

*“Christmas Isn’t a Season. It’s a feeling” – Edna Ferber*



## FROM THE DESK OF VCMD

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Dear Maxian,

I would like to share an incident with you.

A few decades ago a delicious fish known as Cod gained popularity. Though the fish was found only in the North Atlantic waters, its preference and choice by customers spread thousands of kilometers away to the west coast of America. The question was how to get the cod fish across the country and still keep it fresh?

At first they tried to freeze the fish and transport it overland using the railways. However the transit time made it mushy and there was lack of flavour. An idea to transport the Cod alive to the west coast by railways, by putting them in large aquariums was also attempted. This also did not work. The fish would still not stay fresh. Even though it was transported alive, the cod was still not fresh and tasteless.

Someone who studied the cod fish discovered that its natural predator was the catfish. So to keep the cod active they put a few catfish in each tank and shipped it across the country. During the journey the catfish would chase the cod fish. When the cod fish arrived on the west coast and was prepared it tasted fresh. In order for the cod fish to be fresh it had to be in an environment of catfish.

Even in our own lives we need someone to chase us. If we are comfortable we lose our desire to fight and our sharp instinct to succeed gets blunt. We need to have catfish in our lives. Let us not go through life just standing there in a zone of comfort. We must stay fresh and fresh means being chased. In our professional life it are the everyday challenges that are our catfish. Challenges of production, problems of logistics, difficulties of marketing and the constant threat of competition keeps us on the move, uncomfortable but also keeps us fresh.

We give our best because of these challenges. We pray the hardest when something is after us and yet we go further, harder, faster when we are being chased.

A new decade begins in a month and I wish you and your Family the Compliments of the Season and Best Wishes for the New Year.

Best Regards,  
**Vineet Agarwal**





## MAX PANORAMA

### SUB DEALERS' VISIT TO MAX PLANT

Annual Sub Dealer visit at Max Cement Plant was conducted in the month of November. The Sub Dealers were given a full tour of our plant and were duly felicitated by our officials.





## MAX PANORAMA

### PWD & NH DEPARTMENT - Seminar cum Exhibition (Guwahati)

Team Max Cement participated in the Seminar cum Exhibition on the use of Modern Technologies and Construction Materials, organised by the PWD and NH Department, Government of Assam. Visitors were provided with construction guidance and we also continued our initiative of 'Saying no to Single-use Plastic' by providing them with cloth bags as an environmentally friendly alternative.





## MAX PANORAMA

### SUB - DEALER MEET - 2019

 Dharmanagar



 Silchar





## MAX PANORAMA

### SUB - DEALER MEET - 2019

#### 📍 Urban Kamrup 1



#### 📍 Urban Kamrup 2





## DOCTOR'S MESSAGE

### Most Common Winter Diseases and Prevention Tips

#### Colds

You can help prevent colds by washing your hands regularly. This destroys bugs that you may have picked up from touching surfaces used by other people, such as light switches and door handles. It's also important to keep the house and any household items such as cups, glasses and towels clean, especially if someone in your house is ill.

**Top tip:** If you get a cold, use disposable tissues instead of fabric handkerchiefs to avoid constantly re-infecting your own hands.

#### Sore throat

Sore throats are common in winter and are almost always caused by viral infections. There's some evidence that changes in temperature, such as going from a warm, centrally heated room to the icy outdoors, can also affect the throat.

**Top tip:** One quick and easy remedy for a sore throat is to gargle with warm salty water. Dissolve one teaspoon of salt in a glass of part-cooled boiled water. It won't heal the infection, but it has anti-inflammatory properties and can have a soothing effect.



#### Asthma

Cold air is a major trigger of asthma symptoms such as wheezing and shortness of breath. People with asthma should be especially careful in winter.

**Top tip:** Stay indoors on very cold, windy days. If you do go out, wear a scarf loosely over your nose and mouth. Be extra vigilant about taking your regular medications, and keep reliever inhalers close by.

#### Norovirus

Also known as the winter vomiting bug, norovirus is an extremely infectious stomach bug. It can strike all year round, but is more common in winter and in places such as hotels, hospitals, nursing homes and schools. The illness is unpleasant, but it's usually over within a few days.

**Top tip:** When people are ill with vomiting and diarrhoea, it's important to drink plenty of fluids to prevent dehydration. Young children and the elderly are especially at risk. By drinking oral rehydration fluids (available from pharmacies), you can reduce the risk of dehydration.

#### Painful joints

Many people with arthritis say their joints become more painful and stiff in winter, though it's not clear why this is the case. There's no evidence that changes in the weather cause joint damage.

**Top tip:** Many people get a little depressed during the winter months, and this can make them perceive pain more acutely. Everything feels worse, including medical conditions. Daily exercise can boost a person's mental and physical state. Swimming is ideal as it's easy on the joints.

#### Cold sores

Most of us recognise that cold sores are a sign that we're run down or under stress. While there's no cure for cold sores, you can reduce the chances of getting one by looking after yourself through winter.

**Top tip:** Every day, do things that make you feel less stressed, such as having a hot bath, going for a walk in the park, or watching one of your favourite films.

#### Heart attacks

Heart attacks are more common in winter. This may be because cold weather increases blood pressure and puts more strain on the heart. Your heart also has to work harder to maintain body heat when it's cold.

**Top tip:** Stay warm in your home. Heat the main rooms you use to at least 18C and use a hot water bottle or electric blanket to keep warm in bed. Wrap up warm when you go out and wear a hat, scarf and gloves.

#### Cold hands and feet

Raynaud's phenomenon is a common condition that makes your fingers and toes change colour and become very painful in cold weather. Fingers can go white, then blue, then red, and throb and tingle. The small blood vessels of the hands and feet go into spasm, temporarily reducing blood flow to your hands and feet. In severe cases, medication can help, but most people manage to live with their symptoms.

**Top tip:** Don't smoke or drink caffeine (both can worsen symptoms) and always wear warm gloves, socks and shoes when going out in cold weather.

#### Dry skin

The best time to apply moisturiser is after a bath or shower while your skin is still moist, and again at bedtime.

**Top tip:** Have warm, rather than hot, showers. Water that is too hot makes skin feel more dry and itchy. Dry skin is a common condition and is often worse during the winter, when environmental humidity is low. Moisturising is essential during winter. Contrary to popular belief, moisturising lotions and creams aren't absorbed by the skin. Instead, they act as a sealant to stop the skin's natural moisture evaporating away.

#### Flu

Flu can be a major killer of vulnerable people. People aged 65 and over, pregnant women and people with long-term health conditions, including diabetes, kidney disease and chronic obstructive pulmonary disease (COPD), are particularly at risk.

The best way to prevent getting flu is to have the flu jab (or flu nasal spray for children aged 2 to 17). The flu vaccine gives good protection against flu and lasts for one year.

If you are over 65 or have a long term health condition, you are also eligible for the pneumococcal vaccine, which provides protection against pneumonia.

**Top tip:** Find out if you're at risk of getting flu by asking your GP. If you're in a high-risk group, see your GP to get the vaccination.

Dr. R. K. Das

GVIL, Meghalaya



## POEM

किन्तु हमारे लब हैं मौन

आँखों से हम प्यार जताते,  
किन्तु हमारे लब हैं मौन।  
लोग पूछते परिचय उसका  
कैसे कह दूँ, है वो कौन?

मेरे अधकच्चे मानस पर,  
उसकी ही तस्वीर छपी है।  
रोम रोम उससे ही पुलकित,  
युगल - बंध जंजीर रखी है।।  
प्रेम पंथ पर प्रथम कदम है,  
आध - अधूरा अथवा पौन।  
लोग पूछते परिचय उसका,  
कैसे कह दूँ, है वो कौन?

आती - जाती हर साँसों में,  
उसका ही अहसास पला है।  
उसे भूलकर पल भर जीना,  
लगता जीवन बड़ी बला है।।  
घरवाले सब साथ खड़े पर,  
उसके बिना काटता भौन।  
लोग पूछते परिचय उसका,  
कैसे कह दूँ, है वो कौन?

जग वालों ने प्रेम न जाना,  
प्रणय खेल ही केवल माना।  
प्रेम पथिक की राह रोकना,  
बस कठोर हिरदय में ठाना।।  
प्रेम पुण्य है पारिजात सम,  
समझो नहीं इसे रति-यौन।  
लोग पूछते परिचय उसका,  
कैसे कह दूँ, है वो कौन?

डॉ अवधेश कुमार अवध





## INTERESTING FACTS ABOUT INDIA



### A floating post office

India has the largest postal network in the world with over 1, 55,015 post offices. A single post office on an average serves a population of 7,175 people. The floating post office in Dal Lake, Srinagar, was inaugurated in August 2011.

### Bandra Worli Sea Link has steel wires equal to the earth's circumference

It took a total of 2,57,00,000 man hours for completion and also weighs as much as 50,000 African elephants. A true engineering and architectural marvel.



### Shampooing is an Indian concept

Shampoo was invented in India, not the commercial liquid ones but the method by use of herbs. The word 'shampoo' itself has been derived from the Sanskrit word champu, which means to massage.

### The Indian national Kabaddi team has won all World Cups

India has won all 5 men's Kabaddi World Cups held till now and have been undefeated throughout these tournaments. The Indian women's team has also won all Kabaddi World Cups held till date.



### Water on the moon was discovered by India

In September 2009, India's ISRO Chandrayaan- 1 using its Moon Mineralogy Mapper detected water on the moon for the first time.

### India is the world's second-largest English speaking country

India is second only to the USA when it comes to speaking English with around 125 million people speaking the language, which is only 10% of our population. This is expected to grow by quite a margin in the coming years.



### The first country to consume sugar

India was the first country to develop extraction and purifying techniques of sugar. Many visitors from abroad learnt the refining and cultivation of sugar from us.





## NEW RECRUITS

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

### Plant



**SANJAY KUMAR SINGH**

"We are pleased to introduce Mr. Sanjay Kumar Singh, who has joined us on 1st November 2019 as Officer in Process department. Mr. Sanjay has completed B.Sc & brings along over 5 years of experience. Please join us in welcoming him to MAX family."



**BISWAMITRA DAS**

"We are pleased to introduce Mr. Biswamitra Das, who has joined us on 1st November 2019 as LMV Driver in Administration department. Mr. Biswamitra brings along over 12 years of experience. Please join us in welcoming him to MAX family."



**SAGAR SUBBA**

"We are pleased to introduce Mr. Sagar Subba, who has joined us on 18th November 2019 as HYVA Operator in Mines & Geology department. Mr. Sagar brings along over 8 years of experience. Please join us in welcoming him to MAX family."



**KMENLANG BAREH**

"We are pleased to introduce Mr. Kmenlang Bareh, who has joined us on 2nd November 2019 as Trainee in E & I department. Mr. Sagar is a Fresher. Please join us in welcoming him to MAX family."



**SHALBAS PASLEIN**

"We are pleased to introduce Mr. Shalbas Paslein, who has joined us on 2nd November 2019 as Supervisor in Civil department Mr. Shalbas is a Fresher. Please join us in welcoming him to MAX family."



**MR. ABHIJEET DAS**

"We are pleased to introduce Mr. Abhijeet Das, who has joined us on 11th November 2019 as Senior Sales Executive, based at Shillong. Please join us in welcoming him to MAX family."



**MR. BHASKAR BEZBORUAH**

"We are pleased to introduce Mr. Bhaskar Bezboruah, who has joined us on 05th November 2019 as Trainee -Techno Sales, based at Nagaon. Please join us in welcoming him to MAX family."



**MR. NIRMALENDU BHADRA**

"We are pleased to introduce Mr. Nirmalendu Bhadra, who has joined us on 12th November 2019 as Sales Executive, based at Urban Kamrup 2. Please join us in welcoming him to MAX family."