

NEWS DESK

VCMD MESSAGE

Dear Family,

Nishtha has continued to educate, entertain and enlighten us. I am also pleased to have had a glance at its new look and wish it many successful issues to come.

The seasons change and bring with them both fortunes and peril. The North-East of India, though bestowed with Nature's bounties also suffers its wrath once a while. In the wake of natural disasters, thousands suffer and many become homeless. Our hearts go out for them and we wish that normalcy returns as fast as possible.

In view of the ethos of our Company, in ensuring of giving back to the people, we have tried to assist the Flood Relief efforts by way of our humble contribution in sending food grains and relief material. Our efforts may not alleviate the total need but should help in some way.

The Max Family Members who were directly involved in this mission only exemplify the Max Ethos and as such, they need no special mention for their duty beyond service.

I wish you all the very best.

Regards,
VINEET AGARWAL,
MANAGING DIRECTOR

FLOOD RELIEF ACTIVITY



With the onset of a rather notorious monsoon, Assam has been afflicted with an atrocious flood which became a formidable hindrance in the everyday lives of those living in Assam. Max Cement, along with the MLA of Guwahati and ex-BJP President, Mr. Siddharth Bhattacharya, took the initiative to help the locals by giving them food and other necessary materials for their survival. The relief camp was organised across all the flood stricken areas of Assam.

The activity started with the felicitation of the chief guest Mr. Siddhartha Bhattacharya (Member of Legislative

Assembly of Guwahati East Constituency) by our Executive Director Mr. Prakash Agarwal and Mr. Ramendra Nath Sinha (President, Sales and Marketing) in the Max Cement office premise in Guwahati. Office staff dressed in official T-shirts greeted the guests and two trucks containing food materials, water and cloths for the flood affected people were flagged off by the Guest. We deeply empathise with those who have incurred the loss of their loved ones or have suffered other material losses and we hope that we have been able to provide the victims with the minimum comfort and solace.

EDITOR'S SPEAK

Dear All,

I am proud to announce that we begin yet another year-long journey of Nishtha with this first, new and improved issue of its 3rd year; here's hoping that it will be as productive and successful as our last.

I would like to inform you that Max Cement executed a number of interesting events including a Malaysia trip for its dealers and some company officials, a dealer trip to Kolkata, as well as a highly successful Meghalaya Dealer Meet. We have also recruited a wave

of enthusiastic and energetic youngsters in Max Cement. We hope they enjoy their engagement with Max Cement to the fullest and absorb as much as possible from this organisation.

To conclude, I wish to inform all those involved with Max Cement to contribute their own write-ups as we will be highly obliged to them get published in the next issue of Nishtha.

Regards,
Nitesh Chaharia



BIKE RALLY



A Bike Rally was organised by Royal Enfield from Shillong to Sonapur. The rally comprised of a group of 20 people including Mr. Ramesh Kumar Bhardwaj (Sr. Manager, Commercial). On its way, the team also visited the Max Cement Plant and was greeted with snacks and refreshments.

SAWAN SHIVRATRI CELEBRATION



Sawan Shivaratri was celebrated with utmost grandeur on 10th July. The auspicious occasion was graced by the presence of all employees, their family and H.O.Ds. Rudra Abhishek of Lord Shiva was done by Mr. Ramswaroop Sharma (Panditji) and by all the family members present there. The celebration, which was conducted at the GVIL Temple, included Sandhya Bhajans followed by Prasad Distribution.

GST SEMINAR



Max Cement organised a seminar on GST at a Shillong city hotel on July 22nd where Mr. Ankit Jain, a CA invited from Kolkata as a GST trainer, briefed the participants regarding GST and the benefits they can derive from it. A total of 27 dealers attended the seminar.



TIME MANAGEMENT TRAINING



A training was conducted by the HR department on effective **Time Management** presented by Mr. Suvrajit Neog, Assistant Manager (HR) who excellently articulated it with practical examples by General Manager Mr. Abhijit Roy and Assistant Manager Mr. Vikash Mishra for the plant members so that they can optimise their productivity in both their personal and professional lives. It was filled to the brim with practical knowledge to help employees balance their work and life; employees from the entire department shared their daily problems faced by them and learned to solve those by prioritising, organising and delegating.

INDUCTION PROGRAMME



“Success in business requires training, discipline and hard work”. Adhering to this, a plant visit programme was organised for a week as a part of the induction programme for the newly recruited MAX family members. A group of 10 management trainees were made to experience the complete manufacturing process at the plant premises under the supervision of the HR department. The induction schedule was mentored by different departmental executives and managers to know our product better by learning about the integrated processes and quality standards. The participants had an extensive session on various manufacturing sections and various aspects of the product quality.

SUB-DEALER MEET AT PLANT



A plant visit programme was organised for the sub-dealers in a group of 16 lead by AGM Mr. Sandip Chattopadhyay. All the sub-dealers were felicitated and made to experience the complete manufacturing process at the plant under the guidance of the Process and Quality Department.



MAX PANORAMA

NISHITHA

**MAX
CEMENT**
MAXIMUM KI GUARANTEE

MALAYSIA DEALER TRIP



From 29th July to 3rd August 2017, our company rewarded its dealers for their phenomenal performances through an exclusive trip to Malaysia. There were 35 persons who attended this trip which included the dealers and certain privileged company officials such as Mr. Prakash Agarwal (Executive Director), Mr. Ramendra Nath Sinha (President , Sales & Marketing), Mr. Vardhan Agarwal (AGM, Purchase), Mr. Srinjoy Guha (Manager, Non-Trade), and Mr. Vikash Maheswari (Manager – Sales Support & MIS).

KOLKATA, DIGHA DEALER MEET



From 23rd to 26th July, Max Cement organised yet another dealer trip to Kolkata as well as Digha which comprised of 73 people, including dealers and company officials. It was a colossally memorable trip for everyone, owing to the fact that Mr. Vineet Agarwal, VCMD of Max Cement, took out some of his valuable time to visit and interact with all those who were touring Kolkata.

MEGHALAYA DEALER MEET



The Meghalaya dealer's meet was organised by Max Cement on 22.07.2017. The event took place in Hotel Poinisuk, Shillong, where 27 dealers gathered for the training followed by a prize distribution ceremony.

THE TECHTOPUS

If you're interested in a compelling, robber-baron-esque narrative about how Silicon Valley's preeminent tech companies conspired to drive down engineers' wages (duh, you are), look no further than this deeply troubling account from Mark Ames. Using court documents, Ames shows how top brass from Apple, Google, Intel, Adobe, Intuit, and Pixar ended up agreeing not to poach one another's engineers, thus causing stagnation in wages, and often for the specific purpose of maintaining their profit margins. In addition, there's a fair amount of bullying going on, with Steve Jobs in particular telling Google's Sergey Brin that "if you hire a single one of these people that means war." (Yes, the piece includes emails. A whole bunch of them.) Perhaps one of the more interesting characters in the entire probably illegal saga is Bill Campbell, Intuit's chairman, the co-lead director of Apple, and adviser to Google, who used his wide connections and ability to build trust to broker many of the "Do not recruit" deals. Google's Eric Schmidt called him "the definition of trust." Ames paints him more as "a scheming consigliere carrying out some of the drearier tasks that the oligarchs he served were constitutionally not so capable of arranging without him."

The best kicker: When HR recruiters made the ghastly mistake of reaching out to engineers at other companies, they were made examples of and fired.

BIG JOHN HAS TO PAY

One fine day, a bus driver went to the bus garage, started his bus, and drove off along the route. No problems for the first few stops - a few people got on, a few got off, and things went generally well.

At the next stop, however, a big hulk of a guy got on. Six feet eight, built like a wrestler, arms hanging down to the ground. He glared at the driver and said, "Big John doesn't pay!" and sat down at the back.

Did I mention that the driver was five feet three, thin, and basically meek? Well, he was. Naturally, he didn't argue with Big John, but he wasn't happy about it. The next day the same thing happened - Big John got on again, made a show of refusing to pay, and sat down. And the next day, and the next.

This grated on the bus driver, who started losing sleep over the way Big John was taking advantage of him. Finally he could stand it no longer. He signed up for body building courses, karate, judo and all that good stuff.

By the end of the summer, he had become quite strong; what's more, he felt really good about himself. So on the next Monday, when Big John once again got on the bus and said, "Big John doesn't pay!"

The driver stood up, glared back at the passenger, and screamed, "And why not?"

With a surprised look on his face, Big John replied, "Big John has a bus pass."

Your takeaway: "Be sure there is a problem in the first place before working hard to solve one."



D.O.B	NAME
SALES & MARKETING	
1ST AUG	TRIDIB SARMA
2ND AUG	AMIT KUMAR SINGH
3RD AUG	KAMAL UDDIN
5TH AUG	MUKTAR HUSSAIN BARBHUIYA
9TH AUG	NIVAMONI DAS
10TH AUG	RANADHISH PAUL
23RD AUG	PADAM RAJ SHARMA
24TH AUG	RONI DEB
24TH AUG	IKBAL ASIF RAHMAN
24TH AUG	NAVIN SURANA
25TH AUG	ABHIJIT NATH
25TH AUG	SURAJ NOONIA
30TH AUG	MRIDUL BORAH
PLANT	
1ST AUG	SAMIJUR RAHMAN LASKAR
3RD AUG	SHISHA SUTNGA
5TH AUG	SURESH SINHA
5TH AUG	EVERTHELAS ROY SIANGSHAI
5TH AUG	HOMPHRI SUJA
6TH AUG	KOLBIN MUKSOR
8TH AUG	ARJUN KUSHWAHA
8TH AUG	KIKAYANGER L
10TH AUG	NILADRI RAY CHAUDHURY
10TH AUG	SUMON RAI
10TH AUG	ARUN KUMAR SINGH
10TH AUG	PUSHPRAJ SINGH
11TH AUG	SKHEMLANG DKHAR
14TH AUG	TOSHI AO
15TH AUG	BHAGIRATHI DAS
16TH AUG	DEGADHARI SINGH
17TH AUG	SUBHASH DEURI
17TH AUG	ABHIJIT SINGHA
18TH AUG	JAGRU MAHATO
18TH AUG	SANJEEV KUMAR SINGH
19TH AUG	TARUN DEBNATH
20TH AUG	BIPLAB SINHA
21ST AUG	GOPAL NATH
22ND AUG	RISHABH DWIVEDI
30TH AUG	NITUL CH. NATH
31ST AUG	NURUL HOQUE LASKAR



सद्भावना

भारत माता के आँचल में, हिन्दुस्तानी बसता है
ज़र्रा ज़र्रा इस माटी का, चीँख चीँख कर कहता है
हरे वृक्ष की शाखाओं पर, चिड़ियों का घर होता है
पथिक ठहर तरु की छाया में, स्वेद सुखाकर सोता है
हे मज़हब के ठेकेदारों! वृक्ष पथिक को मत बाँटो-
क्यों नफरत का बीज-बेल फिर, सबके दिल में उगता है

भारत माता.....

ज़र्रा ज़र्रा.....

संवत तीरथ नाम धाम अरु, बाँट दिया सूरज चंदा
दाढ़ी मूँछ दिवस कैलेंडर, बँटा यहाँ रोजी - धंधा
रंग रसायन टोपी पगड़ी, गाय सुअर भी बाँटे हो -
वन में औषधि सागर मोती नदियों में मधु बहता है

भारत माता.....

ज़र्रा ज़र्रा.....

जाति क्षेत्र भाषा बोली में, भी अन्तर दिखताते हो
स्वर्ग अप्सरा, और जन्नत में, हूरों को बतलाते हो
समरसता सद्भाव एकता, से तुमको है क्यों नफरत-
हर सच्चे भारतवासी का, दिल रो - रो दुख सहता है

भारत माता

ज़र्रा ज़र्रा.....

ईश्वर अल्ला अलग नहीं हैं, नहीं अलग काबा काशी
ईद दिवाली होली क्रिसमस, गुरुपूजा और बैशाखी
ये सारे त्यौहार बढ़ाते, मेल - जोल भाई - चारा -
फिर क्यों तोड़ प्यार का बधन, बँटवारे में पलता है

भारत माता.....

ज़र्रा ज़र्रा.....

अवधेश कुमार अवध



A WARM WELCOME TO MAX CEMENT MANAGEMENT TRAINEES

This July, the Guwahati Marketing Office took the initiative to bring new life and young blood into its venerable halls in the form of 9 fresh Management Trainees (MTs) who joined GVIL in the Technical, Marketing and Finance profiles.

Each and every candidate for the programme was chosen meticulously by experts from renowned management and technical institutes of North-Eastern India. Over the next few months, the trainees shall receive comprehensive tutelage about our operations in the plant as well as the market, applying theoretical knowledge into practice as well as the GVIL conventions and protocols. At present, the trainees have their attention focused entirely on honing their core functional expertise.

The promising candidates are enlisted below:





NAME		PHOTO
Kalyan Roy	Kalyan is a Commerce Graduate with an MBA in Marketing and Finance from Assam University and happens to harbour substantial potential in the marketing domain. Originally hailing from Silchar, his passion lies in music and performing mimicry.	
Jayarghadeb Dev	Jayarghadeb, belonging to the Karimganj District in Assam, is a Graduate in Economics from Guwahati University and also holds an MBA degree from Assam University. He too has an irrevocable passion for marketing. He also enjoys playing cricket, listening to music and happens to be quite the adventure junkie.	
Chitra Dey	A Commerce Graduate from St. Anthony's College at Shillong, Chitra has an MBA in Marketing and Finance from Assam University. The former Shillong resident is passionate about marketing, music and likes meeting new people. Chitra also likes to surf the internet. Interestingly, Chitra once partook in Unified Cyber Olympiad 2008, aside from innumerable other competitions.	
Syeda Sabina Yasmin	After successful completion of her high school, Syeda pursued her B. Tech in Civil Engineering from Royal School of Science and Technology, located in Assam. She has always had a keen interest in construction activities and dreamt of becoming a successful Civil Engineer. Syeda hails from Guwahati.	
Syed Afrad Hussain	The Assam resident has completed his Higher Secondary from Kendriya Vidyalaya, situated in Assam. Syed pursued Civil Engineering from Royal School of Science and Technology, Assam and possesses good acumen in Civil Engineering. He was also engaged in civil engineering activities with Assam Water Research and Management Institute.	
Niyangku Rane Kaman	After completing her schooling from North Lakhimpur College, Niyangku found her knack for construction and dreamt of becoming a Civil Engineer. She completed her Civil Engineering from Royal School of Science and Technology, Assam. She resides in Lakhimpur, Assam; her co-curricular strengths include anchoring events and badminton.	
Baishali Chakraborty	Baishali pursued B. Com from G. C. College under Assam University. After completion of her graduation, she did an MBA in Finance and Accounts. Belonging to the Cachar district in Assam, Baishali also has an aptitude for the accounts profile. She likes to participate in social activities like Blood Donation Camp, etc.	
Angshuman Sarma	After finishing his schooling from Maharshi Vidyamandir Senior Secondary School in Assam, Angshuman's lifelong interest in construction and dream of becoming a successful civil engineer pushed him to realise his aspirations. Angshuman did his B. Tech in Civil Engineering from Royal School of Science and Technology, Assam. The Guwahati citizen also took part in projects such as Bridge Design at IIT Guwahati.	
Arnab Roy Mazumder	Arnab completed his higher secondary education from Army Public School at Assam and BBA from Royal School of Science and Technology, Assam. He always possessed a keen eye for relationship building in sales. He presently resides in Dispur, located in Assam. He also participated in River Talks 2016 and Consensio 2016 organised by Royal Group of Institution.	

We welcome all of our management trainees aboard GVIL and wish them the best of luck for their future endeavours. We also hope that the trainees have a brilliant learning experience at GVIL which genuinely helps their professional growth in the long run.




A WARM WELCOME TO OUR NEW RECRUITS



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.

Guwahati

NAME		PHOTO
Navin Surana	After graduating in Commerce, Mr. Navin Surana completed his MBA in Marketing and Finance from Guwahati University. The Tinsukia resident loves to socialise with people from all walks of life and opted to contribute his services in marketing. Navin is also an ardent follower of sports such as cricket.	
Porag Bora	Mr. Porag Bora graduated in Bachelor of Arts from CMJ University, Shillong. He also has a certification course in Metrics for Marketing Performance Assessment from XLRI, Jamshedpur in his kitty. Interestingly enough, this Guwahati resident aims to create brand awareness and maintain a high TOMA level through ATL media. He has also been awarded with the Best Management Team Award for two consecutive years i.e., 2009 and 2010, for his impeccable leadership skills and team spirit.	
Pranab Jyoti Boruah	After completion of BCA from Dibrugarh University, Pranab pursued an MBA in Marketing from Guwahati University. Hailing from Jorhat, he partook in the organisation of various social events conducted at the school and college levels. He loves listening to different genres of music and is also passionate about sports like cricket and football.	
Sanchita Chakraborty	The BCA degree holder completed her MBA in Marketing and HR from Royal School of Business. Though Mrs. Sanchita is from Kolkata, she is presently based out of Guwahati by virtue of her profession. Mrs. Sanchita has partaken in her fair share of adventures, including a TV singing programme as well as various other talent shows.	

Plant

NAME		PHOTO
Divanshu Garg	He is an M. Tech in Power Electronics and Drives from IIM, Bhilwara, Rajasthan. He has always possessed an interest in electronics which fuelled him into becoming an Engineer in Electronics. The Rajasthan native likes to stay engrossed in sports like badminton, besides listening to music.	
Ankush Kumar Gautam	Mr. Ankush has an Engineering degree in Cement Technology from Jaypee University, MP. The former Madhya Pradesh denizen is an ardent follower of cricket and loves exploring opportunities to expand his knowledge bank.	
Pradeep Kumar Dubey	A Commerce graduate from Mahatma Gandhi Kashi Vidyapith, Varanasi, Pradeep was born and brought up in Uttar Pradesh. He happens to be an ardent fan of volleyball and music.	

NAME OF EMPLOYEE	DEPT	DESIGNATION	D.O.J	PHOTO
Nityananda Sharma	Administration	LMV Driver	6-7-2017	
Rajesh Paul	Civil	Plumber	17-7-2017	
Sudip Sinhaa	Mininag & Geology	Blaster	21-7-2017	