

**There is no substitute for hard work**

# What's Inside ?

## FROM THE DESK OF VCMD & EDITOR'S SPEAK

Page 1 .....

### MAX PANORAMA

Page 2-6 .....

### DOCTOR'S MESSAGE

Page 7 .....

### PEARLS OF WISDOM

Page 8 .....

### POEM

Page 9 .....

### EMPLOYEE BIRTHDAYS

Page 10 .....



Chief Editor: Mr. Nitesh Chaharia  
Deputy Editor: Mr. Rupesh Mishra  
Mr. Anik Bose



## FROM THE DESK OF VCMD

Dear Maxian,

Just a month ago I had written to you all, on the never before times, being experienced by us in our social and professional lives. The crisis still persists in many parts of the Nation. However, the figures do establish that it could have been worse had the Lockdown not happened and the support it got from the population.

I particularly appreciate the action and measures that all of you have taken, in all the different aspects, in practicing the Safe Health guidelines and keeping your spirits high. In the month gone by, new systems of interaction and engagement were deployed by us to be connected with most of you and I appreciate the enthusiasm expressed by all.

You are all aware that we are totally ready to operate the plant and the Quick Response Team for Production, Sales and Marketing Teams have accepted the challenge to produce and distribute as before duly supported by all other Departments.

To have a safe and no risk process, a standard operating procedure, for safe production, safe working & safe living, have been circulated. This is in line with the guidelines stipulated by the Government that ensures the safety of all our employees, vendors and stakeholders. There will be new demands as we get back to normal lives. We will have to be governed by a new code of social interaction as well as new style of operation. This is what is being termed as the "New Normal" by many.

We must also bear in mind that whereas we may ensure our safety within our work premises, we still have great challenges that lie in front. These are the challenges of maintaining sustained production as per our earlier set targets, by ensuring increased productivity, which can only be achieved by enhanced efficiency. With the stipulated Government guidelines, we will have to redefine our processes and systems and work accordingly. We will abide by the guidelines but with the endeavour of no compromise of our production and distribution targets. This pandemic and lockdown no doubt will impact the economy of our country gravely and our Company will be impacted significantly as well as our projected revenues. In this challenging times it is of utmost importance that we galvanize as a team and each individual rise to the occasion to face the uncertain future. It is but natural at this stage that we will have to adopt austerity measures to help reduce our costs. Your suggestions in this regard are welcome.

Safe Health of all Maxians and their Families is of paramount importance and I urge you all to exercise extreme caution and care, more so, after the lifting of the lockdown.

With your unstinted support, I am confident that the Maxian family will accept all fresh challenges and come out with dynamic solutions to overcome any hurdles.

Stay Safe.  
VCMD



## EDITOR'S SPEAK

Warm greetings on behalf of the Max family!

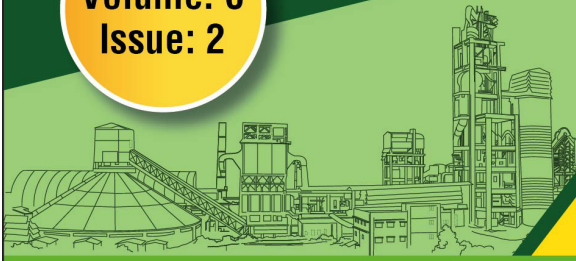
Hoping that everyone is in the best of your health. Congratulations to each and everyone of you in seriously complying to the lockdown norms laid down by the Government. However, the basic practise of hygiene is one to be practised throughout the course of time. Our sincere gratitude to the Medical & military and frontline staffs who are continually putting their life on the line in fighting against and putting the pandemic under control.

May the times ahead give us a promising opportunity to explore our capabilities and learn from our mistakes. Many say that lockdown has affected drastically, but the Max family has been consistently striving in terms of working from home, offering online classes and also brainstorming to come up with initiatives to boost productivity after all that has happened. It is in each and everyone's hand to contribute and push up the organization, let us all give what we have and what we can.

Thanking you once again.  
Rupesh Mishra.







## MAX PANORAMA

Tribute  
to



## OUR FOUNDER

न जायते म्रियते वा कदाचि- न्नायं भूत्वा भविता वा न भूयः ।  
अजी नित्यः शाश्वतोऽयं पुराणो न हन्यते हन्यमाने शरीरे ॥

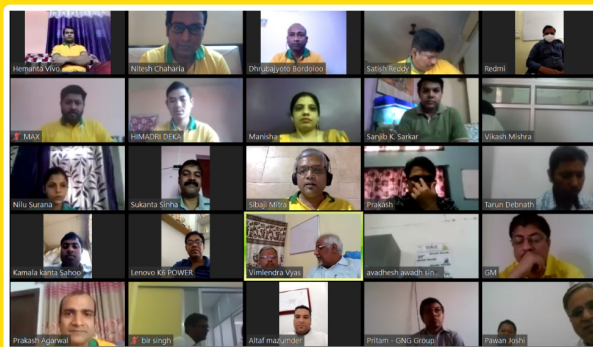
Soul can neither be born nor can it die.  
It is forever immortal, eternal and ancient.

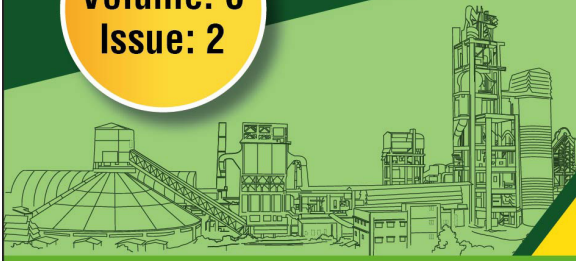


Late Chairman & Founder Shri G.N. Agarwal  
13.08.1948 - 11.04.2011

## A TRIBUTE SESSION IN ZOOM WITH ALL EMPLOYEES

A zoom session with all employees of GVIL Group was organized to pay a tribute to our Founder. Everyone was addressed by our MD, Chairman & ED while others shared their experience who had a chance to work with him.





## SHRADDHANJALI TO OUR FOUNDER AT PLANT

In commemoration of our Late Chairman and Founder, the employees paid their homage and tribute, who left us on this fateful day. Every employees at Plant offered him their prayers and Shradhdhanjali.



## GROCERIES DISTRIBUTION DURING LOCKDOWN

Relief work in regard to Covid19 was done on 11th April, in the memory of our Late Chairman & Founder Shri G.N. Agarwal. It was carried out by the employees of MAX Cement at Guwahati where groceries were distributed to the people residing at Adingiri Hills, Maligaon with the help of Assam Police. The activity was done keeping in mind proper protocol of hygiene & social distancing.







## MAX PANORAMA

### STANDING BY THE PEOPLE IN THIS PANDEMIC

Max Cement has lend out its helping hand again and again to the people of North East India, during this tough period of total lock down. We had made a promise to ourselves to be active as long as we can and help those who deserve. Team Max had maintained proper protocol for hygiene and social distancing while the daily needs were handed over to the people.







## AWARENESS CAMPAIGN BY THE FRONTIER

An awareness campaign was carried out by the Max Frontiers to educate the company employees and their families, residing in the plant premises for maintaining the Social distancing, sanitization of hands and wearing mask as precautionary measures. People were also encouraged to download the Araogya Setu mobile application developed by Government of India for keeping themselves updated.

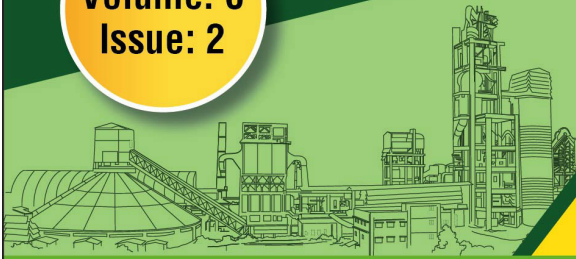


## A SESSION ON MAINTAINING SOCIAL DISTANCE

An interactive session was organized at Max Cement Plant with the employees of all the departments on following the norms of “Social Distancing” and other advisories laid down by the Government. The team gathered to discuss the seriousness of precautions to be taken pertaining to Covid-19 and also for brainstorming ideas as how to adopt the methodologies for optimizing the operational efficiency.







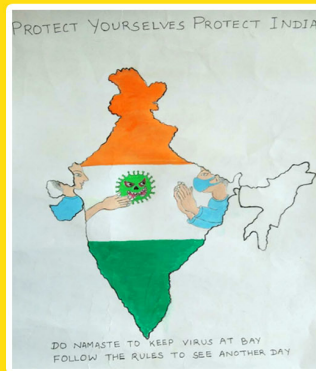
MAX PANORAMA

## CREATIVE ARTWORKS DURING LOCKDOWN

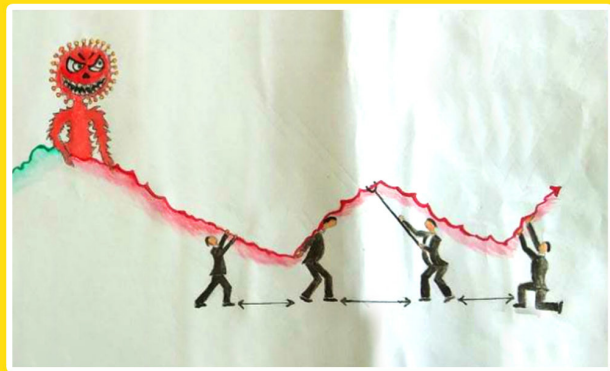
During this lockdown Max Family members used this phase to pick up a hobby or learn a new skill. Here are some of the beautiful artworks presented and displayed by the employees of GVIL, which speaks volumes and convey strong message and encouragement.



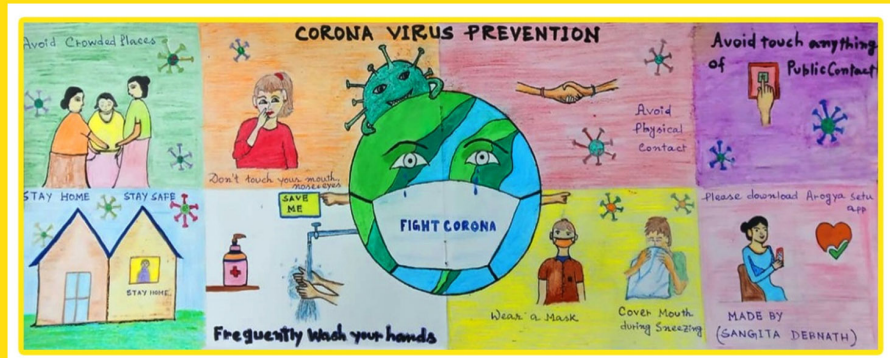
By Jayashree Ghosh



By Jyoti Vishwakarma



By Jyoti Vishwakarma



By Sangita Debnath



By Arista Gayon







## DOCTOR'S MESSAGE

### WAY TO KEEP YOUR IMMUNE SYSTEM HEALTHY

Your body (including your immune system) runs on the fuel you put into it. That's why eating well, along with several other good-for-you behaviours, is so important. Put simply, it's your immune system's job to defend your body against illness and disease. The human body is made up of cells in your skin, blood, bone marrow, tissues, and organs that — when working the way they (immune system) should — protect your body against potentially harmful pathogens (like bacteria and viruses), and limit damage from non-infectious agents. Here are seven keys which help you to develop your Immune System.

#### 1. EAT A HEALTHY DIET

The nutrients you get from food — in particular, plant-based foods like fruits, vegetables, herbs, and spices — are essential to keeping your immune system functioning properly. “Many plant-based foods also have antiviral and antimicrobial properties, which help us, fight off infection. For example, spices like clove, oregano, thyme, cinnamon, and cumin contain antiviral and antimicrobial properties that prevent the growth of food-spoiling bacteria, harmful, and antibiotic-resistant microorganisms. The zinc, iron, selenium, copper, and vitamins A, C, E, B6, and B12 you get from the food you eat are the nutrients your immune system needs to do its job.

#### 2. KEEP STRESS UNDER CONTROL

Long-term stress leads to chronically elevated levels of as the steroid hormone cortisol. The body relies on hormones like cortisol during short-term bouts of stress (when your body goes into “fight-or-flight” response); cortisol has a beneficial effect of actually preventing the immune system from responding before the stressful event is over (so your body can react to the immediate stressor). But when cortisol levels are constantly high, it essentially blocks the immune system from kicking into gear and doing its job to protect the body against potential threats from germs like viruses and bacteria.

#### 3. GET PLENTY OF GOOD QUALITY SLEEP

Your body heals and regenerates while you sleep, making adequate sleep critical for a healthy immune response. More specifically, sleep is a time when your body produces and distributes key immune cells like cytokines (a type of protein that can either fight or promote inflammation), T cells (a type of white blood cell that regulates immune response), and interleukin 12 (a pro-inflammatory cytokine). When you don't get enough sleep, your immune system may not do these things as well, making it less able to defend your body against harmful invaders and making you more likely to get sick.

#### 4. EXERCISE REGULARLY (OUTDOORS, WHEN POSSIBLE)

Regular exercise lowers your risk of developing chronic diseases (like obesity, type 2 diabetes, and heart disease), as well as viral and bacterial infections, Exercise also increases the release of endorphins (a group of hormones that reduce pain and create feelings of pleasure) making it a great way to manage stress. “Since stress negatively impacts our immune system, this is another way exercise can improve immune response,” Lin says.

#### 5. WHEN IT COMES TO ALCOHOL, PRACTICE MODERATION

Drinking high amounts of alcohol is associated with a range of negative health effects, including lowered immune function. When you drink high amounts of alcohol, your body is too busy trying to detoxify your system to bother with normal immune system function. High levels of alcohol consumption can weaken your body's ability to fight infection and slow down your recovery time. As a result, people who drink high amounts of alcohol face a greater likelihood of pneumonia, acute respiratory distress syndrome, alcoholic liver disease, and certain cancers.

#### 6. DON'T SMOKE CIGARETTES

Like alcohol, cigarette smoking can also affect immune health. “Anything that's a toxin can compromise your immune system,”. In particular, the chemicals released by cigarette smoke — carbon monoxide, nicotine, nitrogen oxides, and cadmium — can interfere with growth and function of immune cells, like cytokines, T cells, and B cells. Smoking also worsens viral and bacterial infections (especially those of the lungs, like pneumonia, flu, and tuberculosis), post-surgical infections, and rheumatoid arthritis (an autoimmune disease in which the immune system attacks the joints).

#### 7. KEEP SYMPTOMS OF CHRONIC CONDITIONS UNDER CONTROL

Chronic conditions like asthma, heart disease, and diabetes can affect the immune system and increase risk of infections. For example, when people with type 2 diabetes don't manage their blood sugar properly, this can create a chronic, low-grade inflammatory response that weakens the body's defence system.

**Dr. R.K.Das**

**GVIL, Meghalaya**





## PEARLS OF WISDOM

# Leadership Lessons from the Ramayana (continued..)

Dear Readers,

Amid the gloomy times of lockdown 'Ramayan', the over three-decade-old TV series, garnered over 170 million viewers and catapulted the Ramanand Sagar production as the highest watched "serial" in the Hindi general entertainment space ever. In my last article I mentioned few Leadership traits that one can learnt from the great Epic Ramayana. Listed below are few more qualities worth adopting in any business management and leadership position.

**1. Identifying the latent potential in the team:** Shri Ram understood the powers and capability of Hanuman and the entire Vanar Sena of Sugriv. He encouraged it, motivated the team and got them to complete what is considered as a near impossible task of building a bridge over the ocean.

**2. Planning:** There was no doubt that Shri Ram's planning was perfect to the T. From organizing a search party, getting advice from the elders in the team (like Jambavat), trusting the young and energetic Hanuman, to planning the war strategy, everything was well planned.

**3. Organizing resources:** What did Shri Ram have with him? A brother who could fight and Hanuman who could fly! Besides that he had essentially a rag-tag army of monkeys. Yet he organised these available resources to carry out his plans. A real leader does not get daunted because of lack of perfect resources.

**4. Respecting the team's opinion:** Despite misgivings from the tribal chiefs, Shri Ram accepted Vibhishan under his protection and even took advice from Vibhishan. He used Vibhishan's knowledge and made assessments about Ravan's strength. Never once did he underestimate Ravan's power or strength. It does not matter who in the team, gives the idea. If the idea or the advice is worth it, a leader should respect the individual and accept the advice.

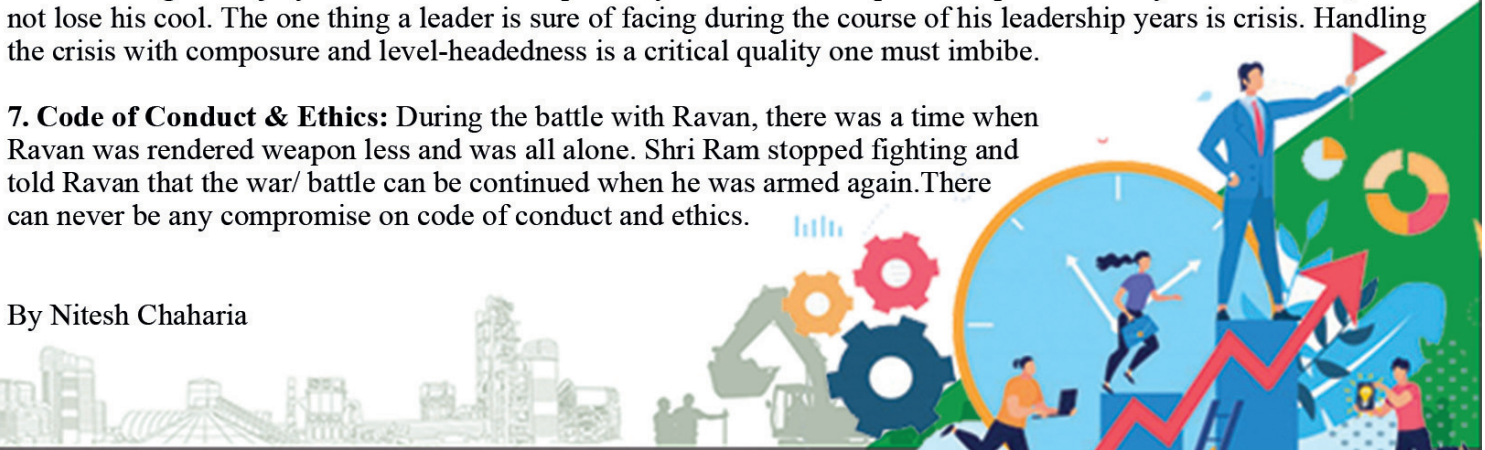


**5. Execution of plans:** Shri Ram personally oversaw the execution of the detailed plans made by him. Between Lakshman and himself, they taught the army of Sugriv and the tribal chiefs the art of warfare. He saw to it that the bridge was constructed well even though the same was commissioned to Nala (a descendent of Vishwakarma). Planning without execution is probably the most wasteful aspect of management.

**6. Crisis Management:** It is not as if Shri Ram's life was a bed of roses. Besides the kidnapping of Sita, it was Lakshman's grave injury in battle which was probably one of the most painful aspects faced by Shri Ram. Yet, he did not lose his cool. The one thing a leader is sure of facing during the course of his leadership years is crisis. Handling the crisis with composure and level-headedness is a critical quality one must imbibe.

**7. Code of Conduct & Ethics:** During the battle with Ravan, there was a time when Ravan was rendered weapon less and was all alone. Shri Ram stopped fighting and told Ravan that the war/ battle can be continued when he was armed again. There can never be any compromise on code of conduct and ethics.

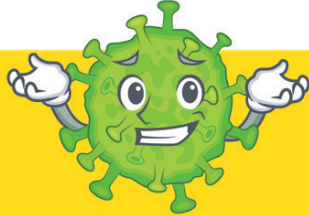
By Nitesh Chaharia







## POEM



अगर मैं कोरोना होता

अगर मैं कोरोना होता तो बन जाता मैं भस्मासुर और मट्टि देता नामोनिशां मुझे बनाने वाला का..... ।

अगर मैं कोरोना होता तो तल्लि तल्लिकर मरने को मजबूर कर देता उन श्वेतपोशी को जिनके द्वारा मुझे बनाने का आदेश मल्ला..... ।

अगर मैं कोरोना होता तो मौत बनकर सोख देता उनकी संतत उत्पादन क्षमता को जिनकी अमानवीय खोपड़ी में मुझे बनाने का वचिार पनपा..... ।

अगर मैं कोरोना होता तो वुहान की उस तथाकथित लैब के कण कण को नास्तनिबूँद कर देता जहाँ मेरा उद्भव हुआ..... ।

अगर मैं कोरोना होता तो धरती पर बोझ बने समस्त दुराचारियों, पापियों एवं लुटेरों का नाश कर देता..... ।

अगर मैं कोरोना होता तो किसी अच्छे व्यक्ति, पशु-पक्षी को कभी भी हानि नहीं पहुँचाता और साथ ही इनके चारों ओर रक्षा कवच बनकर इनको सुरक्षित रखता..... ।

अगर मैं कोरोना होता तो गरीबों, असहायों, वृद्धों एवं बच्चों के हाथों में अमोघ हथियार बनकर रहता ताकि कोई इनके सम्मान और सामान को नुकसान न कर सके..... ।

अगर मैं कोरोना होता तो मेरी अंतिम ख्वाहिश होती कि धरती से पाप का नाश करके वैश्विक जनकल्याण के लिए खुद को समाप्त कर लेता..... ।

कोरोना यदि मैं हुआ, करता ऐसा काम ।

स्वयं मट्टिकर पाप को, पाता पावन नाम ।।

डॉ अवधेश कुमार अवध



Another day to wake up  
Another night to sleep  
Another tomorrow to live  
Another tomorrow to bade bye  
Another tomorrow to mend mistake  
Another tomorrow to spare  
Another tomorrow to love  
Another moment to hate  
Another moment to glow  
Another moment to flow  
Another moment to learn  
Another moment to earn  
Another moment to sing  
Another moment to dance.

Have we ever thought if we don't have these ?

Empty life

Empty wishes

A hollow on heart could we live with it!

By  
Sweata Singha







## EMPLOYEE'S BIRTHDAY

### SALES & MARKETING OFFICE

Name	D.O.B
MAHESH KUMAR RAY	2-May
DIBYENDU KAR	8-May
NITAJAN MANNER	21-May
ANUPAM BORAH	23-May
SHAJI KOVVAPRAVAN	25-May
DEBAL DEB	28-May

### PLANT

Name	D.O.B
DIPANKAR KURI	03-May
IKRAMUL MAZID	03-May
DAVID SYMPLI	04-May
ROY SAINGSHAI	04-May
SUJIT DEB	05-May
BISHWANATH PRATAP SINGH	07-May
MANBHADAKA DHAR	07-May
PRABHASH SINHA	07-May
SILSENG SANGMA	07-May
JADU RAM TAMULI	10-May
JOYJIT NARZARY	11-May
NIMAIN CHARAN BEHERA	11-May
RATAN BASUMATARY	11-May
UPENDRA KR. SINGH	11-May
DUPHREN SOTONG	12-May
KMENLANG SYMPLI	12-May
RAHUL KUMAR RANJAN	14-May
BISWAJIT PAUL	15-May
RADHA KANTA DAS	15-May
JAY RAM NAYAK	19-May
RISHAD SADAP	24-May
SHYAMMANI DWIVEDI	24-May
KRISHNA NEWAR	30-May
MITON CHANDA	31-May

### HEAD OFFICE

Name	D.O.B
RAM BABU SHAW	06-May
BINOD KUMAR RAJAK	15-May
MANISHA AGRAWAL	23-May
RAM CHANDRA RAUT	29-May

### PLANT

Name	D.O.B
ABDUL AZIZ KHAN	01-May
MINTU SINHA	01-May
REHANUL HOQUE	01-May
VEER ASHUTOSH	01-May
PRIYABRATA DEBNATH	02-May
RAUSHAN KUMAR SINGH	02-May