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SCAN THE CODE
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COLLECTION OF
NISHTHA

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ANIK BOSE, KAUSHIK ROY

FROM THE DESK OF VCMD

Dear Maxian,

How often have we heard the proverb that: 'All work and no play makes Jack a dull boy'

While growing up we practiced it even without being reminded of it and we played the game of the season with our friends and many of us took their sports activity to college level.

The other day, I was listening to a talk on the same topic and the speaker was talking about how the younger generation of today have found fitness as a replacement to sports. Going to a gymnasium, he stressed, was being fit and was not a sport as it taught nothing! Sports on the other hand offers both mental and physical development. Management and sports can easily be related to each other. The learnings while playing a sport is that of the qualities required of a successful manager.

The first quality is to be a part of a team. No sport or a manager can function without a team. In an individual sports event too there are coaches that guide and train the player.

The second trait is the development of leadership. When a manager is at his best performance level, he/she also inspires others to do their best. A successful manager will always give credit to the Team. We have seen this often being said by the captain of a winning team. If there is a loss the Leader usually takes on himself as his/her incorrect strategy.

Another very important factor from sports is the fact that there will be a losing side in spite of best efforts. Does the Team never play again? Of course, it does. It accepts the defeat with grace, understands what could have been done better and forges ahead with the idea of winning. A loss or a target not achieved should be the source of encouragement to plan, strive and win. In both cases of winning and losing we should emerge as better individuals.

In our world we may find it to play the sports we have done so in the past but it is important for us to give space to some game in the weekly routine. If not possible then discover the hidden sportsperson within yourself and use the qualities of a sportsperson to become a successful team player, manger, individual in the society and an even better citizen. Importantly you should encourage the children of the house and neighbourhood to play some sport. We do not want our next generation to be dull Jacks ! We can teach them this lesson too with the blessings of Maa Saraswati whose Puja we celebrate this month.

I am heartened when I see the Max Team playing sports whether they are representing the Company or playing amongst themselves in the Plant Colony or any other place. It establishes that each Maxian is striving, as ever, to give their best to win, learn from a loss and finally emerge as a stronger Maxian.

There has been refreshing news from across the world on the pandemic front and though many have been afflicted by it we hope the worst is over.

However please do take all care.

With best wishes,

VCMD



EDITOR'S SPEAK

Dear Maxians!

It's the Second month of the New Year, and I believe we are getting on the strides to make 2022 our year. It is also the month where Cupid looks out for loving hearts to shoot his arrow.

Sonam Losar, the New Year festival of Nepal, Sikkim and Darjeeling falls on the 2nd February.

Guru Ravidass Jayanti" is the birthday of Guru Ravidas, on 16th February.

Chatrapati Shivaji Maharaj Jayanti is a festival of Maharashtra on 19th February.

Blessed Vasant Panchami, the festival that marks the beginning of preparations for spring season on 5th February. The festival dedicated to goddess Saraswati who is the goddess of knowledge, language, music and all arts. She symbolizes creative energy and power in all its form, including longing and love.

So let's carry on our journey with the intention to always seek, learn, help and let not anybody limit our thought and action. Just as the saying goes, "Life is a competition with who you were yesterday", so let's strive and push ourselves to not only work hard but SMART!

Let us pray for our Company and also the MAX family, that we may keep standing out amongst the crowd and set higher benchmarks.

Ansel Elgort in the movie Baby Driver said, "Everybody wants happiness, nobody wants pain; but there can't be a rainbow without a little rain."

Wishing good health and a successful new month to everyone!

Regards,
Rupesh Mishra



MAX PANORAMA

MAX CEMENT SPONSORS MAJULI'S MONGEET FESTIVAL

Max Cement was proud to associate and sponsor the Mongeet Music Festival and workshop held from 15th to 17th Jan at Dekasang Majuli. The 3 day sessions were held in the Dekasang resort with musical geniuses like Joy Baruah, Shankuraj Konwar, Anurag Saikia, Nilotpall Borah taking the stage. Our Brand Presenter, Mr. Adil Hussain was one among the organizing members. Additionally, the Mukha Shilpo of Majuli was also showcased in the programme. Many new talents also performed in the night, one of them being Abinash Bhuyan who is famous for his song Tumare nu birohhot in Bornodi Bhotiai. Max Cement Team headed by GM Sales, Rajesh Srivastav felicitated the eminent Mentors and Singers by presenting Gamocha and memento.





MAX PANORAMA

OUR CHAIRMAN'S BIRTHDAY

On 19th of January, we celebrated our Chairman - Shri Praveen Agarwal's birthday at our Kolkata office. Our senior management team along with all other employees greeted and wished him all the best of years ahead.





MAX PANORAMA

REPUBLIC DAY

73rd Republic Day was duely celebrated at our Plant premises where the day started off by hoisting our National Flag and singing our National Anthem. Our employees and their families engaged themselves into various sports events for celebrating the day. The prizes for the events were handed over to the winners at the end of the day.





MAX PANORAMA

MAGH BIHU DINNER

Magh Bihu was celebrated in plant premises at children park on 13th January 2021. All employees and their families engaged into the celebration of Bihu by singing songs, dancing and sharing food prepared by the families of the employees.





MAX PANORAMA

BHOOMI PUJAN

Max Cement took a step forward for providing additional accomodation for our employees by putting up another Staff Quater in our Plant premises. The Bhoomi Pujan took place on 15th January at HOD Colony.

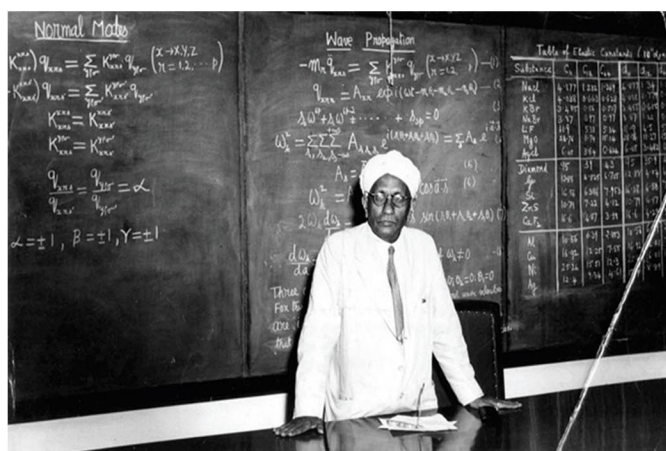




BHARAT RATNA - “SIR C. V. RAMAN” - BY RAJIV SONI

In 1986 as a fitting tribute to Bharat Ratna, Sir Chandrasekhara Venkata Raman aka C. V. Raman, Government of India declared February 28th, as the National Science Day. His achievements in the field of science are unapparelled in India and maybe even abroad.

C.V. Raman was born in 1888 and was a brilliant scholar and by the time he was 13 he had finished high school. He enrolled at the Presidency College at Chennai and post his Master's Degree in Physics at the age of 19 he opted for a job as an accountant in the Finance Department of the Government, in Calcutta. It was here that he became acquainted with the Indian Association for the Cultivation of Science (IACS), the first research institute in India which allowed him to do independent research and he made major contributions in acoustics and optics. C.V. Raman resigned from the service in 1915 as the Accountant General and in 1917, he was appointed by the Calcutta University as a professor of physics.

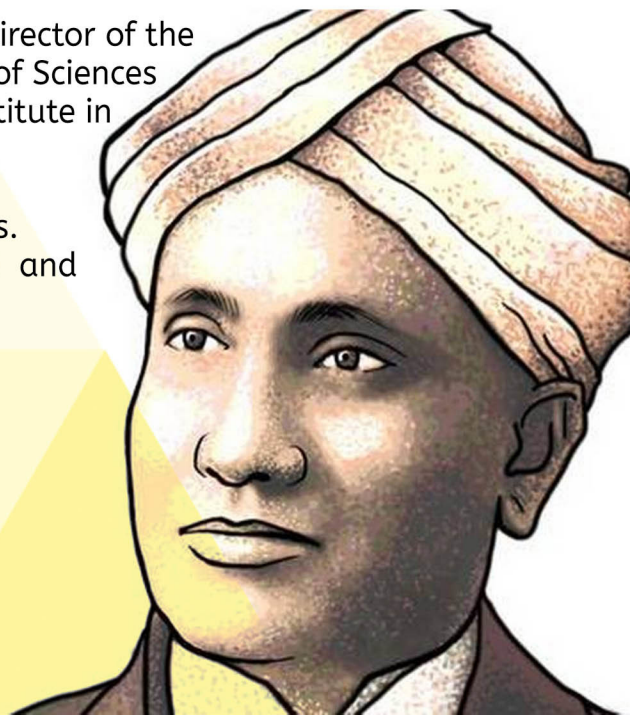


On a trip to Europe in 1928, by the High Seas motivated him to identify the prevailing explanation for the sea. His research disputed the Rayleigh-scattered light from the sky. This revelation made him the recipient of the Nobel Prize for Physics in 1930. His discovery was when light traverses a transparent material, some of the light that is deflected changes in wavelength. This phenomenon is called the Raman effect. He was knighted in 1929.

He moved to Bangalore in 1933 to become the first Indian director of the Indian Institute of Science. He founded the Indian Academy of Sciences the same year. He also established the Raman Research Institute in 1948 where he worked to his last days.

C.V. Raman was awarded and recognised by many platforms. The notable of these were the Nobel Prize in Physics in 1930 and the Bharat Ratna, in 1954.

He passed away in 1970.





SHORT STORY OF BIR CHILARAI - BY MRIDU PABAN MAHANTA

Bir Chilarai was a great general who belonged to the Koch royal dynasty of Assam. By his valour, he played a significant role in expanding the empire of his elder brother, Maharaja Nara Narayan.

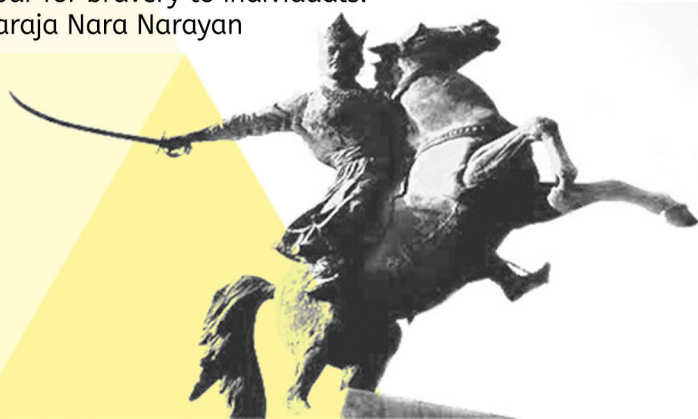
The Koch dynasty set up their kingdom in the western part of Assam after the fall of Khen dynasty in 1498 AD and Chandan was crowned king of Kamata kingdom. Maharaja Chandan ruled for thirteen years but as he had no sons, after his death Viswa Singha was enthroned. The reign of Maharaja Viswa Singha marked a glorious episode in the history of Assam as he was the founder ruler of the Koch royal dynasty, who newly established his kingdom in 1515 AD. He had many sons but only four of them were remarkable. Shukladhwaj, later known as Bir Chilarai, was his third son. Born on a full moon day, Shukladhwaj had a fair complexion and hence he was called by that name. He along with his brothers learnt warfare and they all mastered the art very well. For achieving higher education, he and his elder brother Malla Dev went to Varanasi. They learnt various subjects and acquired knowledge in Sanskrit, Grammar, Literature, Law, Astrology etc.

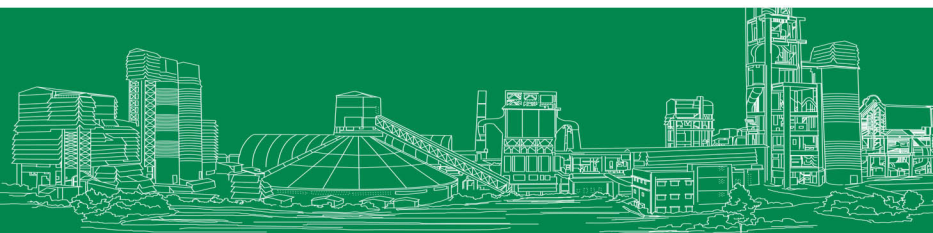
After the death of Maharaja Viswa Singha, his son Malla Dev ascended the throne. He was better known as Maharaja Nara Narayan. Shukladhwaj was appointed army commander and he assisted his brother in extending the kingdom. A brave warrior and an exceptional general, Shukladhwaj was extremely quick in his actions. He came to be known as 'Chilarai' as he was swift like the bird chila or the kite in capturing the foes. In 1562 AD, an intense battle took place when Nara Narayan crossed River Brahmaputra and attacked the Ahom kingdom. Chilarai commanded his soldiers to fight both on land and through water. The defeated king finally fled with his army and Nara Narayan achieved victory. Later, a truce followed between them. In 1568 AD, another battle ensued when Nara Narayan attacked Gour, ruled by Soleman Karnani. But this time he had to face defeat as Kalapahar, the army commander captured Chilarai. Kalapahar with his soldiers then destroyed many temples including Kamakhya while he proceeded towards Tezpur.

Nara Narayan defeated the king of Cachar and brought his kingdom under his rule. The king of Manipur surrendered as he decided not to combat with such a powerful ruler. Chilarai then attacked the states of Jayantia, Tripura and Sylhet. He defeated the kings in the battles and killed them. Observing the condition of the neighbouring states, the rulers of Khairam and Dimoria submitted their petty states. Thus, with the help of Chilarai's heroism, Maharaja Nara Narayan extended his vast empire and earned revenues from several rulers. Nara Narayan attacked Gour for the second time when Akbar, the Mughal emperor sought help from him. They had an alliance with Sisy Singha Raikat and Debraj, the king of Bhutan while invading Gour. Chilarai captured Ghoraghat and seized the whole area of Gour. After defeating King Gourpasha, the kingdom was shared between Nara Narayan and Akbar.

During the second invasion of Gour, Chilarai breathed his last on the banks of River Ganga as he suffered from pox. After his death, battles subsided. It was the courageous deeds of Chilarai that led the Koch kingdom reach the zenith.

Later, Nara Narayan divided his kingdom into two parts namely, Koch Bihar and Koch Hajo. He kept Koch Bihar, the western part under his authority while Koch Hajo, the eastern part was given to Raghudev, the son of Chilarai. The birth anniversary of the great hero is celebrated every year as Bir Chilarai Divas. From the year 2005, the government of Assam has been conferring Bir Chilarai Award, the highest honour for bravery to individuals. The gallant accomplishments of Bir Chilarai in the regime of Maharaja Nara Narayan shall be remembered forever.





EMPLOYEE BIRTHDAY LIST

PLANT

1 A MUKTAHAL SINGHA	01 Feb
2 DIPAK CHETRY	01 Feb
3 JAICHAND UPADHAYA	01 Feb
4 JAYANTA BARMAN	01 Feb
5 PRANJIT BORO	01 Feb
6 RAKESH DAS	01 Feb
7 RANJU SINHA	01 Feb
8 RIZWOAN AHMED BARBHUIYA	01 Feb
9 SURJO MONI SHARMA	01 Feb
10 BANESWAR BANIA	02 Feb
11 RAJU BASUMATARY	02 Feb
12 RANJIT DEKA	02 Feb
13 SATYAJIT SINGHA	02 Feb
14 ANISUR RAHMAN	03 Feb
15 DIPU KUMAR	03 Feb
16 TAPAN NATH	03 Feb
17 RANJIT KUMAR SINGH	04 Feb
18 JIREN BAGLARI	05 Feb
19 MRS. GRACE DKHAR	05 Feb
20 NANGJAN DKHAR	05 Feb
21 BAPAN KAR	06 Feb
22 INDRA BHUSHAN CHETRY	09 Feb
23 PRASANTA KUMAR PANIGRAHY	10 Feb
24 BIRBAL BASUMATARY	11 Feb
25 WANHIDAU PAJUH	11 Feb
26 ABDUL HAFIJ LASKAR	12 Feb
27 SARBESWAR GOGOI	12 Feb
28 ANISH KUMAR	15 Feb
29 ARKIROI PAJUH	15 Feb
30 DIGANTA BARUAH	15 Feb
31 DREAMLAND PDANG	15 Feb
32 HARISH CHAUDHARY	15 Feb
33 HEIMONMITRE LAMARE	16 Feb
34 BIPOB DAS	21 Feb
35 BIPLAB TIRKEY	24 Feb
36 DAYA PDANG	25 Feb
37 CHINMOY CHAKRABORTY	26 Feb
38 DEILANG WAHLANG	26 Feb
39 LAXMAN KUMAR GUPTA	26 Feb
40 SANJAY KUMAR SINGH	26 Feb
41 SAMIRAN DAS	28 Feb

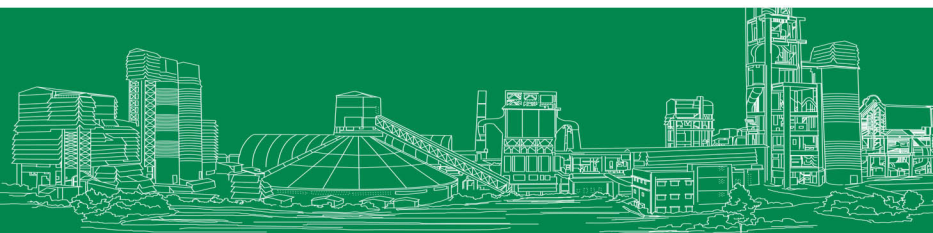


KOLKATA OFFICE

1. PINTY MISTRY	4th Feb
2. DEVENDRA JHA	5th Feb
3. NITESH CHAHARIA	8th Feb
4. MALAY SARKAR	10th Feb
5. MISHRI MONDAL	12th Feb





GUWAHATI OFFICE

1 RAHUL KUMAR PRASAD	2-Feb
2 DEBRAJ CHAKRABORTY	9-Feb
3 RAMESH KUMAR GOUR	22-Feb
4 SWEATA SINGHA	22-Feb
5 SRINJOY GUHA	25-Feb
6 HEMANTA PATHAK	28-Feb



NEW JOINEES

PLANT

SL NO	PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.
1		BUDDHA BASUMATARY	PROCESS	MASON CUM MACHINERY ATTENDANT
2		JAMES MOSHAHARY	PROCESS	MACHINERY ATTENDANT
3		MOHAMMED RIYAS P	PROCESS	MANAGER
4		AMANDEEP SINGH GILL	MINING & GEOLOGY	ASST.MANAGER

