

**SUCCESS IS NOT FINAL; FAILURE IS NOT FATAL:  
IT IS THE COURAGE TO CONTINUE THAT COUNTS**



## WHAT'S INSIDE?

**FROM THE DESK OF VCMD  
& EDITOR'S SPEAK**  
PAGE.....1

**MAX PANORAMA**  
PAGE.....2-4

**MAX WISDOM**  
PAGE.....5-6

**DOCTOR'S MESSAGE**  
PAGE ..... 7

**EMPLOYEE BIRTHDAYS**  
PAGE..... 8

**NEW JOINEES**  
PAGE..... 9

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## FROM THE DESK OF VCMD

Dear Maxian,  
We are in the last month of our Financial Year and we have so much to reflect on the year gone by.  
In my earlier messages to you from this platform, I have written about the challenges we faced and how we solved multiple issues that the pandemic year threw at us. Introduction of new processes and systems ensured that Max Cement was available throughout the year. This was the result of our excellent team performance fuelled by our determination. We may be nearing the end of never-before times but that does not signal that we are to be lax in our safety routine. In fact, this the period when we have to be extra careful.  
This month we celebrate the festival of Holi and I extend my greetings to you and your Family and wish you a happy Holi. I am sure that you will practice all safety norms in celebrating it. The festival is also associated with the play with colours. In our world we do not realise how important a role colours play in our lives. There have been ample studies on this subject that establish a link between colours and human emotions including buying.  
Wearing the correct colour can improve one's mood, relieves stress and boosts a feeling of wellbeing. Grouped in either warm or cool colours, different colours have their own attributes of influence. Warm colours such as red, orange, yellow provide the illusion of warmth because they remind us of sunlight. Cool colours such blue, purple and green have a calming effect and will help relieve stress. We even use the colours to describe our feelings such as red with anger or blue with cold. Think of how a rainbow cheers us and dark skies cast a gloom on us.  
Colours also impact consumer behaviour and that is the prime reason why new product brands select colours for their brands after a careful research so that the logo and its packaging will ensure a pull for the brand to ensure market success.  
Many brands are simply associated with their own colours and also enjoy an equity on account of that. The perfect examples are Coca Cola and Pepsi that are linked with red and blue. A good Indian example is Indigo that uses its blue colour in all its communication and on its fleet of aircrafts.  
Our own Max Cement Logo has the colours of yellow, green and black. In colour psychology the colour black attributes authority and elegance. Yellow stands for happiness and cheer and green is the colour of environment, growth and harmony. All these elements are what our customers desire in their lives.

With best wishes,  
VCMD



## EDITOR'S SPEAK

Dear Maxians!

I hope everyone is fit and fine.

As we step into the month of March we will be closing the financial year and opening a new chapter where we will have to put our heart and soul to achieve greater goals. Let us put our dedication and best of efforts as we set a footprint in the market and compete with our competitors.

'National Safety Week' was celebrated fervently to ensure that safety and health are integrated into work culture and lifestyle. Let us inculcate the same healthy habits throughout!

Holi marks the arrival of spring and the end of winter, the blossoming of love, and for many it's a festive day to meet, play, laugh, forgive and forget and repair broken relationships. The festival also celebrates the beginning of a good harvest season.

Wishing you all a very Happy Holi. Let us harvest the sweet fruit of our tedious labour!

Regards,  
Rupesh Mishra





## MAX PANORAMA

### FELICITATION OF VENDORS & PARTNERS



MAX Cement presenting our sincere gratitude to the vendors & partners who had stood by our side to work together for progress and growth of a prosperous North East India.



PRESENTED TO SHRI LAMBHA DHAR



PRESENTED TO MR. PHRANGKI RYMBAI



PRESENTED TO COLONEL SHISHUPAL SECURITY CONSULTANCY & SERVICES



PRESENTED TO MINERALS AND MINES DEVELOPMENT AGENCY





## MAX PANORAMA



### FELICITATION OF VENDORS & PARTNERS

MAX Cement presenting our sincere gratitude to the vendors & partners who had stood by our side to work together for progress and growth of a prosperous North East India.

PRESENTED TO AXIS BANK



PRESENTED TO BCPL (Railways)



PRESENTED TO STATE BANK OF INDIA



PRESENTED TO SUN APPARELS



PRESENTED TO GRAY ANGELS



PRESENTED TO AVANT GARDE OMNI MEDIA





## MAX PANORAMA



### FELICITATION OF VENDORS & PARTNERS

Team Max felicitated Channel Partners in Barak Valley for their contribution and support in sales in their respective areas.





## MAX PANORAMA

### SUB DEALER MEET AT KAMRUP - 2021

The Sub Dealer Meet of Kamrup was held on 25th February at Hotel Chandrama, Hajo. The meet was attended by 20 sub dealers & meet was conducted by Mr. Joydeep Sarkar (Area Sales Head) along with his teammates.





### CHILDHOOD MEMORIES OF TRAVELLING BY TRAIN

Shared By: Kaushik Roy (GVIL, GHY)

Pestering Mon or Dad for a spare change just to check our weights



THE WEIGHING MACHINE

Using trunk or suitcases as our special seat.



THE SPECIAL SEAT

The trill of finding our names on the list was always exciting.



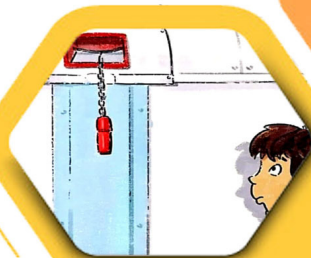
NAME ON LIST

Always finding awe in the super man strength of the coolie.



THE SUPERMAN WITHOUT CAPE

Should I? Should I not? A confusion in mind after seeing the stop chain.



THE CONFUSION

That time of night when we brought out the middle berth.



THE SPECIAL BED

A view with fighting for with your siblings.



A WORTHY FIGHT







### JADAV PAYENG - THE FOREST MAN OF INDIA

"When I was a little boy, a man looked at my palm to read it," says Jadav Payeng. "He said that my life will take the course of Nature." There may or may not be truth in palm-reading, but the prophecy came true.

Jadav went on to plant saplings and seeds along a dry sandbar by the Brahmaputra in Assam, creating a forest that stands at 550 hectares today on the island of Majuli near Jorhat. He is known as the 'Forest Man of India', a moniker that was conferred on him in April 2012 by Jawaharlal Nehru University.

He tells us his story when we meet in Coimbatore earlier this year, where he was visiting to inaugurate an afforestation initiative. Jadav has been planting saplings since 1979. Majuli, the world's largest river island, was flooded as usual by the Brahmaputra during the monsoon that year. Around July, the teenaged Jadav saw something that would change his life. "I saw hundreds of snakes that were washed up during the floods, lying dead on the sandbar in the heat once the water dried up." He wondered what it would look like if the same thing happened to humans – the island was being eroded at an accelerated pace.

"I asked tribal people in a nearby village what I could do and they said that I should plant trees, bamboo in particular, since it could withstand harsh conditions," recalls the 60-year-old. "They gave me 25 saplings and some seeds too."

What Jadav did on that hot day, driven by something that tugged at his heart and scared him in equal measure, would win him global recognition a few years later.



Jorhat-based freelance journalist and wildlife photographer Jitu Kalita wrote about Jadav in Assamese newspaper The Dainik Janambhumi in 2010, leading to hundreds of stories in various publications in the years that followed, as well as numerous documentary films on him. People travel from across the globe to see his forest that is visited by 120 species of birds, including migratory ones; and elephants, rhinos, and tigers that visit from Kaziranga National Park.

Jitu tells us that a herd of 50 to 150 elephants remains in the forest for nearly three months a year. Locals call it 'Mulai forest'; Mulai is Jadav's nickname.

"I stopped going to school," says Jadav, speaking of the 1970s. It was a practical decision. For he was getting obsessed with his vision and thought of nothing else. Marriage came late too. "I was 42 when I got married," he says. "I thought about settling down only late in life." He has two sons and a daughter, and makes a living from selling milk from his cows and buffaloes that graze within his forest. In fact, Jadav has lost several of his cows to tigers so far, and is unaffected by it. He waves his hand, saying, "They see cattle as food." Jadav, who is from the Mishing tribal community, plans his tree plantings according to the arrival of the monsoons. "I plant in April, May, and June, so that they can benefit from the rains," he explains. "During the rest of the nine months, I collect seeds from within the forest." Expanding his forest is not as difficult as it used to be now, since Nature does a bulk of the work. But there's one threat that Jadav deals with every day: man. He knows poachers have an eye on his forest and its inhabitants, which is why every time he has to travel somewhere, he requests the local Forest Department authorities to keep an eye out for him.

Jadav has a simple solution to the global problem of depleting forest cover: teach our children to love Nature. "The rest will happen on its own," he feels. Although he fears for his forest's safety, he knows it will survive. The trees he walks past every day talk to him. "They call out to me, saying 'Come, come, now; enough of walking in the sun. Sit under our shade and rest a bit', he says. But he never listens.



## DOCTOR'S MESSAGE



### WAYS TO COPE WITH WEATHER CHANGES

The weather seems to be changing by the day. As we make the transit away from winter, the suddenly-changing weather can result in illness. Falling sick is common with sudden weather changes, but there are some measures that you can take to ensure that you stay fit and healthy.

#### STAY HYDRATED

No matter what the weather is like, it is important to drink enough water and fresh fruit juices to stay hydrated. You could also add honey to soothe your throat. Water flushes out toxins and helps you absorb nutrients.

#### EXERCISE OFTEN

Staying active and getting fresh air works wonders for your health. Try and get at least 30 minutes of exercise each day. Workout indoors if its too cold or if you don't have enough time to hit the gym.

#### GET ENOUGH REST

While working out is important, you also need to get sufficient amount of rest to feel refreshed and re-energized. Sleeping for 7-8 hours every day boosts your immune system and gets you prepared for the day ahead.

#### DRESS RIGHT

It is vital to change your wardrobe in accordance to the weather. As the climate changes, the body's regulation metabolism is caught unawares, resulting in illness. So it is important to either add or subtract layers.





## EMPLOYEE BIRTHDAYS

### HEAD OFFICE

NAME	DOB
RANESH KUMAR BHARADWAJ	07 MAR
NETAI HALDER	11 MAR
RAJESH KUMAR CHAKRABORTY	24 MAR

### SALES AND MARKETING OFFICE

NAME	DOB
DAMBARUDHAR CHANDRA RAY	01 Mar
PULAKESHI SINHA	01 Mar
NABAJYOTI DAS	01 Mar
AKIB ALI	01 Mar
HIRA LAL KAHAR	01 Mar
DHRUBA JYOTI BORDOLOI	01 Mar
BIJU PHUKAN DAS	01 Mar
SIMANTA BHARALI	01 Mar
MRIDU PABAN MAHANTA	01 Mar
ARUP RAJBONGSHI	01 Mar
PAPU DAS	04 Mar
WASIM AHMED	07 Mar
NAVIT KUMAR MISHRA	11 Mar
PRANJAL BAISHYA	15 Mar
MANOJ KUMAR MODAK	18 Mar
JINTU MANI DAS	18 Mar
PANKAJ BORAH	26 Mar
DEBASISH ROY	28 Mar

### PLANT










NAME	DOB
GAUTAM BARMAN	01 Mar
LILESWAR PHUKAN	01 Mar
NABIN CHANDRA DEURI	01 Mar
RATUL BAISHYA	01 Mar
RITUMONI SAIKIA	01 Mar
RUPOM SUKLABAIYA	01 Mar
SAJAL CHANDRA DAS	01 Mar
SUBRATA SINHA	01 Mar
TAFAJUL HUSSAIN	01 Mar
TULE ENGLANG	01 Mar
VISHWAMITRA SHARMA	01 Mar
RONJON DKHAR	04 Mar
PHAILOK DKHAR	05 Mar
KILEMEREN	07 Mar
MISS. RIMIKA MUKSOR	07 Mar
JOHNY SUCHIANG	09 Mar
BUNGOTON SINGH	10 Mar
MAHANTA NARZARY	10 Mar
KMENLANG BAREH	12 Mar
LAKSHMI NIWAS SHARMA	12 Mar
DEEPAK PANDEY	13 Mar
IAINEHSEKHEM POHDWENG	13 Mar
DEV DATT GAJENDRA	14 Mar
MILAN DEBBARMA	14 Mar
PRASHANT MANI TRIPATHI	15 Mar
SHIV NANDAN	15 Mar
GOPAL DAS	17 Mar
FAKIR CHANDRA JENA	18 Mar
WINCHESTER SUJA	22 Mar
BAPPAN NAMASUDRA	23 Mar
TEINIKY SIANGSHAI	23 Mar
RISHWAOONI POHSHNA	24 Mar
RATISH DAS	26 Mar
BIPUL DAS	27 Mar
LOVELY STAR SUMER	27 Mar
MEKHREH RYMBAI	28 Mar
PHULKAN NATH	28 Mar
SUSHANTA DEY	28 Mar
GAURAV TIWARI	30 Mar
ABHIJIT MAJUMDAR	31 Mar
DURNA BORAH	31 Mar
JIMMY FERNANDEZ	31 Mar
WINGSTON PASLIEN	31 Mar






## NEW JOINEES

### PLANT

SL	PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.
1		DEEPAK PANDEY	COMMERCIAL	EXECUTIVE
2		AKRAM ANSARI	ELECTRICAL & INSTRUMENTATION	ENGINEER
3		SABYASACHI GAYEN	ELECTRICAL & INSTRUMENTATION	ENGINEER
4		SUIBUR RAHMAN MAZUMDER	ELECTRICAL & INSTRUMENTATION	ITI TRAINEE
5		ABDUL HAFIZ LASKAR	MECHANICAL	PUMP OPERATOR
6		RAJPUTRA DEURI	MECHANICAL	HYDRA OPERATOR
7		JITENDRA KUMAR SHARMA	MINING & GEOLOGY	HYVA OPERATOR
8		BABEN DAS	QC & RMH	EXCAVATOR OPERATOR
9		DHAN DAS	QC & RMH	HYVA OPERATOR

### SALES AND MARKETING OFFICE

SL NO	PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.
1		Mr. Osman Ali	Sales	EXECUTIVE

# Welcome

