

Volume: 5
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A MONTHLY E-NEWSLETTER FOR INTERNAL CIRCULATION ONLY

“Nature is a miracle we depend upon”

FROM THE DESK OF VCMD



Dear Maxian,

At the time of writing this we have seen the choice of the people of India via their votes. We have voted for a strong and purposeful Government at the Centre and we at Max, as responsible Indian and corporate citizens, must pledge to do our part.

This month I would like to write about our need to know our customers.

“The purpose of business is to create a customer.”

Simple as it sounds, it is not easy to create, or to hold on to a customer inspite of a great product and service.

To retain a customer it is important to understand why the customers feels that they should buy our product.

In Max, this may seem a difficult task, as our interaction with the customer may not always be direct. However, our constant interactions with our Dealers, Petty Contractors and Masons should give us their insights and needs.

What we need to establish is that we are not just selling a commodity but a solution. A bag of cement is not to be seen by them as a concrete-maker ingredient but rather as a strong wall or roof. We need to understand and satisfy their four needs.

The first is Price. Customers always seek the best price that match their budget. The second is Quality.

The customer will pay a higher price if they see a high quality and a long lasting product. This continuous choice will lead to making a product into a brand.

The third is Action. Customers will need action to be taken when they have a problem. Customers need to be reassured by knowing that the Company is ready to serve them in case they have an issue. This need will lead to the fourth point of Service.

Customers need Good Service not only when purchasing a product but post sales too. The average customer needs service and needs appreciation. They must feel that we value their business. Close interactions post sales is a challenge especially for very small customers but this should be done as far as possible. Companies with good customer service and post sales interactions retain most customers.

Thus, keeping a strong sense of their needs is not just a necessity but a reason for us to grow.

With best wishes
Vineet Agarwal
VCMD



EDITOR'S SPEAK

Dear Readers,

A new Government has been sworn in with the promise of a progress and development. Let us join hands and be responsible citizens and contribute to the growth of our country by doing little things. That can from switching of the lights and fan to save electricity, by not littering the garbage or may be by planting trees in and around our area, by paying our Taxes and many more such things. Each one of us individually has the power to bring a change through small deeds and efforts. Let us be more enthusiastic and participative in our day to day life.

Regardless of whether it is in politics or in business, to be successful, we need to understand the people. By being more observant, we can connect more with people around us and bring out their inner skills and know them better.

The Time when the General Election momentum has subsided, our country is ready to witness yet another mega sports event the, ICC World Cup 2019. In a country like India where cricket as sports is observed as religion, perhaps each one of us will be keeping a track on the matches. I, on everyone's behalf wish our Indian Team a great success and win.

Presenting to our Readers “Nishtha Vol 5 Issue 03” which commences on the VCMD message, apprising readers on the “4 Needs of a Consumer” followed by “Max Panorama”, Places to visit in “The Enchanting North East” and informative article on general health issues.

Looking Forward for your Articles and Suggestions. Keep Smiling and Stay Healthy!

Regards,
Nitesh Chaharia

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MAX PANORAMA

Celebration of our VCMD's Birthday

H.O celebrated VCMD's birthday on 13th May 2019. He was showered with best wishes from the employees.



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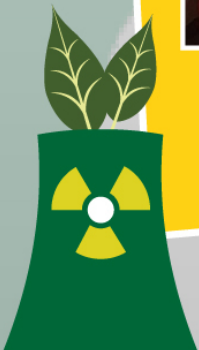
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MAX PANORAMA

Mother's Day Celebrations at Guwahati & Kolkata

Mother's Day was celebrated both at the Sales & Marketing Office and Corporate Office to celebrate the beauty and power of a mother. The mothers were honoured for their strong motherhood.



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Technical Workshop

A two day workshop was organised for the Techno Sales Team at Max Sales & Marketing Office, Guwahati. The workshop was conducted successfully by Dr. Panigrahi.



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MAX PANORAMA

Health Check-up Camp

A health check up camp was organized at GVIL Dispensary for all employees on 1st May (Labour Day) and the following week. The health check up was conducted by Apollo Clinic, Guwahati.



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MAX PANORAMA

Petty Contractor Meet

MAX Bahubali - Petty Contractor Meet was organized at Sales & Marketing office, Guwahati under Urban Kamrup 2. The Petty Contractors were briefed for our Scheme launch in presence of Joydeep Sarkar (AGM) & other team members.





DOCTOR'S MESSAGE



PEARLS OF WISDOM

MUMPS

Mumps is viral infection that primarily affects salivary glands that are located near ear. Mumps can cause swelling in one or both of these glands.

Causes

Mumps is caused by a virus that spreads easily from person through infected saliva. If you are not immune, you can contract mumps by breathing in saliva droplets from infected person who has just sneezed or coughed. You can also contract mumps from sharing utensils or cups with someone who has mumps.

Symptoms

The primary sign of mumps is swollen salivary glands that cause the cheeks to puff out. Other signs and symptoms may include:

- Pain in the swollen salivary glands on one or both side of your face
- Pain while chewing or swallowing
- Fever
- Headache
- Muscle aches
- Weakness and fatigue
- Loss of appetite



Complications

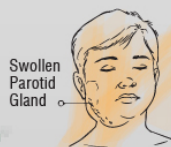
Complications of mumps are rare, but some are potentially serious.

Most mumps complications involve inflammation and swelling in some part of the body, such as

- **Testicles** - This condition known as orchitis causes one or both testicles are swelling in males.
- **Brain** - Viral infection such as mumps can lead to inflammation of the brain, is known as encephalitis, which is a neurological problems and life-threatening.
- **Nervous System** - Membranes and fluid around the brain and spinal cord, this condition known as meningitis, which infects your central nervous system.
- **Pancreas** - Known as pancreatitis, include pain in the upper abdomen, nausea and vomiting.

Other complications of mumps include:

- Hearing loss
- Heart problems
- Miscarriage for pregnant women



Treatment

Because mumps is viral infection so antibiotics cannot be used to treat it. People recover from mumps within 2 weeks without any treatment. Some steps can be taken to help relieve the symptoms of mumps.

- Consume plenty of water, ideally water- avoid fruit juices as they stimulate the production of saliva, which can be painful.
- Place something warm or cold on the swollen area to alleviate the pain.
- Eat mushy or liquid food as chewing might be painful.
- Get sufficient rest and sleep.
- Gargle warm salt water.
- Take painkillers for pain and fever.

Prevention

The disease can be prevented by the MMR (Mumps, Measles, and Rubella) vaccine.

Dr. R. K. Das
GVIL, Meghalaya



है नमन

है नमन इस मंच पर आसीन हर सरताज को।
है नमन समवेत स्वर जयघोष की आवाज को।
है नमन खुद हारकर जो जीत का तौफा दिए-
है नमन विजयी हुए हर वीर को जांबाज को।।

है नमन जिसने रची थी खेल की प्रतियोगिता।
है नमन जिसने निभायी हर्ष से सहभागिता।
है नमन जो टीम को तैयार करते गर्व से-
है नमन जिसने सिखायी खेल की उपयोगिता।।

है नमन माँ बाप को जिस बागवां के फूल ये।
है नमन उस भूमि को जिसके हृदय की धूल ये।
है नमन गुरु को जिन्होंने ज्ञान से सीचा इन्हें-
है नमन गिरकर उठे फिर जीत लाए मूल ये।।

है नमन ताली बजाकर जोश जो भरते रहे।
है नमन सीटी बजाकर न्याय जो करते रहे।
है नमन पलकें बिछा स्वागत किए जो हर्ष से-
है नमन जो खेल में जीते रहे मरते रहे।।

है नमन इस कुम्भ में आए हुए गणमान्य को।
है नमन अभियान में शामिल हुए धन धान्य को।
है नमन माँ भारती के मान को जिसने रखा-
है नमन अवधेश का कर जोड़ जन सामान्य को।।

डॉ. अवधेश कुमार 'अवध'

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THE ENCHANTING NORTHEAST

Northeast India is one of the most beautiful parts of the country filled with natural beauties. This enchanting part of the country houses lush green forests, hills, lakes, rivers, mountains, fertile valleys and all that nature has to offer. It is also least-touched by modern-day development, so most of the places here are still embedded within the warm bosom of Mother Nature.



Tlawng Valley

Tlawng Valley is one of the longest and most beautiful valleys located in the state of Mizoram. It is named after Tlawng river whose tributaries include Tut, Teirei and Nagshih. Being nestled on the flourishing banks of Tlawng river, this valley has a very fertile land and is rich in wildlife and vegetation. It also has a very calm and enchanting atmosphere due to its peaceful surroundings on account of the presence of lush greenery and luxuriant hills.

Dihing Valley

Dihing Valley is nestled in the midst of the hilly range of Eastern Himalayas alongside river Dihing, which is one of the largest tributaries of river Brahmaputra. This valley is famous for its areca nut production whose credit goes to its fertile soil brought by the tributary of one the most fertile rivers in Asia, river Brahmaputra. Besides areca nut, Dihing Valley also has many oxbow lakes formed by Dihing River which is a very peculiar sight to see.



Barak Valley

Situated in the southern region of the state of Assam, Barak Valley is named after Barak river. Although Barak Valley is moving towards development, modern-day technologies and so on, we can still find luscious evergreen forests and large tracts of rainforests in the northern and south-eastern part of the valley. These forest in Barak Valley are a home to many rare birds and animals.

Brahmaputra Valley

Situated in the northern Bengal region of Assam, Brahmaputra Valley is one of the most fertile valleys in the world. The fertility of this valley comes from the rich fertile soil being deposited by one of Asia's major rivers, Brahmaputra.



Yumthang Valley

Situated in North Sikkim almost near the Tibetan border is the Yumthang Valley. This Indian valley faces warm summer during the month of February-June when the sky is clear, the grass is green and covered with all types of wild flowers.



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EMPLOYEE'S BIRTHDAY

CORPORATE OFFICE

NAME	D.O.B
BINEES ROY GAYANG	06 Jun
KAMALA KANTA SAHOO	09 Jun
MADHURI PRASAD	25 Jun

SALES & MARKETING OFFICE

NAME	D.O.B
SUVRAJIT NEOG	01 June
JAYDEEP JHA	03 June
SONU SINGH	04 June
VIJAY KUMAR DUBEY	06 June
LILA KANTA SHARMA	11 June
PRANAB JYOTI BORUAH	18 June
DIPIKA TAPARIA	20 June
AKBAR HUSSAIN BARBHUYA	21 June

PLANT

NAME	D.O.B
PANU KUMAR NATH	01 June
LAL BACHAN CHAUHAN	01 June
SANU BAIDYA	02 June
RAHUL KUMAR	04 June
RAHUL KUMAR	04 June
MAHADEB DEB	05 June
DIN DAYAL SHAH	06 June
RAJESH RAI	06 June
ALTAH HUSSAIN MAZUMDER	07 June

PLANT

NAME	D.O.B
RAM KISHOR	07 June
KOMRIS BAREH	07 June
P. JANARDHAN RAO	09 June
SANJEEV KUMAR RAWALWASIA	09 June
SUBASH CHANDRA	09 June
KHUNTIAAVANEET BAJPAI	09 June
BRIJESH TIWARI	09 June
SONLY LYNGDOH	09 June
YASIN ALI BHUIYA	09 June
JONE SIANGSHAI	09 June
RANJIT BHATTACHARJEE	09 June
SUDIPTA PAUL	09 June
BIR SINGH ROHILA	09 June
AJEN BASUMATARY	09 June
BIKRAM NATH	09 June
MISS. BETHEL SIANGSHIA	09 June
PARITOSH DEB	09 June
IMNALEPSHI	09 June
ANAND SHARMA	09 June
PRABIN KALITA	09 June
MD. IKBAL HUSSAIN	09 June
APURBA THAKURIAH	09 June
VIKAS VERMA	09 June



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NEW RECRUITS

A WARM WELCOME TO THE NEW RECRUITS OF MAX CEMENT

Plant



AZIDUL HOQUE

We are pleased to introduce Mr. AZIDUL HOQUE, who has joined us on 4th May 2019 as supervisor, Commercial department. Mr. HOQUE has completed 12th and is a fresher.



BIKRAM NATH

We are pleased to introduce Mr. BIKRAM NATH, who has joined us on 6th May 2019 as sample boy, QC & RMH. Mr. NATH has completed 12th and brings over 2 years of experience.



For submission of articles or any other queries
please contact 89104 78509 or write to us at anik.bose@gnggroup.in