



IN ORDER TO WRITE ABOUT LIFE FIRST YOU MUST LIVE IT.



FROM THE DESK OF VCMD

Dear Maxian,

This new month is significant for all of us. It is this month we celebrate the life of an Indian who we call Mahatma and we celebrate Durga Puja.

The life and struggle of Gandhi Ji is a lesson for us in many different ways. In his eventful life, Gandhi Ji showed us the path to achieve without violence. This novel method which was not heard of before in history led us, we all know, to great success and was a guiding light for many other leaders such as Martin Luther King of the USA. However, Gandhi Ji is also about Management.

He showed how to reach goals with an unwavering plan. His writings on his experiments with truth are about self control and determination. This showed one's need to know one's own self and to build on strengths and to overcome weakness. The route adopted by Gandhi Ji for our Independence showed a well thought of business plan involving tactical methods and strategy but all ruled by the unflinching quality of Truth. His description of the word Customer is often quoted by many authors and gurus of management. He had said that the Customer is not an interruption in work but the purpose of it!
We honour and pay homage to this great leader and Father of the Nation.

This month also sparks the season of festivals. As experienced in this very different and difficult year the festivities will be on a very different scale and practice. The threat of what engulfed as a worldwide virus is still around and may take yet some more time to be eradicated. However we have accepted the challenge to fight it and live by adopting advocated safety methods.

Maa Durga comes to bless us but she also imparts three important lessons for us in the way she is represented...These are:

- a). *Inner Strength*: She rides a Lion that is under her control which establishes inner strength and self control and determination.
- b). *Vision and Focus*: She always has big eyes and eight hands that show vision on a goal and the capability to multitask which is so important in everyday and business life.
- c). *Adaptability*: She comes to us in many forms that signifies the need to adapt. One must be his own self but may need to adapt as per the situation on hand.

The busy months ahead are also at hand. This will involve Team Max in sourcing, production, distribution, marketing, sales, accounts and the back-end to ensure that our struggle this year to be fruitful and rewarding. We need to surpass our targets and set new records. Only Teamwork and Resolution can achieve this. I am confident of this from you all as you have demonstrated in the past.

With Best Wishes to You and your Family for the coming Puja. Be Safe and Practice Safe.

Regards,
VCMD



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LIFE IS WHAT HAPPENS WHEN YOU'RE BUSY MAKING OTHER PLANS.



EDITOR'S SPEAK



Dear Maxian,

This year is like none other year in our lifetimes.

With COVID-19 wreaking devastation across the globe without yet any foreseeable end, we will be needing Goddess Durga by our side more than ever before.

The world witnessed too many cancellations and postponements in the wake of the pandemic. From Tokyo Olympics to London's Wimbledon, from school and university examinations to religious processions and gatherings, from the Poila Baishakh celebrations to Germany's Oktoberfest. The list keeps growing.

The question that is now hovering, whether the same will happen with our own Durga Puja, an autumnal festival that we have long claimed as our own 'world-class' event?

NEVER, is the answer. Never can this annual mega event of the Durga Puja be put to halt nor be our spirits dampened with jarring news-lines on the coronavirus infection spikes, though we may notice a drastic curb in scale and numbers.

Durga is the universal mother, the 'Biswajanani' and Durga Puja is far from just a religious event. Anyone familiar with the contemporary profile of Durga Puja will know of the indispensable participation of masses in the grandeur irrespective of class, creed, community or faith.

In this situation of unprecedented worldwide crisis, when millions of people are locked out of wage and work, when the fight against hunger in India is as grim as the battle against the virus, when the world is witnessing the spiralling trail of death and destitution and while we all are still struggling to come to terms with the new normal, let this Durga Puja be a humble one.

Instead of the usual overindulgences and extravaganza of the festival, let us join our hands in simple prayer;

Instead of the gaudily lit extravagant big budget pandals, let the Durgatinashini reside in the hearts; Instead of praying to the Goddess for individual health, wealth and prosperity let us pray united from the depth of our souls for worldwide healing of humanity, lives and livelihood.

Let us humbly surrender ourselves to the divine and pray that the Mother, with all her power & supremacy, restore love, light, happiness, peace, prosperity and harmony among her children.

With Best Regards,
Rituparna Banerje
(Deputy Editor)



दुर्गा दुर्गा



MAX PANORAMA



VISWAKARMA PUJA 2020

Vishwakarma Jayanti is a day of celebration for Lord Vishwakarma, a Hindu god, the divine architect.

Although the pandemic held our hands in celebrating this auspicious occasion very grandly as every year, we at Max Cement tried our very best to honour the Lord in every possible way maintaining the social norms.

We all offered our prayers and completed the puja in presence of employees both at plant as well as Guwahati office.

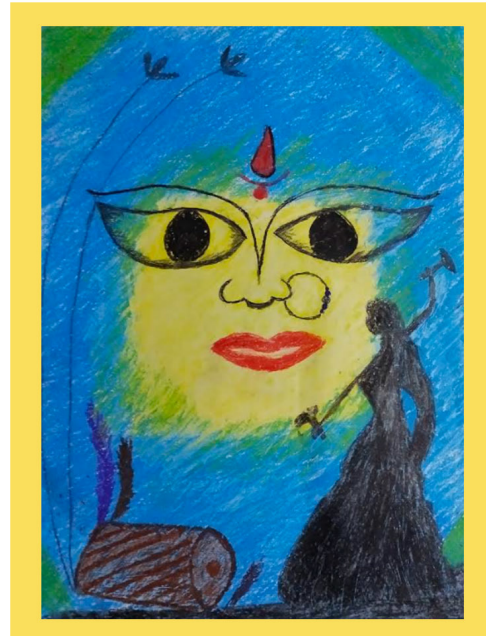


MAX CREATIVE CORNER

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THE CITY OF JOY THROUGH MY LENS - By Anik Bose (GVIL -HO)



HAWK EYE VIEW OF SOUTH KOLKATA



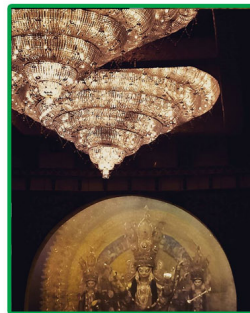
PRINCEP GHAT



HOWRAH BRIDGE



KOLKATA GATE NEW TOWN



MADDOX SQUARE SOUTH KOLKATA



YUVA BHARATI KIRANGAN SALT LAKE



ULTADANGA MORE



LAKE TOWN CLOCK TOWER



VICTORIA MEMORIAL



MAX CREATIVE CORNER



Maa Durga is the 'Mother Goddess', 'Shakti' and the 'Protector of the Righteous'. The Goddess known as 'destroyer of evil', is characterized by her ten arms carrying various lethal weapons, as well as her vehicle – the lion. Durga puja festival marks the victory of Goddess Durga in her battle against the shape-shifting asura, Mahishasura and hence Maa Durga is also named as Mahishasuramardini.

This festival is held for 10 days in the month of Ashvina (September–October), the seventh month of the Hindu calendar. Origin of this festival is not clear, yet it is said that a family in Kolkata started this celebration of Durga Puja in 1411 CE. Some also say that Kam-sanarayan, a Bengali landlord, started the Durga Puja festival in the 16th century. It is extensively celebrated in the Northern and Eastern states of India- West Bengal, Bihar, Jharkhand, Orissa and Tripura. Apart from these places' states like Delhi, Maharashtra, Gujarat, Punjab, Kashmir, Karnataka, and Kerala also enthusiastically participate in the festival.

West Bengal, especially the capital, Kolkata, is famous for the celebration of Durga puja. The first Barowari Durga Puja was organized in Kolkata by Bhowanipore Sanatan Dharmotsahini Sabha in 1909 at Balaram Bose Ghat Road, Bhowanipore.

Durga Puja's first day is Mahalaya, which heralds the advent of the goddess. Celebrations and worship begin on Sasthi, the sixth day. During the following three days, the goddess is worshipped in her various forms as Durga, Lakshmi, and Sarasvati. The celebrations ends with Vijaya Dashami ("Tenth Day of Victory"), when, amid loud chants and drumbeats, idols are carried in huge processions to local rivers, where they are immersed.

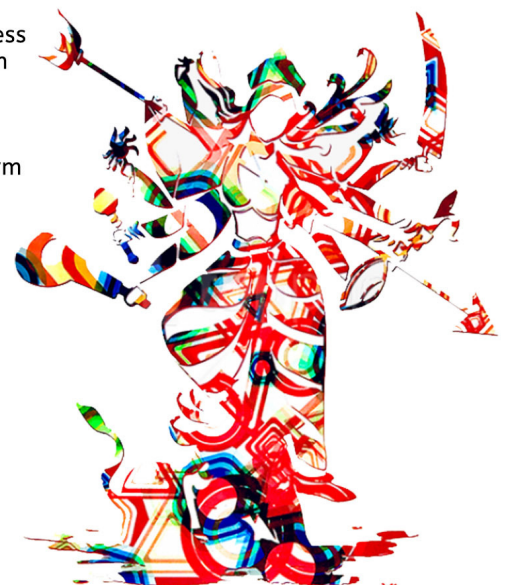
Immersing in water is based on the old belief that humans are made up of five elements (earth, water, fire, air, and space). Water being one of them is most used for purificatory rituals. The period brings peace to the minds of devotees when they perform pujas and yagnas for the Goddess.

Ultimately, it can be said that the devotees' worship Durga to gain positive energy, to cleanse their mind to attain purity and salvation. A pure mind helps devotees concentrate on their routine.

Maa Durga is a matriarchal Goddess figure. The nine forms of Maa Durga teaches us lessons of life. First form Shailputri, inspire us to find the purpose of our life. Second form Brahmacharini, makes our mind strong to have firm determination and strong belief. Third form Chandraghanta, teaches us to choose peace over violence. Fourth form Kushmanda, tell us how we can win over evil with positivity. Fifth form Skandmata, help to find goodness inside us, show kindness to mankind and be selfless. Sixth form Katyayani, help us to learn awaken our Inner strength.

Seventh form Kalratri, makes us understand how to destroy the negativity and spread goodness. Eighth form Mahagauri, help us to shine even during the darkest days. Ninth form Siddhidatri, tell us the way to overcome our fears to attain spirituality. She teaches that being a human will not earn you the dignity and pride but fighting against all odds and emerging as an influential mankind will surely do that. She shows how every human being possesses immense power to win over the evil.

By: Manisha Agarwal (GNG- Kolkata)



MAX CREATIVE CORNER

जिंदगी से दूर होता जीवन

दाल - रोटी और तन का जरूरी वस्तु
जुटा पाना मुश्किल हो
बेटी के हाथों में मेहंदी व तन पर हल्दी
लगा पाना भी मुश्किल हो
हक और पद दोनों पर
हमला होता हो
स्वर और व्यंजन के बीच
जाति की दीवार हो
मुखिया गद्दार हो
अदालत बिकाऊँ हो
पाँवों में पगड़ी एवं सर पर खड़ाऊँ हो
हड़पकर जनमत
कल के सेवक
बन जाते हैं स्वामी
नर - माँदा के रिश्तों की
केवल सुनामी हो
सदाचार में पिछड़ापन दिखता हो
व्यभिचार में आधुनिकता का
होता हो पोषण
सभी एक- दूजे पर
उछालते ही कीचड़
मढ़ते ही दोषारोपण
आत्म सम्मान और अपमान को पीसकर
घुट्टी तैयार हो अवसरवाद की
खिल्लियाँ उड़ती हो फरियाद की
पड़ी हो भंग कुएँ में
मानव मगन हो पब्जी में, जुए में
तब क्यों न हो.....
जिंदगी से दूर, बहुत दूर
जीवन दूर!

डॉ अवधेश कुमार अवध

SUPER FOODS



Citrus
Rich in Vitamin A, C and
keeps your skin soft



Broccoli
Completely packed with minerals
and rich in Vitamin A, C and E



Ginger
Reduces sore throat by reducing
inflammation and also
help in decreasing
nausea



Garlic
Plays a big role in lowering
blood pressure and slowing
down the hardening
of the arteries



Almond
Packed with Vitamin E,
it's a soluble vitamin that
needs fat in order to be
absorbed



Sunflower Seeds
Packed with magnesium,
phosphorus, Vitamin B-6 & E



Chia Seeds
Highly rich in Omega 3
fatty acids, they produce
copious amounts of
vegetable proteins



Turmeric
Has anti-inflammatory
properties and is used to
treat a variety of diseases
such as heumatoid arthritis
and osteoporosis



DOCTOR'S MESSAGE



METABOLISM AND WEIGHT LOSS

HOW YOU BURN CALORIES

You've probably heard people blame their weight on a slow metabolism, but what does that mean? Is metabolism really the culprit? And if so, is it possible to rev up your metabolism to burn more calories? It's true that metabolism is linked to weight. But contrary to common belief, a slow metabolism is rarely the cause of excess weight gain. Although your metabolism influences your body's basic energy needs, how much you eat and drink along with how much physical activity you get are the things that ultimately determine your weight.

METABOLISM: CONVERTING FOOD INTO ENERGY

Metabolism is the process by which your body converts what you eat and drink into energy. During this complex biochemical process, calories in food and beverages are combined with oxygen to release the energy your body needs to function. Even when you're at rest, your body needs energy for all its "hidden" functions, such as breathing, circulating blood, adjusting hormone levels, and growing and repairing cells. The number of calories your body uses to carry out these basic functions is known as your basal metabolic rate – what you might call metabolism.

Several factors determine your individual basal metabolism, including:

- Your body size and composition. People who are larger or have more muscle burn more calories, even at rest.
- Your sex. Men usually have less body fat and more muscle than do women of the same age and weight, which means men burn more calories.
- Your age. As you get older, the amount of muscle tends to decrease and fat accounts for more of your weight, slowing down calorie burning.

Energy needs for your body's basic functions stay fairly consistent and aren't easily changed.

In addition to your basal metabolic rate, two other factors determine how many calories your body burns each day:

- Food processing (thermogenesis). Digesting, absorbing, transporting and storing the food you consume also takes calories. About 10 percent of the calories from the carbohydrates and protein you eat are used during the digestion and absorption of the food and nutrients.
- Physical activity. Physical activity and exercise – such as playing, walking, running and any other movement – account for the rest of the calories your body burns up each day. Physical activity is by far the most variable of the factors that determine how many calories you burn each day.

METABOLISM AND WEIGHT

It may be tempting to blame your metabolism for weight gain. But because metabolism is a natural process, your body has many mechanisms that regulate it to meet your individual needs. Only in rare cases do you get excessive weight gain from a medical problem that slows metabolism, such as Cushing's syndrome or having an underactive thyroid gland (hypothyroidism).

Unfortunately, weight gain is a complicated process. It's likely a combination of genetic makeup, hormonal controls, diet composition and the impact of environment on your lifestyle, including sleep, physical activity and stress.

All of these factors result in an imbalance in the energy equation. You gain weight when you eat more calories than you burn – or burn fewer calories than you eat.

While it is true that some people seem to be able to lose weight more quickly and more easily than others, everyone loses weight when they burn up more calories than they eat. To lose weight, you need to create an energy deficit by eating fewer calories or increasing the number of calories you burn through physical activity or both.

A CLOSER LOOK AT PHYSICAL ACTIVITY AND METABOLISM

While you don't have much control over the speed of your basal metabolism, you can control how many calories you burn through your level of physical activity. The more active you are, the more calories you burn. In fact, some people who are said to have a fast metabolism are probably just more active – and maybe fidget more – than others.

You can burn more calories with:

Regular aerobic exercise. Aerobic exercise is the most efficient way to burn calories and includes activities such as walking, bicycling and swimming. As a general goal, include at least 30 minutes of physical activity in your daily routine.

If you want to lose weight or meet specific fitness goals, you may need to increase the time you spend on physical activity even more. If you can't set aside time for a longer workout, try 10-minute chunks of activity throughout the day. Remember, the more active you are, the greater the benefits.

Strength training. Experts recommend strength training exercises, such as weightlifting, at least twice a week. Strength training is important because it helps counteract muscle loss associated with aging. And since muscle tissue burns more calories than fat tissue does, muscle mass is a key factor in weight loss.

Lifestyle activities. Any extra movement helps burn calories. Look for ways to walk and move around a few minutes more each day than the day before. Taking the stairs more often and parking farther away at the store are simple ways to burn more calories. Even activities such as gardening, washing your car and housework burn calories and contribute to weight loss.

Dr.R.K.Das
GVIL,Meghalaya



EMPLOYEE BIRTHDAYS

HEAD OFFICE

NAME	DOB
PROSENJIT SIKDAR	02 Oct
ADITYA DAGA	20 Oct
SUJAY MUKHERJEE	22 Oct

SALES AND MARKETING OFFICE

NAME	DOB
SEEMA DEVI	01 Oct
PRANOY BORAH	07 Oct
PRABIN KUMAR DAS	10 Oct
SHAMBHU PAUL	18 Oct
RAJENDRA PRASAD KONWAR	20 Oct
PRANAB KANTI DAS	21 Oct
PROSENJIT PAUL	30 Oct
RAJKUMAR PRASAD	31 Oct

PLANT

NAME	DOB
KESHAB GOGOI	01 Oct
RAMESH PRADHAN	01 Oct
LAKHI NATH DEURI	03 Oct
NARENDRA KUMAR	04 Oct
RAJIB BASUMATARY	05 Oct
TUL TUL SINHA	06 Oct
QUIVALIN MUKHIM	09 Oct
ARVIND KUMAR JINDAL	10 Oct
SPILINDA SIANGSHAI	10 Oct
PIJUSH KANTI NATH	11 Oct
AJAY NEWAR	12 Oct
PAWAN SINGH	12 Oct
RAMSWROOP SHARMA	12 Oct
CHANDRA SHEKHAR GOALA	13 Oct
PATEL ROY	16 Oct
GRACEFUL POHSNEM	17 Oct
DR. MAYALANG PALA	18 Oct
BAGARAM NARZARY	19 Oct
RAM PAYRE CAUL	19 Oct
SUDESH KUMAR PATHAK	20 Oct
BABUL SANAPATI	21 Oct
BHALANG DKHAR	21 Oct
MANI KANTA SINHA	21 Oct
SATYA PRAKASH SINGH	21 Oct
JAKI SINGHA	22 Oct
BIJIT SARKAR	24 Oct
KAJAL CHANDRA DAS	25 Oct
P.PUSIEN	25 Oct
ROHIT CHANDA	25 Oct
HIMADRI SHEKHAR MALLICK	26 Oct
CHIRANJIT SINHA	27 Oct
DEEB JYOTI PHUKAN	27 Oct
AMARJIT SINGHA	30 Oct
BIPLAP RAY	30 Oct
MONOJ KANTI DEB	31 Oct
SATYAJIT SINGHA	31 Oct





**May Maa Durga give us
strength to fight against all evils**

