

## FROM THE AGM MARKETING DESK



Mr. Satish Reddy

The unstoppable people you will encounter next built a support team of friends, colleagues and mentors who were with them all the way .If they didn't have supporters when they started, these peoples went out and found them .These people assembled their team, sometimes small, sometimes large but always strong enough to support them emotionally and knowledgeable enough to guide them toward success. One should

not do it alone and one should not. The stronger the team the more unstoppable one becomes.

### Some Important Marketing Laws which helps us in day to day market

#### Law of Leader Market Leader

If you are No 2 or No 3 in the market your strategy is decided by the No 1 (the leader)

#### The law of the Big Size

Marketing Plans of Big Companies Ignore the Emergence of Small Competitors

#### The law of Competition

To Formulate Long term Strategy you must know the Competitor's Plan

#### The law of Time

The Marketing Effects take Place only over a Period of the Time. Right Time decides Victory.

#### The Law of Subjectivity

The product is Important, but Perception of the Product is more Important.

#### The Law of Impression

To Become Successful in Marketing, Own a Special Attribute in the Customer's Mind.

#### The Law of Mind

It is Better Strategy to be First in the Mind, and Then in the Marketplace.

#### The Law of position

The Strategy to us depends on which position a Company occupies in the Marketplace.

#### The Law of Agents

Selling Agents Sell What is Already Selling

#### The law of Services

In Marketing Services, people are marketed.

At any point of time a company should be more successful in the market place by following these laws .This is good thumb rule .

## From The Editor's Desk

Dear Readers,

We are delighted to present 10th issue of Nishtha. The issue opens on Mr. Reddy talking about some basic laws of marketing on field. In this issue we have included an array of activities in the Max Panorama section from Plant. With the changing weather it is important to take care of one's health. Dr.Rajat Pal speaks on some preventive measures for water borne diseases.

Do check the Body language tips and the poetry by Mr. Awadhesh in the last section.

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

*Regards,  
Nitesh Chaharia*

### MR.WISE

"The greatest day in your life and mine is when we take total responsibility for our attitudes. That's the day we truly grow up."

John C. Maxwell

For any suggestion, write-ups, photographs, participation in Editorial Board please mail us at [nishtha@gnggroup.in](mailto:nishtha@gnggroup.in)

# MAX PANORAMA

## TRIBUTE TO OUR LATE CHAIRMAN SHRI G N AGARWAL



## PLANTATION PROGRAMME ORGANIZED IN THE MEMORY OF OUR LATE CHAIRMAN SHRI G. N. AGARWAL



## SUNDARA KANDA PATH AND ARATI IN THE EVENING



We at our Max Cement Plant organized a manacle of activities to pay tribute to our Late Chairman Shri G.N. Agarwal on his death anniversary. In the reminiscence there was tree plantation in front of Valliey Residency by all the HOD's and employees of Max Cement. It was followed by Sundar Kanda Path,Arti and Prasad Vitran at temple in the evening.



Interdepartmental cricket tournament was organized to thrive the harmonious relationship among seniors and juniors. All the employees played the game with great enthusiasm and exhibited marvelous sense of team spirit .

# MAX PANORAMA



**BIHU Celebration in Guwahati: 12th & 13th April'16** : On the eve of RONGALI BIHU, Max Cement Team, alongwith BIHU performers, visited its dealers located in Dibrugarh, Jorhat, Nagaon, Sivasagar and Kamrup. Team performed BIHU dance in front of the dealer counters and grooved with them and their family. Max Team greeted BIHU wishes to dealers with **Gamocho** and gift basket of sweets (*pitha, laddoos, etc.*). Dealers were pleased and appreciated the team for this effort. BIHU performers also performed BIHU in Guwahati Office for employees.



## TARPAULIN DISTRIBUTION IN NONGSNING VILLAGE TO THE AFFECTED PEOPLE IN HAIL STORM:-

MAX CEMENT distributed tarpaulin to those villagers whose houses were damaged due to hail storm on 28th April, 2016 at night. A team from Max Cement visited all the houses at around 10.30 AM on 29<sup>th</sup> April, 2016 along with the Print Media, BDO – Khliehriat, MDC – JHADC , Village Headman and Secretary for survey and immediate support. All the villagers were feeling appeased with prompt action by GVIL representative.



**Hanuman Jayanti** is celebrated to commemorate the birth of Hanuman. The Event is celebrated on the 15<sup>th</sup> day of Shukla Paksha during the month of Chaitra. Hanuman Jayanti was celebrated at our plant temple and on the occasion, Akhand Ramayan Path was chanted by all the employees and their families. A bhandara was also organized for all the Plant employees.



A training programme was conducted by National Disaster Response Force (NDRF) in GNAM club on 24<sup>th</sup> April, 2016 to educate the employees about various types of disaster and action performed to save our life. NDRF team shared all the do's and don'ts in an emergency to control the situation by maintaining peace and calm.

# PEARLS OF WISDOM

Inspiring

Mr. Umesh Vishwakarma , Manager - Process

Mother is flying a kite. Her son is watching her carefully. After a while son says, "Mom, because of the string the kite is not able to fly higher." Hearing this, the mother smiles and breaks the string. The kite goes higher and then shortly after that, it comes and falls on the ground. The child is very miserable and sad. The mother sits next to him and calmly explains," Son, in life we reach a certain level and then we feel that, there are certain things that are not letting us grow any further like home, family, culture etc. We feel we want to be free from those strings which we believe are stopping us from going higher.

But, remember son. "That our home, family and culture are the things that will help us stay stable at high heights .If we try to break away from those things our condition will be similar to the kite, we will fall down soon."

**MORAL: Never go away from home culture, family and relationship as they help keep us stable while we are flying high.**

## Shark Bait

Laxmi Khemka, Accounts

During a research experiment a marine biologist placed a shark into a large holding tank and then released several small bait fish into the tank. As you would expect, the shark quickly swam around the tank, attacked and ate the smaller fish.

The marine biologist then inserted a strong piece of clear fibreglass into the tank, creating two separate partitions. She then put the shark on one side of the fibreglass and a new set of bait fish on the other.

Again, the shark quickly attacked. This time, however, the shark slammed into the fibreglass divider and bounced off. Undeterred, the shark kept repeating this behaviour every few minutes to no avail. Meanwhile, the bait fish swam around unharmed in the second partition. Eventually, about an hour into the experiment, the shark gave up.

This experiment was repeated several dozen times over the next few weeks. Each time, the shark got less aggressive and made fewer attempts to attack the bait fish, until eventually the shark got tired of hitting the fibreglass divider and simply stopped attacking altogether.

The marine biologist then removed the fibreglass divider, but the shark didn't attack. The shark was trained to believe a barrier existed between it and the bait fish, so the bait fish swam wherever they wished, free from harm.

**The moral:** Many of us, after experiencing setbacks and failures, emotionally give up and stop trying. Like the shark in the story, we believe that because we were unsuccessful in the past, we will always be unsuccessful. In other words, we continue to see a barrier in our heads, even when no 'real' barrier exists between where we are and where we want to go.



## PLANT

DOB	NAME OF EMPLOYEE
1 <sup>st</sup> May	Mr. Rehanul Hoque
3 <sup>rd</sup> May	Mr. Ponte War
3 <sup>rd</sup> May	Mr. Ramesh Gayari
3 <sup>rd</sup> May	Mr. Ikramul Mazid
3 <sup>rd</sup> May	Mr. Dipankar Kuri
3 <sup>rd</sup> May	Mr. Polwin Ch Marak
4 <sup>th</sup> May	Mr. Roy Saingshai
4 <sup>th</sup> May	Mr. David Sympli
7 <sup>th</sup> May	Mr. Bishwanath Pratap Singh
7 <sup>th</sup> May	Mr. Silseng Sangma
10 <sup>th</sup> May	Mr. Ajeet Kumar Kushwaha
10 <sup>th</sup> May	Mr. Jadu Ram Tamuli
10 <sup>th</sup> May	Mr. Diamond Sympli
11 <sup>th</sup> May	Mr. Nimain Charan Behera
11 <sup>th</sup> May	Mr. Ratan Basumatary
12 <sup>th</sup> May	Mr. Kmenlang Sympli
12 <sup>th</sup> May	Mr. Duphren Sotong
12 <sup>th</sup> May	Mr. Abdul Kayum
15 <sup>th</sup> May	Mr. K. S. Reghu Kumar
15 <sup>th</sup> May	Mr. Biswajit Paul
15 <sup>th</sup> May	Mr. Manoj Kumar Malakar
19 <sup>th</sup> May	Mr. Jay Ram Nayak
20 <sup>th</sup> May	Mr. Manoj Kumar
20 <sup>th</sup> May	Mr. Dilip Singh
21 <sup>st</sup> May	Mr. S.R. Sutnga
24 <sup>th</sup> May	Mr. Rishad Sadap
25 <sup>th</sup> May	Mr. Surojit Nath
30 <sup>th</sup> May	Mr. Krishna Newar
31 <sup>st</sup> May	Mr. Miton Chanda

# BODY LANGUAGE



# HAPPY BIRTHDAY KOLKATA

Mr. IMKUM DANGNOK , Sr. Executive –HR

Like it or not, your body speaks volumes, even when you are silent. Here's how to express an attitude that's appropriate for a leader.

**1. Stand tall.** Keeping your shoulders back and holding yourself up to your full height will give you an air of confidence.

**2. Take your hands out of your pockets.** Putting your hands in your pockets is often seen as a sign that you have something to hide.

**3. Stand with your arms crossed behind your back.** This will help you adjust your posture, and it leaves your hands in a position that is open and not intimidating.

**4. Make eye contact.** Always look directly into the eyes of the people you are speaking with. This shows you're interested and also gives you a sense of confidence.

**5. Sit up straight.** Even if you're at an 8 a.m. meeting and feeling tired, it's important to sit up straight in your chair. Slouching makes you look disinterested and can give off an unwanted air of laziness.

**6. Face the person you're talking to.** This shows you are interested and engaged in the conversation.

**7. Shake hands firmly.** For many, a handshake is a reflection of the person you're shaking hands with. You don't want to come across as unsure or overbearing, so make sure yours is professional and confident.

**8. Always smile.** Smiles are contagious and will make others feel positive when you're around.

**9. Look your best.** You don't have to be model perfect every day, but you should dress appropriately and neatly. Clothes can have a big impact on the way you're perceived.

**10. Walk confidently.** Keep your head up and take even strides.

DOB	Name of the Employees
5th May	Murari Kumar Thakur
6th May	Ram Babu Shaw
9th May	Puspendu Das
15th May	Binod Kr. Rajak
23rd May	Manisha Agrawal
29th May	Ram Chandra Raut

# GUWAHATI

DOB	Name of the Employees
1st May	Reetwam Pathak
2nd May	Mahesh Kr. Ray
9th May	R. Lalnunhlimi
25th May	Shaji Kavvapravan
28th May	Debel Deb



Mr. Siddhanth Biswas S/O Mr. Siddhartha Biswas ,Sr. Engineer -CIVIL at Meghalaya stood first in the class –II in CMCL Vidya Bharati School and has been promoted to Class III. We congratulate Mr. Siddhanth Biswas from Max family for his achievement and wish continued performance ahead.

## WATERBORNE DISEASE, CAUSES, SYMPTOMS AND PREVENTION

- DR. RAJAT PAUL

Waterborne diseases are affected to the society due to poor hygiene, sanitation, and an unsafe water supply. Waterborne diseases are a major challenging condition to our developing countries. According to the WHO report in India more than 3000 people die every day due to water contamination diseases.

### Causes

Waterborne illness has two main causes:

Pollutions e. g. dangerous level of chemicals, nitrates or heavy metals in the water due to industrial pollution or over use of agricultural chemicals.

Dart & contamination- Bacteria, virus, or parasitic organisms are invisibly contaminated in the water and cause diseases. Most of this contamination is through water coming into contact with animal & human waste.

### Symptoms

Waterborne illness are many as Diarrhea, Dysentery, Cholera, Jaundice, Abdominal pain and cramp, Typhoid, Polio, Meningitis, Guinea-worm disease etc. They are incredibly severe & life threatening to those who are infected but there are step you can take to protect yourself from the waterborne Diseases.

### Prevention

Ensure that the water you are taking is visibly clean and free of any silt or sand, water can be filtered to remove any visible dirt.

Always drink clean and safe water, do not drink untreated water.

Use either clean potable water or clean water has been made safe, using water purifier to kill any harmful bacteria present in water.

Ensure that any stored water is germ free for subsequent use.

Practice excellent hand hygiene, washing hands thoroughly with soap after using toilet, before preparing food or before eating.

Ensure all food is washed, cleaned and thoroughly cooked to kill harmful bacteria, and other harmful germs that may be present in foods.

Get immunized with vaccines to protect yourself from preventable diseases.

## पूर्वोत्तर- प्रदेश

अवधेश कुमार,सिविल  
अभियन्ता

पूर्वोत्तर में शुचि मंगल का,  
मृदु - राग सुनाई देता।  
उदयाचल पर प्रथम भानु का,  
मोहक रूप दिखाई देता।।

सूर्य - रश्मि कहती है आकर,  
उठ सखे ! सवेरा हो आया।  
कर्म - क्षेत्र में करो कूच अब,  
चिड़ियों का कलरव छाया।।

जंगल में नितमोर नाचते,  
लोहित में गज पान करे।  
गारो, खासी, नागा, गोरखा,  
मिजो, असमिया तान भरे।।

रत्नों से परिपूरित वसुधा,  
मेघों का घर मेघालय।  
नागभूमि, मणि, त्रिपुर, मिजो,  
अरुण, असम वन- आलय।।

कागज व सीमेण्ट उद्योग,  
हर कर को देता है काम।  
काली- पूजा, बीहू, क्रिसमस,  
चेरापूँजी सुख के धाम।।

कामाख्या का पावन मंदिर,  
गुरु वशिष्ठ का शुचिसुधाम।  
मां जयन्तिया करें सुशोभित,  
पूर्वोत्तर के सारे काम।।

बांग्ला, बर्मा, चीन, भूटिया,  
तिब्बत का भी मन डोले।  
हम भारत माँ के सपूत हैं  
यहाँ का हर बच्चा बोले।।

“लेखनी लुढ़कती” से