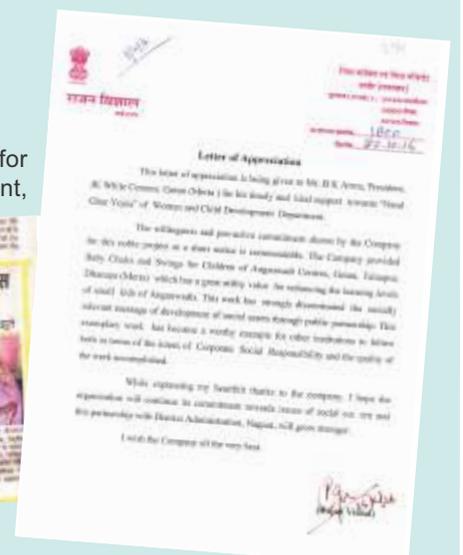


## Letter of Appreciation for Contribution towards Nand Ghar Yojna - Gotan

J.K. White Cement Works, Gotan was honoured with a 'Letter of Appreciation' for contributing towards 'Nand Ghar Yojna' of Women and Child Development Department, Govt. of Rajasthan.

The letter of appreciation was presented to Mr. B.K. Arora - Business Head (White Cement), for his timely and kind support towards Nand Ghar Yojna.

The plant provided chairs and swings for children of Anganwadi Centres, Gotan, Talanpur, Dhanappa which has great utility value for enhancing their learning. The project has helped spread a very relevant message of development of social assets through public partnership.



## Inuaguration of Safety Induction Room – Muddapur

Towards making the plant a zero accident plant, J.K. Cement Works, Muddapur installed a 'Safety Induction Room'. The Safety Induction Room has been installed at the main entrance gate of the factory, equipped with all required PPEs.



Outsiders will be allowed into the factory premises only after making them aware about the Safety guidelines and making them wear PPEs.



The room was officially inaugurated by Mr. R.B.M. Tripathi - Unit Head, on 17th December. During his inaugural speech he briefed everyone about the importance of safety at workplace and requested all employees to help the Company achieve the aim of zero accident at Muddapur.

## Swachh Bharat Abhiyan - Muddapur

Swachh Bharat Mission was launched throughout the length and breadth of the country as a national movement.

J.K. Cement Works, Muddapur has always striven to support causes for the benefit of society. Swachh Bharat Abhiyan was conducted near Administrative Building Premises, Packing Plant area and Residential Colony at Muddapur Plant. Mr. R.B.M. Tripathi – Unit Head launched the cleanliness drive at Plant premises as a part of our Hon'ble Prime Minister, Mr. Narendra Modi's initiative under the Swachh Bharat Abhiyan.



In his speech, Unit Head appealed to everyone for their wholehearted participation in the task of cleaning and requested active support of all to make Swachh Bharat a reality.

## Yoga for Better Living – J.K. Cement Works, Fujairah

To make the workplace healthier and to help the employees rejuvenate, J.K. Cement Works, Fujairah organized a Yoga camp for the staff. The Yoga camp was a good platform for everyone to release stress, overcome fatigue and focus on solutions. The camp also encouraged bonding amongst the employees.



## Medical Camp – Fujairah

J.K. Cement Works, Fujairah organized a Medical camp for employees in the plant premises on 22nd September. Employees attended this camp and got check-ups done with respect to RBS, body mass index & blood pressure.



## Corporate Social Responsibility

### Blood Donation Camp - Jharli

On the occasion of the birth anniversary of Mr. Yadupati Singhania – Chairman and Managing Director, the team at Jharli organized a blood donation camp on 29th September. The camp was inaugurated by Mr. Pukhraj Jain - GM (Commercial), in the presence of Jharli Team and members of Indian Red Cross Society, Jhajjar branch. 36 units of blood were donated by the staff members on the day. Also, to

mark the occasion a group of Jharli team members visited Baghot Gaushala, Bahu which gives shelter to 500 cows and calves and donated food for them.



Blood donation camp



Jharli Team members during the camp

### Free Medical Treatment Camp - Jharli

J.K. Cement Works, Jharli organized a free medical checkup and treatment camp at Jharli village in collaboration with Medicare Super Speciality Hospital, Charkhi Dadri on 17th November. Mr. Harish Agarwal - Unit Head, Jharli inaugurated the camp in the presence of Jharli Sarpanch, team of doctors, staff and villagers.

A team of 10 members from Medicare Super Speciality Hospital including General Surgeon, M.D. (Medicine), MS (Gyne), Hospital Camp Manager and their assistants and Jharli team members together made the camp successful.



Mr. Harish Agarwal - Unit Head along with staff during the camp



A doctor examining the patients at the camp

Village Sarpanch and the villagers appreciated the efforts of the Company. Around 250 villagers were checked and treated at the camp.

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Publisher : Nitish Chopra  
Head (Branding & Communication)  
nitish.chopra@jkcement.com

Printer : Brijbasi Artpress Ltd.

Owner : J.K. Cement Ltd.

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

Place of Publication : J.K. Cement Ltd., Padam Tower, 19 DDA Community Centre, Okhla Phase- I, New Delhi- 20

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Bi-Monthly House Magazine for free distribution