

### FROM THE DESK OF CHIEF EDITOR



Dear Readers,

We are proud to present you our 12th Issue of Nishtha. It has been a proud moment for the complete “Nishtha” team and I thank all our Readers and associates who have been supporting us. We started the journey a year ago when “NISHTHA” was just an idea to connect with all employees across the GNG group. Perhaps we are quite successful in achieving the same looking at the various response of our readers and their active participation in all these months. I sincerely would like to thank all of our writers who have been sending us their thoughts and articles. Mr. Awadhesh’s poetry deserves a special applaud and we have provided him a reserved space for every new issue of Nishtha. Dr. Rajat Paul has been spreading awareness on various diseases and aspects which is much appreciated by our readers.

Behind every success there is a hidden work of a Smart Team. “Nishtha” owes its success to its Editorial team comprising of Mr. Rupesh Mishra (Meghalaya), Miss Anupama Kar and Miss Laxmi Khemka (Guwahati) who have been working as Deputy Editors. Moreover our VCMD and Group HR Head has been a great source of inspiration and motivation in guiding the complete team to reach its stated goal.

In this 12th Issue we have extended the “Max Panorama” section as a lot of CSR and cultural events has been conducted across the states. We have also showcased our Reader’s opinion in a new added section “ Message From Readers”. Do check some interesting stories and lessons in the “Pearls of Wisdom” Section.

*Birthday wishes to everyone. Stay Safe , Stay Healthy.*

Regards,  
Nitesh Chaharia



Dear Readers,

First and foremost, I would like to congratulate you and the managing team on the successful compilation of 12<sup>th</sup> Issue for “NISHTHA”. With 12<sup>th</sup> Issue, NISHTHA has completed its one year journey by being incredibly great source of information of the happenings within the group. The past 12 months have been, at times, very challenging. Those challenges forced us, as a team, to look within, and to focus on how to produce the best for you our readers. We can reckon the signs as symptoms of success, and I hope we can continue the momentum over the next several years. Our accomplishments would not be possible without your unbelievable support. With your continued support, I am very confident that NISHTHA will continue its pattern of success.

Regards,  
Rupesh Mishra (Deputy Editor)



Dear Readers,

I invite you to feast your eyes on our beautiful anniversary issue below and embrace the birthday gift of NISHTHA, its logo.

Since I took up the deputy editor’s role, I believed NISHTHA to be a vehicle for instilling readership and connectivity amongst GVIL members. Working for NISHTHA has always been an additionally special assignment for me every month. That monthly ritual of making NISHTHA reach every desk of

GVIL gives a feeling of dedication . We are not perfectionists, but we do try to make sure that everything is as it should be. Hoping to serve you with more interesting issues in future. Thank you for being dedicated readers!

Cheers to all!

Regards,  
Laxmi Khemka , Deputy Editor

# MESSAGES FROM READERS



"Nishtha" is a nice startup to communicate and mingle through a page and showcase our strength of the group and the talent of individuals. I congratulate the complete team for their contribution and dedication for e- magazine.

Praveen Agarwal (Chairman)

I congratulate Nishtha team and all its contributors on completion of 1 year of Nishtha. Nishtha has brought hidden gems of talent and bundle of wisdom from the Max family. It has immensely brought the Max Family closer. I wish many more delightful edition of Nishtha over the years.

Vineet Agarwal (VCMD)

*NISHTHA has become an eagerly awaited newsletter amongst the GVIL members. Over the past one year, it has helped us in getting close and building a better connection between the members of all levels at Plant, Marketing Office and Head Office. Through this platform, all of us are able to know about the happenings of various departments at three locations.*

*I urge everyone to continue their active participation in NISHTHA and make it more worthy and valuable in its upcoming issues. "*

*Prakash Agarwal ,(Executive Director)*

*As we proudly celebrate 1st anniversary of this engaging medium of communication, I would like to congratulate the editorial team for their tremendous effort towards the interesting and engaging issues. The team does excellently professional work to ensure the airing of spectacular NISHTHA. It has cultivated a greater sense of camaraderie among GVIL members. I would urge NISHTHA readers to participate in it both as readers and writers.*

*I hope this linchpin continues to garner contributions and participation from everyone and we see many more forthcoming issues."*

*Deepaq Sharrma , Group HR Head*

*" Heartiest congratulations to NISHTHA and its entire team for completing one year successfully. This could be achieved by your commitment and hard work. We are proud of you as you as a team has the ability to make this possible. I wish all the best for a bright future. Keep it up."*

*-Ramendra Nath Sinha, President (Sales & Marketing)*

*" Congratulating all on the anniversary of "NISHTHA" and expect more dedication of all the employees and managing team to participate magnificently to enrich the content and also to relate with Cement Industry by providing vital information , knowledge about new inventions."*

*-M.M Tiwari, President (Plant)*

# MESSAGES FROM READERS



निष्ठा मेरी नज़र में

निष्ठा प्रत्येक महीने नये मील के पत्थर (माइल स्टोन) को पीछे छोड़ते हुए समय की छाती पर विकास की पताका लहरा रही है। हम पूरी निष्ठा के साथ कहना चाहते हैं कि आने वाला वक्त निष्ठा के साथ निष्ठा का है। हम निष्ठा के और निष्ठा हमारे साथ है।

बिपिन बिहारी बिस्वास  
महा प्रबन्धक, खनन विभाग

It is a fabulous initiative to perpetuate the "NISHTHA" e- magazine a monthly issue. It will develop the organisational culture within the group by being transparent about the happenings of the activities. I wish, "NISHTHA " a great success in its future endeavour.

By Rajib Mukherjee , Sr. Manager (HR & IR)

When I was in primary school, I used to be a regular reader of a Magazine named "CHANDAMAMA". I still remember the story of Paropkari Pannalal, Betal Ki Kathayen and many interesting stories. I used to wait eagerly for the magazine's next issue. The same feeling and eagerness I have for" NISHTHA "these days. Specially, the poem written by Mr. Awdhesh Kumar gives me a lot pleasure and beside this, I like the stories related to inspiration, motivation and the activities of Max family. Thanking the editor and managing team for publishing such a nice monthly magazine.

- Mr. Umesh Vishwakarma –Manager (Process)

*Heartiest congratulation to NISHTHA on its first Anniversary. On this occasion I would like to share my feelings about Nishtha, It is a monthly Flash where we get a chance to share our feelings, ideas, talent and achievement. Nishtha gives us a wonderful platform to pen down our creative thought or share some stories/ write up, which is educative, informative and motivational in nature for our readers. I'll take this opportunity to request all our Nishtha readers to contribute regularly to this monthly flash so that we can celebrate its success year after year.*

- Vikash Mishra-Assistant Manager, HR-IR (PLANT)

*"Happy Birthday NISHTHA. Grow Bigger, Stronger and Sharper. All the Best. Wish you a long colourful journey."*

-Sandip Kumar Chattopadhyay, AGM (Sales & Marketing)

"NISHTHA Magazine ... is really very informative and has so much to tell ...it enables us to know the happening in the organization ...KEEP GOING...ALL THE VERY BEST"

- Mr. Lohit Gadiyal – Dy Manager (E&I)



**Quiz competition at GNAM Club:-**GNAM Club members witnessed a great evening on 25/06/2016 as there were two events lined up for them. All the club members (ladies & Gents) were invited to participate in Quiz Competition and Housie game. The event was graced by the presence of all the Department HOD's. The main highlight of the evening was Quiz competition where eleven team (each team containing three members) participated in the competition. The quiz competition was very entertaining and interactive as it contained audio visual presentation which was developed by Mr.Imkum & Mr. Vikash Mishra.



After the quiz Competition prize distribution ceremony for Carrom Competition (for Women) was held followed by Housie game. Large number of members participated in the Housie game and it was a fun time for all of us, it was a joy to see everybody face when the numbers were called.



Hi-Tea was simultaneously served to all the members. The great evening was concluded with prize distribution of Quiz competition.





### 5th June. Environment Day Celebration at Max Plant

We at our Max Cement (Plant) started the manacles of event on Sunday i.e. 5<sup>th</sup> June, 2016 by flag hoisting of the theme for 2016 at 9AM near Admin Office where all the employees of Max Cement took an oath to collectively work towards conserving the environment resources by keeping our beloved earth clean and green. The programme continued with an awarenesses speech by the senior's with commitment to protect the environment and live in harmony with the nature focusing on zero tolerance for illegal trade in wild life.

All the employees and their families actively participated in plantation activities at different location near staff colony and Valliey Residency. We planted 1000 saplings of native species.

Moreover, a drawing competition was also organized among children with a theme "Environment Protection" .All the participants were savored with consolation prize along with winner for First, Second and third position.



### 11th June'16: Launch of Technical Vans

With due support from Max Technical Services Department team members, MAX Cement launched two Technical vans on 11th June'16 in Guwahati. The two MAX Care mobile testing vans have Digital Compression testing machine installed in them which was for the first time initiated by MAX Cement in North East.



## 19th June'16: SUB-DEALER MEET IN DIBRUGARH

MAX Sales Team held a Sub-Dealer Meet in Dibrugarh on 19th June'16 at Little Palace Hotel. The meeting was addressed by the AGM of Dibrugarh, Mr. Atul Dutta, accompanied by the other members of the sales team. Sub-dealers of Dibrugarh gathered there to better understand the differentiation of MAX brand from that of the others brands of cement. The meeting had arrangements for dance and dinner.



Dealer Kit Distribution to S.S. ENTERPRISE, Sivasagar



Dealer Kit Distribution to CLASSIC ENTERPRISE, Silchar



Dealer Certificate Distribution to SHANKAR HARDWARE, Sonitpur



Dealer Certificate Distribution to R.R. HARDWARE, Lakhimpur



APPOINTMENT OF SUJALA TRADE CENTRE AS A NEW SALES PROMOTER IN TEZPUR SALES AREA ON 28TH JUNE'16



Umbrella Distribution to dealers in rainy season



## IFTAAR MEETS IN RAMADAN MONTH

Max Team organized Iftar parties for muslim community in dealer counters such as Asha Hardware, Noor Hardware, Mustafa Enterprise, Barbhuiya Traders, Bahar Hardware and others of various zones like Tezpur, Itanagar, Silchar, Dhubri, Kamrup, Nagaon, etc. during the days of Ramadan. This effort became more ap-  
plauding when our sales executives also had Iftar food along with the people fasting for Roza.



## Ambubachi Mela 2016 : 22nd June -25th June

Max Team yet again came up with a 4-day CSR drive of distributing tea, biscuits and water to the pilgrims visiting Kamakhya Temple in Guwahati during the most sacred "Ambubachi Mela" from 22nd June to 25th June. Employees of Guwahati office participated in the activity whole-heartedly. They visited MAX stall in different shifts, walked through 7KM way up to Nilachal Hill on foot with full enthusiasm. The initiative served more than 9000 pilgrims and was a great success.

## PEARLS OF WISDOM

### NEGOTIATION IS AN ART

By: Mr. Umesh Vishwakarma

A father left 17 camels as an asset for his three sons. When the father passed away, his sons opened up his will. The will of the father stated that the eldest son should get half of the 17 camels.

The middle son should be given  $1/3^{\text{rd}}$  of the 17 camels. And the youngest son should be given  $1/9^{\text{th}}$  of the 17 camels.

As it is not possible to divide 17 into half neither by 3 nor by 9, all sons started to fight with each other. So they decided to go to a wise man for the solution. The wise man listened patiently about the will. He brought one camel of his own and added it to 17 camels. That increased the total number of camels 18.

Now he started reading the will of their father.

Half of 18 = 9. So, he gave 9 camels to the eldest son

$1/3^{\text{rd}}$  of 18 = 6. So, he gave 6 camels to the middle son.

$1/9^{\text{th}}$  of 18 = 2. So, he gave 2 camels to the youngest son.

Now add this up  $9+6+2 = 17$  and this leaves one camel behind which the wise man took back.

**MORAL:** The attitude of negotiation and problem solving is to find the 18<sup>th</sup> camel i.e. the common ground. Once a person is able to find the common ground, the issue is resolved, that is difficult at times. However to reach a solution, the first step is to believe that there is a solution. If we think that there is no solution, we can never solve the problem.

### Web of Deceit : Everything is not as it seems

By Vikash Maheswari

The world today has become a big web of Deceit when we look into the subject, a saying from the great scientist sets into the tray perfectly, **Albert Einstein** once said - "I fear the day that technology will surpass our human interaction. The world will have a generation of Idiots".

We are confining ourselves to the existing knowledge of books/Internet and whatsoever exists.... The creativity, the originality, the orators, the thinkers that existed earlier has been reduced by a marginal percentage because of the technological advancements and our so called deep interest in adapting it.

The Quote written by Albert Einstein was a far sightedness which he could have imagined long before, such Brain still exists in all of us but we are succumbed to the education of limited texts and once we go through the exams and score a good decent 90% and above, we believe we have achieved everything but the fact is there is lots more to it in practicality than the just marks philosophy.

Along with education, the youth today are also heavily influenced by the tech-savvy gadgets, like Websites, Android, Facebook, Whatsapp, Twitter etc which is a great tool, if used concretely, to connect to the world, to gather information, Knowledge, to acquire education of all level etc. The scenario changes when we introspect and find that a huge section of people has made it the next generation "Gutka" or a method of "Addiction", which is becoming like a caterpillar for the society and personal lives.

NISHITHA



## PLANT

D.O.B	Employee Name
1 <sup>st</sup> July	Mr.Modhu Rojack
1 <sup>st</sup> July	Mr.Punit Chandra Kaushik
1 <sup>st</sup> July	Mr.Binod Kumar Borah
1 <sup>st</sup> July	Mr.Saibok Sutnga
2 <sup>nd</sup> July	Mr.Purnna Chandra Jena
2 <sup>nd</sup> July	Mr.Narayan Singh Bharia
3 <sup>rd</sup> July	Mr.Ashok Sinha
4 <sup>th</sup> July	Mr.Pinu Chakraborty
5 <sup>th</sup> July	Mr.Sibo Prasad Padhy
5 <sup>th</sup> July	Mr.Bhaiya Bhupendra Singh
5 <sup>th</sup> July	Mr.Tusharkanta Satapathy
5 <sup>th</sup> July	Mr.Jai Prakash Badholiya
7 <sup>th</sup> July	Mr.Rupesh Kumar Mishra
8 <sup>th</sup> July	Mr.Tusarkanta Bhuyan
10 <sup>th</sup> July	Mr.Krishna Singh Yadav
10 <sup>th</sup> July	Mr.Suresh Kumar
10 <sup>th</sup> July	Mr.Kaunath Mahato
14 <sup>th</sup> July	Mr.Ket Bareh
14 <sup>th</sup> July	Mr.Dreamson Phawa
14 <sup>th</sup> July	Mr.Krishan Kumar
15 <sup>th</sup> July	Mr.Mani Kumar Tamang
15 <sup>th</sup> July	Mr.Krishna Thapa
15 <sup>th</sup> July	Mr.Biplob Kumar
16 <sup>th</sup> July	Mr.Shuvankar Bera
18 <sup>th</sup> July	Mr.Ranjit Sinha
20 <sup>th</sup> July	Mr.Fourty Dhar
22 <sup>nd</sup> July	Mr.Kampher Biam
26 <sup>th</sup> July	Miss. Abikile Sutnga
27 <sup>th</sup> July	Mr.Nine Siangshai
28 <sup>th</sup> July	Mr.Bipin Bihari Biswas
28 <sup>th</sup> July	Mr.Lohit Gadiyal
31 <sup>st</sup> July	Mr.Aynal Hoque Choudhary

## MANAGE YOURSELF

Mr. Vikash Mishra , Assistant Manager – HR & IR

Being a good manager isn't just about what you can encourage other people to do, it's also about managing your own performance.

1. Be accessible. Don't hole up in your office all day — come out and visit with your employees. Let them know that they can always come to you with problems and concerns.
2. Be open to constructive criticism. It may not always be what you want to hear, but listening to constructive criticism gives you the chance to learn and grow from your mistakes.
3. Accept responsibility. Part of being the boss is accepting responsibility for the mistakes of all that you manage, not just your own.
4. Know there's always room for improvement. No matter how good you think you are, your job can always be done better. Always be willing to learn.
5. Improve your skills. Learning is a lifelong process. You're never too old to take a class or ask a co-worker to help you improve your knowledge.
6. Explain things simply. Don't use big words or technical jargon just to sound smart and impress others. Your employees will understand and perform better if you explain simply and clearly what you need.
7. Instruct rather than order. You may be the boss, but you don't have to be bossy. You'll have more success if your requests are more tactfully delivered.
8. Include your staff in your plans. Don't make your work top secret; let your employees know what's going on and how they are expected to contribute.
9. Know your subordinates' jobs. You don't want to be caught with inferior job knowledge.
10. Be flexible. It's fine to be firm in what you expect, but allow for flexibility in how it gets done.
11. Get regular feedback. Your employees and superiors can give you valuable feedback on how to improve your performance. Use this to your advantage.
12. Know your limitations. You can't be everywhere doing everything all at once. Know the limits of your time and abilities and say no to things you know you can't do.



DOB	Name of the Employees
10th July	Tapas Barik
21st July	Aayush Sonthalia



## GUWAHATI

DOB	Name of the Employees
1st July	Hiranya Kr. Nath
1st July	Jatin Saikia
1st July	Kalyan Roy
1st July	Rajib Deka
2nd July	Anamika Kalita
3rd July	Abhiseak Agarwal
9th July	Akash Deep Bora
21st July	Niranjan Sharma
31st July	Ramendra Nath Sinha

## MILIARIA/HEAT RASHES (घमौरी) & ITS PREVENTION

By: Dr. Rajat Paul ,Sr. Manager (Health)

**Miliaria/Heat Rashes** is a very common skin disease which is related to obstruction of sweat duct of the human body. Actually the main function of the sweat gland is to regulate the body temperature. Thus whenever an individual is exposed to a temperature which enough to interfere with the loss of body heat by any mechanism, the sweat glands get stimulated through heat regulating centre, and secretes sweat out by the sweat duct and thus maintain the body temperature.

Most of the peoples are experienced to effect of Miliaria/Heat Rashes in their life time. It is occurred due to obstruction of sweat duct, depending upon the level of obstruction of the sweat duct in deferent layers of the skin there are three types of Miliaria, which is called Miliaria Rubra, Miliaria Crystallina, Miliaria Profunda.

**Miliaria Rubra** is commonly occurred due to obstruction of the deeper part of the sweat duct, It is usually seen in certain predisposed individuals during the summer months when they sweat for prolonged period like industrial workers and children's also. Accumulation of more sweats resulting to rupture of the sweat duct at the lower level of the skin, leading to the formation of lesion. Patient feel intense discomfort which is unbearable pricking sensation, than sever itching, the lesions are very small & radish. The lesions can be seen commonly on Neck, Trunk, Groin, and Axilla.

**Miliaria Crystallina** is often seen in patient having high fever associated with profuse sweating it is due to obstruction of sweat duct just below the (horny Layer) superficial layer of the skin. It is presents as thin walled tiny vesicles filled with clear fluid mainly on the Trunk of the body. There will no signs of inflammation. Vesicles are actually the collection of sweat drops under the superficial layer of the skin, near the opening of the sweat duct. The vesicles rupture on its own very soon no treatment required.

**Miliaria Profund** is due to the rupture of the sweat ducts of junction of the superficial and the deep layer of the skin and usually follows repeated attacks. It presents as asymptomatic pale and firm papules 1-3mm size usually on the trunk.

### Preventive measures

To avoid frequent sweating by avoid exposure to environmental heat, and frequent bathing with cold water. Frequent ingestion of cold water or have foods mostly VIT-A & C concentrated fruits (citric fruits) and sprinkling of cold water on skin.

For extremely itchy heat rashes one can bathe with water to a little vinegar & salt have been added this helps relieve Itching and inflammation.

Clothes of synthetic material should be avoided because they interfere with the loss of heat. Wear loose and cotton cloths during summer & at exposure to environmental heat.

Application of soothing lotion like calamine lotion 2-3 times daily and can take VIT-C 500mg twice daily.

With these measures the lesions usually heal spontaneously within 3-4 days. If secondary infection is develop that should be controlled with topical antibiotic and to consult your doctor or a dermatologist.



### निष्ठा के सम्मानित चरण

जी एन जी का स्वप्न सलोना,

बनकर आयी ये निष्ठा।

सजग सरस व सत्य सुशोभित,

सबकी है यही प्रतिष्ठा ॥

कुशल प्रबंधन व अभियन्तण,

पर्यावरण सुरक्षा हेल्थ।

सबको इसका पाठ सिखाती,

निष्ठा बन साहित्यिक वेल्थ ॥

बारह रूपों में सज धजकर,

एक वर्ष की हो आई।

सम्पादक की कुशल लेखनी,

से सुन्दर सी छवि पाई ॥

मन में अगणित ख्वाब सजाये,

इन्तजार हम सब करते।

है विकास गारंटी इसकी,

इसमें अपनी रुचि भरते ॥

अवधेश कुमार 'अवध'

### Mr. Wise

*"You have to grow from the inside out. None can teach you, none can make you spiritual. There is no other teacher but your own soul. "*

Swami Vivekananda

## IMPROVEMENT PROJECT AT PLANT PREMISES



### HORIZONTAL PNEUMATIC CONVEYING SYSTEM

Max plant Team have installed horizontal pneumatic conveying system for TA duct reject and coal mill cyclone collection reject. Both the circuits are successfully running for the last 2 years. The collected material is gravitationally released in to the pressurised system and pump back to main stream which avoids the wastage of semi finished raw materials . It also improves the house keeping in particular areas. This is a unique project successfully commissioned first time in the cement industry to convey the material in horizontal line which is at more than 10000 MMWC pressure to discharge at atmospheric pressure. This system is operating without any partition/sealing . All these modifications were done with scrap material available in the plant without any help from external agency.

-Mr. SYN.Veereaiah (Sr.GM , Mechanical)

## परिवार में नारी

परिवार वही जो रोक सके, बाहर से आते वारों को।  
परिवार वही जो पाल सके, भूखे नंगे लाचारों को॥  
परिवार वही जिस जगह बहू, को बेटी समझा जाता हो।  
परिवार वही जिस में सबका, सबके दिल से शुचि नाता हो॥  
पर दुख होता ये कहने में, परिजन नोटों के भूखे हैं।  
नाते रिश्तों की अर्थी पे, दिल दरिया के रस सूखे हैं॥  
भाई भाई को काट रहा, माँ बाप परस्पर बट जाते।  
जो दो कुल की शोभा होती, उसके दामन भी फट जाते॥  
पति पिता पुत्र के होते भी, निज गरिमा प्रतिक्षण खोती वो।  
चुपचाप सहा करती पीड़ा, खुद में छुपकर के रोती वो॥  
भूखी, प्यासी, नंगी रहकर, बिन मजदूरी के काम करे।  
जब हक़ की बात करे नारी, सारी दुनियाँ बदनाम करे।।  
नारी को गर देखन चाहो, नजरों से देखो नारी के।  
नैसर्गिक अनुपम कृति है ये, गुण याद करो महतारी के॥  
"लुढ़कती लेखनी" से (अवधेश कुमार सिविल अभियन्ता )

## We Welcome New Members at Green Valliey Industries Ltd.



Mr. Vikash Verma, M. TECH (Mechanical) has joined us as Asst. General Manager in Automobile Department at plant. He is from Bijnor (U.P.). He has more than 18 years of experience in automobile industry.



Mr. Raju Roy, M.Com has joined us as Manager in Accounts Department at plant. He worked with CMCL for 4 years as Officer Accounts and Finance. His native place is South 24 Parganas (West Bengal) .



Mr. Anjan Ghosh has joined us as Manager Accounts at Kolkata. He is a CA with more than 10 years of experience.



Mr. Rupam Das has joined as Executive-Sales & Marketing for Rural Kamrup



Mr. Arup Barua has joined as ASM for Shillong -Sales & Marketing