

# NISHTHA

Volume 1, Issue 1

Aug 2015

## From VC – MD Desk

At Max Cement, we value your contribution and consider it a part of our overall growth. Our latest attempt at bringing the Max family closer is our new initiative Nishtha from the Company's Corporate and HR team. As an e-journal, Nishtha will be enriched by contributions from each one of you in the Max Family, in the form of creative write-ups, articles, poetry, stories, art and photography. In this new endeavor, we aim at bringing our family closer to each other while cultivating our personal interests and sharing it with all. Nishtha will also include information on events and happenings in our organisation over the past one month. A very special section will also include upcoming Birthdays of all employees, so that you don't miss out on extending your warmth towards each other. Let us all come together to make Nishtha an enriching interactive platform.

## Cement Industry In World—at a glance.

"In 2010, the world production of hydraulic cement was 3,300 Million tonnes (Mt). The top three producers were China with 1,800, India with 220, and USA with 63.5 million tonnes for a combined total of over half the world total by the world's three most populated states.

For the world capacity to produce cement in 2010, the situation was similar with the top three states (China, India, and USA) accounting for just under half the world total capacity.

Over 2011 and 2012, global consumption continued to climb, rising to 3585 Mt in 2011 and 3736 Mt in 2012, while annual growth rates eased to 8.3% and 4.2%, respectively.

China, representing an increasing share of world cement consumption, continued to be the main engine of global growth. By 2012, Chinese demand was recorded at 2160 Mt, representing 58% of world consumption. Annual growth rates, which reached 16% in 2010, appear to have softened, slowing to 5–6% over 2011 and 2012, as China's economy targets a more sustainable growth rate.

Outside of China, worldwide consumption climbed by 4.4% to 1462 Mt in 2010, 5% to 1535 Mt in 2011, and finally 2.7% to 1576 Mt in 2012.

Iran is now the 3rd largest cement producer in the world and has increased its output by over 10% from 2008 to 2011.<sup>1</sup> Due to climbing energy costs in Pakistan and other major cement-producing countries, Iran is a unique position as a trading partner, utilizing its own surplus petroleum to power clinker plants. Now a top producer in the Middle-East, Iran is further increasing its dominant position in local markets and abroad.

The performance in North America and Europe over the 2010–12 period contrasted strikingly with that of China, as the global financial crisis evolved into a sovereign debt crisis for many region fell by 1.9% in 2010 to 445 Mt, recovered by 4.9% in 2011, then dipped again by 1.1% in 2012.

The performance in the rest of the world, which includes many emerging economies in Asia, Africa and Latin America and representing some 1020 Mt cement demand in 2010, was positive and more than offset the declines in North America and Europe. Annual consumption growth was recorded at 7.4% in 2010, moderating to 5.1% and 4.3% in 2011 and 2012, respectively.

As at year-end 2014, the global cement industry consisted of 5673 cement production facilities, including both integrated and grinding, of which 3900 were located in China and 1773 in the rest of the world.

## From the Editor's Desk

Greetings and warm welcome to our very first issue of Nishtha Newsletter. The Sanskrit word, **Nishtha** refers to faith, steadiness, devotion and the culmination. The very word, it indicates the Faith and Practice in Karma, it says whatever you do you must do with full dedication. With the same essence this Newsletter is an initiative taken by the Company's Corporate and HR team to share each other's thoughts and take pride in our work and accomplishments. So let's join our hands together with full "Nishtha" and make it a success. For any suggestion, write-ups, photographs please mail at [nishtha@gnggroup.in](mailto:nishtha@gnggroup.in).

Nitesh Chaharia

## Insider (JULY 2015)

### New Joins

- Deepaq Sharma – Group HR Head
- Ranjib Mukherji – Plant HR Head
- R.N. Sinha – Head Sales & Mkt

### Trainings

- How To Make Job Description With KRA And KPI – Plant – By – Deepaq
- Effective Time Management Kolkata –HO- By Deepaq

## SIX LEADERSHIP STYLES®

Here are the six leadership styles Goleman uncovered among the managers he studied, as well as a brief analysis of the effects of each style on the corporate climate:

1. The pacesetter leader expects and models excellence and self-direction. If this style were summed up in one phrase, it would be “Do as I do, now.” The pacesetter style works best when the team is already motivated and skilled, and the leader needs quick results. Used extensively, however, this style can overwhelm team members and squelch innovation.
2. The authoritative leader mobilizes the team toward a common vision and focuses on end goals, leaving the means up to each individual. If this style were summed up in one phrase, it would be “Come with me.” The authoritative style works best when the team needs a new vision because circumstances have changed, or when explicit guidance is not required. Authoritative leaders inspire an entrepreneurial spirit and vibrant enthusiasm for the mission. It is not the best fit when the leader is working with a team of experts who know more than him or her.
3. The affiliate leader works to create emotional bonds that bring a feeling of bonding and belonging to the organization. If this style were summed up in one phrase, it would be “People come first.” The affiliative style works best in times of stress, when teammates need to heal from a trauma, or when the team needs to rebuild trust. This style should not be used exclusively, because a sole reliance on praise and nurturing can foster mediocre performance and a lack of direction.
4. The coaching leader develops people for the future. If this style were summed up in one phrase, it would be “Try this.” The coaching style works best when the leader wants to help teammates build lasting personal strengths that make them more successful overall. It is least effective when teammates are defiant and unwilling to change or learn, or if the leader lacks proficiency.
5. The coercive leader demands immediate compliance. If this style were summed up in one phrase, it would be “Do what I tell you.” The coercive style is most effective in times of crisis, such as in a company turnaround or a takeover attempt, or during an actual emergency like a tornado or a fire. This style can also help control a problem teammate when everything else has failed. However, it should be avoided in almost every other case because it can alienate people and stifle flexibility and inventiveness.
6. The democratic leader builds consensus through participation. If this style were summed up in one phrase, it would be “What do you think?” The democratic style is most effective when the leader needs the team to buy into or have ownership of a decision, plan, or goal, or if he or she is uncertain and needs fresh ideas from qualified teammates. It is not the best choice in an emergency situation, when time is of the essence for another reason or when teammates are not informed enough to offer sufficient guidance to the leader.

### Birthdays

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#### Head Office

4<sup>th</sup> Aug: Srabani Sinha  
5<sup>th</sup> Aug: Rajesh Kumar  
8<sup>th</sup> Aug: Abhijit Roy  
12<sup>th</sup> Aug: Ajay Sharma  
29<sup>th</sup> Aug: Pritam Ganguly  
24<sup>th</sup> Aug: Madan Mohan Das

#### Plant

1<sup>st</sup> Aug: Samijur Rahman Laskar  
1<sup>st</sup> Aug: Arvind Kumar  
3<sup>rd</sup> Aug: Shisha Sutnga  
5<sup>th</sup> Aug: Everthelashroy Siangshai  
5<sup>th</sup> Aug: Homphri Suja  
6<sup>th</sup> Aug: Kolbin Muksor  
7<sup>th</sup> Aug: Pradip Kumar Ganguly  
10<sup>th</sup> Aug: Pushpr Singh  
10<sup>th</sup> Aug: Arun Kumar Singh  
10<sup>th</sup> Aug: Atul Ch. Mahanti  
10<sup>th</sup> Aug: Sumon Rai  
10<sup>th</sup> Aug: Dipankar Kakati  
11<sup>th</sup> Aug: Skhemlang Dkhar  
11<sup>th</sup> Aug: Devajit Sonowal  
12<sup>th</sup> Aug: Shaik Anwar Basha  
14<sup>th</sup> Aug: John Bosco Anthony  
15<sup>th</sup> Aug: Bhagirathi Das  
17<sup>th</sup> Aug: Abhijit Singha  
18<sup>th</sup> Aug: Sanjeev Kumar Singh  
18<sup>th</sup> Aug: Jagru Mahato  
18<sup>th</sup> Aug: Probeen Singha  
19<sup>th</sup> Aug: Tarun Debnath  
21<sup>st</sup> Aug: Dharmavir Singh  
30<sup>th</sup> Aug: Krishna Chandra Singh  
31<sup>st</sup> Aug: Nurul Hoque Laskar

#### Sales & Marketing

1<sup>st</sup> Aug: Apurba Sarma  
2<sup>nd</sup> Aug: Amit Kr. Singh  
2<sup>nd</sup> Aug: Amrit Das  
20<sup>th</sup> Aug: E N Khyriem  
31<sup>st</sup> Aug: Banrishisha  
Kharkongor

# STORY IN PICTURES



22<sup>ND</sup> JUNE: FIRST AID TRAINING PROGRAM



5<sup>TH</sup> JUNE: ENVIRONMENT DAY CELEBRATION AT PLANT



22<sup>ND</sup> JULY: NEW WELDING TECHNOLOGY AND IMPROVEMENT OF WELDING PROCESS



10<sup>TH</sup> JULY: PLANTATION OF 2600 PLANTS (FRONT OF CCR BUILDING AND ADMIN BUILDING)



22<sup>ND</sup> & 23<sup>RD</sup> JULY: SALES NAKA MEET AT GUWAHATI

# IN LIGHTER VEIN

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## THE QUIZ



**"Everything on your resume was lie.  
I like that. Welcome to sales!"**

The following short quiz consists of 4 questions and tells whether you are qualified to be a "manager." The questions are not that difficult.

1. How do you put a giraffe into a refrigerator?  
The *correct answer* is: Open the refrigerator, put in the giraffe and close the door.  
--This question tests whether you tend to do simple things in an overly complicated way.

2. How do you put an elephant into a refrigerator?  
*Wrong Answer:* Open the refrigerator, put in the

elephant and close the refrigerator.

*Correct Answer:* Open the refrigerator, take out the giraffe, put in the elephant and close the door.  
--This tests your ability to think through the repercussions of your actions.

3. The Lion King is hosting an animal conference, all the animals attend except one. Which animal does not attend?

*Correct Answer:* The Elephant. The Elephant is in the refrigerator.  
--This tests your memory.

Okay, even if you did not answer the first three questions correctly, you still have one more chance to show your abilities.

4. There is a river you must cross. But it is inhabited by crocodiles. How do you manage it?

*Correct Answer:* You swim across. All the Crocodiles are attending the Animal Meeting!  
--This tests whether you learn quickly from your mistakes.

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## Shaping Dreams Empowering Growth

