

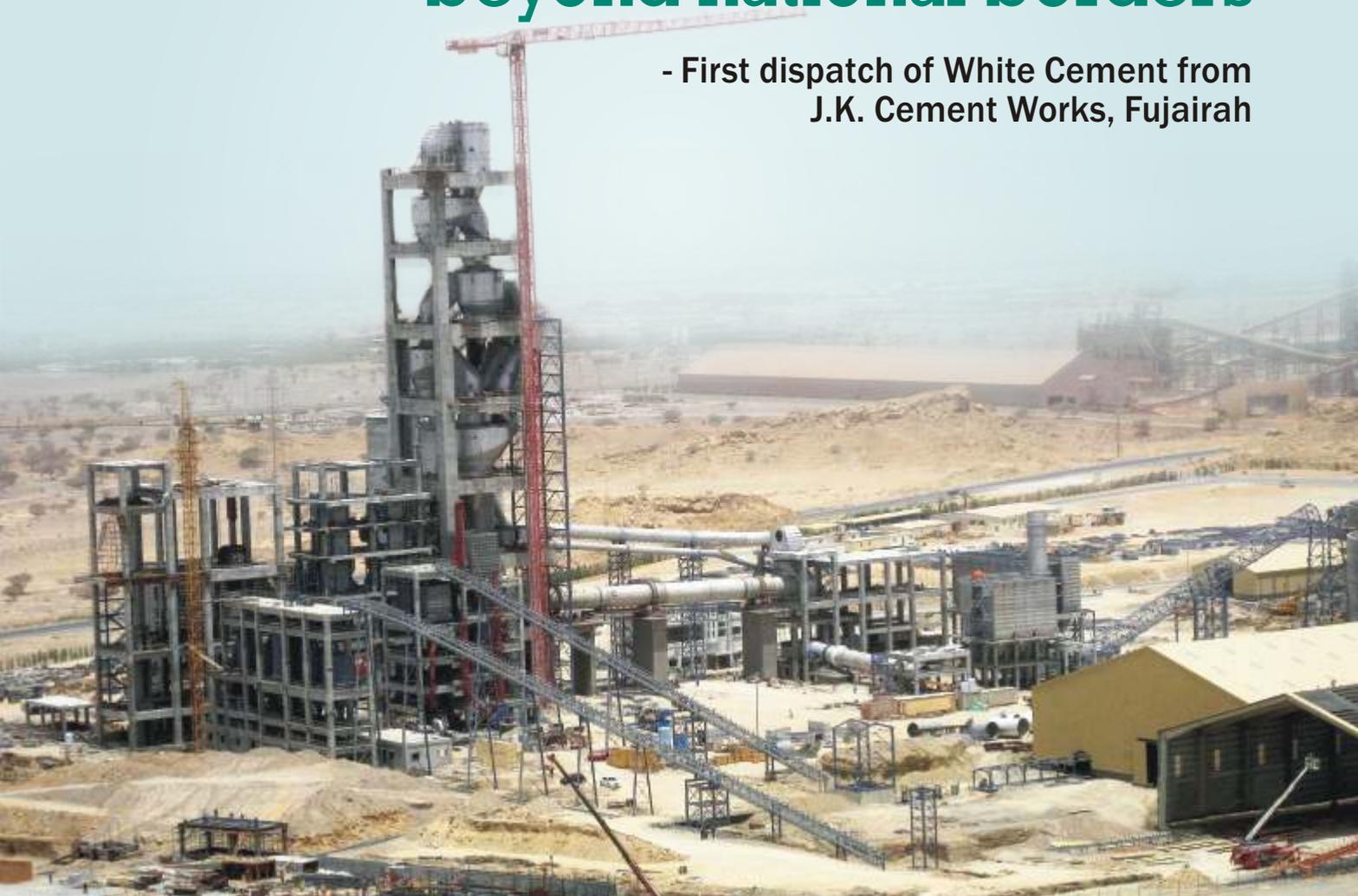
# JK spotlight



Mar.-Apr. 2014 Volume : 1  
Issue : 14

## Footsteps... beyond national borders

- First dispatch of White Cement from  
J.K. Cement Works, Fujairah



### HIGHLIGHTS

First Dispatch of  
White Cement from  
J.K. Cement Works, Fujairah



Annual Review  
Meeting 2014

JK Cement LTD.  
Annual Review  
Meeting 2014





## Online version of J.K. Spotlight in Hindi



Inspired by the overwhelming response that we have received for the J.K. Spotlight and in keeping with the many requests that we received, the editorial team has now launched this veritable communication platform in Hindi.

This voice of the entire J.K. Cement family shall be available bimonthly for download/ reading in Hindi on our website: [www.jkcement.com/spotlight](http://www.jkcement.com/spotlight)

So log on and enjoy reading!

### Inauguration of Drivers' Rest Shelter and Canteen - Nimbahera

J.K. Cement Works, Nimbahera has always been at the forefront of attending to social responsibilities, taking care of the well-being of employees and people associated with the organisation. In this regard, a new rest room and canteen for truck drivers was inaugurated on March 7 by the Chief Guest Mr. K.K. Jalori - Unit Head. Mr. M.L. Goyal - Sr. VP (Commercial, Nimbahera) and Mr. Arun Khurana - Sr. VP (Logistics, Delhi) were the Guests of Honour while Mr. S.K. Rathore - Head (Tech. & I.R., Nimbahera) presided over.



Mr. K.K. Jalori - Unit Head inaugurating the rest room for truck drivers

### Commencement of Clinker Despatches from Nimbahera - for Jharli Grinding Unit



Flagging off ceremony

Mr. K.K. Jalori - Unit Head flagged-off the first truck carrying clinker to our grinding unit at Jharli (Haryana) on March 7. Mr. M.L. Goyal - Sr. VP (Commercial, Nimbahera), Mr. Arun Khurana - Sr. VP (Logistics, Delhi), Mr. S.K. Rathore - Head (Tech. & I.R., Nimbahera) and Mr. R.B. Jain - Asstt. VP (Mgt. Audit & Logistics, Nimbahera), transporters and staff members of Logistics Department were also present on this joyous occasion.

FROM THE **editor's** desk**D**ear colleagues and friends,

The past financial year had been an overwhelming mix of crests and troughs, a year full of learning and re-thinks. I am certain that we shall be inspired by the lessons learnt during the past year to collectively work towards higher goals and even better performance.

The successful realization of a dream is always a reason to celebrate. With the first dispatch of White Cement from J.K. Cement Works, Fujairah, the longstanding dream of Mr. Yadupati Singhania - MD & CEO, of taking J.K. Cement Ltd. beyond international boundaries came to fruition. Flagging off the first dispatch was indeed a proud moment for the J.K. Cement family.

Looking back at the bygone year, and gearing up for the challenges that lie ahead, the J.K. Cement family got together once again for this year's Annual Review Meeting. It was a time for introspection as well as for renewing our vows to attain greater success.

We are proud to announce that in keeping with the continued requests we have been able to release the online, downloadable version of J.K. Spotlight in Hindi.

In the past two months various tours were organized for our esteemed stockists. During the Dubai and Turkey tour, our premium dealers and Company officials of White Cement got an opportunity to witness the impressive facilities at J.K. Cement Works, Fujairah UAE.

Our spotlight for this issue is on Mr. R.N. Chakravarti - Sr. VP (Technical, Udaipur) and Mr. Sarfarazbhai Malani, owner of Subhanallah Traders, Ratnagiri. Both these gentlemen have made vital contributions to the Company's success story.

I would like to thank you for your enthusiastic participation and hope you will find this edition of Spotlight both engaging and useful. I look forward to your positive response and continued participation.

Best regards,

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

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## Celebrations

# Holi Celebrations

The festival of colours was celebrated at various centres of the organization amidst great fun & frolic.

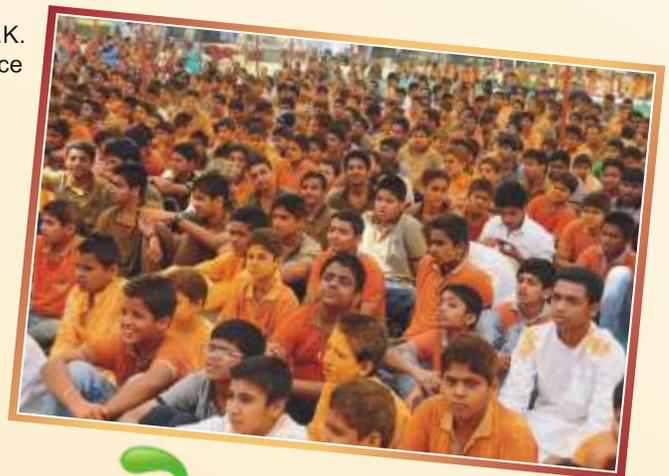
### PADAM TOWER



### GOTAN

Gotan has been celebrating Holi in a distinctive way for the past ten years, i.e. without *Gulaal* and colours.

The holi-dahan was performed on the eve of 16th March. Mr. B.K. Arora - President (Works) performed the Pooja, with the guidance and blessings of pandit Shri Rakeshji Maharaj from Mertacity and





Mahant Shri Garieb Dassji Maharaj of Ramdas Shyamdas Temple.

The employees and families of staff members of the Company and LKSEC and the students were also present. The respective head of departments were also present to grace the occasion.

At the Holi Milan programme, everyone exchanged holi greetings with sandal (*chandan*) and saffron (*kesar*) with *kewra* water. On this occasion, the students of L.K. Singhania Education Centre presented Holi *geet*, dance and poetry.



## NIMBAHERA & MANGROL

The Nimbahera family celebrated the festival of colours with great enthusiasm and joy. On this occasion, devotees performed a Vedic pooja of 'Holika' and thereafter put it on fire. Mr. M.L. Goyal - Sr. VP (Comml., Nimbahera), Mr. N.K. Mishra - Sr. VP (Projects, Nimbahera), Mr. S.K. Rathore - Head. (Tech. & I.R., Nimbahera), Mr. A.K. Srivastava - President and Secretary (Officers Club) and



Mr. Sushil Nagori along with a large number of colony residents participated in this celebration. Mr. Sushil Nagori appealed to everyone to play water-less holi. The programme ended with dinner and a game of houseie.

Plant officials along with family members assembled at Mangal Mandap and greeted each others with *Abir-gulal* amidst pulsating music.

At Mangrol, J.K. Club organized 'Holika Dahan' in the evening which was attended by Mr. S.K. Rathore - Head (Tech. & I.R., Nimbahera) and colony residents. This was followed by a film show and dinner. The next day "Dhulandi" was celebrated by employees and their family members with *gulal* and *dance*.



## Hanuman Jayanti Celebrations

### Nimbahera & Mangrol

J.K. Cement Works Mangrol celebrated "Hanuman Jayanti" – birthday of Lord Hanuman. The ceremony commenced with "Dhvajarohan" conducted by Mr. RBM Tripathi - GM (O & M, Mangrol) in the presence of employees on the Gumbad of Hanuman Temple. This was followed by recitation of SUNDAR KAND PATH by Mandali members. Employees prayed for peace and happiness for all.



The programme concluded with aarti & prasad distribution in the presence of Mr. C.P. Dak - Sr. GM, Mr. S.K. Burad - Sr. GM, Mr. M.P. Chaurasia - Sr. GM, Mr. Jayant Malhotra - GM, Mr. V.K. Bhardwaj - GM, Mr. D.C. Gupta - Dy. GM, Mr. A.K. Sisodia - Dy. GM and Mr. Amit Saraogi - Dy. GM. A large number of employees participated in this religious function.



Bajrangbali

### Jhajjar

Hanuman Jayanti was celebrated on 15th April with great enthusiasm at Jhajjar. 'Sundarkand Puja' is organized at the project site on every Tuesday evening, attended by company officials and staff members. On the auspicious day of Hanuman Jayanti all the plant officials assembled at the Jharli village Hanuman temple and executed the puja with all rituals and customs

## Chhepia Nada - Gotan

J.K. White Cement Works, Gotan had constructed a Hanuman Temple in the year 2000 in the campus of the old and famous Samadhi Sthal of Baba Narayandasji Maharaj. Since then, every year the Company celebrates the annual function of Murti Sthapana on 6 - 7th February. The temple, quite renowned in the area as the Chhepia Nada temple, is considered very sacred and is a symbol of immense faith for the locals in the vicinity of plant premises.

The entire campus was beautifully illuminated and Satsang and Ratri Jagran was organised for the locals. The ratri jagran whole night was started with reciting Sundarkand Path a chapter in the 'Ram-Charit-Maanas': the life story of Lord Rama, by a team of pundits from Merta city.

Mrs. Sushma Arora - VP (LKSEC) performed the Havan Pooja with the guidance and blessings of pandit Shri Rakeshji Maharaj from Merta city and Mahant Shri Garieb Dassji Maharaj of Ramdas Shyam das Temple. After the Havan Yagya, the Maha Prasad (*langar*) was opened for all the devotees.

Along with the employees of the Company, about 7500-10,000 villagers from Gotan and nearby villages participated in the function.



Mrs. Sushma Arora - VP (LKSEC) performing the puja

## Spotlight on Mr. R.N.Chakravarti

(Excerpts from an interview with Mr. R.N. Chakravarti - Sr. VP (Technical, Udaipur))

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

I started my journey with J.K. Cement Works, Nimbahera in February 1978 after completing my graduation in Mechanical Engineering. At that time, only the first kiln was in operation & the second kiln was under erection. For the first few days I worked for the first kiln and thereafter I was relocated by the Management to assist in erection of the 2nd kiln. At the end of 1979, I left J.K. Cement and worked for U.P. State Cement Corporation, Dalla and Rajshree Cement, Gulbarga. In December 1983, I got another chance to join J.K. White Cement Works at Gotan and re-started my journey with the organization. Initially, I worked for the erection and commissioning of the white cement plant and since then I have borne various responsibilities. In 1986, during an official visit to Kanpur, my stay was arranged at Kamla Retreat. It is a proud memory since employees were not eligible for the same at that point of time. Another memorable moment was when I was honoured for completing 25 years with the Company in the year 2008. Our Managing Director presented me with a memento in the presence of our Chairman. This was a moment of great pride and honour.

### Q.2) You have played a pivotal role in the planning of some key projects that the Company has set up. Please share with us some of the unique challenges you have had to face.

Every activity related to project or plant operation is a time bound activity and meeting the targets in a stipulated time period is a key achievement.

I remember one incident during the erection and commissioning period of the White Cement plant at Gotan. While executing the job, I once committed a mistake because of which we lost around 200 man days besides material loss. When I reported this mistake to my seniors, I was expecting a good dressing down from them but instead they asked me how we can make up for this time loss. It is commendable that while I and my juniors were seriously disturbed by this mistake, we were not taken to task for it. This incident also taught me that unintended mistakes are not always avoidable, but should be handled with a cool mind and proper planning.

### Q.3) You have also been involved in the research of important raw materials like limestone and the inspection of their viability. Please share with us your experience and learning.

In the last few years, I have been involved in locating new limestone deposits for green field cement project. For this purpose, I visited many places in Rajasthan, Maharashtra, Karnataka, Meghalaya, Himachal Pradesh & Uttarakhand. I also visited Kenya, Tanzania & Bhutan.

A new deposit for green field cement plant is always available in remote areas where access is not easy. At times, I had to walk a few kilometers to reach the area. These areas are always backward, underdeveloped and most of the time we are unable to communicate with the locals in their language.

On one expedition to locate limestone deposits in Karauli district (Rajasthan) we had an accident in the Chambal River, sinking a boat, causing a casualty of 12-15 people. In another instance, initially the locals were hostile towards us but after interacting with us they gave us sole rights to work on the site. This incident taught me the significance of establishing good relations with the local people.

### Q.4) You have been contributing to various functions from administration and Accounts to ISO, Customer Technical Services and Export Marketing. What drives each of your endeavours? Please share with us your experience of Team Management.

Basically, I am a Mechanical Engineer and was happy with my field job during my initial days. Thereafter the Management gave me different roles which were diversified in nature and entirely different from my specialization.

For developing each activity and implementing the same in full scale, a structured thought process & patience is needed, as the final picture is not clear at the initial stage.

We formed Customer Technical Services with 3 employees and today we have CTS executives in every state. Similarly, we started Export marketing at 3000 Tonnes per year and the same has reached 60000 Tonnes per year. All these achievements were possible only because of team work. Instead of blaming others for our failures, we have always identified the reasons and worked towards improvement. Retaining employees is crucial.



Mr. R.N. Chakravarti

## Spotlight on Mr. Sarfarazbhai Malani

M/s Subhanallah Traders, Ratnagiri

M/s Subhanallah Traders is one of our prominent dealers of Grey Cement South - Kolhapur region based at Ratnagiri. M/s Subhanallah Traders is a sister concern of Malani group which has diverse businesses like grocery, clothing, building material and construction. Mr. Sarfaraz Abdul Sattar Malani, the mainstay of Malani family, envisaged a long lasting business association with J.K. Cement and without any iota of doubt opted for dealership of J.K. Cement. He is associated with us since December 2009. Subhanallah Traders made a humble beginning with average sales of 750 MT PM in FY 09-10 and which has now increased to 2000 MT PM in FY 13-14.

### Q1. You have been associated with the Company since December 2009. How has your journey been thus far? What are your thoughts about the J.K. Cement culture and the people?

We are happy to be associated with J.K. Cement and the journey has been immensely satisfying. In our opinion, among the Cement Companies we have worked with, we have found J.K. Cement to be the finest organization as the work culture here is supportive and transparent. We always get a positive response and unstinting support from the Company and this is what makes the difference.

### Q2. In your opinion what is the customer perception about our brands? How did you deal with competition?

In today's scenario, customers are quite quality conscious. J.K. Cement has lived up to the expectations of customers due to its

superior quality and this has greatly contributed in gaining confidence of the customers. This is an era of intense competition. We have always been service oriented and maintain a customer friendly approach while dealing with competition.

### Q3. From a humble beginning you have emerged as a prominent dealer for the Company. What according to you is the key to your success?

We continuously endeavour to satisfy the needs of customers and this has been key to our success. We also believe in maintaining cordial relations with all the stake holders/business associates so that it mutually helps in expanding the business.

### Q4. What message/suggestions would you like to give to the J.K. Cement family?

J.K. Cement has emerged as a prominent brand in the market. Taking into consideration severe competition ahead we need to have more customer focused approach and have to be proactive so that J.K. Cement remains the first choice of the customer.

We wish all the success to the J.K. Cement family as we move on to new challenges. Though the road may be rocky and filled with difficulties, we know that together we can fight whatever challenges we face.



Mr. Sarfarazbhai Malani

## FLOWER SHOW - KANPUR

Kanpur Floriculture Society organised a flower show at the Lawn of Kamla Nagar Township, on 1st and 2nd March. The show was inaugurated by Mr. Yadupat Singhania - MD & CEO, J.K Cement Ltd.

The exhibition was divided into six sections with 95 categories in all. Hundreds of flower lovers reached the venue to see the show. From bougainvillea to candytuft, carnation, pansy, petunia and poppy, the flowering plants were placed under various categories. Even different seasonal flowers like rose, daffodils, tuberose and many more were a part of flower show this year.

The sub-categories of events were plants in pots, flowering annually in pots, fruits and vegetables, cut flowers, floral decoration and competitions of residential and farmhouse gardens. The entries were judged by Ex Head of Department – Horticulture, Agriculture University, Kanpur. 1st Prize was given to Kamla Retreat and 3rd Prize to Lawn of Ganga Kutti, MD House. Efforts of the Horticulture team lead by Dr. I.B. Shahi & Mr. R.K. Singh were appreciated.



## Felicitation Ceremony

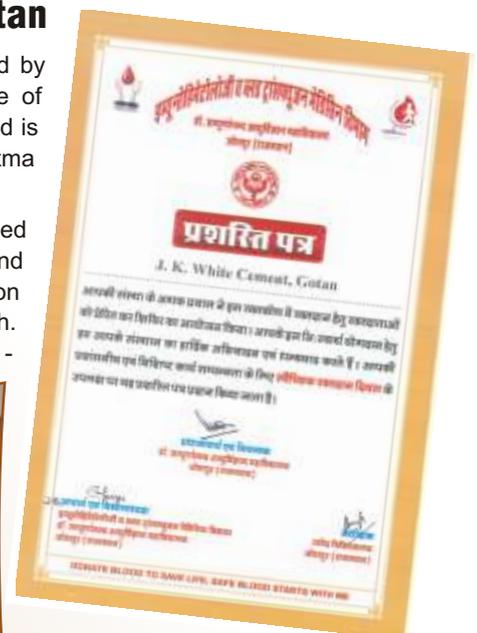
### J.K. White Cement Works, Gotan

The tradition of annual blood donation camps organised by J.K. White Cement Works, Gotan are now, in the wake of growing requirements, being organized bi-annually. The blood is collected by a team of doctors from the Blood Bank of Mahatma Gandhi Hospital, Jodhpur.

As a recognition of the efforts of J.K. White Cement, a felicitation ceremony was organised by the Blood banks of Mahatma Gandhi Hospital, Mathura Das Mathur Hospital and Umed Hospital, Jodhpur (Department of Immuno-hematology & Blood Transfusion Medicine of SN Medical College, Jodhpur) at Umed Hospital auditorium on 30th March. The function was attended by Dr. A.K. Saxena and Dr. Ankur Arora, where Dr. Vyas - Superintendent of Mahatma Gandhi Hospital, Jodhpur presented J.K. White Cement Works, Gotan with a letter of appreciation and a memento.



Dr. Vyas – Superintendent, Mahatma Gandhi Hospital, Jodhpur presenting the appreciation letter and memento to Dr. A.K. Saxena - Chief Medical Officer and Dr. Ankur Arora - Sr. Medical Officer



# Rendezvous with Special Executive



Winner Mr. Juned Khan - HR Department, J.K. Cement Works (Muddapur)

I was electrified to see my name as the winner of the Rendezvous with Special Executive contest in the MD Sir's birth anniversary special issue of Spotlight. My superiors and colleagues at Muddapur plant congratulated me for this achievement.

This was a golden opportunity for me to meet Mr. Raghavpat Singhania – Special Executive. I was informed over phone that my tickets had been arranged. I was so exhilarated to meet Raghav Sir, that during my long journey from Karnataka to Delhi time flew by. On reaching Delhi office, I was welcomed by Mr. Nitish Chopra - Head (Branding & Communication) and Ms. Shivapriya - Officer (Branding). I was both nervous and excited for the meeting with Raghav Sir. First of all I thanked Raghav Sir and the branding team who initiated this prestigious contest. Raghavji made me feel at complete ease. We started our conversation over a cup of coffee.

After a while, we moved to Hotel Crown Plaza for lunch. Sir shared his childhood memories with me which made me more comfortable in his presence. I was amazed by his amicable nature and humility. I briefed him about some unique initiatives undertaken at Muddapur plant such as Engineers Forum's Suggestion Scheme, zero cost Online E-Library and other employee engagement activities. We discussed varied topics such as centralized

recruitment process, branding, marketing & customer helpline, pioneering training and development, employee satisfaction, policies and R&R (rewards & recognitions). Raghav Sir explained many HR related aspects and also highlighted his expectations from the department which will surely help me in my work.

It was a privilege and a matter of immense pleasure to be a part of Rendezvous with Special Executive. I am thankful to the Branding team for the exceptional hospitality and arrangements. I would encourage each and every member of the J.K. Cement family to participate in this contest because "Your I Can is more important than Your IQ"



Mr. Raghavpat Singhania presenting Mr. Juned Khan with a memento



L to R: Mr. Nitish Chopra - Head (Branding & Communication), Mr. Raghavpat Singhania - Special Executive, Mr. Juned Khan - HR Department & Ms. Shivapriya - Officer (Branding)

# Winner

## ANNUAL REVIEW MEETING 2014

*The Annual Review Meeting this year, was a time to reflect on the year gone by and look forward to a new year filled with challenges and opportunities.*

*The year 2013 – 14 has been inundated with trials and tribulations, peaks and troughs and above all else it has been a year full of learning. The J.K. Cement family got together once again to introspect and renew their vows for achieving even higher goals in the coming year.*

### White Cement

This year's Annual Review Meeting for White Cement division was held at The Oberoi, Gurgaon. Summing up a challenging year for the Industry, it was an occasion for the White Cement team to regroup and gear up to face new challenges ahead.

The celebrations that have become a part of these meets were also not missing. The team was taken to the Kingdom of Dreams, India's first live entertainment, theatre and leisure destination, where they were treated to a whole new experience. They were exposed to a Broadway experience through the live Bollywood musical Zangoora - The Gypsy Prince, a musical extravaganza. In Culture Gully, the Arts, Crafts and Food Boulevard at the Kingdom of Dreams, the



The trophy for the Best Striker being presented to Mr. Puneet Agarwal - DGM (Marketing, Lucknow) by Mr. A.K. Saraogi - CFO & President (CA)



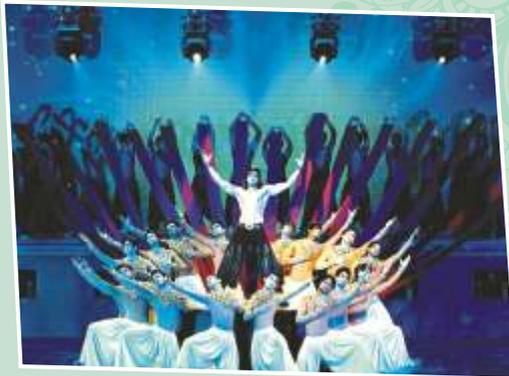
Bowling Champions



team witnessed a Qawwali performance.

A unique team building exercise was introduced during this Review Meet. The group was divided into teams and participated in bowling. It was a first-time experience of the game for many in the group.

Dinner was organized at Sahib Sindh Sultan, a unique setting with a theme based on a first class train in British era. With waiters dressed up like train pantry car servers, instrumental music filling the air, it was indeed a royal dining experience.



## Grey Cement

The Annual Review Meet for Grey Cement North was held at the Central Marketing Office, Padam Tower. With two new plants starting off, at Jharli and Mangrol, this will be a very important year for the team. The Meet was intended at setting new targets and standards. Discussions also focused on the steps necessary to ensure proper channels for distribution and sale of the

increased produce from the two new plants, to cater to the new markets.

The Annual Review Meet for Grey Cement South was organized at the The Westin, Koregoan Park. Discussions focused on the way ahead to meet the challenges of the market & network expansion. The conference was followed by a lively and entertaining DJ party.



Grey Cement North Team



Grey Cement South Team

*Taking important lessons from the past year, we, at the J.K. Cement family hope that we can collectively work together towards higher goals and even better performance.*



## Off Site

### Stockist's Visit to J.K. White Cement Works, Gotan

Three teams of stockists visited J.K. White Cement Works, Gotan from 6th to 10th March. The teams consisted of 50 to 120 stockists from MP and UP. They visited Gotan to understand the cement manufacturing process and the Company's future plans of market expansion. The MP team visited on 6th March and had around 90 stockists from Jabalpur, Bhopal, Gwalior, and Indore regions. The UP team that visited on 8th March and 10th March consisted of around 71 stockists from UP West and 122 stockists from UP East.

The group was welcomed by Mr. B.K. Arora - President (Works), Mr. Rajeev Sharma -

VP (Technical, Gotan) and Mr. C.P. Jhagdawat - VP (C&A, Gotan).

Mr. K.N. Pandey - Head (Quality Control, Gotan), Mr. Nitin Kaushik - Head (Mechanical, Gotan) and Mr. VS Rathore - Deputy Manager (Planning, Gotan) and Dr. Ranjeet Bagariya - Environment explained the basics of cement manufacturing and accompanied the team for a plant visit to exhibit the practical dynamics of cement manufacturing. The team of HODs took the guests through Centralized Control rooms and Packing Plants and Mr. Pandey explained the dynamics of quality control to the group in the Quality Control lab.

The group got insights on production and management. The visit acquainted them with not only cement manufacturing process but also the incorporation of modern technology and competitive advantage through cost reduction methods.

Post the plant visit and school visit, the teams proceeded to Jodhpur for sightseeing.



### Singapore Tour - White Cement

#### 26th Feb - 2nd March



Company officials and dealers during the tour organised from 26th Feb - 2nd March

#### 27th Feb - 3rd March



Company officials and dealers during the tour organised from 27th Feb - 3rd March

#### 18th - 21st April



Company officials and dealers during the tour organised from 18th - 21st April

## Europe Tour - Grey South



Company Officials & dealers in Amsterdam during the tour organised from 7th - 13th March

## Thailand Tour - Grey South



Company officials and dealers during the tour organised from 3rd - 7th March

## Dubai & Turkey Tour - White Cement



Company Officials and Dealers during the tour organised from 13th - 20th April



Dealers during the tour organised from 16th - 23rd April

## Dealers visit to J.K. Cement Works, Fujairah

During the Dubai and Turkey tour, some of our most premium dealers got the opportunity to visit J.K. Cement Works, Fujairah UAE. In two groups, dealers and company officials visited the plant on 17th and 20th April. Highly impressed by the state-of-the-art facilities at the plant, the dealers termed it as a very fructifying visit.

17<sup>th</sup> April



20<sup>th</sup> April



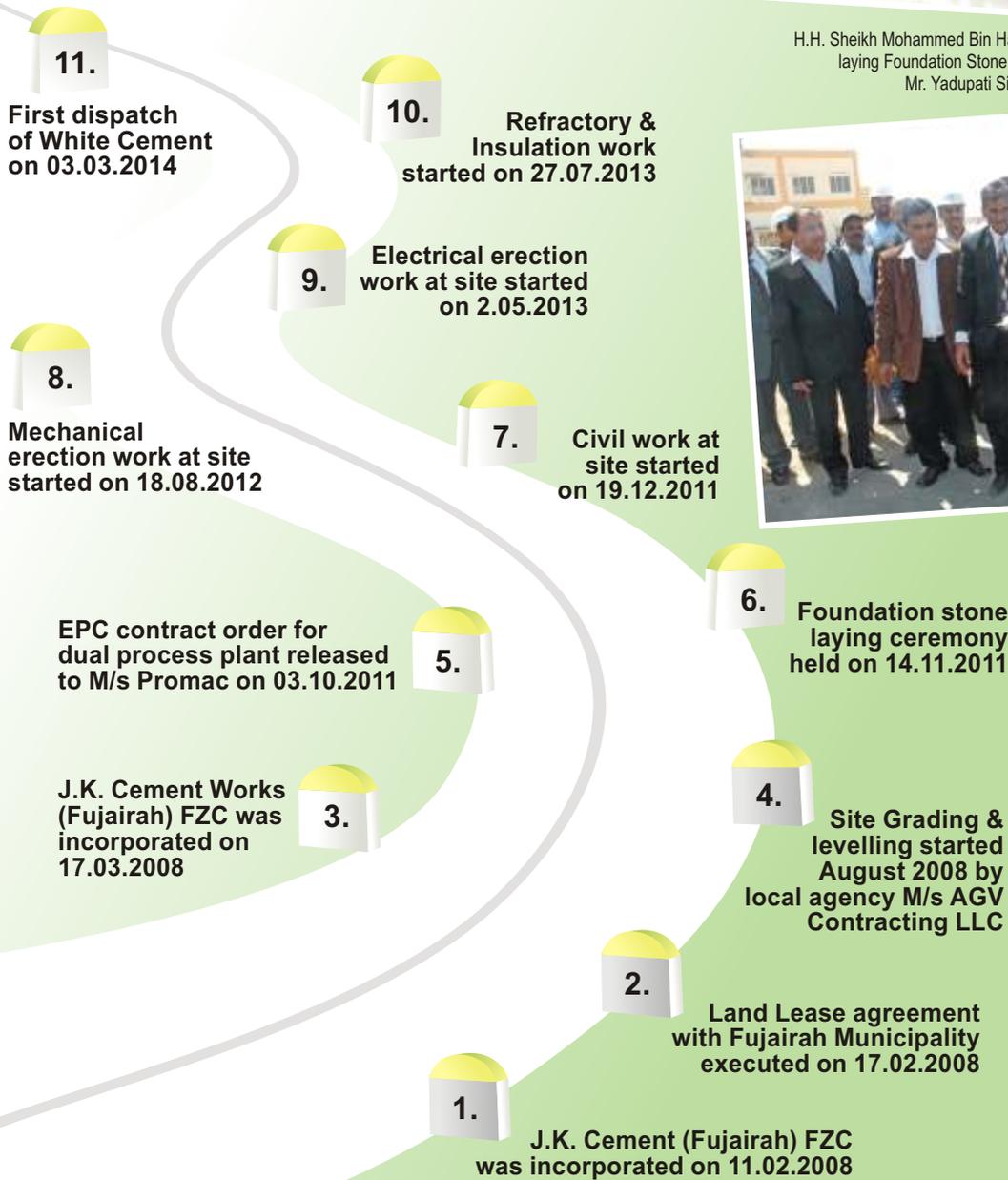
# A New Beginning: On Foreign Shores

## First Dispatch from J.K. Cement Works, Fujairah



H.H. Sheikh Mohammed Bin Hamad Al Sharqi - Crown Prince of Fujairah laying Foundation Stone of J.K. Cement Works, Fujairah alongwith Mr. Yadupati Singhania - M.D. & C.E.O, J.K. Cement Ltd.

### J.K. Cement – Fujairah Chapter: A Timeline



Taking the Company beyond the Country's shores has been the long nurtured dream of Mr. Yadupati Singhania – MD & CEO, J.K. Cement Ltd. He envisioned J.K. Cement Ltd. leaving its imprints on the international market and emerging as a significant player.

This dream was realized with the

setting up of the Company's maiden overseas plant at Fujairah, UAE. Set up in technical collaboration with Taheiyō Engineering Corporation of Japan, the plant has the flexibility to produce 100% white cement, a mix both of white cement and grey cement or 100% grey cement, depending upon the market demand.

It was a proud moment for the J.K. Cement family as the first truck load of White Cement was flagged off from the plant on 3rd March. Several dignitaries from IDBI Bank & Fujairah Government had graced the function with their presence. IDBI Bank's Chairman & MD, Mr. M.S. Raghavan along with Fujairah Municipality Director General- Mr M. Saeed Al Afkham, Fujairah Municipality Technical Head - Mr. Sohail Iqbal, Fujairah Natural Resources Corp, Director General Mr. Ali Mohammed Qasim, Dr. Ibrahim Saad, Director of JKCWF and Mr. Abdul Ghafoor, well known businessman of Fujairah jointly flagged off the first truckload of white cement which was donated to a charitable organisation. Special Executives, Mr. Raghavpat Singhania & Mr. Madhavkrishna Singhania along with Mr. A.K. Saraogi - CFO & President (CA), Mr. B.K. Arora - CEO (UAE Operations) & President (J.K. White Cement Works, Gotan), Mr. D. Ravisankar - President (Projects) and Mr. N. Gowrishankar - Vice President (J.K. Cement Works, Fujairah) hosted all the dignitaries on behalf of J.K. Cement. After Mr. Raghavpat Singhania extended a warm welcome to all the dignitaries, a traditional *aarti* was performed before the first truck was dispatched.

It was a prominent step towards expansion, an enthusiastic beginning of a promising endeavour.



Eng. Mohamed Saif Al Afkham - Director General (Fujairah Municipality) flagging off the first dispatch along with Mr. M.S.Raghavan - Chairman & Managing Director (IDBI Bank). Standing next to Mr. Raghavan is Mr. N.S.Venkatesh - CGM (IDBI Bank). The second flag is being waved by Dr. Ibrahim Saad - Director (J.K. Cement Works, Fujairah) & Mr Abdul Ghafoor Behroozian





## WINNING ENTRY

### THE EMERGING POWER OF SOCIAL MEDIA

"In digital space, attention is currency. We earn it, we spend it." - Brian Solis, clearly states the power of social media.

Social media is a collection of various internet based platforms where people come together to share information, chat, socialize, submit their opinion and take actions.

The audience attention is shifting from regular print and broadcast media to online channels. Latest buzz is "You are what you share, traditional values have become netiquette."

When comparing products and service providers, customers prefer to be guided by information from friends, peer group and personal contacts rather than a company's brochure or TV commercial.

Interpersonal influence of social media group members helps in facilitating the decision making process. Users are more likely to buy a product/service if they have read positive comments on the social media from other individuals sharing the same web platform. Social media users have become smart and can smell a deceitful selling strategy sitting

at home or office having the tools to transmit the bad or good at lightning speed. Individuals develop a desire to improve self-image by association with a reference group.

Social media, today, cannot be ignored, as it has become a powerful tool, connecting the Company, clients and the Community to which the client belongs. It has now become a permanent feature of any campaign just like marketing of products, services, views, ideologies etc because of its great potential of reaching prospective network of clients.

Inexpensive social media is now being extensively used by MNCs, Industries, institutes and political parties with each having a Facebook page and Twitter account. This helps in attracting new clients, staff, students and voters.



"Follow us on Facebook/Twitter" is now as common a mode of propaganda as website, e-mail, address and phone number on visiting cards. It serves as ample proof of how powerful the influence of social media is.

**Mr. Mrityunjay Kumar**  
Civil Engg. Dept.  
Muddapur

### Winning Entries

1st Runner Up  
**The emerging power of Social Media**  
Mr. Suresh Kumar  
Sr. Officer (S.S.), Muddapur

2nd Runner Up  
**The emerging power of Social Media**  
Mr. DD Purohit  
Manager (VAP), Gotan

### Participating Entries

#### Business and Ethics do not go together

1. Mr. Francis Xavier - G.M. (Commercial), Muddapur
2. Mr. Mrityunjay Kumar - Civil Engg. Dept., Muddapur

#### Emerging Power of Social Media

Mr. Robin Gupta - Sr. Engineer (Mechanical), Muddapur

The topics for July '14 issue are:  
(Max 300 words)

1. Your expectations from the new Central Government
2. Consolidation in the Cement Industry - Threat or Opportunity

Last date for submission of entries is  
**1<sup>st</sup> July, 2014**

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

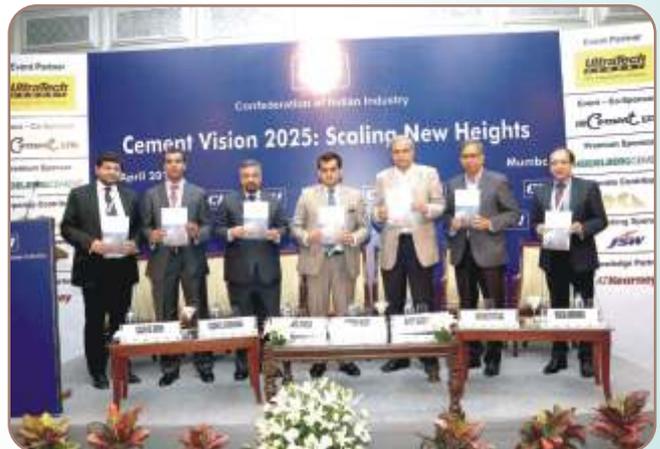
\*Decision will be taken as per the discretion of the Editor.  
Please send original articles only to avoid copyright violation.

## CEMENT VISION – 2025

The Confederation of Indian Industry released a report titled 'Cement Study – Vision 2025' on 30th April in Mumbai. The launch event included in-depth discussions on important parameters highlighting the Cement Industry's contribution to economy, employment and nation building, based on the study - Vision 2025. The discussion was also aimed at establishing a concrete roadmap that the Cement Industry needs to embark on in order to move to the next level and equip itself to overcome the challenges that lie ahead.

Mr. Madhavkrishna Singhanian – Special Executive, J.K. Cement Ltd was one of the keynote speakers at the launch. He spoke at length about 'Increasing adoption of cleaner sources of energy' with special emphasis on Waste Heat Recovery Plants and Alternate Fuel Resources. The event saw participation of key personnel from prominent cement companies like UltraTech, ACC, Ambuja Cements, Binani, Zuari and others.

Mr. Madhavkrishna Singhanian - Special Executive addressing the gathering



### In the News

**Cement makers must invest ₹3 lakh crore by 2025: CII**

India's cement industry, the world's second largest, needs to invest ₹3 lakh crore by 2025 to meet the growing demand for cement. The Confederation of Indian Industry (CII) has released a report titled 'Cement Vision 2025' which outlines the industry's contribution to the economy and the challenges it faces. The report says that the cement industry's capacity is expected to reach 400 million tonnes by 2025, up from 250 million tonnes in 2013. To meet this demand, the industry needs to invest ₹3 lakh crore in new capacity and technology. The report also highlights the need for the industry to focus on energy efficiency and waste management to reduce its carbon footprint.

**सीमेंट विनिर्माता करेंगे 3 लाख करोड़ रु. का निवेश**

भारत के सीमेंट उद्योग में 2025 तक 3 लाख करोड़ रुपये का निवेश करने की आवश्यकता है। यह निवेश नए उत्पादन क्षमताओं और तकनीक में है।

**निर्माण क्षेत्र की वृद्धि महत्वपूर्ण**

मुंबई। औद्योगिक नीति एवं संवर्धन विभाग (डीआईपी) के सचिव अमिताभ कांत ने कहा कि अगले तीन दशक में सीमेंट उद्योग में 20-25 प्रतिशत वृद्धि दर हासिल करने के लिए निर्माण क्षेत्र को मजबूत बनाने की जरूरत है। उन्होंने सीआईआई के एक कार्यक्रम में कहा कि अगर अगले तीन दशकों में सीमेंट उद्योग की वृद्धि दर 20-25 प्रतिशत करनी है तो यह जरूरी है कि निर्माण क्षेत्र की वृद्धि दर कम से कम 14-15 प्रतिशत हो जबकि जीडीपी वृद्धि दर दौरान 8-9 प्रतिशत सालाना होनी चाहिए।

**Cement sector reeling under cost pressure**

With prices not keeping pace, margins hit

The cement industry is reeling under the pressure of rising costs, particularly for raw materials and energy. The industry's margins have been squeezed, and it is struggling to maintain profitability. The report highlights the need for the industry to focus on cost reduction and efficiency improvements to remain competitive in a market that is becoming increasingly price-sensitive.

**Cement sector seeks support**

Mumbai: High taxes and the rising imports of cement at zero duty from Pakistan are hurting the growth of the cement industry where investment is needed. Talking of the challenges facing the industry at the function for the release of the report, Mr. Madhavkrishna Singhanian, Special Executive, J.K. Cement Ltd, said that the industry needs government support to overcome these challenges. He called for a reduction in taxes and the imposition of a duty on cement imports from Pakistan to level the playing field.

**Mfg growth key to cement industry, says DIPP**

PNS ■ MUMBAI

The manufacturing sector needs to be strengthened to achieve 20-25 per cent growth in industry over the decades, a senior official said here on

Manufacturing industry has to grow by 1 per cent, it is manufacturing at least 14-15 per cent every year. The industry needs to be strengthened to achieve 20-25 per cent growth in industry over the decades, a senior official said here on

**CEMENT HEADS FOR CONCRETE GROWTH**

25-27	385-415	185	40-45%	70%	30%
Capacity projection 330-380					
240-270					
₹ 3					

The factors: The report highlights the need for the industry to focus on energy efficiency and waste management to reduce its carbon footprint. It also calls for government support to overcome the challenges of high taxes and zero-duty imports.



## PEOPLE POWER TRAINING PROGRAMMES

### RTC Activities: APRIL

#### 1. Specialized Training Program on 'Operation & Maintenance of Gearboxes And Alignment' at Birla White: April 04 -05

A two days specialized training program on 'Operation & Maintenance of Gearboxes and Alignment (LW 14)' was organized for Technicians / Supervisors / Engineers from Birla White Cement. Thirty-four participants attended the program. In the inaugural session Mr. H R Kapoor - Unit Head and Mr. P Mallesh - Head (Mechanical) discussed about the program framework and expectations of participants from the training program.

The important learnings from the course which can be implemented at respective plants in post-training stage:

- Gearbox failures
- About backlash measurement
- Gearbox adjustments
- Tooth print of gearbox
- Lubrication and Alignments of gearboxes
- Gearbox inspection and maintenance
- Marking – During gearbox maintenance

#### 2. Training Program on 'Electrical Energy Conservation & Management': April 09 - 10

This two days training program was conducted for Engineers/Supervisors on April 09-10. Eleven participants from Aditya Cement, Trinetra Cement,



Participants from the training program

Sanghi Cement, J.K. White Cement, J.K. Cement Works, Nimbahera and Mangrol attended the program. RTC faculty Mr. M C Upadhyaya - Birla Cement and Mr. O P Rathore - Vikram Cement were the faculty at the program.

Significant points learnt during the program and desired to be implemented in daily operations:

- With the help of new technology save electricity
- SPRS System
- Energy saving by power factor improvement.
- Energy Audit
- VFD



Training Program

#### 3. Training Program on 'Operation & Optimization of Kiln & Coolers': April 14 - 16

Sixteen participants from Trinetra Cement, Wonder Cement, Birla Cement, Sanghi Cement and J.K. Cement attended a three days training program on 'Operation & Optimization of Kiln & Coolers' organised for Engineers / Supervisors from April 14-16. A team of RTC faculty conducted the program. The key takeaways from the course were :

- Raw mix preparation
- Cooler balance and fuel combustion
- Refractory Types & uses
- Trouble shooting
- Reduce heat losses
- Burner pipe position
- Data collection
- Raw mix design
- Heat Balance
- Fuel management

#### 4. Management Program on 'Inter-personal Skills' : April 15

A one day management program on 'inter personal skills' was organised for frontline/ middle management executives on April 15. Fourteen executives from



Program on Electrical Energy Conservation and Management in progress

J.K. Cement Works, Nimbahera and Mangrol attended the program. Mr. S.K. Udaiwal - Management Consultants, Bangalore was the faculty at the program.

**5. Management Program on 'Continuous Improvement Techniques': April 22 - 23**

A two days management program on 'Continuous Improvement Techniques' was conducted for Managers/Engineers on April 22-23. Fourteen participants from J.K. Cement Works, Nimbahera and Mangrol attended the program. Mr. Suneel Rahator - Facilitator, Trainer and Consultant (Six Sigma) and Total Quality was the faculty at the program.

**6. Training Program on 'Operation & Maintenance of Electronic Packers & Its Auxiliaries': April 24 - 26**

A three days training program on 'Operation & Maintenance of Electronic Packers & Its Auxiliaries' was conducted for Supervisors/Technicians during April 24-26. Nine participants from Aditya Cement, Birla Cement, Wonder Cement, J.K. White Cement and J.K. Cement Works, Nimbahera and Mangrol attended the program. A team of RTC faculty conducted the program.

**EMPLOYEE OF THE MONTH**

White Cement Marketing Team awards the 'Employee of the Month' to the top performers in their respective zones every month. Here we have the winners for the month of March & April.



1. Mr. Daljeet Singh - ME Jalandhar
2. Mr. Vikas Dwivedi - ME Faizabad
3. Mr. Sudeep Shrivastava - ME Chindwada

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

**New Joinees  
Mar. - Apr. 2014**



**Mr. M.S. Shekhawat**  
Head (Employee Relations)  
Nimbahera



**Mr. B. Srinivas Acharyulu**  
Sr. General Manager (Commercial)  
Nimbahera

\* Manager level & above only.

## STOCKIST'S CORNER

### Annual Sub Dealer Meet - Indore (Grey Cement North)



Mr. Sunil Jain DGM (Marketing, Rajasthan) awarding one of the top performing dealers at the meet



### SDA JAIPUR (White Cement)



From Left to Right - Mr. Sandeep Pareek - ASM (Projects), Mr. Manoj Kulshrestha - Zonal Head (CTS), Mr. Kamlesh Kumar - Manager (Mktg, Rajasthan), Mr. Laxman Singh - ASM (Mktg) at the meet organised on 23rd February



Mr. Kamlesh Kumar presenting award for Highest sales in White Cement to Mr. Arun Jhalani of M/s Jhalani Traders, Jaipur

## Synchronization of 25 MW Captive Power Plant at Mangrol

Synchronization of 25 MW Captive Power Plant for our new 5000 TPD Cement Plant at Mangrol was conducted on 11th April with Coal Firing and 3 MW Load on TG Set.

The 25 MW Captive power plant and 10 MW Waste Heat Recovery power plants will fulfill most of the power requirement of our existing as well as new cement plant.

This will benefit the company multi-fold, ushering in a new era of growth and success.



Synchronization team on the job

## Road Show Campaign - Haryana

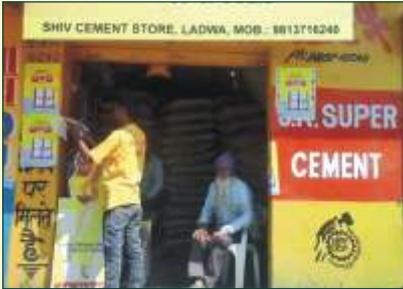


With the upcoming plant in Jharli, Haryana for Grey Cement, Marketing Department wanted to strengthen our presence in the existing areas and also increase our reach in the newer markets.

A high pitch on-ground activation was carried out across Haryana for 60 days to increase the recall value and make a strong connect with the end consumer through a customized and out of the box campaign.

department played a crucial role in the success of the road show right from concept to providing valuable inputs and execution of the campaign.

The plant officials at J.K. Cement Works, Jharli were excited about this unique campaign involving the canter and the road show conducted to promote the jharli plant.



The campaign saw a lot of firsts: a unique canter, open on three sides played host to the rural road show. The sheer size and sight of the 10 ft. high, bag shaped,

rotating product replica, keeping focus on J.K. Super Cement at all times, attracted a lot of attention. Singers performed various songs, including a customized Ragini, integrating local flavour and highlighting our product and its attributes created a fun and lively environment. The customization with respect to the state of Haryana made a strong connect. The magic show with brand incorporation was thoroughly enjoyed by both adults and kids.

A walking inflatable in the shape of our product bag which would dance, shake hands and talk was a joyful experience. Nukkad natak which highlighted the importance of selecting the right cement with a twist of comedy had the audience in splits in no time. Games were designed to promote team coordination, sense of competition and presence of mind. The marketing



The response to the campaign was phenomenal. At every location 3 - 4 retailer or dealer shops were decorated with POP material like bunting, sold here stickers and posters. Around 177 villages and towns were



covered through the campaign with over 14892 people contacted. The gifts, like key chains and pens, given away to the participants were also appreciated alot. Mr. Subroto Ganguli – G.M. (Marketing, Haryana) remarked, "The Campaign has generated excellent mileage in every nook and corner. It has been an appropriate prelude before the production begins at Jharli. The road show deserves all the praise and accolades"

Dealers were very happy with the efforts put in by the Company and the importance given to their suggested areas and territory. They gained confidence that measures were taken to support their promotions. Approximately 2600 hot leads were generated, while many queries for Dealerships and Sub Dealerships were also received.



## EVENTS

## CONVOCATION 2014

### JK Centre for Technician Training, Kanpur

The Convocation ceremony of the 9th session of Electrician & Mechanical Fitter along with 4th batch of Mobile Technician & 7th Batch of Industrial Welder Course of JK Centre for Technician training was organized on 28th Feb at Kamla Nagar, Kanpur. In all, 70 assessment sheets were distributed to the pass out trainees of Electrician, Mechanical Fitter, Industrial Welder & Mobile Technician courses.

Dr. Rakesh Premi - Director (GHSIMR) graced the occasion as the Chief Guest and distributed the assessment sheets to 32 Trainees of Electrician & Mechanical Fitter along with Outstanding performance & scholarship cheque to Mr. Saurabh Kumar, Mr. Chaman Baboo, Mr. Umakant Yadav & Mr. Simpreet Singh. Mr. A. K. Pandey - Principal (JKITC) distributed the assessment sheet to the Industrial Welders.

Mr. Lalit Khanna, Head of Operations briefed all present about the Institute and its achievements & informed that more than 95% trainees of this batch were already placed in the Industry and the placement of remaining candidates was under process. Mr. Ashutosh Tiwari - Manager (JKITC) presented the vote of thanks.

The Institute has signed a contract with UP Skill Development Mission for imparting training to the candidates of Kanpur in Electrician, Fitter, Welding & Mobile Technician. The program was also attended by Mr. Md. Umar, Mr. Sachin Awasthi, Mr. Naresh, Mr. Uday Beer & team members of JKCTT.



### Gaur Hari Singhania Institute of Management & Research, Kanpur

GHS-IMR celebrated its 18th Convocation on 29th April. The ceremony started with the academic procession which was graced by Chief Guest - Dr. Ravikant - Vice Chancellor, King George's Medical University, Lucknow; esteemed members of the Governing Council of GHS-IMR, Mr. A.K. Saraogi - CFO & President (CA), J.K. Cement Ltd., Mr. Anil Agarwal - Sr VP (Tax & Management Services), J.K. Cement Ltd., Mr. R.K. Agarwal - Managing Director, Netplast Pvt. Ltd., Dr. (Prof.) Rakesh Premi - Director, GHS-IMR and faculty members of the institute.

The program started with the customary Saraswati Vandana and lighting of the lamp. Mr. Saraogi declared the Convocation open. The welcome address of the Honourable Chairman Mr. Yadupati Singhania was read out by Mr. Saraogi in which the efforts made by the institute in the field of academics was appreciated by the Hon'ble Chairman.

72 students of the 18th batch of Full-time students were conferred their degree. The ceremony concluded with vote of thanks followed by the National Anthem.



Release of the book - 'Brand Craft'



Dr. Ravi Kant - Vice Chancellor, King George's Medical University addressing the students

## NATIONAL SAFETY DAY

### GOTAN

At J.K. White Cement Works, Gotan, various contests were organised for employees such as poetry, essay writing, slogan writing and poster making during the safety week. The theme for all these contests was 'Safety'. Apart from the accident and fire mock drills, safety awareness and demonstrations were also conducted along with departmental and interdepartmental meetings on issues related to safety. A meeting was also held to felicitate the winners of various contests. Mr. Rajeev Sharma - VP (Technical, Gotan) addressed the audience highlighting the importance of the commitment of employees to work safely throughout the year and the necessity to ensure the integration of Organisational health and safety in work culture and lifestyle. Mr. C.P. Jhagdawat - VP (C & A, Gotan) and Mr. P.C. Jain - VP (Stores & Accounts, Gotan) were also present along with the respective departmental heads. The audience took the safety pledge with Security chief Mr. R.K. Sharma. The program concluded with demonstrations on fire fighting techniques, precautions and the uses of fire extinguishers by Mr. R.K. Sharma.



Mr. C.P. Jhagdawat - VP(C & A) felicitating  
Mr. B.R. Yadav - Manager (Mechanical)



Mr. Rajeev Sharma - VP (Technical) felicitating  
Mr. Dinesh Jangid - Quality Control.



Demonstration on fire fighting

### MUDDAPUR

J.K. Cement Works, Muddapur saw a week-long celebration on the occasion of National Safety Day. The Safety Week programme was organized by Mr. Nishant V. Hosur - Assistant Manager (HR, Muddapur). Mr. S. K. Jain - Head (O&M, Muddapur) was the Chief Guest at the programme. Safety Flag was hoisted followed by oath taking. Mr. M. Ramappa, Mr. S.K. Das, Mr. Girish J. Bakshi, Mr. K. R. Choudhary, Mr. K. C. Khandelwal and many other senior executives were present on the occasion.

While addressing the gathering, Mr. S. K. Jain appreciated the efforts and safety drive practised at J.K. Cement Works, Muddapur. He further insisted that it should be made more effective by spreading the basic safety knowledge alongside work process to meet the target of 'Zero Accidents'. A number of activities were held during the safety week such as visual training sessions, slogan writing, poster making competition etc. The participating plant staff were awarded prizes as a token of appreciation.



### JHAJJAR

The 43rd National Safety Day was celebrated on 4th March at J. K. Cement Works, Jharli. Safe and healthy working environment for all the workers is the moral duty of the employer and also the fundamental human right.

On this occasion, J.K. Cement Works Jharli arranged banners displaying safety measures. National Safety Day badges were worn by the officials. All site workers attended the proceedings. Safety pledge was taken by all the workers and officials present on the occasion. Addressing the gathering, Officials and Engineers highlighted the importance of safety in human life and urged all personnel to follow safety rules while working in order to avoid unfortunate incidents. They also emphasized on wearing helmet, safety belts and shoes & urged the workers to make it a habit. Mr. Harish Agarwal - Unit Head gave away prizes to some workers.



## Visit of Doctors for Study - Gotan

A group of 25 Doctors from Afghanistan studying Occupational Health and Safety Management System at MPH, Jodhpur visited Gotan on 13th March. The group was received by Mr. Rajeev Sharma - VP (Technical, Gotan), Mr. C.P. Jhagdawat - VP (C&A, Gotan) and Mr. PC Jain VP (Stores & Accounts, Gotan). Mr. B.K. Arora - President (Works) addressed the group in the opening meeting taking them through the journey of J.K. White Cement. Mr Akshay Pratap Singh - Manager (HR, Gotan) further briefed them about the Company, plant and its various sections.

The doctors were taken on a guided tour of the plant by Mr. Rajeev Sharma. Mr. Sharma explained the basics of cement manufacturing, and showed them the Centralized Control rooms and Packing Plants. They visited the QC lab to understand the dynamics of quality control. The group termed it as a great learning experience.

They were also taken on a tour of the School. This industrial visit was an unforgettable experience for both, and the visitors and the teachers thanked the Management for the opportunity.



Group of doctors with Mr. B.K. Arora - President (Works)

## Inaugural Ceremony of M Shiksha - JK Industrial Training Centre (JK ITC), Kanpur

The Inaugural Ceremony of M Shiksha (an initiative of Mahindra Trucks & Buses Ltd), a tie up with JK Industrial Training Centre (JK ITC), Kanpur was organized by JK ITC on 17th April at a glittering ceremony at Kamla Nagar, Kanpur.

The ceremony was chaired by Mr. Sanjay Chandra - DGM (Customer Care, Mahindra) along with Mr. S.C. Pandey - Astt Dir (RDAT Kanpur), Mr. Harendra Singh & Mr. Mohit Jain from Mahindra Trucks & Buses Ltd.

Mr. Lalit Khanna - Head of Operations (JKCTT) welcomed the distinguished guests & delivered the welcome speech.

Mr. A K Pandey - Principal (JKITC) briefed everyone about the Institute & the tie up with Mahindra Truck & Buses Ltd. Mr. Sanjay Chandra informed all present that under M-Shiksha's tie up with JKITC, the trainees of the Institute will get the opportunity to train for 20 days in the campus & after successful completion of training, they will be awarded a certificate by the Company & will be offered apprenticeship at the workshops of Mahindra. The successful candidates could also be offered a job at the workshops of Mahindra.

Mr. S.C. Pandey appreciated this joint effort of JKITC & Mahindra Trucks & Buses for the development of technicians in the Country.

The Program was also attended by Mr. Ashutosh Tiwari - Manager (JKCTT), Mr. M.D. Dubey & all the team members of JKITC.



Mr. Mohit Jain - ASM (Mahindra Trucks & Buses) inaugurating the event. Also seen in the photo are From L-R, Mr. Sanjay Chandra - DGM (Customer Care, Mahindra Trucks & Buses), Mr. Vinay Agarwal - Dealer (Mahindra Trucks & Buses), Mr. A. K. Pandey - Principal (JKITC) and Mr. Lalit Khanna - Head (Operations, JKCTT)



Mr. Sanjay Chandra (2nd from right) explaining the functioning of the Engine Installed at JKITC

## Chhutkau Painter's Visit to Gotan

Our Brand Ambassador for J.K. Wall Putty, Mr. Mukesh Bhatt, popularly known as Chhutkau Painter, visited J.K. White Cement Works, Gotan on 9th March.

Mr. Bhatt was received by Mr. CP Jhagdawat - VP (C&A, Gotan), Mr. AP Singh - Manager (HR, Gotan) & Mr. K.N. Pandey - Head (Quality Control, Gotan). Mr. Bhatt took keen interest when Mr. Pandey explained the basics of cement manufacturing, taking him through Centralized Control rooms and Packing Plants while taking him on a tour of the plant.

Mr. Bhatt said it was a great learning opportunity and termed it as a very fructifying visit as it gave him an opportunity to acquaint himself with the product.

Mr. Bhatt was taken on a tour of the School. He was deeply impressed by the provisions and facilities provided by the school for the overall development of the students and termed them as world class and at par with the bigger names in the metros. Humility and modesty define Mr. Bhatt. He graciously interacted with the plant officials and expressed his gratitude towards the Management for the kind hospitality and for providing such an opportunity for mutual interaction.



Mr. Mukesh Bhatt (Chhutkau Painter) with Mr. CP Jhagdawat - VP (C&A)

## Shahid Diwas – J.K. Cement Works, Jhajjar

On 23rd March, on the occasion of Shahid Diwas, to commemorate our national heroes Bhagat Singh, Rajguru and Sukhdev, a Wrestling competition was organized

by Bhagat Singh Khel Mandal, Jharli. J.K. Cement Works, Jharli was one of the sponsors of the event. Dr. Chandrasekhar - I.A.S was the Chief Guest at the function and Mr. Harish Agarwal was the Guest of Honour. More than 100 Wrestlers along with some National level players participated in the competition. The function was attended by dignitaries and residents from neighbouring villages.



Mr. Harish Agarwal - Unit Head along with the participants



## Annual Games and Sports Meet of Mines Department - Nimbahera

Like every year, the Annual Games & Sports meet was organized on 5th March under a scheme of Cess & Welfare Commissioner, Govt. of India, at Kailash Vidya Vihar Sports ground. The meet was attended by the employees of Mines department and their family members. Sporting events like Volley ball, Kho-Kho and Tug of War and individual events of 100 mtr. race, shot-put and slow cycle race for workmen and 50 mtr., 100 mtr. race were organized for various age groups.

Post the competitions, Chief Guest, Mr. R.C. Purohit - AVP (Mines, Nimbahera), and Mr. L.K. Kavadia - Dy. GM (Mines Maint., Nimbahera) gave away prizes to the meritorious participants and appreciated their sportsman spirit during the prize distribution ceremony.

Mr. R.C. Purohit in his speech, appreciated the spirit and enthusiasm of all participants. Mr. Dileep Singh - Sr. Manager (I.R & Welfare, Nimbahera) conducted the programme and proposed the vote of thanks.



Kho kho being played during the meet



Tug of War



Mr. R.C. Purohit - AVP (Mines)(Right) giving away prize to an employee

## TRIPARTITE MINES SAFETY MEETING - NIMBAHERA

“Every workman while performing his work must be conscious of safety and health of self, with mutual co-operation and responsibility to achieve the goal of improvement in work practices and to develop safe work culture”, the views expressed by Mr. B.P. Ahuja - Dy. Director, Mines Safety, North-western region, Udaipur in a tri-partite meeting held on March 24 at Regional Training Centre, Nimbahera. He came up with many suggestions and directions in compliance with the resolutions passed in the 11th National Seminar on Mines Safety held on July 04-05 at New Delhi.

At the outset, Mr. R.C. Purohit - AVP (Mines, Nimbahera) extended a warm welcome to Mr. Ahuja, Mr. S.M. Suthar - Director (Mines Safety), Udaipur region, officials of Directorate of Mines Safety, Mr. K.N. Khandelwal - Director and Nominated Owner of J.K. Cement Mines, Mr. K.K. Jalori - Unit Head, Executives of J.K. Cement Works, Mr. Nahar Singh - President (J.K. Cement Shramik Sangh), mining business associates and representative of workmen. Mr. Purohit then presented a review of the working system and safety measures under taken at all mines of J.K. Cement Ltd. and appraised the steps taken in compliance with resolutions passed in the 11th National Seminar on Mines Safety.

Speaking on the occasion, Mr. Jalori reiterated the Management's commitment and continuous efforts for safety, health and better living standards of workmen. He assured everyone about the implementation of the resolutions passed in the meeting in a time-bound manner.

In his presidential address, Mr. Nahar Singh expressed his sincere thanks to Directorate of Mines Safety and J.K. Cement Works for implementing the suggestions.



Mr. K.K. Jalori - Unit Head addressing the gathering



Chief Guest Mr. B.P. Ahuja addressing the meeting



Mr. K.N. Khandelwal, Director & Nominated owner of Mines expressing his views on safety

## Inauguration of Dubai Marketing Office

The formal opening of J.K. Cement's first international Marketing Office, Dubai, UAE was attended by plant officials, Marketing Team, architects and others associated with the Company.

On 8th April 2014, with the inauguration of the Marketing Office, the Marketing Team along with other departments committed themselves to taking the vision of Mr. Yadupati Singhania – MD & CEO (J.K. Cement Ltd.) to greater heights.

In the presence of Mr. N. Gowrishankar - Vice President (J.K.Cement Works, Fujairah), Mr. Ajay Mathur - Head (Marketing & Sales) and key management personnel, Ganesh Pooja followed by ribbon cutting signalled a new beginning.



Dubai Office - Inside view



Mr. Ajay Mathur - Head Marketing & Sales (extreme right), Mr. N. Gowrishankar - VP (J.K. Cement Works, Fujairah) (extreme left) & team preparing for the Ganesh pooja



Ganesh Aarti

## INTERNATIONAL WOMEN'S DAY

### Nimbahera

A talk was organised at Govt. Primary School, Mewatiyon Ki Jhopdiyan, Village Kartana on March 8 on the occasion of International Women's Day.

At the outset, Mrs. Kumud Jalori - President (Ladies Club), Chief Guest, Mr. Mohan Lal Sharma - Block Education Officer, President and Guests of Honour Mr. Govind Ram Sharma - Asstt. Director, Mr. Sohan Lal Jain, Dr. Kamal Nahar, Smt. Renu Goyal, Smt. Sunita Bajaj and Smt. Neelam Misra were extended a warm welcome by the School Principal and villagers. The school girls then presented a cultural programme.

Chief Guest Mrs. Jalori, in her address said that a daughter is illuminator of the house and not a burden. She further said

that the need of the hour is to honour women and fight for their rights. She also read out a poem entitled "Beti Ka Mahatva" (importance of daughter) and talked about social development and service activities of Ladies Club 'Surbhi'.



Mrs. Kumud Jalori with club office bearers, worshipping Goddess Saraswati



Mrs. Kumud Jalori - President Surbhi Club addressing the gathering

### Jhajjar

Thousands of events are organised to mark the economic, political and social achievements of women. Organizations, governments, charities, educational institutions, women's groups, corporations and the media celebrate this day.

The theme for International Women's Day 2014 was Inspiring Change. It encourages advocacy for women's advancement

everywhere in every way. A small function was organized at J.K. Cement Works Jharli, where all the staff members with their families were invited. Most of the women took part in activities on the occasion. Songs and recitations by the women were the highlights of the programme. Great women personalities were remembered on this occasion.

## Corporate Social Responsibility Laying the foundations of a better world

### Free medical check-up camp - Nimbahera

J.K. Cement Works, Nimbahera in association with the Ladies Club 'Surbhi' and Chitranjan Mobile Unit of R.N.T. Medical College, Udaipur united towards human welfare and organized free medical check-up camps on March 11 and April 10 at Kailash Nagar and Gram Panchayat Fachar Ahiran respectively.

More than 180 patients received free check-up and were distributed medicines by a team of qualified doctors.

The Ladies club, 'Surbhi' also organised free eye check-ups and cataract operation camps in association with the Geetanjali Medical College and Hospital, Udaipur, on March 28 at the Regional Training Centre, Nimbahera.

Dr. Rishi Mehta and Dr. Sharda Punjabi conducted the check-up for 133 patients and prescribed medicines free of cost, of whom eight were referred to the Geetanjali Medical College and Hospital for the operation.

Members of Surbhi club, Dr. S.K. Choudhary - Sr. Supdt. (Medical) along with the para-medical staff extended necessary assistance to the visiting doctors at the camp.



Medical Camp in progress



Mrs. Kumud Jalori in consultation with a doctor at the camp



A doctor examining a patient during the camp

Corporate Social Responsibility

GREEN MOVEMENT



Tree Plantation at J.K. Cement Works, Jharli

The green movement is an international initiative towards the development of the environment. It is a universal endeavour represented by a gamut of organizations, involving ones from the grass root level, to the multi-nationals.

In India, the Green Movement is an emerging movement stressing on initiatives made in transport, environment friendly practices, construction, law and more. At its broadest, the movement includes private citizens, professionals, religious devotees, politicians, scientists, nonprofit organizations and individual advocates.

J.K. Cement has always believed in contributing to the conservation of environment. J.K. Cement Works, Jharli has already covered 31,371 Sq m area for the development of Greenbelt in the plant area. About 5000 plants have already been planted and the target is to plant another 5000 trees in the years to come.



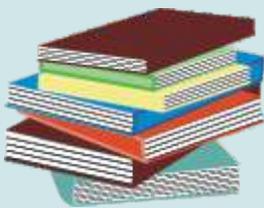
Mr. Madhavkrishna Singhania - Special Executive planting a tree on the occasion



Mr. A.K. Saraogi - CFO and President (CA) planting a tree at the site



Mr. Harish Agarwal - Unit Head planting a tree at the site



Distribution of books - J.K. Cement Works, Jharli

At J.K. Cement Works, Jharli, social responsibility has always been an important consideration. The staff at J. K. Cement Works, Jharli extended a helping hand to some poor and needy students of Mohanbari Village. In this regard, Mr. Harish Agarwal - Project Head distributed books amongst 50 school children on 18th April amidst villagers' applause.

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