

KEEP AWAY FROM THOSE WHO TRY TO BELITTLE YOUR AMBITIONS.



FROM THE DESK OF VCMD

Dear Maxian,

I recall of a very interesting line that was even quoted by many statesman and thinkers - "Never waste a crisis!"

The full impact of that line has been revealed to me only during the last few months. The interpretation of that line is that a crisis more often offers an opportunity to us to consider and to do those things that one thought could not be done before. The Chinese character for "crisis" combines symbols of "danger" and "opportunity", which further explains the line.

Let us recall our own actions in the Covid 19 crisis and see what new initiatives we took that can become a norm if we choose. As a quick response, we assessed the situation, developed new plans to meet the problems and ensured safety for all. In the initial months itself, we ensured better communication and interactions amongst ourselves and our channel. The policies of the Government for production saw a radical shift in plant operations but we did not allow the production to suffer. We set new systems and processes in our sales, marketing as well as office operations. The crisis actually gave us a chance to hold a mirror to ourselves. The reflection we see is that we have emerged stronger than before - thanks to the joint efforts of all the Departments.

It is because of this fast adaptability and acceptance by you all that we emerge as a strong brand and as a strong competition in our market space.

However, we must keep in mind that this is a continuing crisis and may continue with its strength for the next few months. Even after it leaves, we will have to accept a new way of life and certainly new challenges.

We also need to consider what new threats will emerge once the Covid is finishing. That will be the time for us to readapt again and to reassess all areas of activities. We may have to ascertain what is likely to change permanently as a result of the crisis being over. We will need to plan ahead, evaluate and execute proactively but I am confident of the Max Team to deliver as before.

*"I saw the moon and stars when
the roof of my home was blown away"*

Wishing you all the best and urging you all to stay safe.

VCMD

EDITOR'S SPEAK



Dear Maxians!

I hope this newsletter finds each and everyone of you in good health.

Last month, the Founder's Day and Independence Day was celebrated throughout the locations of our offices and Plant with fervent love, gratitude and dedication to our Founder and also our Mother Nation. At the Plant, massive Plantation drive, of around 12,000 saplings was carried out. Max Cement lent their helping hand towards the flood affected regions of Assam by distributing food packets and other necessary items.

As the saying goes, "We also rise as we lift the others!". Let us always be ready to serve our brothers in the time of need.

As Vishwakarma Puja is drawing near, let us prepare our hearts to be shaped and renewed. May our life be architected in the ways where we serve and strive for good.

Wishing a happy and successful September!

Regards,
Rupesh Mishra (Deputy Editor)

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RITUPARNA BANERJEE & ANIK BOSE



MAX PANORAMA



HOMAGE TO THE VISIONARY

"The work of today is the history of tomorrow"

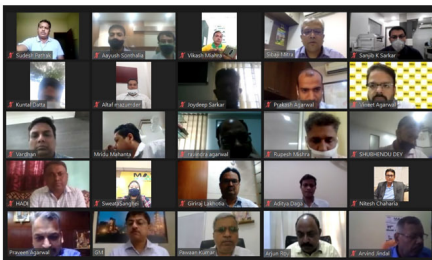
Our Founder
Chairman Shri G. N. Agarwal
13.08.1948 - 11.4.2011

FOUNDER'S DAY 2020

The Founder's Day is observed on the 13th of August to mark the birth anniversary of Shri G.N Agarwal.

Employees across all locations offered their homage as well as floral tribute. An interactive session on video conference was also held where many speakers spoke on the various contribution of Shri G.N Agarwal. Our Chairman and MD spoke on the values and wisdom of the Founder while our ED recited a wonderful poem for him.

It was a nostalgic session wherein employees shared their experience and memories of working with the great personality.



MAX PANORAMA



PLANTATION DRIVE IN MEMORY OF OUR FOUNDER

Looking at the wide range of utilities that trees provide to the mankind and the world, we understand the value of trees and why planting even a single tree bring about a significant change.

On the occasion of Founder's Day, Max Cement initiated a sapling plantation drive in plant premises on 13th of August.

More than 7500 saplings were planted in various locations of the plant and supervisors were assigned to take special care for their growth and nourishment.



MAX PANORAMA



INDEPENDENCE DAY 2020

The strength of this country is in the will of its citizens! We salute the martyrs and honour the sacrifices of the Freedom Fighters who ensured that our Tri-Colour flies high.

The 74th Independence Day was celebrated at Max Cement plant maintaining social distancing norms.

The ceremony began with hoisting of the national flag and singing of the national anthem. The ceremony was attended by honourable guest Dr. Shantanu Dutta (Addl. Director, CPCB, Shillong).

All offices at respective locations celebrated this historic day.



MAX PANORAMA



FLOOD RELIEF ON FOUNDER'S DAY

More than lakhs of people have been affected by the floods, which have wreaked havoc across districts of Assam.

Max Cement lend out a helping hand to the people who suffered by distributing food packets and other supplies to the families of the affected.

The activity took place in Morigaon where our team along with Mr. Rihan Choudhury, S.P- Nagaon were present and distributed the items maintaining social distancing.

The event was organized on the Founder's Day as a gesture to respect Late Chairman's works and to carry on with his vision.



MAX PANORAMA



GANESH CHATURTHI 2020

Ganesh Chaturthi was celebrated in Plant premises on 22nd August.

On that auspicious day Ganesh idol was installed in the Plant mandir amidst pujas.

The gladdened devotees offered their prayers and garlanded the idol. The laddoos & modaks were offered as prasad.



MAX CREATIVE CORNER

PAINTINGS



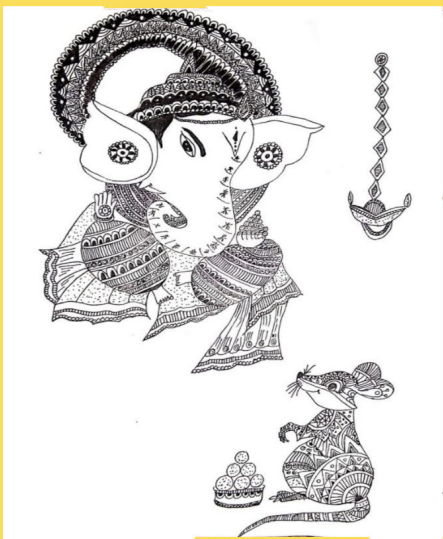
By: Poulomi Banerjee (daughter of Ganga Banerjee - GNG)



By: Abdul Karim (GVIL - PLANT)



By: Tiasha Bhattacharjee (daughter of Sharmila Basak- Nortech)



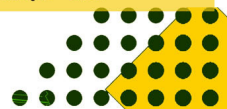
"Spread love everywhere you go
Let no one ever come to you
without leaving happier" - Mother Teresa

Remembering the beautiful soul in our prayers on her 110th birthday for her selfless service, untiring dedication, love, kindness and compassion which she showered on humanity.

By: Rituparna Banerjee (GVIL - HO)



By: Soham Banerjee (son of Ganga Banerjee - GNG)



MAX CREATIVE CORNER

POEMS & ARTICLES

साहित्य

मैं नहीं साहित्य का मर्मज्ञ हूँ,
और ना हूँ काव्य की मैं आत्मा,
भावरस में कर्म की कूची डुबो-
छिड़क देता हूँ तुम्हारे उर पटल पर।

उर पटल पर व्याप्त हैं अगणित निशाँ,
चाह लो पढ़ना अगर तो काव्य हैं,
मन अगर कर लो निरा पाषाण ज्यों-
तो नहीं है अर्थ उसका काम का।

किन्तु जिनका है हृदय मधु मोम-सा,
चातकों के आर्त स्वर को बाँचते,
तूलिका के सरस पय छिड़काव में-
बाँच लेते हैं हृदय के भाव को।

काव्य उर से उर तलक इक सेतु है,
कोटि आशय भाव, रस, अनुभूतियाँ,
छोड़कर मय मोह मद मत्सर अवध-
डूब लो सबके हृदय के भाव में।

है यही साहित्य, समुचित काव्य यह,
जोड़ता है जो परस्पर आदमी,
छंद मानक शास्त्र से भी दूर हो-
किन्तु कहलाता असल साहित्य वह।

डॉ अवधेश कुमार अवध

AN ANGEL IN DISGUISE

In my previous employment I was deputed to be the Local Manager to Mother Teresa during her visit to the town that had a steel plant and residential colonies. She had come to inaugurate her Centre there. She spent two days in the city and went to quite a few meetings which were arranged for her in schools and other institutions.



She sat on the rear seat of the car with another Sister from Missionaries of Charity and kept the conversation alive ~ from the history of the city to welfare, from education to sports. She seemed to be very aware of the news of the world. Two eventful days of public meetings and interaction with many social groups passed quickly. During those conversations, I also told her that we shared our birth dates and she wished me though this was months after August! She was small, frail and her wrinkled face established the years of selfless service but a bundle of energy and, I daresay, restive.

On the third day I drove with her to the airport where a small aircraft was waiting to fly her back to Calcutta. There was quite a crowd at the gate -all waiting to get a glimpse of her.

She met those waiting for her, stopped at the last step, waved and got onto the aircraft. The door of the small aircraft was about to be pulled in when she came back, climbed down that step ladder and gave me a small bag that contained a handful of her Miraculous Medals and asked me to distribute it to those waiting outside.

She also whispered something which I did not quite catch so I bent down and told her so. Never have I felt more of a sinner, a mere mortal nor humbler as she placed her tiny clenched fists on my cheeks and repeated what she had said, almost in a whisper: "Pray for Us".

Rajiv Soni



MAX CREATIVE CORNER

POEMS & ARTICLES

THE DURGA TEMPLE AT NARTIANG - AN ANCIENT SHAKTIPEETHA



The ancient Nartiang Durga Temple in the West Jaintia Hills District Meghalaya, is believed to be almost 600 years old and is one of the 51 Shakti Peethas. History says that the temple was constructed by the Jaintia King on his conversion to Hinduism. The Kings of Jaintia offered their prayers to this deity which is worshiped as "Jayanti". It is also heard that human sacrifices were made before the deity during the rule of the kings. There is still a pit in the floor which has an underground tunnel leading down to the Myntang river below and it is believed that down this pit the severed human heads were rolled down to the river after the sacrifice. In later times during the British rule human sacrifice was replaced by animal sacrifices. This ornate temple which looks like a typical Khasi house having a central wooden pillar and a thatched roof which was later replaced by a corrugated tin roof, beautifully set amidst the wooded hills is considered as one of the holiest sites for devotees.

It is a place of worship for the local Hindu tribals and every year the place is visited by many during the Durga Pujas which is celebrated following both the Hindu and Khasi rituals. The local chieftain or Syiem is considered the chief patron of the temple.



A symbolic white mask of a human face can be seen hanging on one of the wooden post near the goddess' idol. In current times, as per tradition, a goat in the garb of a human is sacrificed in the Durga Temple every Durga Puja by the Dolloi on behalf of the King. Though the Kingship and the Kingdom is no more, the tradition continues.



An Exhibition of Weapons used for warfare around 100 years ago are still kept at the Mandir premises.

The temple which is about 50 Km dive from Shillong, can be easily visited by anyone during their trip near or around the place.

Contributed By:
Rituparna Banerjee
Nitesh Chaharia



MAX CREATIVE CORNER

POEMS & ARTICLES



“MAYONG”- THE LAND OF BLACK MAGIC



Now a days all news channels are airing the news of suicide of Sushant Singh Rajput. You might be hearing an angle of using of some black magic to prompt Sushant for suicide. Sometimes I wonder is there actually any black magic exist?

Spellbound! That's the feeling we have when we read fairy tales & sorcery book or watch the sorcery movies. Occult and sorcery seem possible in books & movies until you realize there is a quiet little cluster of Assamese villages called Mayong, that are known amongst the locals as the 'Land of Black Magic'. In my childhood my granny tells us different story associated with Mayong. All such stories focus on the magical effects of things or spells to keep the mysticism alive.

Situated 40 kilometers from Guwahati, lies the mysterious town of Mayong. An integral part of the district of Morigaon, the name Mayong is derived from the word "maya" which means illusion. Like any other village setup, this one too is full of calm, the unruly herd of goats, kids coming back from school, women fishing and people walking up and down the streets. It's quite hard to believe that this is the very same place that according to folklore, was once the seat of sorcery where wizards could cast spells to control time, turn people into animals, catch thieves and command even tigers at their will.

While it is easy to dismiss all of it as far-fetched superstition built over the years, it might be interesting to learn that the village has been mentioned in various historical texts, including epics such as Ramayana and Mahabharata. The Alamgir Nama – a documentation of Emperor Aurangzeb's first 10 years in India – mentions that the Mughal rulers are not fearful of the armies, but the dark magic that dwells in the area.

Over a hundred wizards and witch doctors reside here, locally known as Bez or Oja. Whether it is an unwanted ailment, a misfortune or ghosts in your life, they have a spell for it all. It is believed that they can make a man disappear, turn one into a beast, or whip up an animal out of thin air. Their craft does not shy away from gruesome or gore-filled acts. Evidence suggests that there is some involvement of sacrifice in their practice, but there are many mild ones – wizards are known to cure back pain by chanting mantras while a copper plate is balanced on your back. Friendly locals often narrate tales of magic from the past, about incredible acts they claim to have performed.

While folklore and tales are rampant on the streets of Mayong, it is not merely whispered myths that commit to the occult. The Mayong Central Museum and Emporium of Black Magic and Witchcraft was established in the village in 2002. It flaunts magical remnants, weapons, old coins, scripts, jewelry made from bones and skulls, and tools used for human sacrifice, among other artifacts. Every year, a handful of Indians travel to Mayong either to practice dark magic and learn the secrets of witchcraft or to visit the adjacent Pobitora Wildlife Sanctuary, which hosts the world's densest population of Indian rhinos.

Let's come to explore "Mayong"- The Land of Black Magic and learn the secrets of witchcraft. We would suggest hiring a private car to visit, though public transport is also available from Guwahati.

By Suvrajit Neog (GVIL - GHY)



DOCTOR'S MESSAGE



STROKE

COMPLICATIONS

A stroke can sometimes cause temporary or permanent disabilities, depending on how long the brain lacks blood flow and which part was affected. Complications may include:

- Paralysis or loss of muscle movement. You may become paralyzed on one side of your body, or lose control of certain muscles, such as those on one side of your face or one arm.
- Difficulty talking or swallowing. A stroke might affect control of the muscles in your mouth and throat, making it difficult for you to talk clearly, swallow or eat. You also may have difficulty with language, including speaking or understanding speech, reading, or writing.
- Memory loss or thinking difficulties. Many people who have had strokes experience some memory loss. Others may have difficulty thinking, reasoning, making judgments and understanding concepts.
- Emotional problems. People who have had strokes may have more difficulty controlling their emotions, or they may develop depression.
- Pain. Pain, numbness or other unusual sensations may occur in the parts of the body affected by stroke. For example, if a stroke causes you to lose feeling in your left arm, you may develop an uncomfortable tingling sensation in that arm.
- Changes in behavior and self-care ability. People who have had strokes may become more withdrawn. They may need help with grooming and daily chores.

PREVENTION

Knowing your stroke risk factors, following your doctor's recommendations and adopting a healthy lifestyle are the best steps you can take to prevent a stroke. If you've had a stroke or a transient ischemic attack (TIA), these measures might help prevent another stroke. The follow-up care you receive in the hospital and afterward also may play a role.

Many stroke prevention strategies are the same as strategies to prevent heart disease.

In general, healthy lifestyle recommendations include:

, ischemic strokes and hemorrhagic strokes. Alcohol may also interact with other drugs you're taking. However, drinking small to moderate amounts of alcohol, such as one drink a day, may help prevent ischemic stroke and decrease your blood's clotting tendency. Talk to your doctor about what's appropriate for you.

- Treating obstructive sleep apnea (OSA). Your doctor may recommend a sleep study if you have symptoms of OSA – a sleep disorder that causes you to stop breathing for short periods repeatedly during sleep. Treatment for OSA includes a device that delivers positive airway pressure through a mask to keep your airway open while you sleep.
- Avoiding illegal drugs. Certain street drugs, such as cocaine and methamphetamine, are established risk factors for a TIA or a stroke.
- Controlling high blood pressure (hypertension). This is one of the most important things you can do to reduce your stroke risk. If you've had a stroke, lowering your blood pressure can help prevent a subsequent TIA or stroke. Healthy lifestyle changes and medications are often used to treat high blood pressure.

- Lowering the amount of cholesterol and saturated fat in your diet. Eating less cholesterol and fat, especially saturated fat and trans fats, may reduce the buildup in your arteries. If you can't control your cholesterol through dietary changes alone, your doctor may prescribe a cholesterol-lowering medication.
- Quitting tobacco use. Smoking raises the risk of stroke for smokers and nonsmokers exposed to secondhand smoke. Quitting tobacco use reduces your risk of stroke.
- Managing diabetes. Diet, exercise and losing weight can help you keep your blood sugar in a healthy range. If lifestyle factors don't seem to be enough to control your diabetes, your doctor may prescribe diabetes medication.
- Maintaining a healthy weight. Being overweight contributes to other stroke risk factors, such as high blood pressure, cardiovascular disease and diabetes.
- Eating a diet rich in fruits and vegetables. A diet containing five or more daily servings of fruits or vegetables may reduce your risk of stroke. The Mediterranean diet, which emphasizes olive oil, fruit, nuts, vegetables and whole grains, may be helpful.
- Exercising regularly. Aerobic exercise reduces your risk of stroke in many ways. Exercise can lower your blood pressure, increase your levels of good cholesterol, and improve the overall health of your blood vessels and heart. It also helps you lose weight, control diabetes and reduce stress. Gradually work up to at least 30 minutes of moderate physical activity – such as walking, jogging, swimming or bicycling – on most, if not all, days of the week.
- Drinking alcohol in moderation, if at all. Heavy alcohol consumption increases your risk of high blood pressure.

PREVENTIVE MEDICATIONS

If you've had an ischemic stroke or TIA, your doctor may recommend medications to help reduce your risk of having another stroke. These include:

- Anti-platelet drugs. Platelets are cells in your blood that form clots. Anti-platelet drugs make these cells less sticky and less likely to clot. The most commonly used anti-platelet medication is aspirin.
- Anticoagulants. These drugs reduce blood clotting. Heparin is fast acting and may be used short-term in the hospital. Slower-acting warfarin (Coumadin, Jantoven) may be used over a longer term. Warfarin is a powerful blood-thinning drug, so you'll need to take it exactly as directed and watch for side effects. You'll also need to have regular blood tests to monitor warfarin's effects.

Dr.R.K.Das
GVIL, Meghalaya



EMPLOYEE BIRTHDAYS

HEAD OFFICE

NAME	DOB
BIKASH KHAN	06 Sep

SALES AND MARKETING OFFICE

NAME	DOB
PINKU DUTTA	01 Sep
ABINASH KALITA	01 Sep
NIRMALENDU BHADRA	03 Sep
KAMAL KALITA	10 Sep
KAUSHIK ROY	18 Sep
LALRAMMAWIA HMAR	24 Sep

PLANT

NAME	DOB
MANASH JYOTI SAIKIA	01 Sep
PRADEEP KUMAR DUBEY	03 Sep
UMAKANT KOHAR	03 Sep
DEBINA J. SANGMA	04 Sep
MRS. WITYBORN PALA	05 Sep
TANUMAY SAWOO	05 Sep
TIUMAR G MOMIN	05 Sep
PALASH MODAK	07 Sep
RAMPUKAR RAJBHAR	10 Sep
VIMLENDRA VYAS	13 Sep
DIMBESWAR BASUMATARY	14 Sep
ANURAG SINGH	15 Sep
PANKAJ JHA	15 Sep
SOSANIM HASTING BAMON	16 Sep
TUKLU DAS	21 Sep
ARVIND KUMAR	24 Sep
ESTAR SHYLLA	30 Sep



NEW JOINEES



ROHIT CHANDA

Department:
ELECTRICAL &
INSTRUMENTATION



**SUDESH KUMAR
PATHAK**

Department:
AGM - PROCESS



**TEINIKY
SIANGSHAI**

Department:
COMMERCIAL



BIPLOB GHOSH

Department:
Sales & Marketing
Hailakandi

