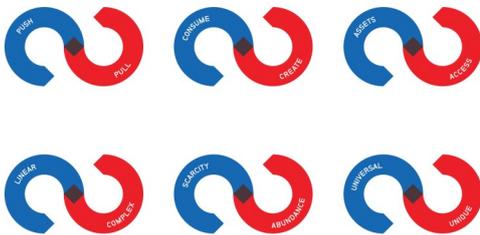


## THE GOLDEN OPPORTUNITY OF PARADIGM SHIFTS

The current leading paradigms are being challenged by new approaches based on different beliefs and assumptions. New paradigms lead to new business models and production techniques, new forms of collaboration and cooperation, new forms of financing and ownership, and new forms of learning.

There are six major paradigm shifts that are disrupting how we see the world and do business. Recognizing these shifts will help innovation leadership discover opportunities in a wide variety of fields and develop game-changing business models.



1. **Push to pull** is the shift from pushing structures and products to pulling in resources and demand. We are moving from marketing existing stocks to manufacturing on demand; shifting from top-down allocation to pulling resources for projects; moving from fixed structures to varying constellations, and understanding and responding to emergent patterns of user behavior.

- 2. **Consume to create** is the shift from passively consuming to actively contributing and creating. We are shifting to a more participatory experience, in which the customer is actively involved, co-creating the product or experience. We are becoming prosumers who bring content to platforms such as YouTube and Facebook.
- 3. **Assets to Access** is the shift from acquiring and hoarding knowledge to spreading and sharing knowledge. In education, it means shifting from memorizing facts to knowing where to find information. The new skill is searching for and evaluating information.
- 4. **Linear to complex** is the shift from independent and predictable systems to interdependent adaptive systems. We are transitioning from seeing the world in a linear way, in which small causes have small effects and large causes have large effects, to realizing that it's perfectly possible for large marketing campaigns to have almost no result, while small things go viral and flood the market.
- 5. **Scarcity to abundance** is the shift from scarce natural resources to using natural abundance. Where a specific situation may have had a limited set of choices, it now specializes on an abundance of renewable resources.
- 6. **Universal to unique** is the shift from mass production to tailored and individualized artifacts. In the health-care field, it is shown by the emergence of individualized medicine tailored to the genetic make-up of the user, and by the rise of individual quantified self-data.

### From The Editor's Desk

Dear All,

*As we approach towards the end of financial year 2016-17, I wish all the best to the complete Sales and Production team so as to achieve new milestones and create new success stories.*

*This issue of Nishtha we talk more on the Paradigm Shift and its Types. We have included some interesting stories in the "Pearls of Wisdom" section and an awareness article on cancer followed by a welcome note from our HR Head and Senior VP Plant.*

Wishing all a very Happy Festival of Colours, HOLI. Stay Safe, Stay Healthy.

Regards,  
Nitesh Chaharia

**MR.WISE**

***A new broom sweeps clean but an old broom knows the corners.***

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

**BANDHAN MEET:**MAX Cement organized various dealer and sub dealers meet at various locations to strengthen its relationship with its channel partners.. Dealers along with their family members were invited to a picnic spot where they were received by the Sales Team . The invitees were entertained with various games and onstage programs followed by a felicitation ceremony in which the participants were awarded Trophies for their contribution and support to Max Cement.



**Dealer meet on 5th February at Manas in Barpeta (Lower Assam)**



**Sub-dealer meet on 19th February at Silchar in BarakValley**



**Dealers Meet on 26th February at Kaubon near Guwahati.**



**Shivaratri Puja at Plant**

# PEARLS OF WISDOM

## The Importance of Self-Discipline

During the 1960s, psychologist Walter Mischel conducted “the marshmallow test” with four-year-olds in the preschool at Stanford University, to assess each pre-schooler’s ability to delay gratification. Each four-year-old was given one marshmallow. They were told that they could eat it immediately or, if they waited until the researcher returned in 20 minutes, they could have two marshmallows.

Some kids in the group just couldn’t wait. They gobbled down the marshmallow immediately. The rest struggled hard to resist eating it. They covered their eyes, talked to themselves, sang, played games, and even tried to go to sleep. The pre-schoolers who were able to wait were rewarded with two marshmallows when the researcher returned. Twelve to fourteen years later these same kids were re-evaluated as teenagers.

The differences were astonishing. Those who had been able to control their impulses and delay gratification as four-year-olds, were more effective socially and personally. They had higher levels of assertiveness, self-confidence, trustworthiness, dependability, and ability to control stress. Their Scholastic Aptitude Test (SAT) scores were 210 points higher than the “instant gratification” group!

A key difference between successful people — leaders — and those who struggle to get by, is self-discipline. As Confucius wrote, “The nature of people is always the same; it is their habits that separate them.”

### What Would He do Next?



A farmer and his dog used to sit by roadside waiting for vehicles to come around.

As soon as any vehicle came, farmer’s dog would run behind it down the road, barking and trying to overtake it.

Farmer neighbor used to see this and one day out of curiosity he asked farmer, “Do you think your dog is ever going to catch a car?”

Farmer replied, “That’s not what i am bothered about. What bothers me is what would he do if he ever caught one?”

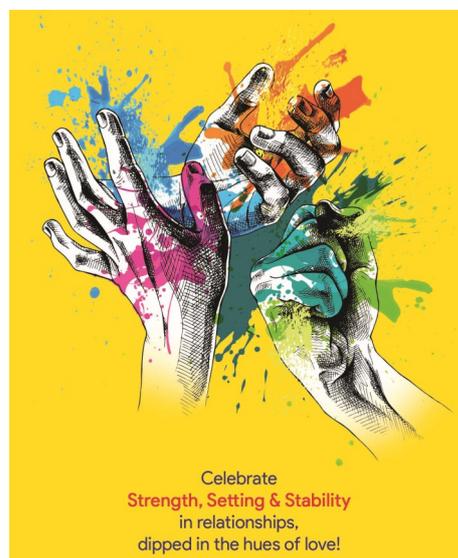
**Moral: Many people in Life Behave same way Pursuing Meaningless Goals.**



DOB	Name of the Employees
7 Mar	Ranesh Kr. Bharadwaj
11 Mar	Nitai Halder

## GUWAHATI

DOB	Name of the Employees
1 Mar	Hira Lal Kahar
1 Mar	Pulakeshi Sinha
1 Mar	Bhaskar Jyoti Barman
1 Mar	Dambaru Dhar Ray
1 Mar	Dhruba Jyoti Bordoloi
1 Mar	Nabajyoti Das
1 Mar	Md. Akib Ali
3 Mar	Diganta Neog
5 Mar	G.Jereceive Lalmuapuia
7 Mar	Wasim Ahmed
10 Mar	Aparendu Paul
11 Mar	Navnit Kumar Mishra
18 Mar	Manoj Kr. Madak
23 Mar	Rajashree Kalita
28 Mar	Debasish Roy
31 Mar	Jugal Barman
31 Mar	Kabya Jyoti Borah



## **AWARENESS IS BEST DEFENSE AGAINST CANCER**

Dr. Rajat Paul, Sr. Manager( Health & Services)

Cancer is one of the most leading causes of death in India. You may confuse what is cancer? Cancer is a disease caused by uncontrolled division of abnormal cells in a part of the body. Common form of cancer among Indians cancer patients are Cancer of the Lungs, Mouth, Stomach, Brest, Cervix, Prostate, Colon, Rectum, Ovary & Leukemia.

Cancer is a catastrophic disease, the treatment of which create financial problem. Unfortunately there is minimal public awareness on cancer prevention and early detection of the disease. Most of the patient came to consult when their disease is already in its advance stage. This late detection significantly decreases the chances of successful treatment and is compounded by high cost of treatment as a result survival rate in cancer patient is low.

Prevention is better than cure and prevention start with awareness. One in three cancer cases deaths can be prevented by modifying or avoiding key risk factors.

**CAUTIONUS:** Cancer can attack any of the internal organs of the body, thus the signs and symptoms are very depending of the type of the disease. It is advisable to immediate consult with doctors if you experienced any of following symptoms.

- Any Unusual bleeding or discharge
- A sore that does not heal
- Sudden Weight loss
- Unexplained anemia
- Nagging cough or hoarseness
- Thickening or lump in the breast, Testicles, and elsewhere
- Obvious changes of in the size, shape, color, or thickness of a warts, mole or mouth sore.
- Unusual changes of bowel or bladder habits

**Some of useful screening tests for cancer Detection:** Mammogram for breast cancer, Pap test & VIA for cervical cancer, PSA test for prostate cancer, DRE and fecal occult blood test for colorectal cancer. Regular screening for cancer is vital, particularly for apparently well, asymptomatic individual.

**Preventive Measure:** Don't smoke or chew tobaccos, Eat healthy diet plenty of fruits & vegetables, Eat less meat not more than two times in a week, Regular exercise, Maintain optimal body weight to avoid obesity. Protect yourself from midday sun, avoid risky behaviors likes share needle & unsafe sex, Get vaccinated against HBV & HPV.

Cancer treatment involves one or more interventions such as surgery, radiation, and chemotherapy but treatments goals are to cure the disease or improve the patient quality of life. Breast cancer, cervical cancer, oral cancer, colorectal cancer have higher cure rates when detected early and treated according to best practice. Even disseminated cases of leukemia & lymphomas in children and testicular cancer in adult have high cure rate if appropriate treatment is provided.

**Be Aware about Cancer and stay healthy.....**



D.O.B	NAME OF EMPLOYEE
01 Mar	Lileswar Phukan
01 Mar	Bhim Bahadur
01 Mar	Suchandra Kalita
01 Mar	Tafajul Hussain
01 Mar	Sajal Chandra Das
01 Mar	Ritumoni Saikia
01 Mar	Ratul Baishya
01 Mar	Tule Englang
01 Mar	Subrata Sinha
01 Mar	Rupom Suklabaidya
01 Mar	Gautam Barman
01 Mar	Nitul Baishya
02 Mar	Gulap Sinha
04 Mar	Anadhar Rai
04 Mar	Pli Lamare
04 Mar	Ronjon Dkhar
05 Mar	Milan Nath
05 Mar	Phailok Dkhar
06 Mar	Tinku Kalita
07 Mar	Kilemeren
07 Mar	Rimika Muksor
09 Mar	Johny Suchiang
10 Mar	K Pala
10 Mar	Mahanta Narzary
10 Mar	Bungoton Singh
14 Mar	Sumit Rabidas
18 Mar	Fakir Chandra Jena
22 Mar	Winchester Suja
23 Mar	Bapon Roy
24 Mar	Rishwaooni Pohshna
26 Mar	Ratish Das
27 Mar	Bipul Das
27 Mar	Lovely Star Sumer
28 Mar	Mekhreh Rymbai
28 Mar	Phulkan Nath
28 Mar	Sudipto Banerjee
31 Mar	Swinder Singh
31 Mar	Abhijit Majumdar
31 Mar	Wingston Paslien

## FROM THE DESK OF HEAD HR & IR



Born and brought up in Kolkata, I belong to the last of the Beat generation.

Never a very bright student, I managed to get good education through some great teachers in St. Xaviers College and Presidency University, Kolkata. I was lucky to be in touch with some more illuminaries at Jawaharlal Nehru University where I completed my post graduation and the Ross School of Management at the University of

Michigan. Being in touch with such great teachers helped shape my values and outlook towards life and human relationship in general.

Overall I have about 25 years of work experience in different parts of the country and in Nepal, of which 22 years was with the FMCG major ITC Limited. I have also worked in remote areas of the country by virtue of working with a Delhi based NGO.

My journey with Green Valliey has begun this year since 10th February and I am looking forward to playing a meaningful innings in the organization.

On the personal front, my wife is a professional painter and my son studies in Class 5 at the Heritage School in Kolkata and learns cricket.

Regards,

**BIJIT PURKAYASTHA**

## FROM THE DESK OF SENIOR VP PLANT



Dear Colleagues and Friends...

Good day to all of you.

I hail from GUNTUR in Andhra Pradesh. I joined this group on 9<sup>th</sup> Feb 2017 as Sr. Vice President (Operations) to be based at Cement Plant in Nongsning Village.

I carry with me a total of 39 years of Industrial experience till now, out of which, over 4 years in a Heavy Chemical Industry, another over 4 years in Minerals Processing Industry and a good 30 years in Cement Industry with reputed organizations (ACC and Bharathi Cements). I have held different positions and functions during my tenure and to name a few....

- Process diagnostic studies in Cement Plants in India and Abroad
- Cement Plant OPEX & CAPEX Budgeting
- Purchase function for a 1.4 MTPA Cement Plant
- Cement Plant Operations & Management (this is my core area)
- Logistics function for a 4 MTPA Cement Plant
- Systems development, implementation and monitoring
- New Cement Plants Commissioning and Stabilization in India and Abroad

I have joined this group with a strong wish to learn from this Organization and to share my knowledge & experience with all of you for the betterment of this Organization.

I believe in **"WE CAN DO IT"** attitude. We are not a team just because we work together instead we are a team because we respect, trust and care for each other.

Wish you all a wonderful life ahead..

With best regards

**P.V.S.R. DATTU**

## कविता : मन

मन गिरजा मन काबा काशी, मन पावन गुरुद्वारा ।  
मन का मनका फेरो मूरख, मन तो है बंजारा ॥  
यहाँ - वहाँ मन मुँह को मारे, जग में करे हँसाई ।  
भूल गया उद्देश्य जन्म का, मन से मानव हारा ॥

नित नूतन मन ख्वाब देखता, दिवा सपन दिखलाता ।

पल में धरती, पल में अम्बर, स्वर्ग - नर्क हो आता ।  
पपहो जाता असहाय कभी मन, कभी समर्थ विजेता ।

मन की महिमा मन ही जाने, कब मन को क्या भाता ॥

देख चुनावी महा समर मन, तन को बहु झकझोरे ।

कुर्सी का है महास्वयंवर, शामिल काले - गोरे ।

मन मन का उपबोधन करता, कहो कमी क्या मन में ।

कुर्सी रानी तुझे वरेगी, रहो न मन अब कोरे ॥

नित नूतन सुविचार धारणा, रोको मत आने दो ।

बालू का ही महल सही पर, मन को अपनाते दो ।

कला कर्म विज्ञान मिलाकर, नूतन राह बनाओ ।

निश्चय ही मन विजयी होगा, मन को मिल जाने दो ॥

मन की ही सुनकर अशोक ने, बौद्ध धर्म अपनाया ।

मन के कारण ही मीरा ने, मोहन सा पति पाया ।

मन ने बदल दिया बहुतों को, मन सा और न कोई ।

मन ने प्रेरित किया अवध को, सार छंद रचवाया ॥

इसीलिये हे मानव कर लो, मन से मन की बातें ।

मन के मनका को फेरो तो, नहीं करेगा घातें ।

मन मानस हो राजहंस मन, रीति - नीति का पोषक ।

मन से ईश्वर को भज बंदे, खुशमय हो दिन - रातें ॥

अवधेश कुमार 'अवध'



# WE WELCOME NEW MEMBERS AT GREEN VALLIEY INDUSTRIES LTD.



Name: Abhishek Kumar Savita  
Date of joining: 01-02-2017  
Designation: GET  
Department: Store



Name: Monojit Das  
Date of joining: 25-02-2017  
Designation: Technician  
Department: E & I



Name: Uttam Dusad  
Date of joining: 06-02-2017  
Designation: Office Boy  
Department: Administration



Name: Diganta Neog  
Date of joining: 14.02.2017  
Designation: Driver  
Department: Admin



Name: Richart Sinha  
Date of joining: 06-02-2017  
Designation: Switchboard Attender  
Department: E & I



Name: Hirak Kalita  
Date of joining: 13.02.2017  
Designation: Office Boy  
Department: Admin



Name: Joydeep Kurmi  
Date of joining: 06-02-2017  
Designation: Accounts Trainee  
Department: F & A



Name: Sopan Nandi  
Date of joining: 14.02.2017  
Designation: Manager,  
Department: Branding



Name: Dhananjay Kumar Mehta  
Date of joining: 23-02-2017  
Designation: Jr. Technician  
Department: E & I



Name: Subhankar Das  
Date of joining: 08.02.2017  
Designation: Sr. Executive  
Department: Sales, Nagaon



Name: Ashim Sinha  
Date of joining: 24-02-2017  
Designation: LMV-Driver  
Department: Administration