

MAY 2022

Happy
MOTHER'S
Day

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THOUGHT OF THE MONTH

"A mother is your first friend, your best friend, your forever friend."

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SCAN THE CODE
FOR THE ARCHIVE
COLLECTION OF
NISHHA



FROM THE DESK OF VCMD

"An idea that is developed and put into action is more important than an idea that exists only as an idea"

These are the words of Edward de Bono, the founder of the concept of lateral thinking. Lateral thinking is the solving of problems using an indirect and creative approach that is unusual. The concept was introduced decades ago and has proven itself in management.

This concept asks you to look at a problem in a totally different way and thus arriving at an unusual solution which may make one realise that the problem was something totally else than what one first saw. When faced with a problem we normally resort to solving it quickly and use all the text book methods or the experience we possess.

However, if there is a preconceived notion of the problem is wrong then it remains a problem. To solve the problem, one needs to think laterally too along with vertically and horizontally. This is what helps stimulate creativity and innovation.

Let us consider an example where a customer walks into our sole dealer shop to buy cement but leaves without buying. Why did he leave?

There is no definite answer to this everyday action. Many may shrug this problem away and be content with the fact that there is no solution. This decision is arrived because one interfaced the problem with the thought that this happens every day and that no further thought needs to be given. This will never help sales. It is for us to think to analyse why and to ensure that the next customer does not leave. That would require lateral thinking. Let us consider this problem and assume what may have happened rather than not be bothered about it.

1. *The customer just didn't like the shop. Shall we relook at the layout and the atmosphere?*
2. *The customer expected to find better service but didn't. Do we need to coach the staff customer orientation?*
3. *The customer was looking for advice on cement. Do we need to train the sales staff on product benefits?*

These are not solutions but do go a long way to create a situation to improve things to ensure customer retention. The core of such thinking is constantly looking for areas of the business to improve and solving problems by finding radically new approaches.

Whatever problem one is solving, there are two steps to take to make the thinking and implementation process more effective are:

- a) *What unknown factors may influence the outcome? and*
- b) *Is this problem a part of a bigger problem.*

This is also termed as thinking Out of the Box thinking. We should not be closeted in our respective boxes and venture to look beyond.

This month celebrates the Labour Day and we at Max salute the workforce and offer our greetings.

As a word of caution let us still continue to be wary of the small surge of the Covid that in certain parts of India has raised its ugly head.

Stay Safe.
VCMD

EDITOR'S SPEAK

Hello Maxians!

It gives us immense pleasure that we have completed 7 years of NISHTHA Circulation. This would not have been possible without your never-ending support, contributions and the enthusiastic readers as well.

We have been improving through your suggestions and improvise the contents time to time. We expect the same support with the coming issues and volumes as well. As you go through the contents of this newsletter, I hope it brings you the same enthusiasm and energy as it has taken us to present it to you in the form of writing, we would really appreciate if you could share your feedbacks or even provide us with new ideas to make it more interesting.

As we celebrated May Day along with Eid, which honours the hard work of people across the world and celebration of our achievements, let us also pat the shoulders of our fellow colleagues for the success of our organisation.

Rabindra Jayanti, 9th May, celebrates the birth anniversary of the great Bengali poet, scholar, novelist, playwright, humanist, philosopher, and Nobel laureate.

Just as Rabindranath Tagore said, "You cannot cross the sea merely by standing and staring at the water.", let us do what we can and never let anything restrain our potential.

Blessed Buddha Purnima to all as we celebrate Lord Buddha's Birthday.

As we batter the summer heat with ice-creams and lemonades, let us remember to keep ourselves and our loved ones hydrated by drinking at least one litre of water a day. It has been advised by the health experts that we should consume 2 litres of water a day to keep our body well hydrated.

Happy Summer to you all, till we meet again in the next edition! Take care! Stay safe! Keep hustling!

Regards,

Rupesh Mishra



MAX PANORAMA

SHRADHANJALI TO OUR FOUNDER AT DIFFERENT LOCATIONS



Shradhanjali At Our Plant - Meghalaya



Shradhanjali At Shillong Office



Shradhanjali at Bihatachariali Office



Shradhanjali At Our Plant - Meghalaya



Shradhanjali At Kolkata Head Office



Shradhanjali At Guwahati Office

MAX PANORAMA

**A SMALL CONTRIBUTION TO OUR SOCIETY IN
MEMORY OF OUR FOUNDER**



Free Cataract Surgery in Honor of Our Founder



Food Distribution in Honor of Our Founder



Donating Ceiling Fans in Honor of Our Founder



Free Cataract Surgery in Honor of Our Founder



Food Distribution in Honor of Our Founder



Donating Ceiling Fans in Honor of Our Founder

MAX PANORAMA

RAM NAVAMI 2022

Ram Navami, the festival commemorates the birth of Lord Rama was celebrated during Chaitra Navratri at GVIL Admin Temple.



HANUMAN JAYANTI 2022

Human Jayanti was celebrated with much enthusiasm and religious fervour by the devotees of Lord Hanuman at our plant in Meghalaya. The day is celebrated to commemorate the birth of Lord Hanuman, the ardent devotee of Lord Rama. The devotees worshiped the lord and sought his blessings to protect them from evil.



MAX TALENT

A FEAR

A fear incarcerated in the deep core, of The soul shaped in mortality .
 A fear with incoherent screams and thrills ; Not afraid of it,
 but to lose the ones Loved, and that's where it made the den .
 Ocean, with no end or destiny
 Maybe it's how I can describe it ;
 Not afraid of the mysterious beasts, that Lie beneath it .
 With eyes green and cold blood; But the silence it holds and
 The secrecy that lies; Afraid to be lost there ,
 Or afraid to be lonely better I say To find an end of it
 I ran , but how far ?
 Could I run away my own fate?
 The fear existing in every end of me, Just like the water
 Wrapping me in its no colour. No hint of the conspiracies,
 The waters narrating against me. Helpless , I lie there
 Every bit of me dying, in the Strangest of the deepest ocean.
 I mourn but the tears I can't feel , For every end of me is
 Is already wet ,
 With the water in guilt and sin.

Long to hear my name By the men of my land;
 Even the shadow I call mine , would not Be there by my side.
 And me alone lost in the green dark. I am afraid, I am afraid
 Of the fear of
 A day, life would narrate against me.

By
Parishmita Sinha
 (Daughter of Mr. Pulakeshi Sinha-Accounts Dept. GHY)



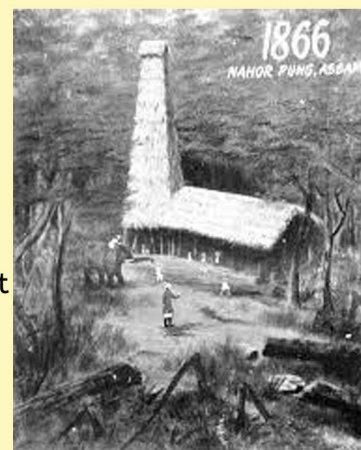
MAX ARTICLES

OIL FIELDS OF THE NORTH EAST - BY RAJIV SONI

Assam is usually associated with tea rather than oil though it was explored for as way back in 1825 by Lieut. R Wilcox of the 46th Regiment Native Infantry. He wrote in his Survey of Assam "... rising to the surface at Supkhong with great bubbling of gas and green petroleum...!"

The first oil discovery in Assam, was at Nahorpung in the year 1866, during the British rule and The first oil well was dug near Naharpung in 1866 but it was a dry. The first region where oil was obtained was Makum, in the year 1867.

Later, during construction of the Dibrugarh - Ledo railway line, oil was discovered at Digboi in 1882. There is an interesting story on this: workers of the Assam Railway and Trading Company found traces of oil on the feet of an elephant that was being used to clear the forest, establishing the fact presence of oil in the region. To see an elephant coming from dense forest with oil stains on their feet excited Mr. W.L Lake, the Canadian Engineer, to the extent that he shouted to his workers, "Dig boy, dig" – hence the name Digboi !!

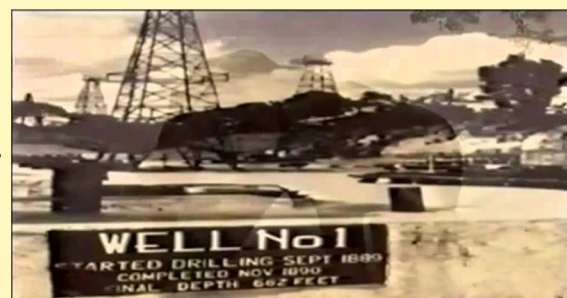


The British established a small oil installation in 1889, formed Assam Oil Company in 1889 and a refinery in Margharita in 1901.

The first oil discovery in independent India was made by Assam Oil Company (AOC) in 1953 in Nahorkatia and then later in Moran in 1956 both in Upper Assam. The first oil well was dug in Assam in 1960. Today the North East produces over 2.5 million barrels of oil per day from the oil fields in Digboi, Naharkatiya, Moran-Hugirijang and in the Surma Valley. There are refineries in Digboi and Noonmatui. These also have a direct pipeline to the refinery in Barauni in Assam.

The other places where oil is found is in the Nigru region in the state of Arunachal Pradesh and in the Borholla region across the border of Assam-Nagaland.

With an ever-increasing demand for this precious commodity the North East rises to the challenge to ensure that it does its effort to keep the wheels of progress of the Nation moving.

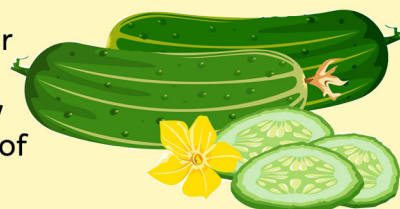


MAX ARTICLES

SURPRISING WAYS TO STAY HYDRATED DURING SUMMERS

1. DON'T JUST DRINK, EAT WATER.

Yes, you read that right! About 20% of our water intake comes from water rich food. Cucumbers, celery, radishes, tomatoes, cauliflower, peppers, watermelon, broccoli, spinach, strawberries, and grapefruit are just a few of the fruits and vegetables that are high in water. They are all made up of 90% water or more.



2. NOT ALL BEVERAGES ARE GOOD FOR YOU.

It is a little-known truth that some beverages actually dehydrate you! Coffee, sugary sodas, beer, wine, and hard liquor, as well as lemonade, sweet tea, energy drinks, smoothies, and flavoured milk, are all to be blamed. They are high in sugar, salt, and other substances that cause your tissues to lose water. Consider replacing some of them on a regular basis or rehydrating with extra water after each dehydrating beverage.

3. COLD SHOWERS FOR THE WIN!

The heat causes us to sweat a lot, hence, losing more water. Although cold showers don't really hydrate our bodies, they do indeed cool it down in this hot weather and prevent us from sweating too much and losing out on the water. They also calm down our muscles and improve our thoughts.



4. COCONUT IS THE KING.

You should try having coconut water. Because this mineral-rich drink is high in magnesium, sodium, potassium, and calcium, it quickly replaces lost fluids and electrolytes caused by exertion and hot weather. Coconut water is preferable to fruit juice. Fruit juice has more calories and added sugars than coconut water. It also contains a lot of potassium.

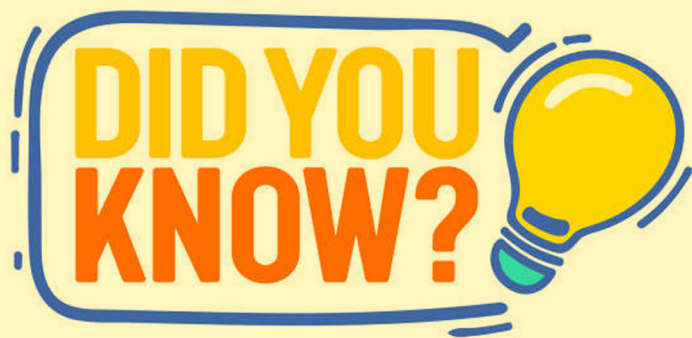


5. SECRET BREAKFAST INGREDIENTS: OATMEAL & CHIA SEEDS.

Is it actually true that breakfast is the most essential meal of the day? It definitely is when you eat a bowl of oats first thing in the morning. Because oats expand as they absorb water, you will receive a delicious meal as well as lots of fluids. You will receive even more water just by eating your oatmeal if you add chia seeds, blueberries, or strawberries. They also absorb water and will keep you satiated until lunchtime.

6. LASTLY, DRINK MORE WATER!

The most simple and easy to follow regime is having water at periodic intervals and maintaining a good level of it in your body at all times during summertime.



Wi- Fi

Wireless Fidelity

PDF

Portable Document
Format

USB

Universal Serial Bus

GPRS

General Packet
Radio Service

DVD

Digital Versatile Disc

HDMI

High Definition
Multimedia Interface

EAT

Energy And Taste

GPS

Global Positioning
System

LED

Light Emmiting
Diode

IMEI

International Mobile
Equipment Identity

ETC

et cetera

COMPUTER

Common Operated
Machine Particulary
Used for Technical
Education & Research



GUWAHATI

MAHESH KUMAR RAY	02 May
DIBYENDU KAR	08 May
SWAPAN DAS	13 May
NITAJAN MANNER	21 May
SHAJI KOVVAPRAVAN	25 May
SHAKEEL MOHAMMAD	30 May
MINHAZUL HOQUE	31 May

KOLKATA

GIRIRAJ LAKHOTIA	04 May
RAM BABU SHAW	06 May
BINOD KR RAJAK	15 May
MANISHA AGRAWAL	23 May

PLANT

JYOTI BORAH	01 May
MINTU SINHA	01 May
REHANUL HOQUE	01 May
VIKASH KUMAR MISHRA	01 May
JAMES MOSHAHARY	02 May
PRIYABRATA DEBNATH	02 May
RAUSHAN KUMAR SINGH	02 May
DIPANKAR KURI	03 May
IKRAMUL MAZID	03 May
DAVID SYMPLI	04 May
KAJAL CHAKRABORTY	05 May
SUJIT DEB	05 May
BISHWANATH PRATAP SINGH	07 May
MANBHADAKA DHAR	07 May
SILSENG SANGMA	07 May
JADU RAM TAMULI	10 May
NIMAIN CHARAN BEHERA	11 May
UPENDRA KR. SINGH	11 May
BRIJESH KUMAR YADAV	12 May
DUPHREN SOTONG	12 May
KMENLANG SYMPLI	12 May
BISWAJIT PAUL	15 May
PYNHUNLANGKI SANA	15 May
RADHA KANTA DAS	15 May
JAY RAM NAYAK	19 May
RISHAD SADAP	24 May
SNIAWBHA SYRTI	29 May
KRISHNA NEWAR	30 May
MITON CHANDA	31 May

MAX NEW JOINERS

PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.
	SULEMAN ALI	ADMINISTRATION	LMV DRIVER
	PROLAY HAJONG	ADMINISTRATION	HOUSEKEEPER
	NUR UDDIN	QC & RMH	MULTISKILL OPERATOR
	BUDHA KUMAR SINHA	MINING & GEOLOGY	EXCAVATOR OPERATOR

P
L
A
N
T

Photo	Name	Department	Designation
	ARINYAM KASHYAP	TECHNO SALES	ENGINEER
	BASIT AHMED LASKAR	TECHNO SALES	ENGINEER
	RUPU DEY	SALES & MKT.	EXECUTIVE-SALES
	DIPANKAR ROY	SALES & MKT.	SR. EXECUTIVE-SALES

G
H
Y

