

## FROM THE DESK OF VICE PRESIDENT F&A



MR. R. M. ROY

To be successful, an organization must have a statement of Philosophy, a series of programs and goals that focuses on the skills and talents of its employees. All of this is to be managed with care and guidance so as to achieve the organization's mission successfully.

Organisational success needs both inspirational Leaders and sound managers. In order to achieve increased and sustainable results, organizations need to execute strategies and engage employees. Success is measured by analyzing where the organization is in regards to its goals and its missions.

Studying the world's most successful companies for decades, business consultants and authors have analyzed the most successful companies in the world, and attempted to define what separates the winners from the losers. Almost daily someone will come up with his or her own list of what he thinks are the key factors for success - often called **Key Success Factors**.

### The 5 Key Success Factors of Business

**1) Managing and Developing people** - People today want some direction and structure, but they also want freedom and encouragement to develop their skills and knowledge. Effectively managing people requires balancing constraining forces (providing direction, structure, organization, some rules) with liberating forces (encourage personal growth, development and creativity).

**2) Strategic Focus** - In today's rapidly changing world, it's not just enough to have a purpose for existing. Leaders have to focus the organization's resources on the greatest opportunities, which shift with each new day. Just run through your mind what has happened in the world or your organization in the past year or two, and you'll understand what we mean by the reality of constant change.

**3) Operations, or what people do all day** - What the people in your organization do day in and day out to create value for customers, to earn or justify income, strongly determines whether you succeed or fail. Like the other Top 5 Success Factors, you can't separate operations from strategic focus which gives direction, people who do the work, customers who pay the money and physical resources to do the work. Effective operations ensure that customers get exactly what they want at the right time, the right price and the right quality.

**4) Physical Resources** - Finances, facilities and equipment are the big 3 physical resources. If you don't have enough money, you can't start or sustain an organization. And one of the biggest expenses is providing adequate facilities and equipment for people to work in and with.

**5) Customer Relations** - Customers are where the money comes from, so in many ways this is the most important success factor as the famous business guru Peter Drucker said years ago. The purpose of a business is to get and keep customers. Getting customers involves marketing - indeed this success factor includes all kinds of marketing and sales. The key to successful customer relations is to give them what they need, not just what you want to sell.

## From The Editor's Desk

Dear All,

As the temperature is rising in most parts of the country, it is important for us to realize the consequences of Greenhouse Effect. Each one of us should take small steps to plant trees, buy energy efficient products, conserve electricity etc. Let us protect Nature and Nurture our future generation.

This issue of Nishtha opens on the "5 Key Success factors of Business" followed by quite an interesting articles such as "10 Strategies for Increasing your Creativity and Innovation", "The Future of Work" etc contributed by various readers.

We have also added one new section "DID YOU KNOW" on Page 4.

*Happy Birthday To All of You born in the month of May! Stay Safe , Stay Healthy*

*Regards,  
Nitesh Chaharia*

**MR. WISE**

**A blind person who sees is better than a seeing person who is blind.**

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



**TRIBUTE TO OUR LATE CHAIRMAN SHRI G N AGARWAL ON 6<sup>th</sup> DEATH ANNIVERSARY :** Max Cement Plant organized a manacle of activities to pay tribute to GNG Group founder Chairman Late Shri G.N. Agarwal on his 6<sup>th</sup> Death Anniversary. In the reminiscence, all the HOD's bow to venerable Shri G. N. Agarwal and all the employees of Max cement plant also gathered to pay floral tributes to Shri G N Agarwal.



**FREE EYE CHECK UP CAMP FOR EMPLOYEES AND VILLAGERS:** “Eyes are the windows of the soul “Eyes plays a vital role in our day to day lives and are perhaps the most precious gift we have. Seeing the importance, a free eye check-up camp was organized at Max Cement Plant o for the employees and the local villagers of Nongsning . The camp was inaugurated by Sr. VP, Mr. PVSR Dattu at 10.30 AM and continued till 2.30PM . The camp was conducted by team of doctors from “BANSARA EYE CARE CLINIC” and GVIL Dispensary Staff. One hundred and thirteen patients were examined and provided with free medicines.



**SUNDARA KANDA PATH AT TEMPLE :** Hanuman Jayanti is celebrated to commemorate the birth of Hanuman. The Event is celebrated on the 15th day of Shukla Paksha during the month of Chaitra. Hanuman Jayanti was celebrated at Max Cement plant temple and on the occasion, Sundar Kand Path was chanted by all the employees and their families. A bhandara was also organized for all the Plant employees.



**BHAJAN SANDHYA AT TEMPLE :** A Bhajan Sandhya programme was organized in the evening on the eve of Hanuman Jayanti where famous exponents of bhajans and promising youngsters along with the wholehearted participation of devotees made the event memorable. The Bhajan Sandhya attracted large number of devotees at temple who enjoyed the devotional song and the band of musicians.



**AARATI AT TEMPLE :** The Bhajan Sandhya programme was followed by Aarati and Prasad Vitran.



**GLIMPSES OF HOUSIE GAME:** To play the game, everyone bought the ticket consisting of 3 rows and 9 columns for 90 ball tombola. The game started with a ball draw and the board marked with each ball drawn. As per the game objective, the player who marked all the numbers in the ticket will be declared as the winner after confirmation and verification with number drawn. At last a lucky draw was also played with the tickets and savored with special prize.

# PEARLS OF WISDOM

## TRANSCRIPT OF THE SWORD CRAFTER’S PARABLE

*Pawan Joshi, GM (F&A)*

Many, many years ago, there was once a sword crafter, and he was known worldwide by his reputation for creating these swords that were genius level. People revered this man. He was the master crafts-person of sword people. He was BIW, he was best in the world at what he did.

One day there was a great king, and the great king had heard about this sword crafter, who was playing at Picasso level, and he said, “I must meet this man.” So the king’s people went out and found this sword crafter in a very small village, and they brought the sword crafter to meet the king. The sword crafter came in and he was very humble and he was very gentle. The king, in return, was also very gracious and welcoming.

Then the king asked the sword crafter his favorite question when he would meet a master. He said, “Sword crafter, what is the secret to your extraordinary excellence at what you do?” The sword crafter said, “Well it’s very simple, King.” He said, “Ever since I was a young child, I was exposed to the craft of making swords.” And he said, “I fell in love with it. It didn’t only speak to my head and my logic, it spoke to me at the most deep and soulful level. It spoke to my heart.” He said, “When I was a young child, I made a decision that I would be the master sword crafter.” So he said, “As I grew up, I read books on sword crafting, and if something did not relate to sword crafting, if it did not have the word sword in it, if it did not look like a sword, if it had nothing to do with the art of sword crafting, I did not spend my time with it. That is the secret of my mastery.”

Well, that parable, I call it the “Sword Crafter’s Parable,” I invite you to wrap your head around it, because in many ways it’s the secret of being world class. We do live in a world where so many of us are pulled in so many different directions. We are, to use the cliché, we are time starved. The only way you can win in your work and the only way you can win in your personal life and the only way you can get to the last hour of your last day and say, “You know what, I was a master,” is if you devote yourself to focusing on the few things that are most important.

I’ll actually challenge you. What are the five things in your life that are most important? One is your career. Second may be your family. Three may be your personal development. Four may be art. Five, I don’t know what it is for you, but build your life obsessively – obsession is not a bad thing unless it’s a bad thing – but obsessively focus your time and your energy on the five things that are most important. Then, go about stripping away all the noise and all the complexity and all the things that don’t relate to your five swords.

There are a lot of people who are really bored, and so what they do is they spend their best hours playing angry games, looking on Instagram, and checking their Facebook notifications, and just doing all these things.

Then, they argue, “Well, I’m really, really busy. Look at all the things that I do,” without divorcing themselves from what they do and stepping back and looking at what they do and saying, “I’m wasting my time on all these things that are seemingly important in the moment, but they’re really trivial. They’re just these shiny toys that I’m giving my best hours of my best days to.”

So, please remember the sword crafter’s metaphor. Please devote yourself. Be one of those 1% people who really focus on the few things that matter. Have the courage to say no to the people who are calling for your time. Have the courage to say no to those activities that are just really attractive, but you know they’re not valuable.

**I wish you great focus. Keep Leading without A Title and playing at your absolute best.**



## HEAD OFFICE

DOB	Name of the Employees
23rd May	Manisha Agarwal
5th May	Murari Kumar Thakur
29th May	Ram Chandra Raut

## MARKETING OFFICE

DOB	Name of the Employees
1st May	Reetwam Pathak
1st May	Ratish Das
2nd May	Mahesh Kumar Ray
25th May	Shaji Kovvapravan
28th May	Debol Deb

## DID YOU KNOW?

The removal of an element from the beginning of a word, usually for informal economy of expression, is known as APHERESIS. For example, COPTER is an aphetic word as it comes from HELOCOPTER. Can you figure out the original word for the followings

- BURGER \_ \_ \_ \_ \_
- BUS \_ \_ \_ \_ \_
- DREW \_ \_ \_ \_ \_
- FENCE \_ \_ \_ \_ \_
- GATOR \_ \_ \_ \_ \_
- MEND \_ \_ \_ \_ \_
- QUAKE \_ \_ \_ \_ \_
- SPORT \_ \_ \_ \_ \_
- SPY \_ \_ \_ \_ \_
- WIG \_ \_ \_ \_ \_

1. HAMBURGER 2. MINIBUS 3. ANDREW 4. DEFENCE 5. ALLIGATOR 6. AMEND 7. EARTHQUAKE 8. DISPORT 9. ESPY 10. PERWIG

Answers

# 10 STRATEGIES FOR INCREASING YOUR CREATIVITY AND INNOVATION

Pawan Kr. Singh, Sr. Manager (Mechanical)



Now that you understand the various levels of creativity, you can implement some strategies that will boost your company’s ability to create and innovate.

1. Truly creative people have developed their ability to observe and to use all of their senses, which can get dull over time. Take time to “sharpen the blade” and take everything in.
2. Innovation is based on knowledge. Therefore, you need to continually expand your knowledge base. Read things you don’t normally read.
3. Your perceptions may limit your reasoning. Be careful about how you’re perceiving things. In other words, defer judgment.
4. Practice guided imagery so you can “see” a concept come to life.
5. Let your ideas “incubate” by taking a break from them. For example, when I’m working on a big business project, one of the best things I can do to take a break from it is play my guitar or the flute for a few minutes, or take a ride on my motorcycle. It shifts my brain into another place and helps me be more innovative and creative.
6. Experience as much as you can. Exposure puts more ideas into your subconscious. Actively seek out new experiences to broaden your experience portfolio.
7. Treat patterns as part of the problem. Recognizing a new pattern is very useful, but be careful not to become part of it.
8. Redefine the problem completely. One of the lines I’ve been sharing for the past few decades is: “Your problem is not the problem; there is another problem. When you define the real problem, you can solve it and move on.” After all, if you had correctly defined the real problem, you would have solved it long ago because all problems have solutions.
9. Look where others aren’t looking to see what others aren’t seeing.
10. Come up with ideas at the beginning of the innovation process ... and then stop. Many times we come up with several ideas and start innovating, and then we come up with more ideas and never get a single idea done. At some point you have to turn off the idea generation part of the process and really work on the innovation and execution part in order to bring a project to life.

## Create Your Own Success

The more creative and innovative you and your team members are, the more long-term success you’ll achieve. So rather than constantly chase “the next big idea” in your industry, bring creativity and innovation to what you’re currently doing. When you do, you’ll be regarded as an industry innovator—the one your competitors are trying to copy.



## PLANT

D.O.B	NAME OF EMPLOYEE
01 <sup>st</sup> May	REHANUL HOQUE
01 <sup>st</sup> May	VIKASH KUMAR MISHRA
02 <sup>nd</sup> May	RAUSHAN KUMAR SINGH
03 <sup>rd</sup> May	PONTE WAR
03 <sup>rd</sup> May	RAMESH GAYARI
03 <sup>rd</sup> May	IKRAMUL MAZID
03 <sup>rd</sup> May	DIPANKAR KURI
04 <sup>th</sup> May	ROY SAINGSHAI
04 <sup>th</sup> May	DAVID SYMPLI
07 <sup>th</sup> May	BISHWANATH PRATAP SINGH
07 <sup>th</sup> May	SILSENG SANGMA
08 <sup>th</sup> May	BRIJESH VERMA
10 <sup>th</sup> May	AJEET KUMAR KUSHWAHA
10 <sup>th</sup> May	JADU RAM TAMULI
10 <sup>th</sup> May	DIAMOND SYMPLI
11 <sup>th</sup> May	NIMAIN CHARAN BEHERA
11 <sup>th</sup> May	RATAN BASUMATARY
11 <sup>th</sup> May	UPENDRA KR. SINGH
11 <sup>th</sup> May	DIPANKAR MAHATO
12 <sup>th</sup> May	KMENLANG SYMPLI
12 <sup>th</sup> May	DUPHREN SOTONG
15 <sup>th</sup> May	K. S. REGHU KUMAR
15 <sup>th</sup> May	BISWAJIT PAUL
15 <sup>th</sup> May	MANOJ KUMAR MALAKAR
17 <sup>th</sup> May	MOTI SINHA
19 <sup>th</sup> May	JAY RAM NAYAK
20 <sup>th</sup> May	MANOJ KUMAR
20 <sup>th</sup> May	DILIP SINGH
21 <sup>st</sup> May	S.R. SUTNGA
24 <sup>th</sup> May	RISHAD SADAP
25 <sup>th</sup> May	MONOJIT DAS
30 <sup>th</sup> May	KRISHNA NEWAR
31 <sup>st</sup> May	MITON CHANDA

## लघुकथा तीन तलाक

अवधेश कुमार अवध

उस वक्त उस पर गमों का पहाड़ ही तो टूट पड़ा था जब इक़बाल की आवाज़ उसके कानों को बंधती हुई दिल को चीर गई थी, "तलाक ! तलाक !! तलाक !!! ।" ज़ारा उसके बाद तो कुछ सुन और समझ भी नहीं पाई थी । कर्कश आवाज़ के गोले उसके दिल को चूर - चूर कर रहे थे और मन अतीत में खो गया था.....।

इक़बाल के प्यार में अंधी न जाने कब वह ज्योति से ज़ारा हो गई थी । माँ - बाप और अपने लोगों ने बहुत समझाया .... भविष्य का भयावह रूप दिखाया पर वह अटल रही । इक़बाल का खुद को अनाथ बताना और झूठी नौकरी का करिश्मा उसके विवेक पर चश्मा बनकर छा गया । सबकी मर्ज़ी के खिलाफ़ नाता तोड़कर वह निकाह करके इक़बाल के साथ रहने आ गई थी ।

उसके चेहरे पर नकाब पड़ते ही इक़बाल के चेहरे से प्याज के छिलके की तरह नकाब - दर - नकाब उतरने लगे । बेरोज़गारी, आवारगी और ऐय्याशी उसके जीवन के अभिन्न अंग थे । हद तो तब हो गई जब मार - पीट का विरोध करने पर "तीन तलाक "कहकर इक़बाल ने उसे सड़क पर फेंक दिया और दरवाज़ा भीतर से बंद कर लिया । शेष सारे दरवाज़े तो ज़ारा ने खुद ही बन्द कर रखे थे ।

आँसू पोंछकर उसने सोच लिया कि गर्भ में पल रहे बच्चे के लिये उसे जीना है.....नारी से नारायणी बनना है । वर्षों की कठोर श्रम - साधना से वह एक विद्यालय में शिक्षिका बनी । विद्यालय प्रशासन ने उसके संस्मरण" तीन तलाक "को पाठ्यक्रम में शामिल किया हुआ है, जिसे आज फिर वह बच्चों को पढ़ा रही थी ।

मध्यावकाश की घंटी में बच्चों के उभरते स्वर में उसकी चेतना लौटी..... एक बच्चा मम्मी.... मम्मी कहकर उसके आँचल से लिपट गया था ।

## AMAZING FACTS ABOUT NORTH EAST INDIA

Sanjeev Rawalwasia, Assistant Manager – Logistic

1. There are "eight states" in Northeast: Arunachal Pradesh, Mizoram, Assam, Manipur, Meghalaya, Tripura, Sikkim, and Nagaland.
2. There are nearly "220 languages" spoken in the Northeast, It is a mix of Tibetan, South-east Asian and East Indian Cultures.
3. Northeast is the only part of India that the "Mughal Empire could not conquer"
4. The "Ahom Dynasty", which ruled the Northeast for 600 years, is the longest unbroken Dynasty in Indian history.
5. The world's largest river island, the "Majuli" and the world's smallest river island, \*Umananda\* both are in the Northeast.
6. "Seven prominent National Parks" of India are located in Northeast.
7. "Shillong" is considered as the Rock Capital of India.
8. "Mawsynram" in Meghalaya holds the Guinness World Record for being the Wettest Place on Earth.
9. "Sualkuchi" in Assam is one of the World's largest weaving villages where the entire population is engaged in weaving Silk Fabrics.
10. "Muga", the Golden Silk of Assam, is not produced anywhere else in the World.
11. It is the cleanest region in India. "Mawlynnong" in Meghalaya is the cleanest village in "entire Asia"
12. 70% of the country's "Orchids" are found in Northeast.
13. Mizoram and Tripura are among the states with the highest "Literacy" rate in India.
14. There is "No Dowry" culture in entire Northeast.

## वर्ण पिरामिड

1-

ना  
तूने  
अगर  
मेरी बात  
ध्यान से सुनी  
तो रोकना नहीं  
मित्र विहीन ठीक ।

2-

क्या  
कहा  
जीवन  
बोझ सा है ?  
फिर आज क्यों  
सब भूलकर  
कल की चिंता करें?

3-

रे  
मत  
के स्वामी  
मतदाता!  
ना बनो अब  
अनजान तुम  
अधिकार दिखा दो ।

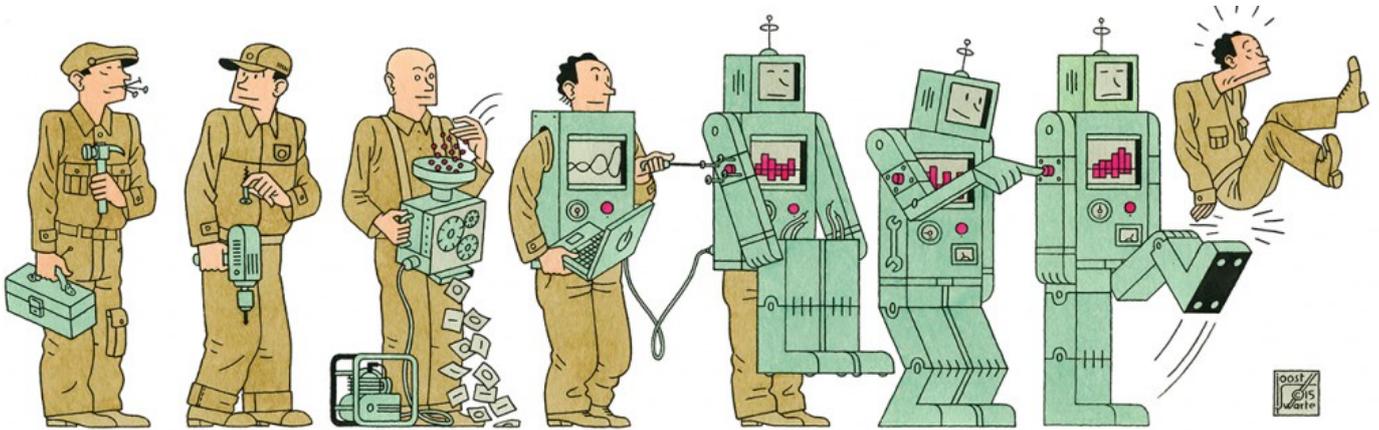
4-

आ  
गये  
फिर से  
मृतदान  
माँगने सब  
पिछला हिसाब  
पहले कर लेना ।

5-

ये  
लुभा  
रहे हैं  
बजाकर  
झुनझुना रे  
किंसी छलावे में  
नहीं आना है अब ।

**अवधेश कुमार  
'अवध'**



## **THE FUTURE OF WORK**

Bijit Purkayastha, HR Head

Many of you may have noticed in recent years that there is an enormous interest among academicians, management gurus and even working managers about what is going to be the "Future of Work". The reason for the interest is simple: we are in an economic cycle where jobs, as we know them, are rapidly changing. The essence of the shift is that the idea of a "job," with all its protected artifacts like job title, level, and job description, is going away. People are being hired to "do work," get a project done, and be ready to move on as the business needs change. The impact of this change can be seen from three different perspectives:

### **THE PERSONAL IMPACT:**

On the personal side, work has become dynamic, disruptive, and somewhat overwhelming. Today people look at their smart phones eight billion times a day, we have a shorter attention span than a goldfish (Microsoft research), and we don't take enough vacation. To make it worse, between Twitter, Skype, Whatsapp, Facebook, and Gmail, there seem to be a never-ending number of ways people can reach us. The barriers between "work" and "life" have gone away, and we have all become addicted to all the noise.

While all this impacts us personally, the bigger problem is that productivity has not gone up since the birth of the iPhone. Lack of increase in productivity reduces income growth, economic growth, and long term improvements in standard of living. We really are not more productive, we just feel like we are. Rather, we live in a world where constant messaging distracts us, we are always looking for ways to share what we've done, and we all suffer from FOMO (Fear of Missing Out) when a new message arrives.

### **THE ORGANIZATIONAL IMPACT:**

On the organizational side, jobs are quickly changing, as "augmented intelligence" (the new definition of AI) takes over more mundane tasks. We are all familiar with the Siri or Cortana which understands our voice. The same type of software is now able to interpret photos, sensor information, and data from computers. Software can read X-rays almost twice as well as seasoned radiologists, and voice recognition can type 300% faster than you can. One of the reasons this market is accelerating is the explosive role of sensors, which have gotten cheaper than ever. The smart phone we carry often has 6 embedded sensors (temperature, GPS, accelerometer, humidity, ambient sound, magnetometer, and more). These sensors enable mobile devices to do things we never thought computers could do

The second issue we face is the redesign of organizations themselves. Industrial organizations of today were designed in a world where we were the "means of production," and our "jobs" were essentially designed by HR executives. We read the "job description," "applied for a job," and were "assessed for fit." The manager or HR department looked at our skills and abilities and tried to decide if we could fit into the organization and do that job well. Today this economic model is under attack. Research shows that 92% of companies believe their organizational design is not working, yet only 14% know how to fix it. The answer lies in empowering people in small teams, link these teams together, and build an organizational culture that keeps people aligned and allow people to innovate, deliver, and serve customers on the front line.

What this means to us as individuals is that our "position" and "job title" is not as important any more. What matters is "what you know how to do" and your personal and professional reputation. This means we all must learn how to continuously reskill ourselves, market and position our skills and experience, and get comfortable taking new jobs and new roles which do not always go "up." (Cont.....Next page....)

## THE FUTURE OF WORK (Contd.....)

### THE SOCIETAL IMPACT:

But how do we and organizations adapt?

On a personal level, *we each have to learn new tools*. When PC's were introduced, the "steno pool" typists were at risk. These people learned to use computers and became secretaries, administrative assistants, and often writers.

At an organizational level, the key to success is what we now call design thinking. Organizations need to understand what technology can do and then use it to enhance the customer and employee experience. Let me give one example:

Starbucks or Café Coffee Day could choose to install robot coffee machines in its stores. They do not. Why? Because the customer experience is focused on a personal conversation with a barista, the sound and smell of coffee being made, and a cup with your name hand-written on it. These companies have continuously made barista jobs better, improving the customer experience.

Every company has the opportunity to rethink its own customer and employee experience, and apply technology to make it better. In some cases this means changing jobs, but in most cases it means making jobs "better," reducing cost and mundane tasks, and adding more value to customer interactions.

Let me summarize with a simple thought. The "Future of Work" is here right now. Your job is being changed before your eyes, and if you do not sit up straight and look around, you may miss the changes taking place.

Take some time to learn a new tool or two, go to an industry conference, and spend time networking with others in your domain. We all have to deal with the future of work, and it's not going to be as scary as you think.

## WE WELCOME NEW MEMBERS AT GVIL



**Name:** Rakesh Baser  
**Date of joining:** 11-04-2017  
**Designation:** Sr. Manager  
**Department:** E&I, Plant



**Name:** Suvrajit Neog  
**Date of joining:** 03-04-2017  
**Designation:** Asst. Manager  
**Department:** HR, Guwahati



**Name:** Pradeep Kr. Verma  
**Date of joining:** 15-04-2017  
**Designation:** Chemist  
**Department:** QC, Plant



**Name:** Postram Daimari  
**Date of joining:** 05-04-17  
**Designation:** Sr. Executive  
**Department:** Sales



**Name:** Ajen Basumatary  
**Date of joining:** 13-04-2017  
**Designation:** JCB Operator  
**Department:** Automobile, Plant



**Name:** Pranoy Borah  
**Date of joining:** 05-04-17  
**Designation:** Executive  
**Department:** Sales