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FROM THE DESK OF VCMD

Dear Maxian,

At the outset let me wish you and your families a Very Happy New Year. As we greet 2022 with hope and aspirations, we must also reflect on the year that has gone. Last year was like a roller-coaster ride with its welcome ups and fearsome downs across all spheres be it our professional or our domestic worlds. It started with hope but left us shattered as we experienced the second wave of the pandemic. However, it was not without its pleasant memories too for many of us. Today we are again in the clutches of another spell.

This third wave, though deemed not as harmful, should still be taken with the seriousness it demands and all Covid protocols should be practised as you have done before. Let's not be careless and nonchalant about it.

For Max, the year ahead holds a lot of promises and we have to hit the market with renewed vigour and enthusiasm. The targets for the current FY are with you and we have three more months to cross them. I do understand that the market forces will create their obstacles but the Maxian is a winner and we will achieve what we had planned. Challenges are learning curves and we gain our experience by every obstacle that we cross. To quote Michael Phelps:

"There will be obstacles. There will be doubters. There will be mistakes. But with hard work, there are no limits."

This month brings with it the great festival of Magh Bihu and we will celebrate it with full fervour and gaiety and invoke blessings for a happy and healthy year for us. I offer my good wishes on this occasion to everyone.

Max Cement is the sponsor of the Majuli Mongeet Festival where our Brand Ambassador Adil Husain will also be present.

This month also marks the birth anniversary of Netaji. The contribution of Netaji for the North East does not find much mention in many history books but it was the North East which Netaji called the Gateway to India's independence and where the INA hoisted the national flag for the first time. It was by his efforts that many parts of the North East were not included in the partition from India.

I offer my greetings and prayers for a happy and healthy 2022.

Regards,
VCMD



SCAN THE CODE
FOR THE
ARCHIVE
COLLECTION OF
NISHTHA

CHIEF EDITOR: NITESH CHAHARIA

DEPUTY EDITORS: RUPESH MISHRA
ANIK BOSE, KAUSHIK ROY



EDITOR'S SPEAK

Happy New Year fellow Maxians!

Hoping that the festive season went well, the warm family gatherings and the Christmas lights and decorations that adorns the streets and houses.

As we still don the warm winter wear and the caps, battling the cold, let us pray for the New Year and the new plans that are ahead of us. Let us not only pray that the Covid cases comes under control, but also take preventive actions to battle the virus and keep our family and loved ones safe.

12th January marks the birthday of the famous Indian Philosopher and Hindu monk, Swami Vivekananda.

14th January, the famous Bihu or the harvest festival.

26th January, the celebration of the empowerment of Indian citizens to select our own government, which commemorates the process of establishment of the Indian Constitution.

“The greatest religion is to be true to your own nature. Have faith in yourselves.”- Swami Vivekananda.

Wishing Max family a happy and prosperous New Year, 2022!

Regards,
Rupesh Mishra (Editor)

ভোগালী বিহুৰ
শুভেচ্ছা





MAX PANORAMA

AT PLANT

Advent Christmas Celebration organized by GVIL Christian Center was celebrated at the Plant premises on 16th December 2021. In the event, there were group songs, choreography presentations, Christmas cake cutting and Gospel concert later in the evening.



AT GUWAHATI

Our Sales & Marketing Office at Guwahati also celebrated a gala Christmas. All the employees involved themselves in the celebration.





MAX PANORAMA

The New year Eve was celebrated with great pomp at the Plant in Nongnsing, Meghalaya.

The participation of the employees as well as the locals and invitees made the program warm and cosy.

Amazing singers and dancers performed in the event leaving the crowd mesmerised. The employees also put up stalls for food and snacks that filled the air with delicious aroma. The New Celebration was a warm one, a home away from home amongst the GVIL family.

Welcome
2022





MAX PANORAMA

BOX CRICKET (GHY)

Team MAX Cement players at BOX Cricket Match against Surya Gold Cement.



FOOTBALL TORNAAMENT

Football tournament final at Umsning- Team Jersey sponsored by Max Cement





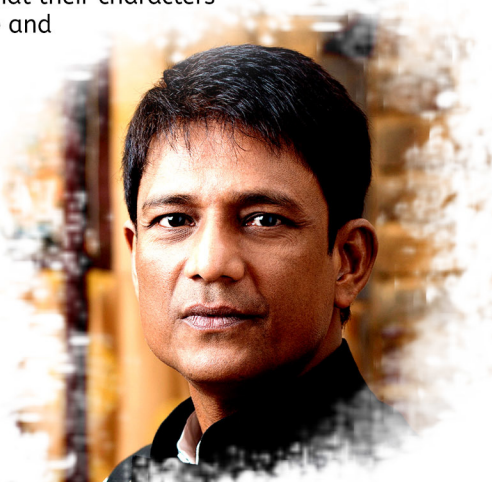
DID YOU KNOW?

MR. ADIL HUSSAIN HAS BEEN LISTED IN 8 OUTSTANDING ACTORS OF HINDI ENTERTAINMENT IN FORBES WEBSITE (2021)

The shift to digital platforms further strengthened through 2021 in India and artists enjoyed the privilege of a wider reach this year as well. As the year comes to an end, here is a look at actors who had an impactful presence in their projects.

Here's looking at actors who were not the lead in films and shows, but performed so well that their characters became memorable ones. They most certainly deserve much more appreciation, screen time and opportunities than they have.

ADIL HUSSAIN - In a movie that is all about larger-than-life heroism, it is not easy for non-central characters to grab attention. When the central character is essayed by Akshay Kumar, the task becomes tougher. Adil Hussain, however makes that possible, and how! He has essayed the role of the chief of the Indian intelligence agency in Bell Bottom and does it like he owns the film. His character walks a thin line and Hussain performs it with much elegance. He has two National Film awards to his credit.



AMRUTA SUBHASH - Marathi actor Amruta Subhash had some great performances this year with two major projects the web show Bombay Begums and Netflix's film Dhamaka.

MANAV KAUL - Manav Kaul was seen in many films throughout 2021. He began the year with Richa Chadha's Madam Chief Minister, in which he had a pivotal role. With films such as Saina, Ankahi (Kayoze Irani's short film Netflix's anthology Ajeeb Daastaans, Dybbuk and Nail Polish, Kaul had a full palate full showcasing the variety that he has to offer.

SIKANDER KHER - He plays the important role of Daulat in Ram Madhvani's web show Aarya season 2. He was also seen in the American TV show Sense 8. Kher also featured in Rohit Shetty's hit film, Sooryavanshi.

JIMMY SHERGILL - Essaying the role of a sessions court judge in the Sony Liv show, Indian actor Jimmy Shergill pumps up the thriller Your Honor season 2 with his performance. Shergill also had an equally impactful stunt in the Disney+ Hotstar film, Collar Bomb.

ABHISHEK BANERJEE - Abhishek Banerjee got recognition last year with the Amazon Prime Video web show, Pataal Lok. This year, he proved once again that he is among the best actors in the country. He featured in Taapsee Panu's Rashmi Rocket and Netflix anthologies Ankahi Kahaniya and Ajeeb Dastaans and excelled in each of the roles.

SUPRIYA PATHAK - Supriya Pathak essayed three different kinds of mother this year - she was seen in Tabbar, Mimi, The Big Bull, Ramprasad Ki Tehrvi and Rashmi Rocket. She was also seen in Rakesh Omprakash Mehra's Toofan.

ASHUTOSH RANA - Ashutosh Rana essays the role of a retired cop in Netflix's web show Aranyak. Rana's character has also been designed to be a pivotal one in the narrative. The actor also appeared in Netflix's Pagglait and Disney+ Hotstar's Hungama 2.



THE BATTLE FOR KOHIMA - BY RAJIV SONI

There is a popular poem by Lakshyadhar Choudury:

“ Moy Netaji Subash Hom
Biplobar Agni Jalai
Jai Hindere Madini Kapai
Parbat Langhi
Sagar Neosi
Moy Netaji Subash Hom “

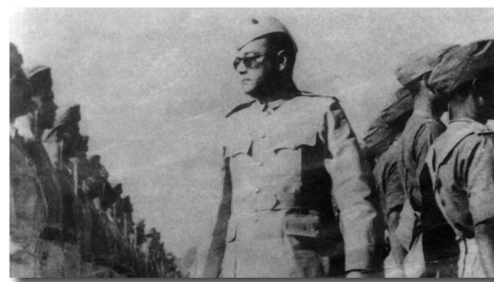
Translated into English it reads:

“Netaji Subhas I shall be
Ignite the torch of revolution
Shake the earth with the conch of Jai Hind
Crossing the mountain and the sea
Netaji Subash I shall be”

Netaji's connection with the North East is more than his campaign and the whirlwind tour of the North East in the mid 1930s for the Congress, that ensured later the North East would stay as a part of India. The Battle for Kohima is the first battle of Independence.

Netaji Subhas Chandra Bose arrived in South East Asia in 1943 and took over as the supreme commander of INA.

It gave a new fillip to the formation The Indian National Army (INA) aided by the Japanese forces pushed forward from Myanmar with the aim of entering India from the North East. Initially well supplied by Japan, the INA pushed through towards Kohima. Netaji was confident that once the Army entered India the populace of Nagaland, Manipur and later Assam would join the INA forces to push back the British forces as a first step for the independence of India from the colonial rule of Imperial Britain.



The centre of the battle that engaged was at Moirang, a small town in Bishenpur district of Manipur, situated about 45 km south of Imphal. The battle for Kohima raged from early March 1944 and Colonel Shaukat Ali Malik of the Azad Hind Fauj marched into Moirang along with his soldiers and had hoisted the national flag on April 14, 1944. It was the first victory of Azad Hind Fauj. An army that had no distinction of religion, caste or creed.

Military historians refer to it as one of the fiercest battles in world history.

Netaji's prophecy that the Indian public would revolt against the Raj once they knew that the 6000 soldiers of the INA had died in their brave attempt to free India. This is exactly what happened when Indian people learnt about the INA and it aided the sentiments for an early Independence.





POEMS

अवधपति! आना होगा

प्राची का पट खोल, बाल सूरज मुस्काया।
भ्रमर कली खग ओस बिंदु को अतिशय भाया।।
जागी प्रकृति तुरन्त, हुए गायब सब तारे।
पुनः हुए तैयार, विगत में जो थे हारे।।

उठे बालगण खाट छोड़ माँ - माँ - माँ रटने।
माँ दौड़ी सब काम छोड़ लख आँचल फटने।।
काँधे पर ले स्वप्न, सूर्य सँग जाना होगा।
अवध न जाए हार, अवधपति! आना होगा।।

अब भी सीता देख, बहुत ललचाता रावण।
सूर्यणखा की राह, पुनः अपनाता रावण।।
खर - दूषण की मौत, समझ कब पाता रावण!
समझाने पर मूढ़, दर्प दिखलाता रावण।।

दशकंधर दशकंध, पाप राही अनुगामी।
बुधि विवेक मतिहीन, वासना परवश कामी।।
धरती से लंकेश कुटुम्ब मिटाना होगा।
अवध न जाए हार, अवधपति! आना होगा।।

कोरोना की चाह, सफाई रखो भाई।
बार-बार निज हाथ ठीक से करो धुलाई।।
मुँह पर बाँधो मास्क, रखो दो गज की दूरी।
नहीं लगाओ हाथ वस्तु जो नहीं जरूरी।।

सैनीटाइज बार बार हो दफ्तर, बाड़ी।
जानबूझ हर बार बनो मत अपढ़ अनाड़ी।।
कोरोना के हेतु नियम अपनाना होगा।
अवध न जाए हार, अवधपति! आना होगा।।

राम रसायन स्वाद लिया जो कवि, ऋषि, योगी।
घर में भी घरमुक्त सदा वह रहा वियोगी।।
करता है हर कर्म किन्तु आसक्ति रहित वो।
लाभ हानि प्राप्तांक, राम अनुसार फलित हो।।

माँ शबरी सा आस, हृदय में हरदम रखता।
राम नाम बड़ स्वाद सदा चखता ही रहता।।
भक्तों को भवपार, अवश्य कराना होगा।
अवध न जाए हार, अवधपति! आना होगा।।

डॉ अवधेश कुमार अवध

Winter Winter

Winter Winter

Cold & ice

A mug of hot chocolate

Would be nice.

Winter winter

Long dark nights

Kinds of bundle up

For snowball fights

- Mridu Paban Mahanta



EMPLOYEE BIRTHDAY LIST

PLANT

1 AJAIB SINGH	1-Jan
2 PRADIP SINHA	1-Jan
3 RAJESH SUKLABADYA	1-Jan
4 RAJIB DAS	1-Jan
5 SAVANA BHAGAT	1-Jan
6 DINESH SINGH	1-Jan
7 BIKASH BHOWMIK	1-Jan
8 IKBAL HUSSAIN LASKAR	1-Jan
9 BHRIGUMONI KALITA	1-Jan
10 NARAYAN KALITA	1-Jan
11 GANESH TIMUNG	1-Jan
12 BIREN SINGHA	1-Jan
13 GHURA PASWAN	1-Jan
14 NIPENDRA CHANDRA DAS	1-Jan
15 GANESH DAS	1-Jan
16 KARILAL TANTI	1-Jan
17 PAPLU SINGH	1-Jan
18 PRADIP HAZARIKA	1-Jan
19 HARIPAD DAS	1-Jan
20 HEMANTA GOGOI	1-Jan
21 PRADIP MUNDA	1-Jan
22 PULOK NATH	1-Jan
23 RATUL KALITA	1-Jan
24 SUKUMAR ROY	1-Jan
25 TILSWAR PAGAG	1-Jan
26 DULUMONI TALUKDAR	1-Jan
27 NITUL KR. DAS	1-Jan
28 BAINING SUJA	1-Jan
29 SHOLROI SUTNGA	1-Jan
30 TREILANG SIANGSHAI	1-Jan
31 PEITBHA SHYLLA	1-Jan
32 SHAILENDRA MISHRA	2-Jan
33 NIRMAL SINHA	3-Jan
34 SANTOSH KUMAR BARIK	3-Jan
35 PAWAN KUMAR JOSHI	5-Jan
36 SATYABRATA PANDA	6-Jan
37 SUNIL SINGH	6-Jan
38 KAPIL DEB SHARMA	7-Jan
39 RAJIB SINHA	8-Jan
40 SHUBHAM SAGAR	8-Jan
41 SAGAPAM RANJIT SINGH	8-Jan
42 RISBY SYMPLI	8-Jan
43 ROSEFULLNESS SIANGSHAI	8-Jan
44 SASHANKA BARMON	9-Jan
45 SUDIP SINHA	10-Jan
46 SITESH DEB	10-Jan
47 SANTOSH KUMAR JHA	14-Jan
48 AMARJIT SINHA	14-Jan
49 RAJIB SINHA	14-Jan
50 AWADHESH KR. VIKRAM SHAH	15-Jan
51 CHANDAN KUMAR	15-Jan
52 PROMUD MORANG	15-Jan
53 N.NAVEEN KUMAR	15-Jan
54 RAJAN PRASAD	18-Jan
55 SANKAR MAZUMDAR	18-Jan
56 EBUNGATON SINGHA	18-Jan
57 RAJIB SINHA	19-Jan
58 FULBABU SINHA	19-Jan
59 JISHU DUTTA	20-Jan
60 AMIT NATH	20-Jan
61 SHALBAS PASLEIN	21-Jan
62 ASHISH KUMAR VISHWAKARMA	23-Jan
63 FRANCKY SIANGSHAI	23-Jan
64 NELSON DKHAR	24-Jan
65 BIJOY KUMAR DEB	25-Jan
66 JOGI AGARWAL	28-Jan
67 RAFIQUE UDDIN BARBHUIYA	30-Jan
68 BRAJESH KUMAR	30-Jan
69 MRS. SHNALAD PAJUH	30-Jan



KOLKATA OFFICE

1. SUPRABHAT PRAMANIK	1 - Jan
2. SANJIB SARKAR	2- Jan

GUWAHATI OFFICE

1. RAVINDRA AGARWAL	1-Jan
2. SANJIB BARO	1-Jan
3. NGAHANYUI AWUNGSHI	1-Jan
4. HIMADRI KUMAR DEKA	1-Jan
5. BISWAJIT DAS	1-Jan
6. MADHAB BORA	1-Jan
7. HEMANTA DUTTA	1-Jan
8. KISHOR KUMAR MEDHI	5-Jan
9. TRINAYAN BHUYAN	10-Jan
10. DILIP CHANDRA PAUL	12-Jan
11. JOYDEEP SARKAR	13-Jan
12. P. ROHIT KUMAR	15-Jan
13. PRAKASH PRADHAN	17-Jan
14. MOYNUL HOQUE	31-Jan




NEW JOINEES

PLANT

SL	PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.
1		ANADAR RAY	MINING & GEOLOGY	HYVA OPERATOR
2		PRAMOD KUMAR	MECHANICAL	FITTER
3		BRAJAGOPAL NATH	AUTOMOBILE	MEHCANIC
4		KARAM IBUNGYAIMA SINGH	INFO TECH.	SR.EXECUTIVE
5		SHUBHAM KUMAR TIWARI	PROCESS	ENGINEER
6		A MUKTAHAL SINGHA	PROCESS	SR. OFFICER

GUWAHATI

SL NO	PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.
1		Phuleswar Bora	Sales	EXECUTIVE

