

"The science of today is the technology of tomorrow"

WHAT'S INSIDE?

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NATIONAL SCIENCE DAY



FROM THE DESK OF VCMD

Value and Values

Two almost identical words, just that one has an extra letter- a simple addition of the letter 's' which makes all the difference.

We all know what the word Value means to us in terms of our commercial transactions, in terms of our accounting processes, in terms of calculation of production costs, in terms of a delivery schedules, in terms of net realisation - all which result in terms of ultimate profit for the Company.

We also often use the phrase "what value will it bring to the table".

The question is how often do we discuss and practice the word Values? A word which is critical to all organisations. Sustainable growth of an organisation is possible with not just with the Value it has but because of the Values on which it stands and the incorporation of those Values in its Vision.

When we use our Values to make decisions we make a deliberate choice which rests on the philosophy of the Company. Many Companies have failed not because that there were not enough value with them but there was not enough values!

We can cluster Values in 4 sets. The first kind of value are Individual Values in which we decide the principals of our actions towards self, family, our place of work and importantly towards our Country. The next are Relationship Values that govern our interactions with friends and colleagues which leads to the genesis of trust. The third are Societal Values which foster care for the environment, awareness of ecology and sustainability and lastly there are Organisational Values where we work on the framework of honest financial growth, teamwork and productivity.

Our Vision for Max can only come through because of Value through Values.

I am sure your all Maxians will fulfill the objective of making Max the most recalled and trust worthy company of the Northeast.

VCMD



EDITOR'S SPEAK

Dear Maxians!

The first month of 2020 has already gone and the second has begun. I hope your New Year's resolutions are still going strong, if not, make one and strive for the better person you are destined to be.

Did you know? the word "February" comes from the Roman festival of purification called Februa and is known as the "Month of Purification". February is also the month of Love, with Valentine's Day around the corner. Hoping that each and every one cherishes the presence of our loved ones around us and that the relationships of couples and married couples stay strong.

May this extra day of the Leap Month provide you extra opportunity to increase your potential and grasp all challenges that lie in your way. Wishing you a good head start for the days ahead with the blessing of Goddess Saraswati that has been bestowed upon us.

Best Regards,
Rupesh Mishra

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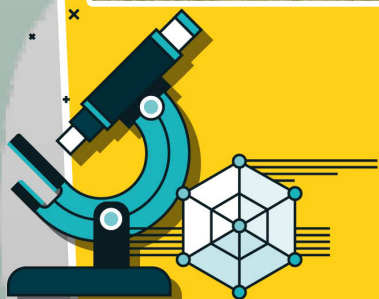
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ANNUAL PICNIC (Kolkata)

This year's annual picnic was organized at Vedic Village Resorts & Spa on 25th of January. Many games and delicious foods made the event a memorable one.



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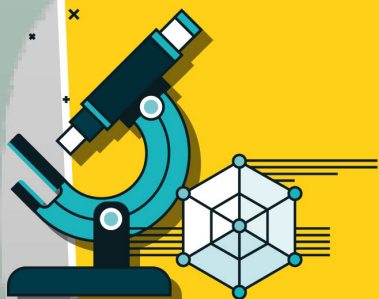
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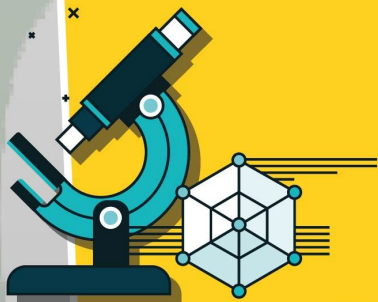
MAX ANNUAL DEALER MEET (SHILLONG) - The annual dealer meet of Max Cement took place at Shillong Club on 25th January in presence of our Executive Director and all our prestigious Dealers. The gala event began with the cake cutting and was concluded with spread arrangement of dinner.





MAX PANORAMA

Get-Together Promotion Event:- A get-together promotion event was organized in the GNAM club. The main motive for this event was to hand over the promotion letter and to impose their respective responsibilities. Ideas were exchanged in this event and was closed with tea and snacks.





MAX PANORAMA

Waste Management Program:- A waste management program was organized in the GVIL Plant premises. In this initiative Mr. Abhijit Sir distributed colour coded waste bins (green & blue) and educated the importance of waste segregation to the residents of the colony.



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MAX PANORAMA

Family Picnic:- On the 5th of January 2020, the GVIL employees and staffs from the Plant went for a picnic at Ialong park, Meghalaya. The area is a culturally rich heritage place known for its Sacred groves. The picnic was a refreshing, memorable & enjoyable one.





MAX PANORAMA

Pulse Polio Immunization:- Pulse Polio Immunisation, 2020, was conducted in the GVIL Occupational Health Centre. Dr. Radha Kanti Das and his team immunized all the children up to 5 year.

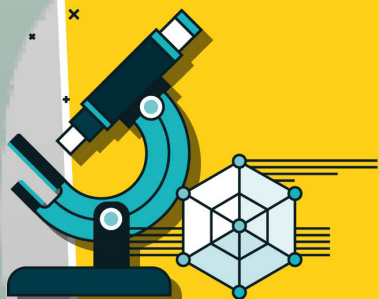




MAX PANORAMA

LOCAL THEATRE SPONSORSHIP

Theatre branding at Kohinoor Theatre was done by Max Cement. The onstage drama theatre took place in Lower Assam.



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MAX PANORAMA

LAUNCH OF BAHUBALI & HIGH 5 SCHEMES

Two new Marketing Schemes were launched and meets for the same were held in various sales areas. The winners were also awarded for their performance in the last scheme



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JATINGA-THE VALLEY OF DEATH FOR BIRDS

By Suvrajit Neog

Over the years, thousands of birds have flown to their death (committing suicide) over a small strip of land in Jatinga. Jatinga, a village on a ridge, is located in Dima Hasao district of Assam. It is 330 kilometers south of Guwahati. In a town of only 2,500 people, this bizarre Bermuda Triangle of fowl death remains largely unexplained, despite studies by India's most prestigious ornithologists.

Initially, Naga tribe used to live in Jatinga area. When this phenomenon happened, old Naga people thought the place is haunted and they left the land. Meanwhile, Khasis from Meghalaya were migrating in search of a better place to settle and when these Khasi people found dead birds, they consider it as a blessing of god and settled themselves in this area (still Khasi people are living in this land). For many years the phenomenon considered as natural and later many researched were done over here.

At the end of the months of monsoon, the mysterious behavior of the birds takes place. During moonless and foggy dark nights between 6 p.m. and 10 p.m., flying birds come crashing to the ground with no prior warning whatsoever. The local tribal first took this natural phenomenon to be spirits flying from the sky to terrorize them.

What is puzzling is that almost all the birds are diurnal birds that are active by day and never move out of their nests at night. Studies have also established that whatever the mysterious force that compels the birds to plunge like lemmings to their death, it is a force that operates only at Jatinga and only on certain nights in August and September when a series of conditions are in force. There is, in fact, a village just two kilometres north of Jatinga which is completely ignored by the birds though villagers have tried to lure them by lights on numerous occasions. The birds are not attracted to the entire Jatinga ridge but to a well-defined strip about 1.5 kilometres long and 200 metres wide. Outside this narrow strip, the phenomenon is virtually non-existent.

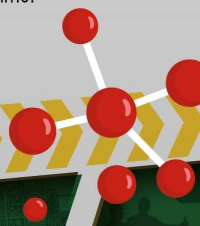
Exactly why the phenomenon takes place is an unexplained mystery that is unique to Jatinga alone. In some parts of the world, people have been known to lay bright lights in the path of migrating birds and capture some in this manner. But Jatinga is different. For one, these are no migrating birds. Studies have established that all the species of birds caught at Jatinga are local ones living within 10 or 15 kilometres of the village. Also, this phenomenon is not confined to a single species, with Tiger Bittern, Black Bittern, Little Egret, Pond Heron, Indian Pitta, and Kingfishers all being affected, as well as Hill Partridge, Green Pigeon, Emerald Dove, Necklaced Laughingthrush, Black Drongo etc. Further, the birds always fly in from the north and only when the wind is blowing from south to north. In other words, the birds fly in against the wind. Inexplicably, the environment and forest structure on both sides of the ridge are similar and an equal number of birds nest to the south of the village as in the north.

After several scientific studies and experiments, it has been concluded that the birds are generally disoriented by the monsoon fog. So, they are attracted by the village lights and fly towards them, sometimes hitting walls and trees during the descent. Some of the birds die, while others are grievously injured, becoming easy prey for the villagers to capture. These birds are often dazed and disheveled, and do not put up any resistance when villagers attack them with catapults or bamboo sticks.

The zoological survey of India sent famous naturalist Dr Sudhir Sengupta to unravel this mystery. Dr. Sengupta is of the opinion that the atmospheric conditions make modifications of magnetic qualities of subterranean water in this sector. These changes disturb the physiological rhythm of the local birds and they start behaving abnormally towards the sources of light.

The government has banned lighting fire in this area a few years ago, but according to local villagers this bird even used to hit halogen lamp on street and their houses. The government has even banned halogen lamp but still, some incident has occurred when birds fly towards the head light of car and motorcycle. As per local villagers, the birds are not flying over the land, they come here to kill themselves only. Possibly a blessing for the bird to die at this point.

However, there is still research going on to unravel the real cause behind this un-natural phenomenon. Jatinga will continue to remain one of the great unsolved mysteries of our time.





DOCTOR'S MESSAGE

Thyroid and it's Problems

The thyroid is a butterfly-shaped gland that sits low on the front of the neck. Your thyroid lies below your Adam's apple, along the front of the windpipe. The thyroid has two side lobes, connected by a bridge (isthmus) in the middle. When the thyroid is its normal size, you can't feel it. Brownish-red in color, the thyroid is rich with blood vessels. Nerves important for voice quality also pass through the thyroid. The thyroid secretes several hormones, collectively called thyroid hormones. The main hormone is thyroxine, also called T4. Thyroid hormones act throughout the body, influencing metabolism, growth and development, and body temperature. During infancy and childhood, adequate thyroid hormone is crucial for brain development.

Thyroid Conditions

Goiter: A general term for thyroid swelling. Goiters can be harmless, or can represent iodine deficiency or a condition associated with thyroid inflammation called Hashimoto's thyroiditis.

Thyroiditis: Inflammation of the thyroid, usually from a viral infection or autoimmune condition. Thyroiditis can be painful, or have no symptoms at all.

Hyperthyroidism: Excessive thyroid hormone production. Hyperthyroidism is most often caused by Graves disease or an overactive thyroid nodule.

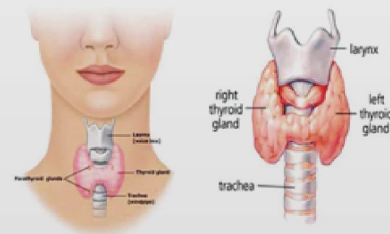
Hypothyroidism: Low production of thyroid hormone. Thyroid damage caused by autoimmune disease is the most common cause of hypothyroidism.

Graves disease: An autoimmune condition in which the thyroid is overstimulated, causing hyperthyroidism.

Thyroid cancer: An uncommon form of cancer, thyroid cancer is usually curable. Surgery, radiation, and hormone treatments may be used to treat thyroid cancer.

Thyroid nodule: A small abnormal mass or lump in the thyroid gland. Thyroid nodules are extremely common. Few are cancerous. They may secrete excess hormones, causing hyperthyroidism, or cause no problems.

Thyroid storm: A rare form of hyperthyroidism in which extremely high thyroid hormone levels cause severe illness.



What Causes Thyroid Problems?

All types of hyperthyroidism are due to an overproduction of thyroid hormones, but the condition can occur in several ways:

Graves' disease: The production of too much thyroid hormone.

Toxic adenomas: Nodules develop in the thyroid gland and begin to secrete thyroid hormones, upsetting the body's chemical balance; some goiters may contain several of these nodules.

Subacute thyroiditis: Inflammation of the thyroid that causes the gland to "leak" excess hormones, resulting in temporary hyperthyroidism that generally lasts a few weeks but may persist for months.

Pituitary gland malfunctions or cancerous growths in the thyroid gland: Although rare, hyperthyroidism can also develop from these causes.

Hypothyroidism, by contrast, stems from an underproduction of thyroid hormones. Since your body's energy production requires certain amounts of thyroid hormones, a drop in hormone production leads to lower energy levels. Causes of hypothyroidism include:

Hashimoto's thyroiditis: In this autoimmune disorder, the body attacks thyroid tissue. The tissue eventually dies and stops producing hormones.

Removal of the thyroid gland: The thyroid may have been surgically removed or chemically destroyed.

Exposure to excessive amounts of iodide: Cold and sinus medicines, the heart medicine amiodarone, or certain contrast dyes given before some X-rays may expose you to too much iodine. You may be at greater risk for developing hypothyroidism if you have had thyroid problems in the past.

Lithium: This drug has also been implicated as a cause of hypothyroidism.

Untreated for long periods of time, hypothyroidism can bring on a myxedema coma, a rare but potentially fatal condition that requires immediate hormone treatment.

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DOCTOR'S MESSAGE

Hypothyroidism poses a special danger to newborns and infants. A lack of thyroid hormones in the system at an early age can lead to the development of cretinism (intellectual disability) and dwarfism (stunted growth). Most infants now have their thyroid levels checked routinely soon after birth. If they are hypothyroid, treatment begins immediately. In infants, as in adults, hypothyroidism can be due to these causes:

A pituitary disorder

A defective thyroid

Lack of the gland entirely

A hypothyroid infant is unusually inactive and quiet, has a poor appetite, and sleeps for excessively long periods of time.

Cancer of the thyroid gland is quite rare and occurs in about 5% of thyroid nodules. You might have one or more thyroid nodules for several years before they are determined to be cancerous. People who have received radiation treatment to the head and neck earlier in life, possibly as a remedy for acne, tend to have a higher-than-normal risk of developing thyroid cancer.

Dr. R.K. Das
GVIL, Meghalaya



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POEM

जाग भी जाओ

हे मानुस! तूँ सभी जीव में जानी है - विज्ञानी है।
जैव - जगत में नहीं दूसरा कोई तेरा सानी है।
सकल जगत की इच्छाओं का तूँ राजा है - रानी है।
सच्चाई से दूर भागना बस तेरी नादानी है।।

मैं मुर्गा बन गला फाड़कर तुझे जगाने आता हूँ।
सूरज की किरणों में शामिल होकर धूप खिलाता हूँ।
फूलों की पंखुड़ियों से भौरों को मुक्त कराता हूँ।
और हवा में खुशबू बनकर इधर उधर बिखराता हूँ।।

चिड़ियों के कलरव में घुलकर मीठा गान सुनाता हूँ।
वसुधा के तन से शबनम की धवल वितान उठाता हूँ।
अम्बर में बिखरे तारों को सोने हेतु पठाता हूँ।
दूर क्षितिज के पूर्व छोर से लाली बन मुस्काता हूँ।।

तुझे जगाने हेतु जगत में लाखों जतन किये मैंने।
शारद का धर रूप श्वान बिल्ली बन रटन किये मैंने।
किन्तु तुम्हारी नींद निगोड़ी सागर से भी गहरी है।
संदेशों को बार - बार झुठलाने वाली बहरी है।।

जाग न पाये लेकिन सोचो समय चक्र तो घूमेगा।
जगने वाला आगे बढ़कर उचित फलों को चूमेगा।
इसीलिए संकेतों को मत भूल कभी इंकार करो।
समय चक्र के साथ चलो शाश्वत विधान स्वीकार करो।।

डॉ अवधेश कुमार अवध



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EMPLOYEE'S BIRTHDAY

HEAD OFFICE

NAME	D.O.B
PINTU MISTRY	04 Feb
DEVENDRA JHA	05 Feb
NITESH CHAHARIA	08 Feb
MALAY SARKAR	10 Feb
MISHRI MONDAL	12 Feb

SALES & MARKETING OFFICE

NAME	D.O.B
RAHUL KUMAR PRASAD	02 Feb
PRASHANT SARAF	04 Feb
MUKTARUL HASSAN MAJUMDER	09 Feb
DEBRAJ CHAKRABORTY	09 Feb
BHASKAR BEZBORUAH	18 Feb
RAMESH KUMAR GOUR	22 Feb
SRINJOY GUHA	25 Feb
VIKASH MAHESWARI	26 Feb
HEMANTA PATHAK	28 Feb

PLANT

NAME	D.O.B
MAHENDRA KAMAT	04 Feb
SURJO MONI SHARMA	01 Feb
BIJIT NATH	02 Feb
TAPAN NATH	03 Feb
DEEPAK KUMAR TIWARI	11 Feb
PRANJIT BORO	01 Feb
DEBEN SINGHA	19 Feb
LAXMAN KUMAR GUPTA	26 Feb
MUKESH KUMAR SHARMA	01 Feb
ANISUR RAHMAN	03 Feb
DIPAK CHETRY	01 Feb
JAICHAND UPADHAYA	01 Feb
RAJU BASUMATARY	02 Feb
SARBESWAR GOGOI	12 Feb
BAPAN KAR	06 Feb
BIPLOB DAS	21 Feb
CHINMOY CHAKRABORTY	26 Feb

PLANT

NAME	D.O.B
DIGANTA BARUAH	15 Feb
JAYANTA BARMAN	01 Feb
RAVI YADAV	25 Feb
BANESWAR BANIA	02 Feb
PURUSHOTTAM KUMAR	11 Feb
RANJIT DEKA	02 Feb
RUPESH KUMAR	05 Feb
SATYAJIT SINGHA	02 Feb
SANJAY KUMAR SINGH	26 Feb
AJIT SINGH	12 Feb
JIREN BAGLARI	05 Feb
RAKESH DAS	01 Feb
RANADHIR SINHA	01 Feb
RANJU SINHA	01 Feb
SAMIRAN DAS	28 Feb
RIZWOAN AHMED BARBHUIYA	01 Feb



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NEW RECRUITS

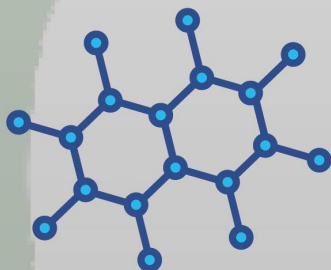
A WARM WELCOME TO THE NEW RECRUITS OF MAX CEMENT



We are pleased to introduce Mr. Dev Datt Gajendra, who has joined us on 10th January 2020 as Assistant Engineer- Electrical & Instrumentation. Mr. Devdatt has completed Diploma in Electrical & Instrumentation & brings along over 3 years of experience. Please join us in welcoming him to MAX family.



We are pleased to introduce Mr. Kuntal Datta, who has joined us on 07th January 2020 as Executive-Techno Sales. Mr. Kuntal has completed Diploma in Civil Engineering & brings along over 3 years of experience. Please join us in welcoming him to MAX family.



For submission of articles or any other queries
please contact 9903019611 or write to us at nishtha@gnggroup.in