



FROM THE PRESIDENT'S (SALES & MARKETING) DESK

- Mr. Ramendra Nath Sinha

It gives a great pleasure and honour to communicate to one and all. I have been overwhelmed by the warmth that I have received on joining MAX Cement.

Being in marketing in Cement Industry for about three decades, I feel at home to be part of the MAX family. The enthusiasm of the team has been encouraging to dwell deep in the process of taking MAX to greater height that the Management is targeting.

I feel humbled by the responsibility entrusted on me. I know that the challenges in the Cement Market In North East is very high. Yet it gives me confidence to overcome all odds with active cooperation of all team members. Nothing is impossible. All can be achieved if efforts are directed in a structured concentrated manner.

The key to success comes by making effort. Single step taken in the direction ensure the work well begun. Sometimes the biggest lessons in life come from the smallest folks around us. This hold true in our daily lives. I am reminded of a small story. A story of Ant - which is a mantra of success. All you have to get is the mind set of an ANT!!!!

All of us tend to look up to big people for lessons on how to get better. We are keen to learn the secrets of their success. But we forget that sometimes the biggest lessons in life come from the smallest folks around us. Now that's a good lesson to remember!

Take ants for instance. Would you believe those small creatures can teach us how to live a better life? Jim Rohn - the great motivational guru - developed what he called the 'Ants Philosophy'. He identified four key lessons from the behaviour of ants that can help us lead better lives. Jim Rohn is no more - but his messages continue to inspire. Here then, are the four lessons from Rohn's 'Ants Philosophy'.

1. Ants never quit. Have you noticed how ants always look for a way around an obstacle? Put your finger in an ant's path and it will try and go around it, or over it. It will keep looking for a way out. It won't just stand there and stare. It won't give up and go back.

We should all learn to be like that. There will always be obstacles in our lives. The challenge is to keep trying, keep looking for alternative routes to get to our goals. Winston Churchill probably paraphrased the ant's mindset when he offered this priceless advice: "Never give up. Never, never give up!"

2. Ants think winter all summer. Remember the old story of the ant and the grasshopper? In the middle of summer, the ant was busy gathering food for the winter ahead - while the grasshopper was out having a good time. Ants know that summer - the good times - won't last forever. Winters will come. That's a good lesson to remember. When the going is good, don't be so arrogant as to believe that a crisis or a setback cannot happen to you. Be good to other people. Save for a rainy day. Look ahead. And remember, good times may not last, but good people do.

3. Ants think summer all winter. As they suffer through the unbearable cold of the winter, ants keep reminding themselves that it won't last forever, and that summer will soon be here. And with the first rays of the summer sun, the ants come out - ready to work, ready to play. When we are down and seemingly out, when we go through what looks like a never-ending crisis, it's good to remind ourselves that this too shall pass. Good times will come. It's important to retain a positive attitude, an attitude that says things will get better. As the old saying goes, tough times don't last. Tough people do.

4. Ants do all they possibly can. How much food does an ant gather in summer? All that it possibly can! Now that's a great work ethic to have. Do all you can! One ant doesn't worry about how much food another ant is collecting. It does not sit back and wonder why it should have to work so hard. Nor does it complain about the poor pay! Ants just do their bit. They gather all the food they can. Success and happiness are usually the result of giving 100% - doing all you possibly can. If you look around you, you'll find that successful people are those who just do all they possibly can. Cont Page 2

From The Editor's Desk

Dear Readers,

The month of September is finally upon us and with the onset of market peak season we are all set with a new energy and excitement to move ahead. From Jim Rohn's 'Ant Philosophy' to "Making Luck" this edition of Nishtha has some wonderful inspiring stories in the Pearl of Wisdom section contributed by our readers.

With Greeting to all on birthday this month, do check for the "मजदूर" poetry compilation and "Healthy Tips in Rains" in the inside pages.

We would also like to thank for the numerous suggestion and content that been pouring in since our first issue. We would be looking forward for your write-ups and suggestions to take this initiative a step ahead.

Regards,
Nitesh Chaharia

For any suggestion, write-ups, photographs, participation in Editorial Board please mail us at nishtha@gnggroup.in or

Get in touch with our following members.

Rupesh Mishra —Meghalaya
Laxmi Khemka—Guwahati
Anupama Kar —Guwahati

FROM THE PRESIDENT'S DESK contd.....

Follow the four simple steps of Jim Rohn's 'Ant Philosophy' – and you'll see the difference. Don't quit. Look ahead. Stay positive. And do all you can.

And there's just one more lesson to learn from ants. Did you know that an ant can carry objects up to 20 times their own weight? Maybe we are like that too. We can carry burdens on our shoulders and manage workloads that are far, far heavier than we'd imagine. Next time something's bothering you and weighing you down, and you feel you just can't carry on, don't fret. Think of the little ant. And remember, you too can carry a lot more on your shoulder. Yes we can make a difference only when we adopt a positive attitude and sense of responsibility towards each and every aspect in our lives. The fire in belly should compel us to achieve and excel in our endeavour. It has been rightly said by Alexander Pope .." True ease in writing comes from art, not chance, as those move easiest who have learn'd to dance." I am sure that MAX team is a dedicated team to undertake all challenges and deliver result.

Health Tips for Rainy Season

BY—Dr. Rajat Paul ,Sr. Manager

If you want to be healthy throughout the rainy season you are the only one who has to take care of yourself as well as of your family. You have to protect yourself from Viral, Bacterial, and Fungal Infection in monsoon which naturally affects the body's immunity.

- 1) Maintain general hygiene as to take bath regularly, wash your hands with soap before having foods to protect germs contamination of foods. Avoid road side foods as the foods easily get affected with bacteria and fungi. If you are fond of having street food, then say a BIG NO to it during monsoon. These foods might contain bacteria which may cause indigestion.
- 2) Keep yourself hydrated during the monsoon season because sweating in monsoon do not evaporate easily and even the humidity levels are high which further prevents the body of a person to release heat. So it is recommended to carry drinking water bottle every time, and drink plenty of water. Try to avoid carbonated drinks which significantly reduce the mineral levels in the body further preventing enzymes in the body functioning especially causing indigestion.
- 3) Keep your body warm as it become easy for virus to attack once your body temperature cools down. Do not wear wet cloths, wash your cloth if it is wetted with sweating or rains water, because it may grow fungi and affect your skin and may cause allergy or skin disease.
- 4) Try to have balance diet because process of digestion during monsoon is significantly slower than the other season. Avoid uncooked foods like salads fruits in this season; eat well cooked food every time.
- 5) Do not keep cuts fruits or salads in the freeze or out site the freeze in this season because there is possibility of getting caught by germs these kind of foods. Wash vegetables with warm water before cook, clean fruits with putting few drops of vinegar with water and wait for ten to fifteen minutes then wash gently before eat, it will be well cleaned and will be the less chance of germs contamination. Prefer to eat clean as well as fresh food during monsoon and do ensure before consuming that all fruits and vegetables which you eat are hygienically washed
- 6) Keep clean surrounding of your house in the rainy season specially to avoid breed mosquitoes, flies, and other insect which may cause harm. The stagnant water during monsoon makes easy breeding for mosquitoes which further increases the risk of various infections like malaria or dengue. Always keep covered water and foods at home.
- 7) Avoid going in sudden temperature change. Do not take bath when you came back at home from outside with sweating and don't go inside the AC room sudden temperature change may cause cold, cough. So that wait 10-15 minutes then goes for bath or inside the AC room. Some other health care tips during monsoon includes exercising as well as ample rest, eye care, care of elders as well as kids, wearing loose and cotton clothes, consume green and fresh vegetables. .

We all do love monsoon but we should not forget about taking care of our health too. So, you can follow these small tips and enjoy the rainy season be healthy.



Birthdays

Head Office

24TH Sep: Bikash Khan

Plant

1ST Sep : Dipankar Tamuli

3RD Sep : Gautam Singha

4TH Sep : Debina J. Sangma

5TH Sep : Mrs. Wityborn Pala

6TH Sep : Shaik Muhammad Gouse

7TH Sep : Palash Modak

9TH Sep : Shamim Aktar Barbhuiya

11TH Sep : Animesh Mani

14TH Sep : Dimbeswar Basu-matary

20TH Sep :Kamal Bora

21ST Sep : Tuklu Das

22ND Sep : Handa Kajuh Pala

23RD Sep : Karmveer Azad

27TH Sep : Abul Hussain Barbhuiya

30TH Sep : Estar Shylla

Guwahati Office

1ST Sep: Pinku Dutta

14TH Sep: Manjeet Das

25TH Sep: Atindra Nath Bhattacharya

27TH Sep: Rohit Khalkho

30TH Sep : Mithun Roy

MAX PANORAMA



8TH AUGUST: AWARDING CERTIFICATES FOR A SURVEY PROJECT DONE BY MBA INTERNS OF ASSAM INSTITUTE OF MANAGEMENT



12TH AUGUST: WORKSHOP ON “IMPROVING OUR DAILY LIFE” AT GUWAHATI OFFICE

A workshop on improving our daily life by Dr. Rajalaxmi along with her team was conducted for employees to connect better with colleagues, seniors, parents, family members. She enriched the members by emphasizing in accepting the reality and bursting stress.



9TH & 10TH AUGUST: Sales Review Meeting Q1(FY 15-16)

The meeting was organised at Hotel Nandan (Paltan Bazar) on 9th & 10th Aug 2015. The meeting started by 9:30 am and ended up by 6:30 pm. All the ASMs accompanied by their Sales Executive were present.



7TH AUGUST: TRAINING ON TIME MANAGEMENT AT PLANT

A training was conducted by HR department on effective time management by **Mr. Deepaq Sharma**, HR Head, for the plant members so that they can optimize their productivity. It was full of practical knowledge to help employees to balance their work and life.

MAX PANORAMA



13TH AUGUST: CELEBRATION OF GVIL FOUNDER'S DAY AT PLANT

A **FREE MEDICAL CAMP** was organized successfully on the occasion of GVIL Founder's day. The Camp was conducted by GVIL Health Department with the help of a Medical Team of **Hope Clinic, Shillong**. The Camp was conducted and ended peacefully the next day and it witnessed the presence of around 210 patients.



13TH AUGUST: CELEBRATION OF GVIL FOUNDER'S DAY AT PLANT

A **PLANTATION** activity was undertaken successfully at plant on the occasion of GVIL Founder's day. More than 300 trees of 10 species were planted near Guest house and HOD block to make the surrounding environment friendly.



15TH AUGUST: INDEPENDENCE DAY CELEBRATION AT PLANT

The Independence day was celebrated in front of CCR building commencing with flag hosting by Mr. M K Ghosh, (GM E&I) with salutation by guards and followed by national anthem. The event proceeded with a speech on independence day by Mr. M K Ghosh and Mr. Awadesh Kumar (Engg. Civil). GVIL Guards were awarded by Mr. Ghosh and best attendees were appreciated by Mr. Pawan Joshi (GM Commercial).

PEARLS OF WISDOM

POWER OF COLLECTIVITY

There was a farmer who grew excellent quality corn. Every year he won the award for the best grown corn.

One year a newspaper reporter interviewed him and learned something interesting about how he grew it. The reporter discovered that the farmer shared his seed corn with his neighbors. "How can you afford to share your best seed corn with your neighbors when they are entering corn in competition with yours each year?" the reporter asked. "Why sir," said the farmer, "Didn't you know?"

The wind picks up pollen from the ripening corn and swirls it from field to field. If my neighbors grow inferior corn, cross-pollination will steadily degrade the quality of my corn. If I am grow good corn, I must help my neighbors grow good corn.

So is with our lives, those who want to live meaningfully and well must help enrich the lives of others, for the value of a life is measured by the lives it touches. And those who choose to be happy must help others find happiness, for the welfare of each is bound up with the welfare of all.

The fact is- None of us truly wins, until we all win!!

Abhijit Sarma ,Manager- Sales

LIFE IS BEAUTIFUL

One day Charlie Chaplin told the audience a wonderful joke and all the people started laughing. He again repeated the same joke and only few people laughed. He again repeated the same joke but this time no one laughed. Then he told these beautiful lines, "When you cannot laugh on the same joke again and again, then why do you cry again and again on the same worry." ***So enjoy every moment of life....***

Minati Das, Executive Customer Care

THE FALSE HUMAN BELIEF

As a man was passing the elephants, he suddenly stopped, confused by the fact that these huge creatures were being held by only a small rope tied to their front leg. No chains, no cages. It was obvious that the elephants could, at anytime can break away from their bonds but for some reason, they did not.

He saw a trainer nearby and asked why these animals just stood there and made no attempt to get away. "Well," trainer said, "when they are very young and much smaller we use the same size rope to tie them and, at that age, it's enough to hold them. As they grow up, they are conditioned to believe they cannot break away. They believe the rope can still hold them, so they never try to break free."

The man was amazed. These animals could at any time break free from their bonds but because they believed they couldn't, they were stuck right where they were. Like the elephants, how many of us go through life hanging onto a belief that we cannot do something, simply because we failed at it once before?

Moral: Failure is a part of learning. We should never give up the struggle in life. You Fail not because you are destined to fail, but because there are lessons which you need to learn as you move on with your life.

Anupoma kar, Management Trainee

मजदूर

हाथ होता मजदूरों का भाग्य
विधाता।

खून पसीने की खुशबू से
उसका नाता।

ठान लिया तो दुनिया का
भूगोल बदल दे।

उसके द्वारा मिट्टी भी सोना
बन जाता।।

मजदूरों की हिम्मत को
फौलादी कर दो।

हे विश्वकर्मा ! हाथों में हुनर
का वर दो।

सपनों को पूरा करके ही दम
है लेना।

सूरज के ऊपर चलकर जय
पग धर दो।।

.....लुढ़कती लेखनी से

अवधेश कुमार

अभियन्ता - सिविल

HOW TO MAKE YOUR OWN LUCK

Deepaq Sharrma, HR Head

The entire field of business and government has been studied and analyzed to the point that they look like rational enterprises. In reality, if you ask CEOs and other leaders in both fields how they got where they are, the most common answer is "luck." Looking back on their careers, they see — and often marvel — that they were at the right place at the right time. Luck implies randomness, if you are being mathematical, which means that success could just be random, too.

But looking at success from the viewpoint of consciousness, there's an alternative to luck: synchronicity. The standard definition of synchronicity is "meaningful coincidence" — for example, you think of an old friend you haven't seen in years, and the next minute that friend calls you on the phone. We've all experienced such moments, but they rarely change our lives or how we think of the world. Yet if you take the consciousness seriously, there are attributes of success in every field that can be explained no other way. When famous success stories are recounted, you hear the same sentiments repeated over and over.

He (or she) made his own luck.
The waters opened before him.
Nothing could stop him.
He knew he would get to the top his first day on the job.
He led a charmed life.

A kind of exceptionalism is being admired — and envied — that everyone would like to share in.

Although, synchronicity is never taught in academic programs. Synchronicity isn't irrational or accidental. It involves making an intention turn into a result. Let's say that you are working with a team on the solution to a problem. Your intention is to solve it. The result you want is an answer. How do you get there? The usual method is focused concentration, late hours, and sweat. But there are times when this approach won't get you where you want to go.

1. Await a response—it may be the total solution or it could be only a part of it, a clue you can follow to the next needed piece of the puzzle.
2. Be alert—your consciousness always responds, but it may happen unexpectedly.
3. Be open-minded. Synchronicity can use any channel, including strangers, overheard conversations, and advice from someone you tend to ignore.

Keep repeating the above steps.

Since all of these steps involve mental clarity, taking up regular meditation is one of the strongest ways to clear the mind and open pathways to deeper levels of awareness. Some people are able to follow this approach without mapping it out consciously; they were born to make their own luck. But the rest of us can learn how to, because activating synchronicity is a skill that becomes easier the more you practice. Everyone has a level of the mind where solutions naturally arise. All you need to do is contact it and make it your ally.

FAMOUS PERSONALITY



Zubeen Garg was born on 18th November 1972. He is an Indian Singer and music director, composer and song writer.

Zubeen hails from Jorhat town. Known as Zubeen Borthakur, son of Mohini Mohan Borthakur, a lyricist and a Magistrate by profession and late Lly Borthakur his mother at same time a dancer, singer as well as an actress, though not a profession at one. Thus with a remarkable hereditary geniality, he became a cuckoo like singer with a melodious tune. Zubeen has two younger sisters. One is Jongki Borthakur, a famous actress who died in 2002 in a car accident and other is Palme Borthakur, who is a Bharat Natyam Dancer. Zubeen's loving wife Garima Saikia Garg is a famous fashion designer. After death of his loving elder sister Jongki, he made an album name 'SHISHU' in memory of his late sister.

Zubeen became involved in various charitable organizations dealing with AIDS and CANCER. Zubeen did his schooling in various places of Assam Jorhat Karimganj, Bijini and Tamulpur and two years of pre university in Jaganath Barooah College Jorhat under Dibrugarh University, and then moved to B. Borooah College, Guwahati, where he pursued Bachelor of Science. Zubeen left before completing his degree, when he received the gold medal for his western solo performance in a 1992 youth festival. He got his first taste of success and confidence as vocalist.

Garg considers his mother to be his first guru and mentor. He started learning tabla from Guru Robin Banarjee, and then continued learning Assamese folk music from Guru Romon Rai. Zubeen is an accomplished keyboard player. Zubeen entered the professional music scene in 1992, releasing his first album, *Anamika*.

By— Bhaskar Jyoti Das, Executive (Accounts)

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