



SCAN THE CODE
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nishtha

THOUGHT OF THE MONTH

"The greatest journey begins with a single step. Embrace the possibilities that lie ahead and dare to take that first stride. The only person you are destined to become is the person you decide to be."



THEME FOR THE MONTH OF
JUNE
"YOGA & HEALTH"



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FROM THE DESK OF VCMD

Channel Management

Dear Maxian,

Channel Management governs the life of an organisation. The ideal situation in any manufacturing and distribution organisation is a strong and stable market channel. The strength and weakness of the channel impacts the movement of the sales graph of the organisation. As managers we must keep in mind this crucial fact to ensure success and to create a strong and loyal channel network.

This requires certain marketing initiatives which can be clubbed into two main buckets of Emotional Connect and the other of Commercial Gain.

Whereas returns to both parties are of prime importance, the biggest mistake most marketers make is to think that monetary rewards are the ultimate. The truth is when a channel partner seemingly becomes a member of the corporate family is the ultimate.

To create an emotional connection is not easy. It is not instant noodles. Like all human relationships it requires time and a sustained effort to build and foster trust that leads to an emotional connection.

The prime ingredient is to have a constant interaction across business and social platforms. Even in a single market, there may be different ethnic groups as our dealers. In our area we have the members of the native population and the business seekers from other states. Within these two we have different belief groups with varied societal customs and practices that need to be addressed and respected by us while creating the bond.

We must bear in mind to keep a track of their lives in general and to be present in their happiness and sadness.

As the varied channel partner's motivations and goals are never alike, it is most important to package incentives that suits them.

CEP or channel engagement programme is the ideal way to connect. To begin with it lowers marketing cost. Channel events such as mini dealers meet, periodical meet are a great platform to communicate with individual partners. It also creates brand salience and a bind amongst channel partners. This results in the "parivaar" concept..

Industry has proved that an efficient channel loyalty program can significantly boost sales, enhance brand image and reduce the cost of acquisition of new members. It definitely helps in motivating influencers and retail partners to sell more as brand loyalty creeps in.

This month we celebrate World Yoga Day. The benefits of yoga are common knowledge but in our busy lives we may not too give it the importance it deserves. Just fifteen dedicated minutes can be given to daily Yoga, it can result in clear thinking and importantly better health. I urge you all to practice it.

This year the heat has been more oppressive and it is in our benefit to remain hydrated and cool. Do take care!

Regards,

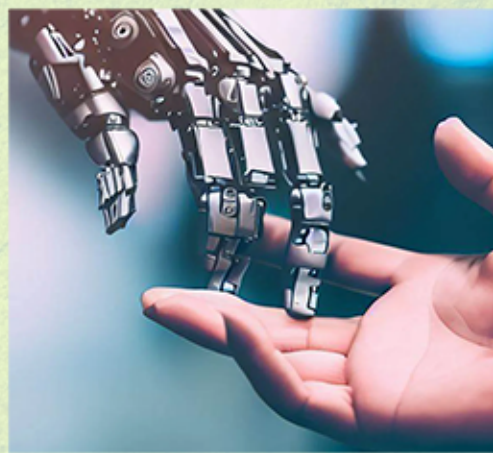
Vineet Agarwal

EDITOR'S SPEAK

Dear Readers,

AI IS A NEW NEED FOR TODAY'S IT INFRASTRUCTURE

Artificial Intelligence (AI) is becoming an increasingly critical need for modern IT infrastructure. With its ability to automate routine tasks, improve security, predict and prevent system failures, provide real-time insights, and simplify cloud management, AI-powered systems are transforming the way organizations operate. One of the most significant advantages of AI in IT infrastructure is automation. By using machine-learning algorithms, AI can quickly analyse vast amounts of data and identify patterns, trends, and anomalies. This allows IT teams to automate repetitive tasks such as network monitoring, data backup, and system updates, freeing up time for more strategic work.



AI also plays a vital role in improving IT security. With the growing threat of cyber-attacks, organizations need to ensure their IT infrastructure is secure. AI-powered security systems can quickly detect and respond to potential security threats, reducing the risk of data breaches and other security incidents. Additionally, AI can predict and prevent system failures, minimizing downtime and reducing the risk of data loss. AI-powered analytics tools can provide real-time insights into system performance, user behaviour, and other critical metrics, leading to faster problem resolution and improved decision-making. Finally, AI can simplify cloud management by automating tasks such as provisioning, scaling, and resource allocation. This allows IT teams to focus on more strategic work, enhancing organizational efficiency, reducing costs, and driving innovation.

Overall, AI is a new need for today's IT infrastructure. As AI technology continues to evolve, its role in IT infrastructure is only set to grow, making it a critical investment for organizations looking to stay ahead of the curve in the digital age.

Best Regards,
Srimanto Chatterjee

MAX PANORAMA



FINANCIALLY EMPOWERED

On May 6th & 13th, a session titled "Financially Empowered" was organized at GNAM Club(plant) and GHY Office. The purpose of this event was to foster financial awareness and promote understanding of concepts such as MFI (Microfinance Institutions) and SIP (Systematic Investment Plan) among the employees.

The session aimed to empower the participants with the necessary knowledge and tools to make informed financial decisions. It provided valuable insights into the world of finance, highlighting the importance of financial literacy and its impact on personal and professional life.



OCCUPATIONAL HEALTH & SAFETY TRAINING

On May 13th, a training session on Occupational Health & Safety was conducted at the plant for newly joined employees. The session aimed to educate and raise awareness about safety protocols and practices within the workplace.

The training was attended by a total of 30 employees who were introduced to the importance of occupational health and safety. The session was led by Dr. RK Das, an expert in the field, and supported by Mr. VK Singh, the Safety Officer.

During the training, Dr. RK Das shared valuable insights and knowledge about occupational health hazards, preventive measures, and the significance of maintaining a safe work environment. He discussed various topics such as risk assessment, emergency procedures, personal protective equipment (PPE), and the importance of following safety guidelines.

MAX PANORAMA



GNAM CLUB ACTIVITY

On May 26th, 2023, GNAM Club organized an event to celebrate the achievements of its members in the games of Carrom and Chess. The occasion also included a special celebration for the club members who were celebrating their birthdays.

The event began with the prize distribution ceremony, where the winners of the Carrom and Chess tournaments were recognized and rewarded for their exceptional skills and sportsmanship. Participants who had demonstrated exceptional strategy, focus, and competitive spirit were acknowledged and applauded for their achievements.

Carrom Championship

Winner: RANJIT DEKA
 Runner Up : LILESWAR PHUKAN
 Third Place: BULBUL MAZUMDAR

Chess Championship

Winner: BULBUL MAZUMDAR
 Runner Up : DIPAK SINHA
 Third Place: MONOJ SINHA



HOUSIE GAME FOR LADIES

On May 28th, a lively and engaging Housie game was organized exclusively for ladies of GVIL. This event aimed to bring together women from the plant premises to enjoy a fun-filled evening of entertainment and friendly competition.

The Housie game, also known as Bingo, provided an exciting opportunity for participants to test their luck and strategy.

MAX PANORAMA

ACHIEVEMENTS



MISS. VAISHNAVI SRIVASTAVA
CLASS X, CBSC, 88%
D/O MR. RAJESH SRIVASTAVA



MISS. SUSMITA SINHA
CLASS X, SEBA, 94%
D/O MR. PULAKESHI SINHA



MISS. SAANVI SARKAR
CLASS X, CBSC, 96%
D/O MR. JOYDEEP SARKAR



MISS. ARCHEESHA BANERJEE
CLASS XII, CBSC, 89%
D/O MR. SUSHANTA BANERJEE



MR. ABHAY K
CLASS XII, CBSC,
S/O SHAJI KOVVAPRAVAN

MAX QUIZ

PREVIOUS QUIZ ANSWERS: 1. Jensem 2. Shillong Peak 3. Umngot River 4. Gibbon Wildlife Sanctuary 5. Nohsngithiang Falls 6. Gopinath Bordoloi 7. Nongkrem Dance Festival 8. Sivasagar 9. Zubeen Garg 10. Krem Puri.

WINNER: SUKANTA SINHA (Kolkata HO) - Accounts Department

GENERAL KNOWLEDGE OF WORLD

1. Which country has no river?
2. Which country has no capital?
3. Which country has no railway?
4. Which country has no jail?
5. Which country has no Prime Minister?
6. Which country has no temple?
7. Which country has no night?
8. Which country has no police?
9. Which country has no armed forces?
10. Which country has no mosquitos?
11. Which country does not have a rectangular flag?
12. Which country has no national anthem?

MAX ART



Drawing by:
Vaishnavi Srivastava,
Guwahati
D/O of Mr. Rajesh Srivastava

Canvas Paint by:
Ms. Saanvi Sarkar,
Guwahati
D/O Mr. Joydeep Sarkar



Drawings by:
Ms. Debangana Chakraborty
Silchar
D/O Debraj Chakraborty.



MAX COMPOSITIONS

নদী

সুন্দৰ এই নদীৰ মহীমা,
কোনেও বুজিব নোৱাৰে ।
ৰৈ থাকিম মই ইয়াৰ কাষত,
যেন আপোন মনেৰে ।
জীৱনটো যেন ইয়াৰ দৰেই,
সদায় গতি কৰে;
ইয়াৰ এক মুহূৰ্তও ৰখাব খুজিলে
কোনেও ৰখাব নোৱাৰে ।

Bivan Das
Guwahati

শ্ৰদ্ধাঞ্জলি

সাময়িকতাৰ পৰিচয় দিয়া
জোনমণি তুমি এতিয়া নাই ।
হেজাৰজনৰ মাজত অকলে থিয় দিছিল
অকলে খুঁজি হাৰ নমনা
এক স্থলত উদাহৰণ আছিল ।
মৌন হৈ নাথাকি প্ৰতিবাদ কৰাৰ বাবে
এই সমাজখনে তোমাক আঁতৰাই নিলে ।
তোমাক লৈ কিমান যে সপোন দেখিছিল তোমাৰ পৰিয়াললৈ,
তুমি দি থৈ যোৱা স্বৰ্গীন সোদালবোৰ
তোমাৰ মাৰ কোলাত হেৰাই গল,
হেৰাই গ'ল স্মৃতিবোৰ ।
সেই স্মৃতিবোৰ ৰোমন্থন কৰি তোমাৰ মাহো ভাঙি পৰিছে
ভাগৰি পৰিছে পৰিয়ালটি ।
দুটক দমন কৰি নিদৰে সমাজখনক নিকা কৰিছিল
সাহসৰে আগবাঢ়ি গৈছিল,
নাৰীশক্তি জীয়াই ৰাখিছিল,
কিন্তু তোমাৰ সফলতাৰ ওপৰত অপশক্তিৰ চকু পৰিল ,
অসুৰবোৰৰ মাজত উপাহবোৰ বন্ধ হ'ব ধৰাত
সিহঁতে তোমাৰেই উপাহ বন্ধ কৰি দিলে ।
সিহঁত এতিয়া মুকলি আকাশৰ তলত আকৌ উপদ্রৱ কৰিছে
সমাজখনক নৰকত পৰিণত কৰিছে ।
পৰিহাৰ কৰিমলৈ আজি তুমি নাই,
তোমাৰ অমিহনে সমাজখনে হাবাখুৰি থাইছে ।
তোমাৰ সাময়িকতাৰ পৰিচয় আমাৰ মাজত সদায় থাকিব
তুমি জীয়াই আছা আমাৰ মাজত
আমাৰ সমাজত,
আমাৰ হৃদয়ত ।

"প্ৰয়াত জোনমণি বাতাব প্ৰতি মোৰ এয়া আংশিক শ্ৰদ্ধাঞ্জলি" —

Jadav Kalita
Tezpur

MAX COMPOSITIONS

“MAJULI” - THE WORLD’S LARGEST RIVER ISLAND

By Mridupaban Mahanta

A pleasant river island in the state of Assam, Majuli grabs the attention of many tourists. Majuli, a non-coastal landmass nestled between the mighty Brahmaputra River's ever-shifting sand banks from the south and the Kherkutia Xuti, an anabranch of the Brahmaputra, joined by the Subansiri River in the north, is recognised by the Guinness Book of World Records as the world's largest inhabited riverine island, a total area of 1,250 sq.km and it has now shrunk to 352 sq.km. due to severe erosion. Not to forget, Majuli Island has also been one of the most important cultural centers of Assam since the 16th century. It was once the primary hub of the neo-Vaishnavite culture. Many monasteries constructed by the Assamese Saint – Srimanta Sankardeva, still survive and depict the vibrant culture of Assam.

Even though now I live in Guwahati due to work constraints, by birth I belong to Majuli. Many memories of my childhood are still in my heart. Nobody can feel the beauty of Majuli unless visit it.

How to reach:

First start by travelling to Jorhat which is well connected to Guwahati by flight, train, and road. From Jorhat, you can hire a taxi to Nimatighat. Once you reach there, the exciting part starts. Your journey from Nimati will require you to embark upon a ferry to cross the Brahmaputra River and reach Majuli Island.

The cheapest and the best way to reach Majuli is to take a train or Bus from Guwahati to Jorhat (Overnight journey). A shared auto from Jorhat Town to Neamati Ghat and then a ferry to different destinations like Kamalabari Ghat, Afalamukh Ghat, Dakhinpat Ghat, Salmara Ghat. There are regular government operated ferry services which take around maximum of 2 hours. The first ferry from Nimatighat is at 8:30 am and the last one at 4 pm. Once you reach your selected Ghat, you will get a shared auto or car to reach Majuli town which is a few kilometers away. For returning the last ferry from Kamalabari Ghat to Neamati Ghat is at 3 pm & from rest ghat 3.30 PM.

Where to stay:

Majuli has no dearth of accommodation. There are many hotels, resorts & guest houses. One can easily choose the one that suits them the best.

Attractions:

On the way to Majuli, you can feel the peace of the mighty Brahmaputra, the fragrance of the village clay, series of unique still houses and the people cycling on narrow village lanes. The main tribes of Majuli are Mising, Deoris and Ahoms, Mising being the largest in population. They are very cordial & helpful people. They love to invite guests to their home and offer Apong (a type of rice beer).

Majuli is not only famous for its beautiful landscape but also for cultural celebration. Majuli has been the cultural capital and the cradle of Assamese civilization for the past 500 years. Every year Majuli notices a lot of tourists just to experience the festivals like Raas Mahotsav, Paal Namm, and Ali-Ai-Ligang. Majuli is also famous for its mask making and pottery. You can also get a glimpse of the Neo-Vaishnavite culture that still exists here in the Satras. There are 22 numbers of Satras. Garamurh Satra, Kamalabari Satra, Dakhinpat Satra, Auniati Satra, Samoguri Satra etc. are the few prominent Satras of this beautiful island. The best place for cultural programs is Kamalabari Satra.

Being a wetland, Majuli is a biodiversity hot spot for flora and fauna, sheltering many rare and endangered species of birds. The island is a birdwatcher's paradise with Storks, Pelicans, and Cranes being spotted here. **Best Time to visit:**

October to February is considered ideal for visiting and exploring Majuli Island. Climate is mild and moderate with temperatures ranging below 20°C. Late autumn, winter and spring are beautiful times to visit Majuli and enjoy the beauty of the surroundings.

Changing climatic conditions, flood and land erosion every year it is very much possible that one day the whole of Majuli Island would disappear and merge into the Brahmaputra. So, I would recommend you visit it when you get the opportunity. In a life where everyone is on their feet and is in the race to earn money, Majuli comes across as a reminder to stop, breathe and live. Life is a bit tough in Majuli but the people of Majuli are full of life. They will help you by reminding you that no matter how tough the circumstances are when there is a will there is a way.

MAX COMPOSITIONS

HEALTH IS WEALTH

By Lakhyajit Lahon

Now a days in our busy schedule we are forgetting our health. We are running only to achieve our goal, career & wealth.



Today's youth prefer to hang out with friends and like to have junk foods, late night party, alcohol & Tabaco. This lifestyle hampers their quality of life. Again, ever increasing pollution effect our health badly.

Exercising is most essential for proper health and fitness. Moreover, it is essential for everyone and especially today's youth need to exercise more than ever.

If you are not healthy, you cannot lead a happy life and won't be able to contribute a healthy society. Due to our unhealthy lifestyle different diseases attack us. Now a days heart ailment, diabetics, gastroenteritis etc. are common in our society. So, one needs to follow a healthy lifestyle and daily exercise to beat all these problems. It is not just for the youth but also for every member of the society.

In order to live healthy life, regular physical exercise is one of the most important things we can do for our health. Being physically active can improve our brain health, help manage weight, reduce the risk of disease, strengthen bones and muscles, and improve our ability to do everyday activities. So, make sure to do exercise daily. Walk, run, swim, do yoga & if possible, go to gym. Believe me I personally feel difference in my life by doing exercise. It balances my work life & physical health.

Be Happy Be Healthy....!!

YOGA FOR KNEE PROBLEMS OF ELDERLY

Yoga is a mind and body practice with a 5,000-year history in ancient Indian philosophy. Various styles of yoga combine physical postures, breathing exercises, and meditation or relaxation.



Yoga can be a great way to improve your overall health and well-being, and it can also be helpful for relieving knee pain. Here are some yoga poses that can help to relieve knee pain in the elderly:

Easy pose (Aasana Sukhasana): This simple pose can help to relax the muscles around the knees. To do this pose, sit on the floor with your legs extended in front of you. Bend one knee and place the foot of that leg on the opposite thigh. Repeat with the other leg.

Child's pose (Balasana): This pose can help to stretch the muscles in the back of the legs, which can take pressure off the knees. To do this pose, start on your hands and knees. Bring your hips back so that your thighs are resting on your calves. Rest your forehead on the floor and relax your arms by your sides.

Kneeling forward bend (Padasana Uttanasana): This pose can help to stretch the hamstrings and calves, which can also take pressure off the knees. To do this pose, kneel on the floor with your knees hip-width apart. Place your hands on your hips and slowly fold forward from the hips, keeping your back straight. Go as far as is comfortable and hold the pose for a few breaths.

Standing forward bend (Uttanasana): This pose can help to stretch the hamstrings and calves, and it can help to improve balance. To do this pose, stand with your feet hip-width apart. Bend forward from the hips, keeping your back straight. Place your hands on your shins, thighs, or calves, and hold the pose for a few breaths.

Happy baby pose (Aasana Ananda Balasana): This pose can help to stretch the inner thighs and groin, which can help to relieve pain in the knees. To do this pose, lie on your back with your knees bent. Bring your feet up towards your chest and clasp your hands around your shins. Gently pull your knees towards your chest and hold the pose for a few breaths.

It is important to listen to your body and not push yourself too hard when doing yoga. If you feel any pain, stop the pose and rest. You should also talk to your doctor before starting any new exercise program, especially if you have any health conditions.

YOGA AND ITS SIGNIFICANCE IN TODAY'S LIFESTYLE

Yoga, an ancient practice that originated in the Indus Valley civilization thousands of years ago, has evolved and adapted over time to become an integral part of today's modern lifestyle. Initially, yoga was primarily a spiritual discipline, aiming to unite the mind, body, and soul. However, its significance has transcended traditional boundaries, offering numerous benefits for individuals in today's fast-paced and stress-filled world.

In today's lifestyle, where people often find themselves overwhelmed by work, responsibilities, and technology, yoga provides a much-needed refuge. It serves as a powerful tool for managing stress, promoting relaxation, and fostering overall well-being. Through the practice of asanas (physical postures), pranayama (breathing techniques), and meditation, individuals can find balance, clarity, and inner peace amidst the chaos of daily life.

Moreover, yoga offers a holistic approach to health and fitness. It strengthens the body, improves flexibility, and enhances posture. Regular practice can alleviate chronic pain, reduce the risk of injury, and boost the immune system. As an exercise modality that focuses on both physical and mental well-being, yoga has gained recognition as a valuable addition to one's fitness routine.

Beyond the physical and mental benefits, yoga fosters self-awareness and personal growth. It encourages individuals to connect with their inner selves, cultivating mindfulness and a deeper understanding of their thoughts, emotions, and behaviours. By developing this self-awareness, individuals can make conscious choices and lead more fulfilling lives.

Yoga's significance extends beyond the individual level; it also promotes social connection and community. Yoga studios and classes provide spaces for people to come together, share experiences, and support one another on their wellness journeys. This sense of connection and belonging fosters a supportive and compassionate community that extends beyond the yoga mat.

In today's lifestyle, where constant distractions and busyness prevail, yoga offers a sanctuary of stillness, self-care, and self-discovery. Its evolution has made it accessible to people from all occupations, regardless of age, physical ability, or cultural background. By embracing yoga, individuals can enhance their overall well-being, find solace in the present moment, and navigate life's challenges with grace and resilience.

