

A MONTHLY E-NEWSLETTER FOR INTERNAL CIRCULATION ONLY



WHAT'S INSIDE?

FROM THE DESK OF VCMD

Page 1

EDITOR'S SPEAK & THE 4 P'S OF RURAL MARKETING

Page 2

MAX PANORAMA

Page 3-4

MAX RIDDLES

Page 5

DOCTOR'S MESSAGE

Page 6

PEARLS OF WISDOM

Page 7

FREEDOM FIGHTERS OF NORTHEAST

Page 8

EMPLOYEE'S BIRTHDAY

Page 9

NEW RECRUITS

Page 10



“Dont wait for the right opportunity, create it”
- George Bernard Shaw

FROM THE DESK OF VCMD

Dear Maxian,

Two incidents put our Nation on the minds of the world last month. The first was the launch of Chandrayan II. It is a matter of pride and honour for all Indians. Some skeptics have questioned the cost and the need for the mission and its relevance in today's India. The quest for knowledge and the spirit of adventure has seen the birth of inventions over centuries. From a spark in the flint, that led to the curious Man to make the first fire. Curiosity is a natural trait but management pundits of today have studied this behaviour to arrive at the conclusion that, curiosity is important to performance.

The simple reason is that curiosity leads us to think more rationally about decisions and come up with more relevant and out of the box solutions. The quest for knowledge also helps to adapt to uncertain market conditions and external pressures and alternate markets. In a survey done it was found that curious managers, had fewer decision making errors. It also helped them to look for alternatives rather than traditional solutions to a problem. Innovation also gets to grow as issues of production and marketing are viewed as challenges rather than problems.

A Team Works when curiosity is shared, which is another positive benefit. The circulation of “why” to fellow managers encourage group ideas that enhance their spirit of working together. Discover the World and Workplace around you with your own Whys?

The other incident, best forgotten, was of an Indian family indulging in sheer theft in a country while on a holiday. I will not delve on the incident but stress on the fact that we are all ambassadors of our Family, our Work, our State and most importantly our Country. It is of utmost importance that we conduct ourselves by which we are respected and the Brand whether it's your own name or that of the Company or the Country is never tarnished. You are the Brand Carrier. Be Proud of it and take care of it.

On the occasion of the 4th anniversary issue of Nishta, I would like to offer my congratulations to the entire Editorial team and to all those that have contributed to it to make it so interesting and readable.

The importance of having a newsletter in an Organisation just cannot be denied. Though these days we are connected on a daily basis via technology be it WhatsApp or Facebook or Instagram and such social media platforms, the information and data collected in a periodical journal still generates curiosity. The happenings of an entire month captured in a few pages is always a pleasure to read and to see.

Nishta, in its four years has become a repository of information of all our past achievements, successes, awards and maybe even challenges that we have overcome and learnt from.

On a personal request, I would urge all Maxian members and their families to contribute regularly to this Newsletter in the form of articles, photographs and thoughts. We are a Family and interactions will bring us closer.

Wishing Nishta many more successful years.

The month of August is here. We shall soon be embarking upon another building season. I wish you all the best for the month and wish you a happy Independence Day and offer my greetings for Raksha Bandhan.



- Vineet Agarwal, VCMD





EDITOR'S SPEAK

Dear Readers and Associates,

It gives me immense pleasure to express my gratitude to the MAX Family. NISHTHA has nurtured its 4 years being a great platform where employees could pour out their knowledge, display the Shakespeare in them and also tickle the funny bones. Embarking on the Voyage of NISHTHA, I have always been excited and I am privileged to be a member. The Newsletter, through compilations and your valuable contribution of happenings, has won the hearts of many and also provided moral strength and support to boost their life.

The take-what-I-have, know-what-I've-learned and teach-me-what-I-know-not has been meticulously displayed in this small, yet knowledgeable and encouraging magazine a human must absorb. I, for one, have greatly been blessed, motivated and benefited from it.

I pray and hope that the whole essence of "Nishtha", (faith, steadiness, devotion and the culmination) will be unwavering and unflinching in each and everyone's heart.

Regards,

Rupesh Mishra, Deputy Editor



THE 4 P'S OF RURAL MARKETING

The words of Adi Godrej which he voiced almost two decades ago seem prophetic "The rural market will soon outstrip the open market. The rural market is not sleeping. We are".

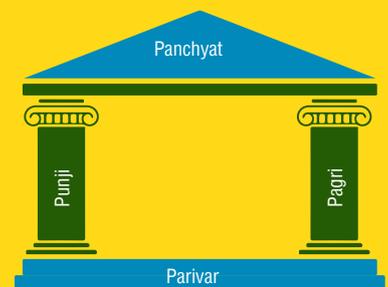
India has seen a meteoric rise in the prosperity of the rural households largely to rural electrification, credit facilities, improved infrastructure and the digital connection. In 2017, urban India has 295 million Internet users and rural 186 million. Today the number for rural internet is almost 22 million out of which 95% are smart phone users. Today online sellers are reaching out to rural audience by getting into prompt delivery services with arrangements with logistic companies.

There is no great urban-rural divide now and the rural population is no less quality conscious and is as comfortable with technology and definitely prefers brands.

The consumption habit of the rural market has also changed thanks to the explosion on television commercials as well as digital program inventory. The average rural lady is now a customer of her preferred products that are advertised across all the electronic channels and as is the man who prefers a popular brand of shaving cream over the age old method of the Shaving Round!

However, what is not changed has been the 4 P's of Rural India. These are not the Four essential of Marketing. These stand for Parivar, Punji, Pagdi and Panchyat.

The average rural head of a family is still governed by the social factors. The Foundation is his Parivar or family which is the epicenter of all activities. The other two supporting walls are of Punji (Capital) and Pagdi (Honour). The activities of the base strengthen these two walls and once these supporting walls are established, the Family Head aspires to be a member of the Panchayat. This is the ultimate honour and the roof of the house. There have been no intrusions in this House of Rural P's. The erstwhile Rulers of the area respected it and the British Raj legalised it.



The fact still remains at even with increase income levels and subject to the digital onslaught, the rural customer has to be wooed keeping their cultural background, their perceptions and their 4 P's in mind.

The overall factor, of course, is the product itself.

- **Rajiv Soni**

(Brand Mentor & Consultant)





MAX PANORAMA

Max Lions at Singapore

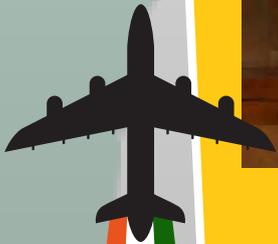
On 21st July'19 MAX Cement had organized a Tour for the Dealers to Singapore. Qualified Dealers had been a part of the tour. The trip was fun filled & everyone had a great time.





MAX PANORAMA

CM Shri Sarbananda Sonowal received an amount of ₹10 Lakhs from representatives of MAX Cement (Green Valley Industries Ltd.) towards Chief Minister's Relief Fund in Guwahati. The CM expressed his thanks to the company for their contribution towards the cause.



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MAX RIDDLES

Answer the riddles and you will be featured in our next edition of Nishtha:
(send your answers to nishtha@gnggroup.in, putting subject as "MAX NISHTHA RIDDLE")



- 1 I have cities, but no houses. I have mountains but no trees. I have water, but no fish. What am I?
- 2 What gets wet while drying?
- 3 This belongs to you, but everyone else uses it. What is it?
- 4 What can you hold in your right hand, but never in your left hand?
- 5 What starts with an E but only has a single letter in it?
- 6 I am ready to walk when I am all tied up, but really should stop when I am united. What am I?





DOCTOR'S MESSAGE

VIRAL FEVER

What is a viral fever?

Most people have a body temperature of about 98.6°F (37°C). Anything a degree above this is considered a fever. Fevers are often a sign that your body is fighting off some type of bacterial or viral infection. A viral fever is any fever that's caused by an underlying viral illness.

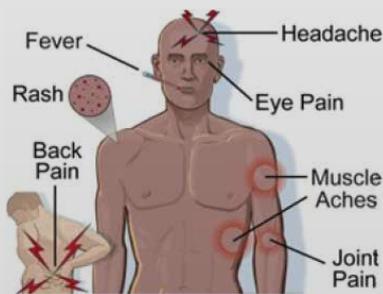
A variety of viral infections can affect humans, from the common cold to the flu. A low-grade fever is a symptom of many viral infections. But some viral infections, such as dengue fever, can cause a higher fever.

What are the symptoms of a viral fever?

Viral fevers can range in temperature from 99°F to over 103°F (39°C), depending on the underlying virus.

If you have a viral fever, you might have some of these general symptoms:

- Chills
- Sweating
- Dehydration
- Headache
- Muscle aches and pains
- Weakness
- Loss of appetite



These symptoms usually only last for a few days at most.

What causes a viral fever?

A viral fever is caused by infection with a virus. Viruses are very small infectious agents. They infect and multiply within the cells of your body. A fever is your body's way of fighting off a virus. Many viruses are sensitive to shifts in temperature, so a sudden increase in your body temperature makes you less hospitable to viruses.

There are many ways that you can become infected with a virus, including:

Inhalation - If someone with a viral infection sneezes or coughs near you, you can breathe in droplets containing the virus. Examples of viral infections from inhalation include the flu or common cold.

Ingestion - Food and drinks can be contaminated with viruses. If you eat them, you can develop an infection. Examples of viral infections from ingestion include norovirus and enteroviruses.

Bites - Insects and other animals can carry viruses. If they bite you, you can develop an infection. Examples of viral infections that result from bites include dengue fever and rabies.

Bodily fluids - Exchanging bodily fluids with someone who has a viral infection can transfer the illness. Examples of this type of viral infection include hepatitis B and HIV.

How is a viral fever diagnosed?

Both viral and bacterial infections often cause similar symptoms. To diagnose a viral fever, a doctor will likely start by ruling out a bacterial infection. They can do this by considering your symptoms and medical history, as well as taking any samples to test for bacteria.

If you have a sore throat, for example, they might swab your throat to test for bacteria that causes strep throat. If the sample comes back negative, you likely have a viral infection.

They can also take a sample of blood or other bodily fluid to check for certain markers that might indicate a viral infection, such as your white blood cell count.

How are viral fevers treated?

In most cases, viral fevers don't require any specific treatment. Unlike bacterial infections, they don't respond to antibiotics. Instead, treatment usually focuses on providing relief from your symptoms. Common treatment methods include:

Taking over-the-counter fever reducers, such as acetaminophen or ibuprofen, to reduce a fever and its symptoms
Resting as much as possible

Drinking plenty of fluids to stay hydrated and replenish fluids lost while sweating

Taking antiviral medications, such as oseltamivir phosphate (Tamiflu), when applicable

Sitting in a lukewarm bath to bring your body temperature down

When you will go to a doctor?

In many cases, a viral fever isn't anything to worry about. But if you have a fever that reaches 103°F (39°C) or higher, it's best to call a doctor. You should also call a doctor if you have a baby with a rectal temperature of 100.4°F (38°C) or higher.

If you have a fever, keep an eye out for the following symptoms, which all indicate a need for medical treatment:

- Severe headache
- Difficulty breathing
- Chest pain
- Abdominal pains
- Frequent vomiting
- A rash, especially if it quickly gets worse
- A stiff neck, especially if you feel pain when bending it forward
- Confusion
- Convulsions or seizures





PEARLS OF WISDOM

YOUR ATTITUDE CONTRIBUTES TO SUCCESS

A study attributed to Harvard University found that when a person gets a job, 85% of the time it is because of their attitude, and only 15% of the time because of how smart they are and how many facts and figures they know. Surprisingly, almost 100% of education dollars go to teach facts and figures which account for only 15% of success in work!

The foundation of success regardless of your chosen field, is attitude.

We are not born with attitude. We develop them as we mature.

There are primarily three factors that determine our attitude. They are:

1. Environment
2. Experience
3. Education

These are called the triple Es of attitude.

Just like an absence of ill health does not equal good health, an absence of negativity alone does not make a person positive. People with positive attitudes have certain personality traits that are easy to recognize. They are caring, confident, patient, and humble. They have high expectations of themselves and others. They anticipate positive outcomes.



WHEN WE BECOME AWARE OF OUR NEGATIVE ATTITUDE, WHY DON'T WE CHANGE?

Human nature generally resists change. Change is uncomfortable. Regardless of its positive or negative effect, change can be stressful. Sometimes we get so comfortable with our negativity that even when the change is for the positive, we don't want to accept it. We stay with the negative.

Charles Dickens wrote about a prisoner who stayed for many years in a dungeon. After serving his sentence, he got his freedom. He was brought out from his cell into the bright daylight of the open world. This man looked all around and after a few moments was so uncomfortable with his newly acquired freedom that he asked to be brought back to his cell into confinement. To him, the dungeon, the chains and the darkness were more secure and comfortable than accepting the change of freedom and the open world.

- By Nitesh Chaharia





FREEDOM FIGHTERS OF NORTHEAST



Hem Barua (Tyagbir)

He was a freedom fighter, social activist, social worker and writer from Sonitpur district of the Assam. He is regarded as one of the pioneers of the modern literary movement in Assam. After independence, he joined the socialist party and elected to Lok Sabha from Guwahati for several times.

Kushal Konwar

He was the prominent leader of Assam during the Quit India Movement and people of Assam were organised under his leadership which made British furious. Meanwhile, 10 October 1942 a military train was derailed and got accident. This accident happened due to the ruptured railway line which was made by unknown people. This incident gave reason to the British to arrest him as a prime accused of the train sabotage. So that they could stop people to revolt. He was charged as the mastermind of the train accident and sentenced to death by hanging.



Maniram Dewan

He was one of the greatest freedom fighters of Assam and was the first person to establish a private tea garden in Assam. He was hanged for conspiring against the British authority during the 1857 revolt.

Rani Gaidinliu

She was a Rongmei Naga spiritual and political leader who revolted an armed resistance against the British authority which drag her to the life imprisonment. PT. Jawaharlal Nehru gave her the title of 'Rani' and then after she gained local popularity as Rani Gaidinliu. After independence, she was released and later Government of India awarded her a Padma Bhushan.



U Kiang Nangbah

He was one of the greatest freedom fighters from the Meghalaya who fought against the British during the revolt of 1857. The British hanged him publicly at lawmusiang in Galway town in the West Jaintia Hills district on 30 December 1862 to convey the message that if anyone who question the British authority then they would be treated like this. The Government of India in 2001 issued postage stamp to commemorate him.

U Tirot Sing Syiem

He was one of the chiefs of the Khasi people in the early 19th century. He drew his lineage from the Syiemlieh clan. He was Syiem (chief) of Nongkhlaw, part of the Khasi Hills. He fought against British during the invasion of the Khasi Hills. His death anniversary (July 17, 1835) is commemorated every year as a state holiday in Meghalaya.





EMPLOYEE'S BIRTHDAY

CORPORATE OFFICE

NAME	D.O.B
SRABANI SINHA	04 Aug
ABHIJIT ROY	08 Aug
SIBAJI MITRA	24 Aug
SUNDEEP CHANDRA DAS	27 Aug

SALES & MARKETING OFFICE

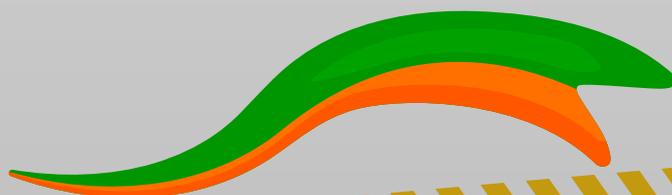
NAME	D.O.B
AMIT KUMAR SINGH	02 Aug
MUKTAR HUSSAIN BARBHUIYA	05 Aug
FULLMANSTAR LYNGDOH KYNSHI	07 Aug
PADAM RAJ SHARMA	23 Aug
IKBAL ASIF RAHMAN	24 Aug
NAVIN SURANA	24 Aug
ABHIJIT NATH	25 Aug

PLANT

NAME	D.O.B
SAMIJUR RAHMAN LASKAR	01 Aug
Shisha Sutnga	03 Aug
SURESH SINHA	05 Aug
EVERTHELASROY SIANGSHAI	05 Aug
HOMPHRI SUJA	05 Aug
KOLBIN MUKSOR	06 Aug
KIKAYANGER L	08 Aug
SHUKLAL BELDAR	10 Aug

PLANT

NAME	D.O.B
SUMON RAI	10 Aug
PUSHPRAJ SINGH	10 Aug
CHANDAN PADHY	11 Aug
SKHEMLANG DKHAR	11 Aug
BHAGIRATHI DAS	15 Aug
BINOD SINHA	15 Aug
DEGADHARI SINGH	16 Aug
SHUBHAM KUMAR SINGH	16 Aug
CHOTU BHUMIJ	17 Aug
ABHIJIT SINGHA	17 Aug
SANJEEV KUMAR SINGH	18 Aug
JAGRU MAHATO	18 Aug
RAKESH SWAMI	19 Aug
TARUN DEBNATH	19 Aug
GOPAL NATH	21 Aug
RISHABH DWIVEDI	22 Aug
DONBOK SALAHE	25 Aug
NITUL CH. NATH	30 Aug
NURUL HOQUE LASKAR	31 Aug





NEW RECRUITS

A WARM WELCOME TO THE NEW RECRUITS OF MAX CEMENT

Sales & Marketing Office

**CHANDAN PATHAK**

We are pleased to introduce Mr. Chandan Pathak, who has joined us on 22nd July 2019 as Sr. Sales Executive. Mr. Chandan has completed BA from Gauhati University & brings along over 9 years of experience.

**ARSHADUR RAHMAN SAIKIA**

We are pleased to introduce Mr. Arshadur Rahman Saikia, who has joined us on 15th July 2019 as Sales Executive. Mr. Arshadur has completed BA (Economics) from Cotton College & PGDBA (Marketing) from University of Wales & brings along over 7 years of experience.

**PAPU DAS**

We are pleased to introduce Mr. PapuDas, who has joined us on 08th July 2019 as Trainee –Sales. Mr. Papu has completed B. A. from Dibrugarh University.

**SHUBHENDU DEY**

We are pleased to introduce Mr. Shubhendu Dey, who has joined us on 08th July 2019 as Senior Executive- Accounts. Mr. Shubhendu has completed B. Com. (Hons.) from Ranchi University & brings along over 12 years of experience.

**PRASHANT SARAF**

We are pleased to introduce Mr. Prashant Saraf, who has joined us on 01st July 2019 as Trainee-Accounts. Mr. Prashant has completed MBA (Finance & Mkt.) from Royal School of Business, Guwahati.

Plant

**RAJAN PRASAD**

We are pleased to introduce Mr. Rajan Prasad, who has joined us on 10th July 2019 as Jr. Technician. Mr. Rajan has completed ITI (Instrument Technician) and brings along 1 year of experience.

**SHUBHAM SAGAR**

We are pleased to introduce Mr. Shubham Sagar, who has joined us on 10th July 2019 as Asst. Engineer. Mr. Subham has completed B.Tech and. brings along 1 year of experience.

**ANISUR RAHMAN**

We are pleased to introduce Mr. Anisur Rahman, who has joined us on 11th July 2019 as Sr. Engineer- Draughtsman. Mr. Anisur has completed Diploma (Mechanical) and brings along 10 years of experience.

**PRIYANK TRIPATHI**

We are pleased to introduce Mr. Priyank Tripathi, who has joined us on 11th July 2019 as Sr. Executive. Mr. Priyank has completed B.Com and brings along 4 years of experience.

**TANUMAY SAWOO**

We are pleased to introduce Mr. Tanumay Sawoo, who has joined us on 19 th July 2019 as STP Operator. Mr. Tanumay has completed Class XII and is a Fresher.

