

*"In the garden of your days cultivate festivity, play & celebrations."*

# WHAT'S INSIDE?

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## FROM THE DESK OF VCMD

Dear Maxian,

It was in the year of 1938 that toothbrush with plastic bristles was introduced to the world. It was a revolution that has lasted till date and will continue. Ironically, the toothbrush which is supposed to clean is only polluting the world. It does not biodegrade and the first toothbrush may still be there in its original form.

Like the toothbrush, there are so many different kinds of plastic that we use in our everyday life. We use it at our homes, work places, schools, institutions, including hospitals. I do not need to emphasise about how plastic waste destroys the environment. We are all aware of this fact. We have seen messages, videos, articles and news items about how the mountains, the seas and the fields are slowly being taken over by plastic waste, affecting the ecology and the environment. In a recent clean up of Mount Everest, an area only frequented by mountain climbers, over 11,000 kilogrammes of debris, mostly plastic was recovered. It is unbelievable but true that the average sale of water bottles in the world is 1 million per minute! One can imagine the condition of the world just a decade from now.

Is this the Earth we want to gift our children?

In a recent directive from the Government, there is a ban on the use of certain grade of plastics and restrictions for many. The details of this are mentioned in this issue of Nishtha, along with some suggestions for substitutes. I urge you to follow it.

Max has always been a responsible corporate citizen and it will endeavour to make this ban a complete success. The Management is also considering ways to reduce the use of plastics in the work place.

There is no doubt that substitution or alternates will not be easy and it will take time, but we have to implement this as fast as possible to ensure a cleaner environment.

In this month where we celebrate the triumph of good over evil, let us use our own Shakti to bring about a positive change in our house and at our workplace.

I offer my best wishes to you and your family for the Durga Puja.

**Vineet Agarwal**  
VCMD



## EDITOR'S SPEAK

Dear Readers,

Autumn is here finally, marking the arrival of winter and one can't ignore nor compare the beauty that Nature displays in this season, compounding the much-awaited Durga Puja and Diwali as we prepare our hearts for the festive season.

Those were the days in our childhood filled with overwhelming joy during the long Puja vacation, full of fun and play but now as we have attained maturity, our approach and notion has grown and changed radically. Coincidentally, it is similar to the changing of seasons (and this is most well described by John Keats in his poem "To Autumn"). Let this metamorphosis trigger our catalyst of maturity as we strive to be better humans.

Embarking on the journey of life, we all have our own purpose and way of living the phases of it. Just as the way a good clinker is produced undergoing very high temperature of heat, so are we refining ourselves by going through the life's toughest moments. Let's push ourselves beyond what we are capable of and test our potential. The sky is not the limit; it is just up to what we can see.

On a concluding note, reaching out and thanking the readers, contributors and all the members for your continuous support.

Wishing you a lovely autumn and a blessed Durga Puja. Long live Max Family!

**Rupesh Mishra**  
Deputy Editor





## ILLUSTRATIVE GUIDE FOR PLASTIC & THERMOCOL BAN

**Banned**  
less than 200 ml. Drinking water PET / PETE bottles, having liquid holding capacity



**Banned**  
Plastic Mineral Water Pouch



**Allowed**  
PET / PETE Bottles having a liquid holding capacity 200 ml. and more than 200 ml. (printed with deposit and refund price or buy-back price under EPR)



**Banned**  
Plastic Bags (With Handle / Without Handle).



Plastic Bag      Non-woven Bags.



Plastic Bag or Non-woven Shopping Bags

**Banned**  
One time use / Single use disposable items madeup of Thermocol (Polystyrene) or Plastic. e.g. dish, spoon, cups, plates, glasses, fork, bowl, container.



**Banned**  
Disposable dish / bowl used for packaging foods in hotels and Straw



**Allowed**  
Manufacture of plastic and plastic bags for export purpose in special economic zone & export oriented units.



**Allowed**  
Plastic material madeup of minimum 20 % recyclable plastic material & having a thickness more than 50 micron, used for wrapping the material at the manufacturing stage or integral part of manufacturing. Thermocol used for wrapping the material at manufacturing stage. (printed with manufacturer's details, type of plastic with code number and buy-back price under EPR)



**Allowed**  
Plastic packaging material more than 50 micron thickness with minimum two grams weight used to seal groceries & grain products for wholesale & retail. (printed with manufacturer's details, type of plastic with code number and buy-back price under EPR)







## ILLUSTRATIVE GUIDE FOR PLASTIC & THERMOCOL BAN

### Banned

Any Compostable Plastic Bags except for Plant nurseries, horticulture, agriculture & handling of solid waste.



### Allowed

Compostable Plastic Bags used for Plant nurseries, horticulture, agriculture & handling of solid waste.



### Allowed

Paper based carton packaging using one or more layer of plastic



### Allowed

Virgin Plastic bags used for milk having thickness not less than 50 Micron & printed with a buy back price.



### Allowed

Recyclable multilayered plastic



Chips packet, Shampoo sachet, Oil packet, Chocolate packet etc.

### Allowed

Plastic items used for domestic purpose.



### Allowed

Recyclable plastic stationery products used for office & educations.



### Allowed

Other plastic products



### Allowed

Use of Plastic for packaging of medicine, medical equipments & medical products.



### Banned

Use of Plastic & Thermocol for decoration purpose.



### Allowed

Use of Thermocol boxes to preserve fish in fishery business







## MAX PANORAMA

### GANESH CHATURTHI

The Ganesh Chaturthi has been celebrated in the Plant at its peak from 2<sup>nd</sup> to 4<sup>th</sup> September 2019.



### VISHWAKARMA PUJA

Vishwakarma, the god of architecture, was worshipped with religious fervour and enthusiasm at GVIL Plant. Along with the Chairman and VCMD, all the Plant workers and families observed the Puja and offered prayers.







## **MAX PANORAMA**

### **Engineer's Meet**



**Jorhat - 14th Sept'19**

### **Sub Dealer Meet**



**Urban Kamrup2**



**Aizawl - 11th Sept' 19**



**Aizawl - 11th Sept' 19**



**Dibrugarh - 15th Sept'19**



**Sonitpur - 7th Sept' 19**



## MAX PANORAMA

### DEALER TRIP TO THAILAND







## DOCTOR'S MESSAGE

### ANEMIA

#### What is anemia?

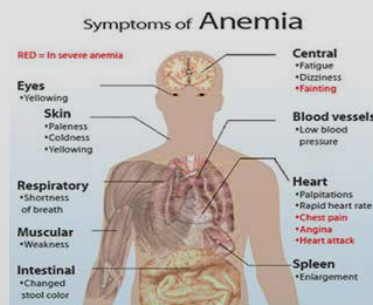
Anemia is a medical condition in which the red blood cell count or the hemoglobin is less than normal. The normal level of hemoglobin is generally different in males and females. For men, a normal hemoglobin level is typically defined as a level of more than 13.5 gram/100 ml and in women as hemoglobin of more than 12.0 gram/100 ml.

#### What are the signs and symptoms of anemia?

Some individuals with anemia have no symptoms. Others with anemia may:

- Feel tired
- Fatigue easily
- Appear pale
- Develop palpitations (feeling of heart racing)
- Notice shortness of breath, Hair loss
- Malaise (general sense of feeling unwell)
- Worsening of heart problems

If anemia is long-standing (chronic anemia), the body may adjust to low oxygen levels and the individual may not feel different unless the anemia becomes severe. On the other hand, if the anemia occurs rapidly (acute anemia), the patient may experience significant symptoms relatively quickly and with relatively mild fluctuations of hemoglobin levels.



#### What causes anemia?

Any process that can disrupt the normal life span of a red blood cell may cause anemia. Normal life span of a red blood cell is typically around 120 days. Red blood cells are made in the bone marrow. Anemia is caused essentially through two basic pathways. Anemia is caused by either:

A decrease in production of red blood cells or hemoglobin, Or an increase in loss or destruction of red blood cells. A more common classification of anemia (low hemoglobin) is based on the mean corpuscular volume (MCV) which signifies the average volume of individual red blood cells.

If the MCV is low (less than 80), the anemia is categorised as microcytic anemia (low red blood cell volume). If the MCV is in the normal range (80-100), it is called a normocytic anemia (normal red blood cell volume). If the MCV is high, then it is called a macrocytic anemia (large red blood cell volume). Looking at each of the components of a complete blood count (CBC), especially the MCV, a physician can gather clues as to what could be the most common reason for anemia in each patient.

#### What is iron deficiency anemia?

Iron deficiency is a very common cause of anemia. This is because iron is a major component of hemoglobin and essential for its proper function. Chronic blood loss due to any reason is the main cause of low iron level in the body as it depletes the body's iron stores to compensate for the ongoing loss of iron. Anemia that is due to low iron levels is called iron deficiency anemia.

Young women are likely to have low-grade iron deficiency anemia because of the loss of blood each month through normal menstruation. This is generally without any major symptoms as the blood loss is relatively small and temporary. Another common reason for iron deficiency anemia can be recurring or small ongoing bleeding, for instance from colon cancer or from stomach ulcers. Stomach ulcer bleeding may be induced by medications, even very common over-the-counter drugs such as aspirin and ibuprofen (Advil, Motrin). Slow and chronic oozing from these ulcers can lead to loss of iron. Crohn's disease can lead to iron deficiency anemia. In infants and young children, iron deficiency anemia is most often due to a diet lacking iron.

Interpretation of a complete blood count test (CBC) may lead to clues to suggest this type of anemia. For instance, iron deficiency anemia usually presents with low mean corpuscular volume (microcytic anemia) in addition to low hemoglobin.

**Dr. R.K. Das**

*to be continued*





## POEM

### सेनानी की वापसी

आँखों में अश्रु प्रवाह लिए ।  
दल में वयिग की आह लिए ॥

वह सरहद को प्रस्थान किया,  
दायत्व बोध का भान किया,  
कुछ बूँद अश्रु की ले आया,  
तनहाई फरि से दे आया,  
सोते बच्चे को छोड़ चला,  
खुद अपने मुँह को मोड़ चला,

जल्दी आने की चाह लिए ।  
आँखों में अश्रु प्रवाह लिए ॥

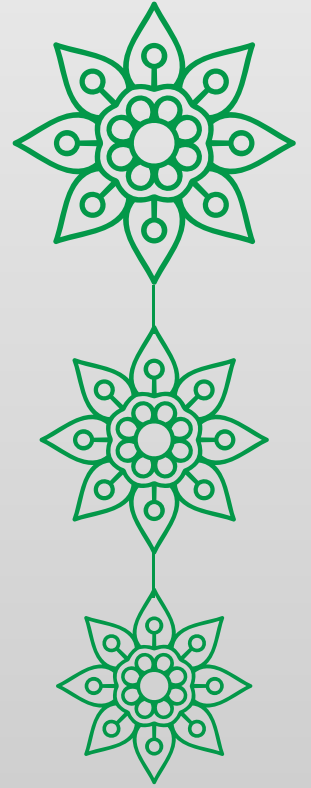
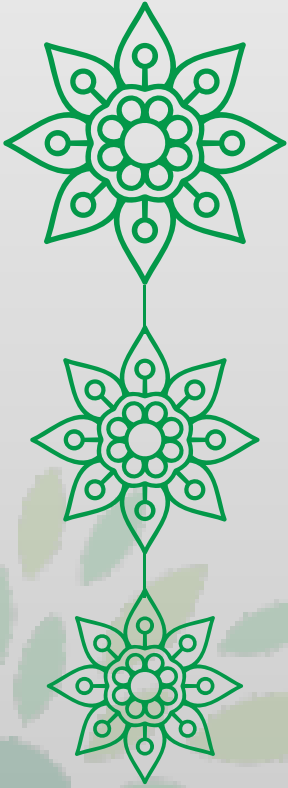
झुक माता से आशीष लिया,  
बापू से पगड़ी - सीख लिया,  
प्रथि पत्नी से व्यापार बढ़ा,  
जीवन जीने की पाठ पढ़ा,  
झट नकिल गया वो चूम गाल,  
आएगा कहकर इसी साल,

मधु मलिन याद का माह लिए ।  
आँखों में अश्रु प्रवाह लिए ॥

गलियों से गर्वति याद मली,  
सखिसाथी की फरियाद मली,  
आने का समय बताता जा,  
सीमा की कथा सुनाता जा,  
सुन, भूल नहीं जाना भाई,  
बस आय गई, बस हरजाई,

गृह राह छुटी नव राह लिए ।  
आँखों में अश्रु प्रवाह लिए ॥

डॉ अवधेश कुमार 'अवध'







## EMPLOYEE'S BIRTHDAY

### HEAD OFFICE

NAME	D.O.B
RANENDRA MOHAN ROY	02 Oct
PRASENJIT SIKDAR	02 Oct
APURBA SHOW	04 Oct
ADITYA DAGA	20 Oct

### SALES & MARKETING OFFICE

NAME	D.O.B
SEEMA DEVI	01 Oct
PRANOY BORAH	07 Oct
PRABIN KUMAR DAS	10 Oct
SHAMBHU PAUL	18 Oct
RAJENDRA PRASAD KONWAR	20 Oct
PRANAB KANTI DAS	21 Oct
PROSENJIT PAUL	30 Oct
RAJKUMAR PRASAD	31 Oct

### PLANT

NAME	D.O.B
KESHAB GOGOI	01 Oct
PRANJAL BURAGOHAIN	01 Oct
RAMESH BOROO	01 Oct
LAKHI NATH DEURI	03 Oct
NARENDRA KUMAR	04 Oct
RAJIB BASUMATARY	05 Oct
TUL TUL SINHA	06 Oct

### PLANT

NAME	D.O.B
QUIVALIN MUKHIM	09 Oct
ARVIND KUMAR JINDAL	10 Oct
SPIILINDA SIANGSHAI	10 Oct
PIJUSH KANTI NATH	11 Oct
AJAY NEWAR	12 Oct
PAWAN SINGH	12 Oct
RAMSWROOP SHARMA	12 Oct
CHANDRA SHEKHAR GOALA	13 Oct
RAVI KANT TIWARI	14 Oct
PATEL ROY	16 Oct
GRACEFUL POHSNEM	17 Oct
DR. MAYALANG PALA	18 Oct
BAGARAM NARZARY	19 Oct
RAM PAYRE CAUL	19 Oct
BABUL SANAPATI	21 Oct
BHALANG DKHAR	21 Oct
MANI KANTA SINHA	21 Oct
SATYA PRAKASH SINGH	21 Oct
JAKI SINGHA	22 Oct
BIJIT SARKAR	24 Oct
KAJAL CHANDRA DAS	25 Oct
P.PUSIEN	25 Oct

### PLANT

NAME	D.O.B
HIMADRI SHEKHAR MALLICK	26 Oct
IMKUMDANGNOK	26 Oct
CHIRANJIT SINHA	27 Oct
AMARJIT SINGHA	30 Oct
BIPLAP RAY	30 Oct
MONOJ KANTI DEB	31 Oct





## NEW RECRUITS

### A WARM WELCOME TO THE NEW RECRUITS OF MAX CEMENT

#### Plant

**NISHU SUKLABAIDYA**

We are pleased to introduce Mr. Nishu Suklabaidya, who has joined us on 5<sup>th</sup> September 2019 as Supervisor, CIVIL Department. Mr. Nishu has completed class 12 and brings over 13 years of experience.

**SACHIN YADAV**

We are pleased to introduce Mr. Sachin Yadav, who has joined us on 7<sup>th</sup> September 2019 as Jr. Executive, Logistics & Dispatch Department. Mr. Sachin has completed BA, ITI and brings over 3 and a half years of experience.

**SUBIR DAS**

We are pleased to introduce Mr. Subir Das, who has joined us on 11<sup>th</sup> September 2019 as Supervisor, Packing Plant Department. Mr. Subir has completed class 10 and brings over 5 years of experience.

**MUKUL SINHA**

We are pleased to introduce Mr. Mukul Sinha, who has joined us on 20<sup>th</sup> September 2019 as LMV Driver, Administration Department. Mr. Mukul has completed class 10 and brings over 8 years of experience.

**MUKESH KUMAR SHARMA**

We are pleased to introduce Mr. Mukesh Kumar Sharma, who has joined us on 24<sup>th</sup> September 2019 as Electrician, Electrical & Instrumentation Department. Mr. Mukesh has completed class 10, ITI and brings over 7 and a half years of experience.

**VISHAL BHARDWAJ**

We are pleased to introduce Mr. Vishal Bhardwaj, who has joined us on 7<sup>th</sup> September 2019 as Graduate Engineer Trainee, Mechanical Department. Mr. Vishal has completed B.Tech (Mechanical) and is a Fresher.

**LAKSHMI NIWAS SHARMA**

We are pleased to introduce Mr. Lakshmi Niwas Sharma, who has joined us on 9<sup>th</sup> September 2019 as General Manager, Process Department. Mr. Lakshmi has completed MSc and brings over 23 years of experience.

**ANUPAM BORAH**

We are pleased to introduce Mr. Anupam Borah, who has joined us on 25<sup>th</sup> September 2019 as Executive-Techno Sales, based at Dibrugarh. Mr. Anupam has completed Diploma in Civil Engineering from Dibrugarh Polytechnic & brings along over 3 years of experience.

