



FROM THE AGM (TECHNICAL SERVICES) DESK

Mr. Apurba Kumar Sarma

Sir Richard Charles Nicholas Branson , an English business magnate, investor, philanthropist and founder of the virgin group said *"If you look after your internal customers you don't have to worry*

about the external customers."

An internal customer is anyone within an organization who at any time is dependent on anyone else within the organization. The internal customer may be a situational customer.

If you are an employee in an organization or if you are a business man providing with raw materials or finished goods to an organization, you are an internal customer. An internal customer is someone who helps the organization to serve the end customer and also he is an integral part of the value chain.

An external customer is someone who uses our products or services but is not part of our organization . External customers are essential to the success of any business, as they provide the revenue stream through their purchases that the organization needs to survive. Satisfied external customers often make repeat purchases as well as refer our products to other people they know. A customer who suffers through a negative experience with a business or product , such as being treated rudely by an employee, can also hinder a business by dissuading others from patronizing it.

While internal customers may not necessarily purchase the products or services offered by their employer, the internal customer relationship also plays a key role in the success of any business. In the sales process, the salesperson who does not work well with customer service may have greater difficulty placing orders or obtaining answers to his external clients' questions, resulting in a poor level of service. Strained internal relationships can also adversely affect company morale.

In our daily works ,the chain of order generation-production-despatch –service is largely comprised of internal customers. Any break in the chain will lead to losses to the company and hence internal customers need to be taken care of. This chain breaks mainly due to improper communication, co ordination and poor care and concern for internal customers.

From The Editor's Desk

Dear Readers,

We are pleased to present you the 11th issue of Nishtha. This issue Mr. Apurba speaks on the importance of Internal & external customers. Some wonderful new initiatives enlisted in the Max Panorama section at Plant and a host of other activities in Marketing. Lets make our mind tension free as Mr.Rajat writes in his article about *Hypertension Symptoms and Remedy* on to the last page. Do check Mr. Awadhesh's lyric poetry on *"The outcome of a planted Seed"* and a beautiful poetry in Assamese on *"Max Cement"* by Rafiqu Ahmed.

*Birthday wishes to everyone.
Stay Safe , Stay Healthy.*

*Regards,
Nitesh Chaharia*

MR.WISE

Responsibility means being able to respond to whatever situation you may face in your life.

- Sadhguru

For any suggestion, write-ups, photographs, participation in Editorial Board please mail us at nishtha@gnggroup.in

MAX PANORAMA



REDEMPTION OF SCHEMES

Max Cement redeemed its many schemes in the month of May in various zones. These schemes were meant for dealers, sub-dealers as well as petty contractors. Those who qualified the schemes were felicitated with the prizes and gifts offered during the announcement of such schemes.



Dealer Kit distribution to New Dealer Jagdamba Enterprises, Biswanath Chariali

Dealer Kit distribution to New Dealer Riddhi Cement, Kahilpara

Gold Coin gifted to Krishna Hardware, Rani



17th May: Technical Training Program

Max Cement conducted a one day training program for its people on topics such as "Cement Production Process", "Concrete & Mortar" which was followed by a written test. After verifying the answer papers it was ascertained that the team has attained sufficient technical knowledge to face customers in the market

MAX PANORAMA



FREE TUITION CLASSES TO ALL THE SUDENTS OF THE STAFF COLONY :-

GNAM Club in the leadership of GVIL administration organized to offer Free Tuition classes in GNAM ladies club to all the students from LKG to 8th Standard daily in the evening for 2 hours from 4 PM To 6 PM . On the inaugural day 15th May, 2016, free Note books, pen and pencils were distributed from club to all the students. All the teachers were also felicitated by the GVIL administration, Club Secretary and Members. The students felt motivated to perform well by getting extensive coaching classes. This arrangement will be conducted throughout the year and GVIL administration expecting impressive result from the students.



WOMEN CARROM BOARD TOURNAMENT IN LADIES CLUB:-

An exciting carrom board tournament was organized for all the ladies in GNAM ladies club. The finals were held on 18th may,2016 wherein Mrs. Naro Ao won the first position followed by Mrs. Kiran Boro and second runner up Mrs. Minu Baglari.



A plant visit programme was organized as a part of induction programme for newly joined MAX family members . A group of 10 officials led by Jugal Barman-Manager (Technical) were made to experience the complete manufacturing process at Plant premises under the supervision of Quality department. The participants had an extensive session on various manufacturing sections and various aspects of the product quality.

PEARLS OF WISDOM

Everyone Has a Story in Life

A 24 year old boy seeing out from the train's window shouted... "Dad, look the trees are going behind!" Dad smiled and a young couple sitting nearby, looked at the 24 year old's childish behavior with pity, suddenly he again exclaimed..."Dad, look the clouds are running with us!" The couple couldn't resist and said to the old man..."Why don't you take your son to a good doctor?" The old man smiled and said..."I did and we are just coming from the hospital, my son was blind from birth, he just got his eyes today. Every single person on the planet has a story. Don't judge people before you truly know them. The truth might surprise you.

মেক্স চিমেন্ট

অভিনন্দন, অভিনন্দন
আপোনাক সকলোকে
আন্তৰিক অভিনন্দন।

আহক আমি সৱে শুনো ।

মেক্স চিমেন্টৰ কথা,

য'ত আছে অত্যাধুনিক জাৰ্মান প্ৰযুক্তিৰ কৌশলতা

কৰো আমি আপোনাৰ সপোনৰ ঘৰখন

বাস্তৱলৈ পৰিণত কৰাৰ চিন্তা।

য'ত পাৰ আপুনি

শক্তিশালী ঘৰ, সঠিক ছেটিং আৰু

আৰু দীৰ্ঘদিনৰ প্লেব্ৰেণ্ট।

হয় হয় আমি দিত প্লেব্ৰেণ্ট

মেক্সীমামৰ প্লেব্ৰেণ্ট

তাৰোপৰি আছে আৰু অভূতপ্ৰযস্ৰেৰা

নিজ ঘৰতে লগ পাৰ

উন্নতমানদণ্ডৰ কাৰিকৰী দক্ষতা থকা

আসামৰিক অভিযন্তা,

পাৰ ঘৰখন নিৰ্মাণত সম্পূৰ্ণ নিদৰ্শনতা

প্ৰাকৃতিক দুৰ্যোগৰ পৰা ঘৰখন

নিয়ন্ত্ৰণ কৰিবলৈ এই সকলে দিব

আপোনাক অত্যাধুনিক কৌশলতা

হয়, হয় , আমি কবি যাম

সকলো প্ৰচেষ্টা

যাতে হয় আপোনাৰ ঘৰখন

সম্পূৰ্ণ সুৰক্ষা

এইয়ে আছিল খুল মুলকে

মেক্স চিমেন্টৰ কথা,

আৰু দিলো মেক্সীমামৰ প্লেব্ৰেণ্টৰ বাৰ্তা।

কবি:- বন্ধিক আহমেদ



PLANT

DOB	NAME OF EMPLOYEE
1 st June	Mr.Lal Bachan Chauhan
1 st June	Mr.Panu Kumar Nath
2 nd June	Mr.Sanu Baidya
4 th June	Mr.Bubul Nath
5 th June	Mr.Mahadeb Deb
6 th June	Mr.Rajesh Rai
7 th June	Mr.Komris Bareh
7 th June	Mr.Ram Kishor
8 th June	Mr.A. Prabhakar
9 th June	Mr.P. Janardhan Rao
10 th June	Mr.Sanjeev Kumar Rawalwasia
10 th June	Mr.Subash Chandra Khuntia
10 th June	Mr.Nazim Uddin
13 th June	Mr.Sonly Lyngdoh
14 th June	Mr.Yasin Ali Bhuiya
15 th June	Mr.Jone Siangshai
19 th June	Mr.Bir Singh Rohila
21 st June	Mr.Prasit Kumar Nath
22 nd June	Miss. Bethel Siangshia
26 th June	Mr.Paritosh Deb
27 th June	Mr.Imnalepshi
28 th June	Mr.Prabin Kalita
30 th June	Mr.Apurba Thakuriah
30 th June	Md. Ikbal Hussain

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MARRIAGE



Happy World Environment Day | 5th June, 2016



GETTING ALONG WITH EMPLOYEES

Mr. Vikash Mishra , Assistant Manager – HR & IR

A happy office is a productive one. Everyone will be more cheerful if you follow these simple rules.

1. Don't make your employees come in on days they're normally not scheduled to work or call them while they're on vacation. A surefire way to make employees resent you is to invade their personal time for non-pressing work. Unless you have something that absolutely has to be done, let time away from work stay that way.

2. Don't play favorites. Playing favorites can bias your judgment and impair your leadership abilities. Treat your employees equally.

3. Give credit when it's due. Don't take credit for your employees' ideas or hog their limelight. This action not only fosters resentment but also makes you seem untrustworthy.

4. Don't micromanage. While it's fine to keep up with what your employees are working on, don't constantly look over their shoulders.

5. Never discuss employee matters with their co-workers. This kind of gossip always gets back to the person and will make you look unprofessional.

6. Don't interfere with employees' work. If your employees are getting work done, don't stress about how it gets done. Even if it's not being done they way you'd do it, it's best to let employees use their best judgment.

7. Don't push unreasonable deadlines. You don't want to spend all of your time at the office, and neither do your employees.

8. Keep your promises. Barring some catastrophic event, you should always keep promises you make to employees, especially about pay and benefits.

9. Keep work about work. Don't require employees to run your personal errands. Take care of your own personal business or hire an assistant.

10. Reward hard work. Make sure your employees feel valued for the work that they do. Employees will be more willing to put in extra effort if they know it's noted and appreciated.

11. Provide motivation. Sometimes employees need a morale boost. Provide them with encouragement to get a project rolling.



KOLKATA

DOB	Name of the Employees
6th June	Biness Roy Gayang
9th June	Kamala Kanta Sahoo

GUWAHATI

DOB	Name of the Employees
3rd June	Jaydeep Jha
4th June	Sonu Singh
6th June	Vijay Kumar Dubey
11th June	Lila Kanta Sharma
15th June	Sanjay Kumar Bayan
20th June	Dipika Taparia
22nd June	Bhaskar Sarmah
30th June	Abhiseak Agarwal

NEW JOINEES IN THE MONTH

OF MAY'16

1. **BHASKAR SARMAH** is appointed as Assistant Manager (Technical) from 6th May'16 in Lower Assam.
2. **SUDEEP KR. DAS** is appointed as Executive in Sales & Marketing from 13th May'16 in Tezpur.
3. **BHABESH KALITA** is appointed as Sr. Executive in Sales & Marketing from 16th May'16 in Kamrup. .

HYPERTENSION AND PREVENTION:-

By: Dr. Rajat Paul ,Sr. Manager (Health)



Hyper tension is a condition where elevation of Blood pressure values over 140/90 mm hg. Chronically Hypertension is two varieties, Primary and secondary Hypertension. Leaving aside temporary elevation of BP Eg, under panic / severe excitement is cold acute hypertension.

Now in days hypertension is become an epidemic over the world. Hypertension is a silent killer which has no pre-symptoms, commonly hypertension deducted during routine examination before the patient complains any symptoms due to hypertension. Primary/essential hypertension, where there is no discernible cause for the elevation of BP which is over 95% of cases has been found clinically. 5% of secondary hypertension, which is a result of some known causes, likes Renal Disease, Cardiac Disease, Toxemia of Pregnancy, Pneo chromocytoma etc.

General etiology of hypertension is modern lifestyle, as like rich and outside food habits, inappropriate physical activity, and stressful working environment, chewing tobaccos, smoking cigarette, alcoholism and, genetic causes etc. Commonly peoples thinking is that the anger is the symptom of Hypertension but it is clear that the anger is not because of High Blood pressure, in fact anger it-self is a cause of High Blood Pressure.

Hypertension may lead to Stroke, Heart Attack/Failure, Kidney failure, vision problems, so it is mandatory to control BP by symptomatic treatment with anti-hypertensive drugs. Now question arise what should be the degree of reduction of BP? It is suggested that diastolic BP should be maintain < 85mm hg. The normal value of BP is 120/80 mm hg. For the patient whose Systolic BP in between 120-139 or diastolic BP is 80-89 the term is cold pre-hypertension in such condition patient should not treat with AHD, but they have to take special care of their lifestyle and can preventing the further progression of BP.

Non-pharmacological treatments of the hypertension are Salt restriction in the diet, stoppage of Smoking/Alcohol, reduction of Obesity, regular Exercise etc. If BP will not control then AHD shall have to be started.

Anti-hypertensive drugs therapies have often some side effects. Patient may refuse to take, anti-hypertensive drugs, patient may not regular course of anti-hypertensive drugs, and lack of compliance, such condition goal of treatment not reached. It is important that AHD have to take regularly it should not stop without doctors consultation.

Peoples are worried about if once start the AHD then it should be continue for lifelong and it will be expensive, yes it is to be continue but is not so expensive than your life. There is nothing to worry about life time treatment of BP, now very cheapest AHD are available in the market.

मैं उसी बीज का प्रतिफल हूँ

सुनो मेरे जनक!
उस वक्त तुम शिशु नादान थे
खेल खेल हां...खेल खेल में ही
बो दिये थे
घर के पिछवाड़े की
खाली पड़ी जमीन में
एक लावारिस बीज
असीम स्नेह से सींच सींच कर
प्रकृति से बचाते हुए
बना दिये थे
एक विशालकायछायादार
वृक्ष।

सुनो मेरे जनक!
याद है मुझे इसीलिये तो
सूर्योदय के साथ ही नित
समेटने लगता हूँ
तुम्हारे आगे बढ़कर
तुम्हारी परछाईं को.....
दोपहर में जब सूर्य का कोप
निगलने लगता है धरा को
कर देता हूँ छाया
तुम्हें बचाने के लिये.....
शाम को पुनः
चल पड़ता हूँ साथ तेरे....
जब तुम थककर
करने लगते हो विश्राम
मैं तनकर खड़ा रहता हूँ
छाता ताने...पहरेदार जैसे।
सुनो मेरे जनक!
अशुद्ध हवा सोखता हूँ
देता हूँ प्राण वायु
फूल, फल, पत्ते, डालियाँ
तना, जड़, रस, चूल्हे का ईंधन
लुटाता हूँ.....
बनाता हूँ स्वयं को
तपा तपाकर बादल
बरसात भी कराता हूँ
और बन जाता हूँ गरीबों का
निवास
पशु - पक्षियों का आवास
राहगीरों का प्रवास
यही नहीं बल्कि
मिटा देता हूँ स्वयं को
फिर भी मैं भूल नहीं सकता कि
मेरा जीवन.....मेरा अस्तित्व
आपका ही तो दिया हुआ है।

**‘लुढ़कती लेखनी’ से अवधेश
कुमार**