

## NEWS DESK

### VCMD MESSAGE

Dear Colleagues,

As ever it has been a hectic month with social and business activities coupled with the important festivals of Kali Puja, Kati Bihu, Diwali and Chatth. Last month also saw MAX associating itself with the India Australia cricket series. Another first in our commitment to sports, art and culture.

The season of winter is around the corner and it brings with it our most important season of building and construction, which is prime for our business.

The MAX Team has been given the opportunity of not only making a quality product through its modern technology but has also been given the challenge to ensure that brand MAX is the one that is recalled more than any other competitive brand.

This challenge rests with all of us - the responsibility rests with the production group, it rests with the logistics force, it rests with the marketing members, it rests with the sales team and it also rests with me! I am confident that in the coming months we will cross all targets and set even higher benchmarks.

I wish you and your Family members all the best.

Regards,  
Vineet Agarwal

"Don't stop when you are tired. Stop when you are done!"

## EDITOR'S SPEAK

Dear All,

I hope everyone had a memorable and resplendant Diwali and tried to the best of their abilities to stay safe and responsible. Max Cement indeed celebrated Diwali with much elan! Max Cement hosted a Diwali lottery in the Guwahati office as well as the Kolkata office wherein each of the lucky winners were presented one from amongst a plethora of superb gifts starting from branded LED TVs, Refrigerators, Sound Systems, Washing Machine, as well as Trolley Bag. We also conducted various exciting contests such as Rangoli competition at the Guwahati office, traditional attire competition, aside from a traditional Diwali puja.

On that note, Max Cement also took the initiative to truly brighten up the Diwali of the underprivileged children from Childline, by escorting them for a live match of FIFA U-17 at the Indira Gandhi Athletic Stadium in Guwahati. This match was intended not just as a source recreation and joy for the children, but also as a source of inspiration for those who aspire to be sportsmen, or footballers in particular. It was indeed a rather memorable and satisfying moment for us, watching the broad smiles on the faces of the youngsters and we wish to continue our philanthropic activities and give back to the society.

This October, we also decided to implement the Max Cement Annual Engineer's meet at Silchar and we are proud to say that it was an exceedingly successful one. Max Cement also happened to be a proud sponsor for the India vs Australia 2nd T20 International at Barsapara Stadium, Guwahati. Max Cement set up numerous banners and standees throughout the stadium as well as on the roads enroute the stadium.

We genuinely believe that these activities shall further help put Max Cement on the map and strengthen our goodwill in the eyes of our partners as well as customers.

Regards,  
Nitesh Chaharia

May the holy teachings of Guru Nanak guide you  
through the right path in your life.

**GURUPURAB  
WISHES**



For any suggestion, write ups, photographs or participation  
in the Editorial board, e-mail us at [nishtha@gnggroup.in](mailto:nishtha@gnggroup.in)



### DIWALI CELEBRATION AT SALES AND MARKETING OFFICE



**Guwahati, Oct, 17th:** Diwali is a festival of prosperity, health, homecoming and illuminating lights to celebrate the triumph of good over evil. We at the Guwahati Office assembled with great zest to commence the festivities with lighting up of the lamps by Mr. Ramendra Nath Sinha (President, Sales & Marketing) and other officials.

### DIWALI LOTTERY

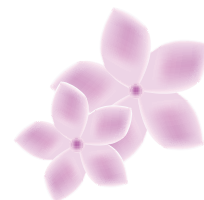


**Guwahati, Oct, 17th:** The festivities of Diwali continued with lottery, which brought in prosperity for many through them winning exclusive prizes and keeping up the sportsman spirit. The lucky winners to grab the top 3 prizes were: Ravindra Agrawal hitching the 1st prize, a Samsung LED TV 32"; Khagen Deka, for securing the 2nd prize, a Samsung Refrigerator 190 Lt. and Prabin Kumar Das for obtaining the 3rd prize, a Whirlpool Washing Machine.

### RANGOLI COMPETITION



**Guwahati, Oct, 17th:** Rangoli is an art which precedes revelation of beauty and the acquisition of auspiciousness. It is both an auspicious and a preliminary necessity in any religious ritual. So, the employees at the Guwahati office, divided themselves up into groups consisting of 4 members each and took part in the rangoli making competition. Team F was the winner of the competition, Team E grabbed the 2nd position and Team C secured the 3rd position. As it was a neck to neck competition, consolation prize was also given to Team B.







### TRADITIONAL ATTIRE COMPETITION



**Guwahati, Oct, 17th:** The festivities continued with the final event of showcasing the traditional attires. Everybody was dressed elegantly, representing different regions and traditions. The winner title was bagged by Shaji Kavvaparan in male and Pallavi Borah in female, followed by the runners up Syed Hakim Uz Zamanin in male and Rajashree Kalita in female.

### DIWALI PUJA



**Guwahati, Oct, 19th:** Diwali Puja was performed at the Guwahati office with utmost dedication and commitment to take their MAX family to new heights. Mr. Prakash Agarwal (Executive Director) and his family took part in puja and prayed for the well-being of the employees.



### CRICKET SPONSORSHIP



**Guwahati, Oct, 10th:** Max Cement was a proud sponsor for the India vs Australia 2nd T20 International at Barsapara Stadium (Guwahati). Max Cement banners and standees were all across the stadium and were also displayed on the roads directed towards the stadium.

## EMPLOYEE BIRTHDAYS



NAME	D.O.B
<b>PLANT</b>	
JIYALAL ADIBASI	1st Nov
NABA KUMAR KALITA	1st Nov
SUN KR DEORI	1st Nov
UPENDRA SINHA	4th Nov
SANJOY PAYUN	5th Nov
SAHIN AHMED	7th Nov
OM BAHADUR RAI	10th Nov
SANTOSH DAS	10th Nov
DURYANDHAN JENA	11th Nov
ANANDA MUKHERJEE	12th Nov
SANJEEV KUMAR SINGH	15th Nov
ABDUL JABBAR	15th Nov
NAZIBUR RAHMAN LASKAR	16th Nov
VIJAYNATH TIWARI	16th Nov
MD. HASHMAT ALI	17th Nov
SANJEEV GHOSH	18th Nov
AJOY GURUNG	19th Nov
SANJOY ACHARJEE	23rd Nov
SAMARJIT SINGHA	25th Nov
SITANGSHU PAUL	28th Nov
JUMWI RAJA SWARGIARY	29th Nov
RAVI SINGH	29th Nov
RUPAN NATH	30th Nov
ASHIM SINHA	30th Nov

NAME	D.O.B
<b>GUWAHATI OFFICE</b>	
MANJIT MAZUMDER	1st Nov
MANIK DAS	7th Nov
SUBHRAJIT DAS	8th Nov
SAMIR KUMAR NANDI	12th Nov
SYED ARFAD HUSSAIN	14th Nov
ARNNAB ROY MAZUMDER	20th Nov
RAMAL KUMAR DAS	21st Nov
JAYARGHYA DEB	27th Nov
UMA KANTA MEDHI	27th Nov
SAMUEL D.L. MAWLONG	28th Nov
MUKIT HUSSAIN	30th Nov
<b>HEAD OFFICE</b>	
KRISHNA KANTA DAS	8th Nov
ARPITA TIBREWAL	15th Nov





## DAD'S EYES

A teenage boy lived alone with his father. The two of them had a very special relationship. Even though the son was always "warming the bench", his father was always in the stands cheering. He never missed a game. This young man was still the smallest of the class when he entered high school. But his father continued to encourage him but also made it very clear that he did not have to play football if he didn't want to. But the young man loved football and decided to hang in there.

The son was determined to try his best at every practice, and perhaps he'd get to play when he became a senior. All through high school he never missed a practice but still remained a bench warmer all four years. His faithful father was always in the stands, always with words of encouragement for him.

When the young man went to college, he decided to try out for the football team as a "walk-on." Everyone was sure he could never make the cut, but he did. The coach admitted that he kept him on the roster because he always puts his heart and soul to every practice and, at the same time, provided the other members with the spirit and hustle they badly needed.

The news that he had survived the cut thrilled him so much that he rushed to the nearest phone and called his father. His father shared his excitement and was sent season tickets for all the college games. This persistent young athlete never missed practice during his four years at college, but he never got to play in the game.

It was the end of his senior football season and as he trotted onto the practice field shortly before the big play-off game, the coach met him with a telegram. The young man read the telegram and he became deathly silent. Swallowing hard, he mumbled to the coach, "My father died this morning. Is it all right if I miss practice today?" The coach put his arm gently around his shoulder and said, "Take the rest of the week off, son. And don't even plan to come back to the game on Saturday."

Saturday arrived, and the game was not going well. In the third quarter, when the team was ten points behind, a silent young man quietly slipped into the empty locker room and put on his football gear. As he ran onto the sidelines, the coach and his players were astounded to see their faithful teammate back so soon.

"Coach, please let me play. I've just got to play today," said the young man. The coach pretended not to hear him. There was no way he wanted his worst player in this close playoff game. But the young man persisted, and finally feeling sorry for the kid, the coach gave in. "All right," he said. "You can go in."

Before long the coach, the players and everyone in the stands could not believe their eyes. This little unknown, who had never played before was doing everything right. The opposing team could not stop him. He ran, he passed, blocked and tackled like a star. His team began to triumph. The score was soon tied. In the closing seconds of the game, this kid intercepted a pass and ran all the way for the winning touchdown!

The fans broke loose. His teammates hoisted him onto their shoulders. Such cheering you've never heard! Finally, after the stands had emptied and the team had showered and left the locker room, the coach noticed that the young man was sitting quietly in the corner all alone. The coach came to him and said, "Kid, I can't believe it. You were fantastic! Tell me what got into you? How did you do it?"

He looked at the coach, with tears in his eyes, and said, "Well, you knew that my dad died, but did you know that my dad was blind?" The young man swallowed hard and forced a smile, "Dad came to all my games, but today was the first time he could see me play and I wanted to show him I could do it!"

By Rupesh Mishra

## RHYMES AND REASONS

## दीपोत्सव

किसी जगह पर दीप जले अरु कहीं अँधेरी रातें हों ।  
नहीं दिवाली पूर्ण बनेगी, अगर भेद की बातें हों ॥

ऐसे व्यंजन नहीं चाहिए, हक हो जिसमें औरों का ।  
ऐसी नीति महानाशक है, नाश करे जो गैरों का ॥

हम तो पंचशील अनुयायी, सबके सुख में जीते हैं ।  
अगर प्रेम से जहर भी मिले, हँस करके ही पीते हैं ॥

चूल्हा जले पड़ोसी के घर, तब हम मोद मनाते हैं ।  
श्मशान तक कंधा देकर, अन्तिम साथ निभाते हैं ॥

किन्तु चोट हो स्वाभिमान पर, तो जिन्दा ना छोड़ेंगे ।  
दीप जलाकर किया उजाला, राख बनाकर छोड़ेंगे ॥

दीपोत्सव का असली मतलब, सबके घर खुशहाली हो ।  
दिन दुखी निर्बल के घर भी, भूख मिटाती थाली हो ॥

प्रथम दीप के प्रथम रश्मि की, कसम सभी जन खायेंगे ।  
दीप जलाकर सबके घर में, अपना दीप जलायेंगे ॥

हर घर में जयकारा गूँजे, कण कण में खुशहाली हो ।  
सच्चे अर्थों में उस दिन ही, दीपक पर्व दिवाली हो ॥

अवधेश कुमार 'अवध'



### FIELD TRIP FOR UNDERPRIVILEGED CHILDREN



**Guwahati, Oct, 17th:** Max Cement was proud to have undertaken a compassionate initiative to enlighten the Diwali of the Childline underprivileged children, by having them witness a live match of FIFA U-17, at the Indira Gandhi Athletic Stadium in Guwahati. This match catered the source of inspiration for the younger generation who aspire to be sportsmen and also helped popularise Football as a sport.

### DIWALI CELEBRATION AT THE HEAD OFFICE



**Kolkata, Oct, 17th:** Diwali enthusiasm was all over the Max family, even the employees at the Kolkata Head office were all geared up for the festivities. Diwali lottery took place in the presence of all the employees. Rabindra Sah who won the 1st prize, took home a Samsung LED TV 32", the 2nd prize was a Philips Music System won by G.B. Mishra and Vardhan Agarwal secured the 3rd prize, a VIP Trolley bag of 26".

### GIFT DISTRIBUTION



**Kolkata, Oct, 17th:** The zest of Diwali concluded with the distribution of Diwali goodies by Mr. Praveen Agarwal (Chairman) and Mr. Vineet Agarwal (Vice Chairman & Managing Director). The celebration wrapped up with warm wishes and blessings for the Max family to achieve new heights.







### DIWALI CELEBRATION AT THE PLANT



**Meghalaya, Oct, 19th:** The festival of lights and prosperity was participated in with a lot of zeal among the employees at the MAX plant. They all gathered together to celebrate the auspicious occasion with Laxmi puja, rangoli artwork and floating sky lanterns to wish for peace and prosperity for everybody.

### ANNUAL ENGINEERS' MEET

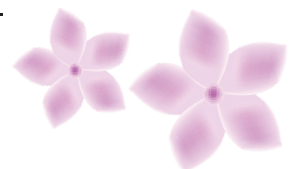


**Silchar, Oct, 27th:** An Annual Engineers' Meet was organised by MAX Cement at the Kalpataru Hotel, Silchar. It was an evening to remember with around 67 engineers and other dignified dignitaries; it commenced with the lighting of lamps followed by presentations by the guest speakers, Prof. Pallav Das & Er. Saugata Shome. Mr. Ramedra Nath Sinha (President, Sales & Marketing), Sandip Chattopadhyaya (AGM, Sales & Marketing) and Atul Dutta (AGM, Technical Services), were present from MAX Cement. The evening was concluded by a gala dinner.

### DEALER & SUB-DEALER PLANT VISIT



**Meghalaya, Oct, 29th:** A group of 19 dealers & sub-dealers from Nagaon made a visit to our Max Plant in Meghalaya. The group arrived on 28th evening and were greeted by the plant representative and treated to dinner, organised especially for them. The following morning, the group visited the plant. The representative showed them around and answered all their queries regarding the mechanisms and functions. The outcome of the visit was favourable enough as all the dealers were pleased and appreciated the effort put in by Max Cement.






## NEW RECRUITS




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

We welcome, with open arms, all of the following members who have been newly introduced into the Max Cement family. We sincerely hope that they will thoroughly enjoy their association with our organisation.


#### HEAD OFFICE

NAME		PHOTO
<b>SUROJIT PAUL</b> Assistant Manager (BDM)	Surojit joined the Kolkata office on 10.10.17. He has done Post Graduate Diploma in Business Administration in Marketing after Graduation in B.Sc from Assam University, hailing from Shillong. He gained skills in undertaking analysis assignments of data and making recommendations based on available facts & conclusions. He represented school in the inter school cricket tournament and also was co-editor of magazine "Bio-vision" during college days.	

#### SALES AND MARKETING

NAME		PHOTO
<b>HIMADRI KUMAR DEKA</b> Assistant Sales Manager	Himadri joined the Kamrup office on 03.10.17. He has completed PGDBM from FIIB, New Delhi & brings along over 11 years of experience. He was associated with Star Cement Ltd. before joining us.	

#### PLANT

NAME OF EMPLOYEE	DEPT	DESIGNATION	D.O.J	PHOTO
<b>RAJU SINHA</b>	ADMINISTRATION	LMV DRIVER	7.10.2017	

# Happy Children's Day

