

JULY 2022

# WORLD NATURE CONSERVATION DAY

JULY 28

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## THOUGHT OF THE MONTH

“Nature does not need people. It  
is the people who needs nature”

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SCAN THE CODE  
FOR THE ARCHIVE  
COLLECTION OF  
**NISHA**





## FROM THE DESK OF VCMD



### IKIGAI

*This Japanese word simply means means the purpose in living a worthwhile, meaningful life or the principle of finding and living one's passion. In the business world it is accepted as 'the happiness of always being busy'.*

*There are ten rules of this concept that need to be followed. These simple pointers are easy to do but not without effort. We may think that not all will be able to do this as we have other responsibilities in our office and domestic world and more so in India with our share of social commitments. But I think we can all agree to practice Ikigai. Some are very easy to implement as not rules of Ikigai but simply as habits.*

*Let us see this in short with a view to improve our health and wellbeing.*

***The first point is to stay active and do not lose the purpose of life.** We often neglect what we love be it in hobbies, sports and such. It is important to keep on doing these things as that is a purpose in life. We cannot ignore what we love to do.*

***Taking it slow is the second point that is essential to implement.** Hurry may bring errors and affect the quality of life. A hurried life is full of stress. Plan the time and one can walk more if they walk slow. Mixing two points of Ikigai are that of health. Ikigai advocates that one should eat just that much less. **This is a golden Japanese rule of eating less for long and purposeful life.** This age-old rule now translates into calorie restriction and eating right. Just eating right is also not all. The other point of Ikigai is to be healthy. The Ikigai book states that if water does not move it will stagnate as will our human bodies if we are not active. **Exercise is a must.***

***Social interaction with Family and friends is a must in discovering Ikigai.** We have always seen how our time with friends take away our stress and worries. Friend is the best medicine to share problems, getting advice and having fun too. If some says that he has no friends he is actually saying he has no purpose in life.*

*To quote: 'Without relationships and friendships, we can't experience connection, intimacy or love, nor can we share our joys, hopes, struggles, and fears.'*

***Being cheerful is Ikigai.** No one like being surrounded by sad and worried people either at work or at home. The happy and smiling attitude comes with the acknowledgement of being grateful. We have so much to be thankful for and yet we spend our energy to get more. **Gratefulness is the real happiness.** The dread of what the future hold for us is also what Ikigai suggests one should not do. The moment is Now. Whereas plans etc for the future are a must buy we should live the moment rather than in the past and an unseen future.*

*There is a passion inside all of us and discovering will give us our purpose of life.*

*This will drive us to give the best of ourselves in our work, home and our social world. We need to discover our Ikigai.*

Wishing all of you a safe and healthy month,  
VCMD

## EDITOR'S SPEAK

*Greetings Maxians!*

*At the onset of introducing the July's NISHTHA, I would like to convey my sincere prayers as the concerns have been going on, regarding the brunt of the thunder, resulting to floods and dislocation of loved ones, whereas the immense burning heart in some part of the nation. I believe each and everyone is keeping well.*

*In this regard, I'd like to thank and share my gratitude to the management of MAX Cement, for selflessly donating reliefs to the stranded truck drivers along the National Highway between Silchar and Lumshnong, and also to the flood affected areas of Assam.*

*Our new temple at plant premises was inaugurated last month. 5 days of prayer, hawan, aarti and prathista initially came to the day of inauguration in presence of our valued guests and fellow Maxians.*

*As July is about to end, we have reached a milestone, wherein it reminds us that half of 2022 is gone. With the remaining time at hand, let's ready ourselves to complete what we have planned and also accomplish what we have not planned.*

*A blessed and successful July to all the Maxians, and also wishing and praying that no extreme natural occurrences affect any of the Maxians and the citizens alike!  
Stay safe and be careful.*

*Regards,*

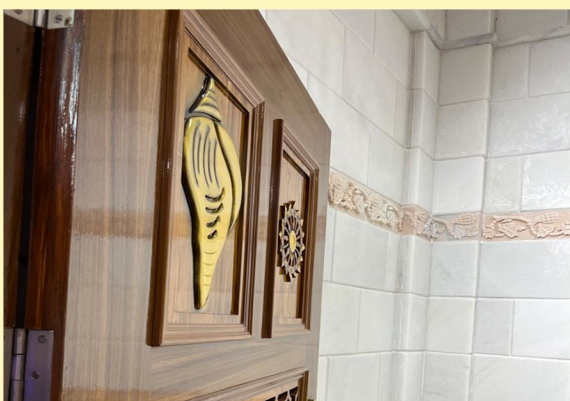
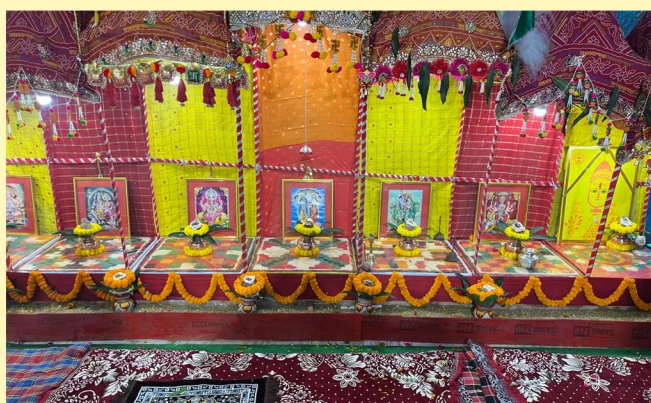
*Rupesh Mishra*



## SHRI PANCHMUKHI BALAJI - PRAN PRATHISTA MAHOUTSAV

Concentration of mind is necessary for establishing union with God and It becomes easy for a devotee to concentrate on worshipping God in a temple where devotees come for the same purpose. The environment of the temple produces a psychological effect which helps in concentrating on the desired objective.

It was dream of Our Founder Chairman Late Shri G. N. Agarwal to have such a temple dedicated to "Shri Panchmukhi Balaji" on the Plant grounds. And With his blessings and guidance Max Family has realized that dream.





## SELFIE/PHOTOGRAPH ZONE - AT PLANT

Max Team at plant took the initiative and developed one corner of an isolated pavement into a beautiful hub with vibrant light settings and plantation all around, wherein visitors and residents can take selfies and snapshots. The selfie zone was inaugurated by our honorable Chairman and MD during their visit to the plant.





## SHRI PANCHMUKHI BALAJI PRAN PRATHISTA MAHOUTSAV - PUJA & RITUALS





## SHRI PANCHMUKHI BALAJI PRAN PRATHISTA MAHOUTSAV - NAGAR PARIKRAMA





## PRESTIGIOUS GUESTS AND MAX MEMBERS AT MAX PLANT





# MAX PANORAMA

## OUR BELOVED DIRECTORS & THEIR FAMILY MEMBERS AT PANCHMUKHI BALAJI TEMPLE - MEGHALAYA





## CERTIFICATE OF APPRECIATION UNDER GST

GSTN in pleasure has conveyed Green Valliey Industries Ltd a certificate of appreciation issued by the Central Board of Indirect taxes & Customs, Ministry of Finance, Govt. of India for our timely return filing and sizeable payment of GST.





## SALES MASTERCLASS WORKSHOP AT GUWAHATI

A sales masterclass workshop was organized at Guwahati Baralu Residency Hotel from 10th-14th of June. The workshop was specially meant for the sales force who participated in many debates, discussions and activities to boost their motivation towards increasing sales figures.





## WATER DISTRIBUTION AT AMBUBACHI MELA

Max Cement took the initiative to distribute water to the pilgrims and visitors who visited Kamakhya Devi temple during the Ambubachi Mela this month. The three day mela was held in the Kamakhya Devi temple premises where Team Max set up a canopy for distributing water and provide a shelter space for all who visited.





## FLOOD RELIEF INITIATIVE

Max Cement in collaboration with Young India & Rajasthan Lime Udyog, carried out a flood relief and rehabilitation program. The relief materials consisted of food items, groceries and other essential items that were sent out to Silchar - one of the worst affected areas due to the flood. Also truck drivers and others stuck in Meghalaya due flood were also given a helping hand.





## #BUILDERSOFINDIA

Max Cement launches "Builders of India" – A Social Media Campaign to Honour the Unsung Heroes of India's Freedom Struggle The campaign #BuildersOfIndia is designed keeping in mind the Government of India's initiative, "Azadi Ka Amrit Mahotsav" to celebrate and commemorate 75 years of India's independence and the glorious history of its people, culture and achievements.

MAXIMUM KI GUARANTEE

#buildersofindia

PAYING TRIBUTE TO THE UNSUNG HEROES

FOR MORE INFO SCAN AND LIKE OUR PAGE

SHYAM NARAYAN SINGH

1891-1981

Shyam Narayan Singh gave a nationalistic speech, past which seven students proceeded to unfurl the Indian National flag at Patna Secretariat. During the ensuing protest, all seven of them died. While Shyam Narayan Singh emerged unscathed from the event, the colonial

HASRAT MOHANI

1879 - 1951

Hasrat Mohani was an Indian activist, freedom fighter in the Indian independence movement and a noted poet of the Urdu language. He coined the notable slogan Inquilab Zindabad (translation of "Long live the revolution") in 1921. Together with Swami Kumaranand, he is

SHAH NAWAZ KHAN

1914-1993

Shah Nawaz Khan served as an officer in the Indian National Army (INA) during World War II. He was profoundly influenced by Subhas Chandra Bose's speeches asking POWs to join the Indian National Army and to fight for a free India, Khan led the army into North-Eastern

Max Cement's "BuildersOfIndia" campaign started as a 75 days countdown to the upcoming Independence Day and it will showcase the stories of the unsung heroes of our freedom movement whose supreme sacrifices have made freedom a reality for us. The idea of this campaign is to pay homage to these unsung builders of India by whose unique action and selfless patriotic duty India stands today as a giant amongst nations.

The success of the #buildersofindia can be well judged by the reports in the national and international media channels, both digital and print. The media talks about the novel approach to create awareness about the unsung heroes of India.

Los Angeles Evening Despatch

FRANCE NETWORK TIMES



World News Network.net

Birmingham ALL NEWS NETWORK



AUSTRALIA MORNING TRIBUNE

West Bengal समाचार

BRITISH COLUMBIA TIMES

London Channel News.

BUFFALO DESPATCH

ALJAZEERA

Dubai City Reporter japan times today

Delhi Live News

Indian Economic Observer

To read the articles and know more, visit: <https://www.maxcement.co.in/Buildersofindia>



## SAFETY TIPS FOR SOCIAL NETWORKING



Social networking sites like Facebook, Twitter, Instagram, YouTube, LinkedIn etc. can be a great way to connect with friends. However, there are some social networking safety tips you should always keep in mind.

### ☒ **Be cautious on social networking sites**

All links that come from friends or relatives can sometimes contain harmful software or be part of a phishing attack. If you are at all suspicious, do not click it. Contact your friend to verify the validity of the link first. "Nothing is Free. Your personal information is being collected."

### ☒ **Use strong passwords**

Make sure that your password is at least EIGHT characters long and consists of some combination of letters, numbers, and special characters (for example, +, @, #, or \$).

### ☒ **Manage your privacy settings**

Learn about and use the privacy and security settings on your social networking sites. They help you control who sees what you post and manage your online experience in a positive way. You will find some information about Facebook privacy settings at the bottom of this webpage.

### ☒ **Remember: once posted, always posted**

Protect your reputation on social networks. What you post online stays online think twice before posting any Info/Pictures. You would not want your parents or future employers to see. Recent research found that 70% of job recruiters rejected candidates based on information they found online.

### ☒ **Build a positive online reputation**

Recent research also found that recruiters respond to a strong, positive personal brand online. So demonstrate your mastery of the environment and highlight your talents.

### ☒ **Keep personal info personal**

Be careful how much personal info you provide on social networking sites. The more information you post, the easier it may be for someone to use that information to steal your identity, access your data, or commit other crimes such as stalking.

### ☒ **Protect your computer**

Security start with protecting your computer. Install latest Antivirus System. Keep your operating system, web browser, and other software as per latest updates.

### ☒ **Know what action to take**

If someone is harassing or threatening you, remove them from your friends list, block them, and report them to the site administrator.



## WHY ONE SHOULD VISIT LEH-LADAKH ATLEAST ONCE IN A LIFETIME

Situated in the middle of the epic Himalayas, A land gifted with an excess of attractions to visit and spectacular scenes, incredible individuals, and culture, Ladakh is really a paradise on Earth. The rough valleys and mountains, winding streets combined with the energetic social life keep up the extravagance and appeal of this district. Surrounded by two of the world's mightiest mountain ranges, the Great Himalaya and the Karakoram, it lies athwart two others, the Ladakh range and the Zaskar range. The moon-like Desert Mountains keeps on being an extraordinary goal for adventure searchers and admirers of Buddhism and remarkable mountain vistas.



There are places that you cannot miss when you visit Leh-Ladakh

**1. MAGNETIC HILL:** Ladakh, renowned for its picturesque and challenging terrain, is likewise home to the marvelous Magnetic Hill. Situated at an elevation of 14,000 ft (4.27 km), Magnetic Hill is one of the most interesting spots in the nation. It is situated at a distance of 30 km from Leh city on the Leh-Kargil Highway this is a little tart of street that resists the marvel of gravity. This small hillock is said to oppose gravity as it will in general force vehicles upwards. It is a significant vacation destination in the valley and an ideal refueling break for tired riders preceding onward the roadway.

**2. WHITE WATER RIVER ZASKAR VALLEY:** Zaskar River, a distant Himalayan tributary of the Indus harbors run through the Zaskar valley and is one of the most fantastic traversable ravines on the planet. Zaskar River is otherwise called the Grand Canyon of India.

**3. NUBRA VALLEY:** A high peak cold desert, Nubra Valley is a couple of hours toward the North of Leh, situated on the old Silk Route; the valley has Shyok and Nubra River winding through it and some lovely monasteries. The valley is available through the world's most elevated motorable street: the Khardung La. It is a lovely valley with a one of a kind scene which likewise offers camel rides on Bactrian Double bumped camels. One of the most renowned monasteries in Ladakh, the monastery of Diskit alongside the Nubra and Shyok River can likewise be found here.

**4. Khardungla Top:** Situated at an altitude of 17982ft, it was once the highest motorable road in the world. It is a dream of many bikers to reach there. But the road is mostly covered with snow and oxygen lacks during low temperature situations. But it is an achievement going there and feeling the snowfall at that point.

**5. UMLING LA TOP:** Umling La is a mountain top and is a 3-4 hours drive from Hanle through the rocky desert roads. You will be lucky if the GPS supports you. The desert has no proper roads and will give you chills down the spine if you are riding solo. Umling La is latest highest motorable road in the world situated at 19024ft which even higher than the Everest Base Camp. It is one of the most desirable place for any biker to achieve in recent times.

**6. PANGONG LAKE:** We all remember the end scene of 3 Idiots where Amir Khan flies the toy plane at the bank of a lake. Yes, that is Pangong Lake. The lake is partly shared with China and Indian Army forbids anyone to swim or take a boat ride there. But the colors of the lake will take away your breath at first glance.



There are many places other than these, like Zorjila Pass, Sand Dunes of Nubra Valley, Hanle, Kargil, Sarchu but it might not be possible to cover all areas in one trip. A visit to Leh-Ladakh is a dream for many and people who have lived the experience, tends to go back there soon.







## GUWAHATI

JATIN SAIKIA	01 Jul
CHANDAN PATHAK	01 Jul
ABHISEAK AGARWAL	03 Jul
DIGANTA KALITA	11 Jul
PROSHUN DEY	18 Jul
RAHUL GHOSH	23 Jul
MANAB DAS	31 Jul
BIPLAB JYOTI GOHAIN	31 Jul
SUPARNA DEBNATH	31 Jul

## KOLKATA

TAPAS KUMAR BARIK	10 Jul
GAGAN JHA	26 Jul
ANIK BOSE	30 Jul

## PLANT

JHINTU MANI DEKA	01 Jul
PRANAB BARMAN	01 Jul
RAVISHEKHAR SINGH	01 Jul
SAIBOK SUTNGA	01 Jul
BICKY PAUL	02 Jul
ASHOK SINHA	03 Jul
BHAIYA BHUPENDRA SINGH	05 Jul
JAI PRAKASH BADHOLIYA	05 Jul
RUPESH KUMAR MISHRA	07 Jul
SUDHEER SHUKLA	08 Jul
TUSARKANTA BHUYAN	08 Jul
KRISHNA SINGH YADAV	10 Jul
EWANBIANG RYMBAI	12 Jul
SANTOSH KUMAR	13 Jul
DIPAK CHAUHAN	15 Jul
MANI KUMAR TAMANG	15 Jul
PRITHVIRAJ CHAURASIA	16 Jul
SHUVANKAR BERA	16 Jul
SHUBHAM KUMAR TIWARI	18 Jul
MUKUNDA MANDAL	19 Jul
FOURTY DHAR	20 Jul
MAHESH PANERU	21 Jul
KAMPHER BIAM	22 Jul
NIMA TAMANG	25 Jul
ABIKILE SUTNGA	26 Jul
AYNAL HOQUE CHOUDHARY	31 Jul
PRADUMN SINGH	31 Jul



# MAX NEW JOINERS

SL NO	PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.	DOJ
		NANGROI SYAD	MINING & GEOLOGY	TRAINEE	6/22/2022
		BECAREFUL LAMARE	STORE & PURCHASE	TRAINEE	6/22/2022

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Photo	Name	Department	Designation	DOJ
	RAHUL GHOSH	TECHNO SALES	ENGINEER	14-Jun-22
	MANISH GHOSH	SALES & MARKETING	TRAINEE	17-Jun-22
	ANUPAM DAS	SALES & MARKETING	EXECUTIVE	27-Jun-22

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