

NEWS DESK

VCMD MESSAGE

Dear Colleagues,

At the outset, let me wish you and your families- Shubho Bijoya!

Last month was steeped in both social and business activities that kept us all busy. True to our spirit of inviting healthy competition coupled with the endeavour to promote our art and culture, we initiated a cement based sculpture competition with fascinating artistic entries and also co-sponsored the tallest bamboo Durga Idol at Bishnupur, which is registered with the Guinness Book of Records. Besides this, we held a grand Durga Puja at our plant for the first time. This is amongst the Durga Puja festivities and the many channel partner meets.

A busy month indeed. This edition tells you more about it.

October brings with it the change of weather and critically for us, the start of the building season. The few months ahead will be more challenging for us in the wake of rising competition and market truths. I am confident that the MAX Team will respond to it as it always has - with unwavering determination to meet the set targets and beyond.

I wish you and you Family a very Happy and Safe Diwali. May peace and Prosperity always reside in your Homes.

Regards,
Vineet Agarwal

"Actions prove who someone is. Words prove who they want to be."

EDITOR'S SPEAK

Dear all,

Last month has been quite a festive season and I hope everyone had a great time enjoying the puja celebrations. At Max cement, a lot of activities were organised both on the Plant and Marketing front. We are privileged to be associated with some of the renowned Puja Pandals of Assam, which became the talk of the town. One such Puja Pandal was Bishnupur Puja, which is registered in the Guinness Book of World Records for being the tallest Bamboo Durga idol in the world. Like every year, Vishwakarma Puja was celebrated with great devotion at our Plant and for the first time, Durga Puja was celebrated at the plant by way of Idol worship and immersion rituals.

A sculpture completion was organised at Guwahti Art & Crafts College, which was one of its kind, organised for the first time by any cement company where students displayed their knowledge and artistic skills in making sculptures out of Max cement based on the 'Seven Sisters' theme. A number of other events with details are enlisted in the 'Max Panorama' pages.

As the festive season continues, I wish the entire Max family a very Happy Diwali and Kali Puja. I hope that we shall all be responsible and safe during the festivities, never straying from our virtue of sustainable living.

Regards,
Nitesh Chaharia



For any suggestion, write ups, photographs or participation in the Editorial board, e-mail us at nishtha@gnggroup.in



VISHWAKARMA PUJA



Meghalaya, Sept, 17th: Vishwakarma Puja is a day of celebration for Lord Vishwakarma, who is considered as the principal architect of the Universe. An event was organised at our Max Cement Plant, in an elegantly decorated pandal in front of the Admin Building at 9.30 AM with all the plant staff and their families, including the local contractors. The idol of Lord Vishwakarma was worshipped, followed by a hawan and everyone rejoiced the Puja activity with full enthusiasm.



The rituals continued with the Aarti being held at 11.30 AM which was followed by Prasad Vitaran.

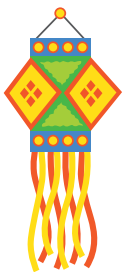


A Bhandara was arranged for all the plant employees with their families including the contractors of the plant, wherein everyone was served a delicious special Prasad of the day- 'Khichdi', with sweets.

IMMERSION PROCESSION OF LORD VISHWAKARMA



Meghalaya, Sept, 18th: Devotees immersed the idol of Lord Vishwakarma on the occasion of Vishwakarma Jayanti in Sonai River with the hopes of prosperity and a happy year ahead.





MEGA SCULPTURE COMPETITION



Guwahati, Sept, 12th: A Mega Sculpture Competition was organised by Max Cement at the Art & Crafts College, Guwahati. The event commenced with the lighting of the lamp by the honourable dignitaries, Mr. Atul Dutta (Technical Head, Green Valliey Industries Ltd.), Mr. Krishna Goswami (Principal, Arts & Crafts College), Mr. Ratul Chandra Gogoi (Faculty) and Mr. Durlav Bhattacharjee (Faculty). The event was witnessed by faculties, students of the college and other company officials. 10 students participated in the event using Max Cement products, out of which best three sculptures were to be awarded. The theme of the competition was to display the Cultural Heritage of the Seven North-Eastern States of India (the Seven Sister States).



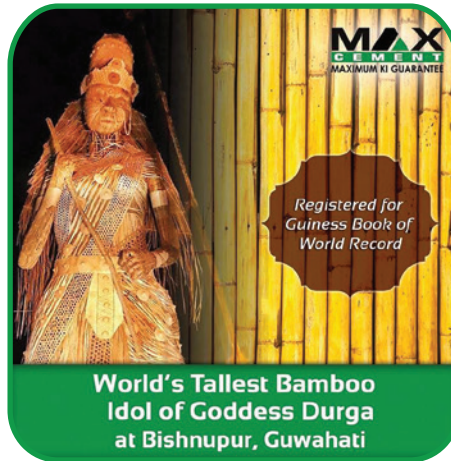
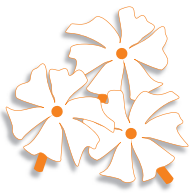
Guwahati, Sept, 23rd: The award giving ceremony for the Mega Sculpture Competition was held at Arts & Crafts College, Guwahati. 10 sculptures, which were prepared by the participating students were on display, out of which the best three were chosen to be winners. A jury team consisting of Mr. Ramendra Nath Sinha (President, Sales & Marketing), Mr. Nitesh Chaharia (AGM, Business Development) and Mr. Shiva Prasad Marar (an eminent sculpture artist of Assam) judged the competition and selected the winners. The event was witnessed by the college students, college faculty and the employees from Max Cement.



The sculptures above are the holders of the first, second and third place in the Mega Sculpture Competition. Each one of the participants was extraordinarily talented and the judges had a hard time choosing only three out of all the beautiful sculptures that were made by the students. Everyone appreciated the winners and their beautiful sculptures.



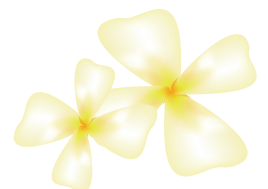
DURGA PUJA



Guwahati, Sept, 17th: Max Cement was proud to be an associate sponsor of one the world's tallest idols of Maa Durga, which was 101 feet tall, made out of bamboo at Bishnupur, Guwahati. The 101 foot bamboo structure has even been registered in the Guinness Book of World Records.



Guwahati, Sept, 17th: This year, Max Cement shared an association with the pandal in Santipur near Pragjyotish College, which adopted the famous Pal Bari Durga Puja as its theme. The Pal Bari Pujo has completed 140 years of tradition in organising Durga Puja.



Assam, Sept, 17th: Max Cement was proud to be associated with Tarun Sangha Club at Sonai Road, Silchar. The décor of the pandal was themed on the movie Bahubali which attracted the crowd.

DURGA PUJA CELEBRATION



Meghalaya, Sept, 17th: Durga Puja, one of the biggest and most popular festivals, was celebrated at the Max Cement plant in Nongsning where Goddess Durga was worshiped for ten days with an idol of triumph of Goddess Durga over the demon Mahishasura. The occasion commemorates the profound power of Goddess Durga. These ten days gave everyone a reason to celebrate; but the last four days called Saptami, Ashtami, Navami and Dashami, was celebrated with much jollity and splendour.

STALL ON MAHA-SAPTAMI, MAHA-ASTAMI, MAHA-NAVAMI AND MAHA-DASHAMI



A 10-day carnival festival was organised which was power-packed on the last four days Saptami, Ashtami, Navami and Dashami with celebrations and boundless merry-making where employees and devotees enjoyed delicious snacks and purchased play items for their kids in the stalls organised by the Max Cement plant employees.

DANDIYA NIGHT ON MAHA-ASTAMI



Dandiya Raas, the most popular dance of Gujarat was specially featured on Maha-Astami and the ladies performed in a group in colourful attire and danced using colourful dandiya as props.

AARTI PRATIYOGITA ON MAHA-NAVAMI



The Aarti Pratiyogita was yet another attraction on Maha Navami. The devotees worshipped Goddess Durga and showcased Dhunachi to the accompaniment of dhak rolls on the auspicious day.

KUMARI PUJA AND MAHAPRASAD ON MAHA-NAVAMI

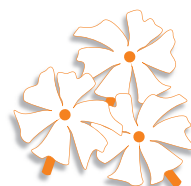
Kumari Puja was performed by the ladies of the Max Cement plant and nine young girls were worshiped, followed by a grand Bhandara for all the plant employees and contractors on Maha-Navami.

PRATIMA VISARJAN ON MAHA-DASHAMI

The ten-day Durga Puja festivities came to an end with the immersion of idols on Maha-Dashami. The women took part in the 'Sindoor Khela' ritual, smearing vermilion on each other. They offered sweets and prayers to the Goddess while the kids swayed merrily to the rhythmic beats of the dhak.

RAVAN DAHAN ON MAHA-DASHAMI

Devotees celebrated Ravan Dahan on Maha Dashami to commemorate the victory of good over evil and people were seen exchanging greetings on the occasion of Vijaya Dashami.



NALBARI SUB-DEALER MEET



Assam, Sept, 24th: A sub-dealer meet for lower Assam sub-dealers was organised at Prashanti Lodge at Nalbari. A total of around 55 sub-dealers attended the meeting along with Mr. Ramendra Nath Sinha (President, Sales & Marketing), Mr. Joydeep Sarkar (AGM, Sales & Marketing), Hiranya Nath (ASM) as well as Hemanta Pathak (Sales Executive), who hosted the programme. Apart from the presentation and speeches, quizzes were organised for the guests. Lunch and return gifts were given to the sub-dealers.

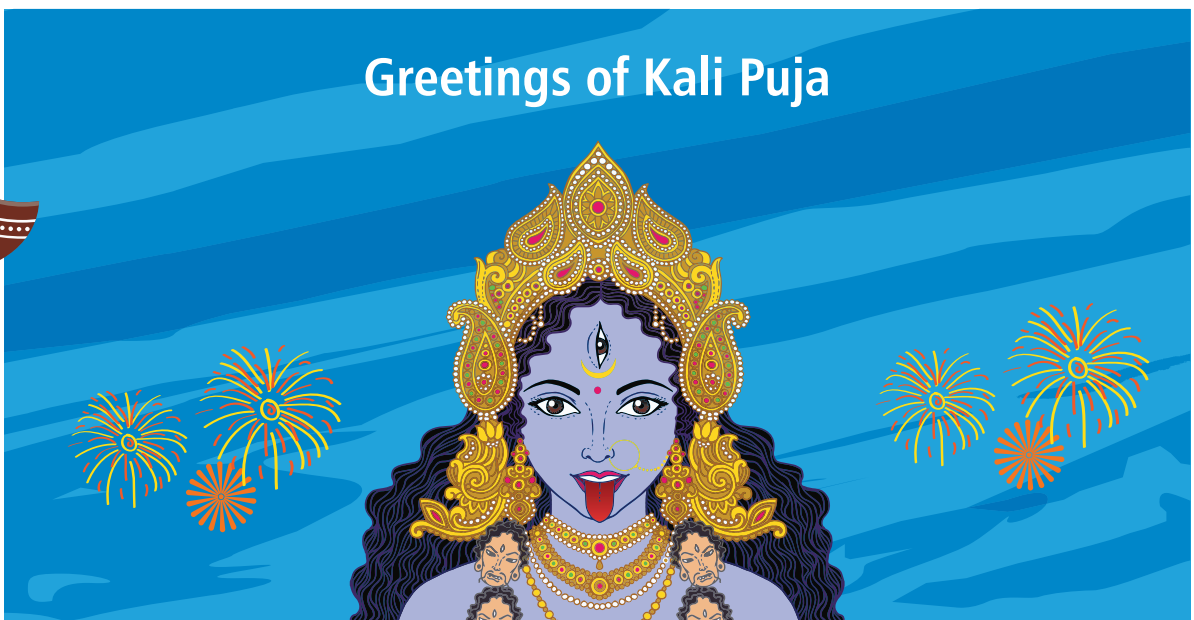
MASON WORKSHOP



Guwahati, Sept, 25th: A Mason Training Programme was organised at Industrial Training Institute, Guwahati, on 'Masonry & Bar-Binding'. The programme started with the felicitation of the Director of Assam ITI, which was followed by various training modules. Mr. Ramendra Nath Sinha (President, Sales & Marketing) and Mr. Nitesh Chaharia (AGM, Business Development) also took part in the workshop.



Greetings of Kali Puja



THREE THINGS IN LIFE

By: Pawan Singh

1. Three things in life that, once gone, never come back
Time, Words and Opportunity
2. Three things in life that may never be lost
Peace, Hope and Honesty
3. Three things in life that are most valuable
Love, Self-Confidence and Friends
4. Three things in life that are never certain
Dreams, Success and Fortune
5. Three things that make a man/woman
Hard Work, Sincerity and Commitment
6. Three things in life that can destroy a man/woman
Alcohol, Pride and Anger
7. Three things in life that, once lost, are hard to build-up
Respect, Trust and Friendship
8. Three things in life that never fail
True Love, Determination and Belief

RHYMES AND REASONS

प्यार की परिभाषा

आज कैसी व्यथा घेरती है तुझे,
प्रीति की बात जो पूछते हो सखा।
पीलिया प्यार का घूँट जन्मात भी,
हूँ बताता तुझे जो हिया में रखा।।
था नहीं ज्ञान होता विधाता हि माँ,
पालती अंक में नौ महीने लखा।
प्यार की ये शुरु जो कहानी हुई,
मा तु का जो सुधा – दूध मैंने चखा।।

जन्म से ही शुरु प्यार का पालना,
जिन्दगी में नये लोग आने लगे।
छोड़ माता पिता अंगुली शीघ्र ही,
बालगण बाहरी दिल लुभाने लगे।।
खेल ही खेल में प्रेम व्यापक हुआ,
मीत से मीत मिल आजमाने लगे।
हर कली बाग की अप्सरा सी लगे,
आसमानी सपन ज्यों सुहाने लगे।।

मिल गई नव प्रियापुत्र परिजन नये,
प्यार तो हानि का एक सौ दा रहा।
आ गई उम्र कमजोर सोपान पर,
वृद्ध वयने अकारण ही आकर गहा।।
आस अरमान पूरे हुए ना अभी,
मौत की दस्तकों ने तभी ये कहा।
प्यार को नापने की न कोशिश करो,
प्यार है वो सभी जो कि माँ ने सहा।।

अवधेश कुमार 'अवध'

दोषी कौन

हम मानसिक रूप से आज भी गुलाम हैं और इस गुलामी को बनाये रखने में हमारी असफल शिक्षा व्यवस्था की भूमिका अहम है। वास्तविक रूप से शिक्षित हुए बिना ही कॉलेजों/ विश्वविद्यालयों से डिग्रियाँ मिल जाती हैं और येन केन प्रकारेण उच्च पद या उच्च सफलता को हथियाने में सफलता मिल जाती है। कम पढ़े लिखे, असफल या संघर्षमय दौड़ में शामिल न हो सकने वाले लोग तथा कथित सफल एवं उच्च पदस्थ लोगों को अपना आदर्श मान लेते हैं।

आइये, जरा विचार करें। किसी आशाराम, रामपाल या रामरहीम के पास भक्तों की अग्रिम पंक्ति में कौन होते हैं ? निःसंदेह हमारा इशारा कुछ डीएम, एसपी, न्यायाधीश, वैज्ञानिक, इंजीनियर, डॉक्टर, प्रोफेसर, पूँजीपति एवं राजनेताओं की ओर होगा। बेचारी जनता जब बाबा के पास ऐसे महाभक्तों को देखती है तो खुद सोच ना छोड़ देती है और आँख बंद करके उनके पीछे लग जाती है क्योंकि अग्रिम पंक्ति की तथाकथित महान हस्तियों की अंध भक्ति उसके विवेक पर भारी पड़ती है। फलस्वरूप भी डबढ़ने लगती है और बाबा के आशीर्वाद की रोचक व चमत्कारी कथाएँ जंगल में आग की तरह फैलने लगती हैं।

फिर तो भक्तों की जमात देख कर बाबा भी खुद को जगद्विजयता समझने लगते हैं। उनकी वाणी ईश्वर – इच्छा सी हो जाती है। उनके भक्त बाबा की आलोचना या मूल्यांकन पर मारने – मरने के लिए तत्पर हो जाते हैं.....। कालान्तर में भक्ति परिवर्तित होते हुए शक्ति बन जाती है। पापलीला का अभ्युदय, बिजनेस की तरक्की और शक्ति प्रदर्शन शुरु हो जाते हैं।

आप दिन कुकुरमुत्तों की भाँति नये नये बाबाओं के काले कारनामे उजागर होकर नरसंहार होना, महिलाओं की आबरू भंग होना और फिर से लाखों के पीछे पहुँचना आम बात हो गई है। दोगली मीडिया जो पहले बाबाओं के छींकने को भी कवरेज कर रहा होता है, बाद में साँप से भी तेज केचुल बदल लेता है। शासन और प्रशासन के नुमाइंदे यू – टर्न ले लेते हैं।

हम कहाँ से कहाँ पहुँच गये बाबाओं के साथ। किसी अपराधी बाबा को सजा हो जाती है.....जेल में रहने लगता है और हम इतिश्री कर लेते हैं। फिर नये बाबा पैदा हो जाते हैं।

आखिर क्यों होता है ऐसा ? नये-नये बाबाओं की अपराधिक पापलीला क्यों नहीं रुकती ? सबका अंत एक जैसा ही क्यों होता है ? आइये विचार करें।

इसके पीछे वही अग्रिम पंक्ति के भक्त हैं। अगर हम गम्भीर हैं इस मसले को लेकर और रोकना चाहते हैं धर्म के नाम पर पापाचार को तो हमें अग्रिम पंक्ति के भक्तों के खिलाफ कठोर कार्यवाही करनी होगी। उनके सर्टिफिकेट को रद्द करना होगा, उनके रजिस्ट्रेशन को अवैध ठहराना होगा, ऐसी मीडिया को बाबाओं के साथ जेल में सहचर बनाना होगा, राजनेताओं को सत्ताच्युत करके चुनाव से प्रतिबंधित करना होगा...। सही मायने में तभी ऐसे बाबाओं का अभ्युदय रुक सकेगा।

अवधेश कुमार 'अवध'

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

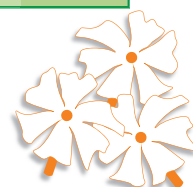
NAME		PHOTO
MARISA FLORIAN OSTA Executive-Business Development & Management	Marisa has graduated from St. Xaviers College, Kolkata in Mass Communication and Videography.	

SALES AND MARKETING

NAME		PHOTO
PRANAB KANTI DAS Sales Executive	Pranab has completed BA from Tripura University and brings along over 8 years of experience. He was associated with Dalmia Bharat Cement before joining us.	
SANJAY PRASAD Area Sales Manager	Sanjay has completed PGDM from MAIIM Kota, Rajasthan and brings along over 12 years of experience. He was associated with Gold Stone Cement Ltd. before joining us.	
SOUMYADEEP CHOUDHURY Assistant General Manager- Sales	Soumyadeep has completed PGDM from IMT Ghaziabad and brings along over 18 years of experience. He was associated with Star Cement Ltd. before joining us.	
MR. MANJIT MAZUMDAR Executive- Sales	Manjit joined the Kamrup office on 21.09.17. He has completed BA from Gauhati University and brings along over 5 years of experience. He was associated with Hills Cement Company Ltd. (Taj Cement) before joining us.	

PLANT

NAME OF EMPLOYEE	DEPT	DESIGNATION	D.O.J	PHOTO
RADHA KANTA DAS	HEALTH SERVICE	MANAGER	01-09-2017	
GANESH TIMUNG	LOGISTIC & DESPATCH	JR. EXECUTIVE	01-09-2017	
HARENDRA KUMAR GUPTA	LOGISTIC & DESPATCH	JR. EXECUTIVE	01-09-2017	
ALTAF MAZUMDAR	CIVIL	ASST. MANAGER	04-09-2017	



NEW RECRUITS





NISHA



A WARM WELCOME TO THE NEW RECRUITS OF MAX CEMENT

We would also like to wish the following new recruits at the Max Plant the best of luck for their future endeavours in our organisation.

PLANT

NAME OF EMPLOYEE	DEPT	DESIGNATION	D.O.J	PHOTO
HARI OM MISHRA	QUALITY CONTROL	OFFICER	04-09-2017	
RAKESH DAS	AUTOMOBILE	EXCAVATOR OPERATOR	06-09-2017	
PRIYABRATA DEBNATH	MINING & GEOLOGY	SUPERVISOR	07-09-2017	
JOYJIT NARZARY	AUTOMOBILE	EXCAVATOR OPERATOR	25-09-2017	
PRASENJIT SINHA	AUTOMOBILE	HYVA OPERATOR	25-09-2017	