

NEWS DESK

VCMD MESSAGE

Dear Maxian,

One cannot imagine a world without cell phones.

In India alone there are about 800 million cell phone users out of which 36% are smartphone users. These figures are only growing. This growth has been phenomenal. Whereas many of us grew from desktop PCs to laptops to smartphones, there is a huge population of India, especially in the rural areas, that went directly from no connectivity to a smartphone!

This technology puts all users on a platform with equal opportunities to communicate, for entertainment, for social interaction and e-buying. More and more rural smartphones are buying products on the Net, saving them journeys to towns and cities.

However, the high incidence of cell phone usage is not without its health risks. From physical strains on the eyes and hands that lead to impaired vision and nerve problems, long and unwarranted usage, research establishes, leads to high stress and lack of decision making. Long usage by children can cause slow learning issues as well as lack of interest for the outdoors. A point that parents must be wary of.

We should also be careful of using social media platforms with care and caution and to ensure that we are not furthering any misinformation or rumours.

At this time, our Country is going through a series of emotions. Anger, sorrow, patriotism and a call to action.

We at Max Cement salute our Armed Forces for their selfless service and valour. We bow our heads in the memory of those who laid down their lives for us and pray for their Families to have the strength to bear the loss.

Vineet Agarwal
VCMD

“You Can Do It... But You Can't Do It Alone”

The world is changing every day, perhaps every minute. We see young entrepreneurs and business leaders breaking all norms and challenging the status quo in different ways. Of late, businesses and organizations have learned the importance of collaboration and working together. As per survey, 86% of executives and employers cite a lack of collaboration as the main reason for workplace failures. Interestingly, great minds like Henry Ford to Steve Jobs knew that great things in business are never done by one person, they are done by a team of people.

What collaboration really means

To put into simpler words, collaboration is the act of working with someone to produce or achieve a particular goal. Some call it an alliance while others refer it as a partnership. In the business world, collaboration help individuals to work together to achieve a common business purpose. It exists in two forms - synchronous and asynchronous collaboration.

Synchronous collaboration: Here everyone interacts and collaborates in real time over the Internet as in online meetings, instant messaging, audio/video conferencing, and shared applications.

Asynchronous collaboration: Whenever you send an email, upload a document or annotate a file to shared workspaces, you are collaborating asynchronously.

If you'd like to maximize productivity by enhancing collaboration, here are some tips to improve collaboration in the workplace.

1. **Align around a shared purpose:** When people know and understand why they're doing what they're doing, they feel connected with a shared purpose. When they know their part in helping an organization in meeting its goals, people don't mind going an extra mile to make it happen. The senior leaders must share company's goals with employees, it will result in better innovations at the end.

2. **Use alternative communication channels:** Apart from e-mail, use collaboration apps at work. One has to use technology strategically to want your employees to enhance collaboration and you must provide the right tools to them. **BUT DO NOT OVERUSE IT...STRIKE A BALANCE.**

3. **Introduce hot desking in your office:** Usually, hot desking involves one or more employees having no set workplace. Employees can rotate throughout the office and camp their desk wherever they'd like. It encourages employees to interact with others that they might not normally interact with. In fact, companies such as the BBC will have a third of their employees hot desking every day. The core advantages of hot desking lie in increased levels of communication and improved professional relationships.

4. **Acknowledge, appreciate, and awards:** Leaders must acknowledge & appreciate good work from others. It reinforces collaborations. Organize team outings and lunches for them and let them feel valued and appreciated.

“If you want to go fast, go alone.
If you want to go far, go together.”

... An African proverb



MAX PANORAMA

Annual Picnic at Kolkata

Like every year, the Max Team of GNG Head Office along with team members of Notech Power Project, Kolkata gathered for the annual picnic on 2nd February in Holiday Inn Resort, Uluberia. The day was dedicated to letting loose and having fun with great food, games and laughter.



MAX PANORAMA

Sub Dealer Meet

15th, 16th & 17th of February 2019

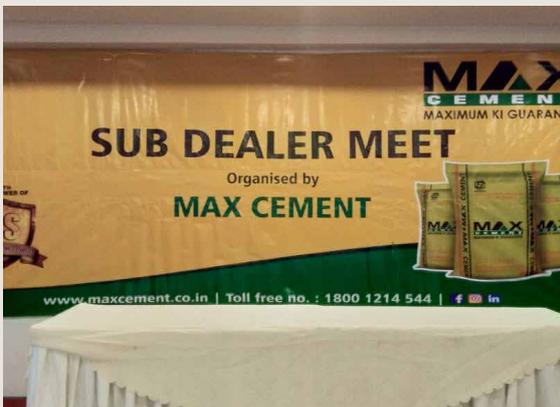
Atnagaon



Golaghat



Jorhat



MAX PANORAMA

A TRIBUTE TO THE BRAVE INDIAN SOULS

Max Cement held a candle march at Guwahati on 18th Feb and at Max Plant on 15th Feb to condemn the terror attack of February 14 on the CRPF convoy on way from Jammu to Srinagar in which 40+ soldiers lost their lives. We paid tribute to the brave hearts. The employees along with local passers-by and soldiers also lighted candles in the march.

Sales & Marketing Office



Max Cement Plant



MAX PANORAMA

JHCMA Annual Sports (2018-19) Inauguration

The annual sports inauguration ceremony was held at GVIL Campus. Dignitaries from the JHCMA attended the ceremony and the volleyball championship first match was also held between MAX MAXIMIZERS and JUD LIONS.



LPG Gas Connection Distribution

On 20th Feb. 2019, LPG Gas connections were distributed to residents of GVIL Colony.



DOCTOR'S MESSAGE

Diseases in Spring Season in India

When the weather starts to warm up, people tend to breathe a sigh of relief. Spring, typically means a return to outdoor activities and lengthening days. It can also be a time for illnesses and health problems. Being prepared for potential springtime ailments can help you enjoy a healthy start to the season. People may suffer from these diseases:

Seasonal Allergies
Asthma
Common Cold
Lyme disease
Sports Injuries

The most common among them is Seasonal Allergies.

Seasonal Allergies

Budding trees, bushes and flowers release pollen into the spring air. Depending on where you live, spring allergies can start as early as February. And a rainy spring can promote mold growth, leading to months of symptoms.

A seasonal allergies response causing itchy, red watery eyes, sneezing, running nose and other similar symptoms

People may experience

- Pain areas in the ear
- Nasal congestion, loss of smell, redness, runny nose, sneezing or stuffy nose.
- Eyes itchiness, puffy eyes, redness or watery eyes
- Respiratory breathing through the mouth or wheezing
- Also common coughing, fatigue, headache, itching, phlegm or throat irritation

Treatment

SELF-CARE

Avoid Allergen: Staying away from triggers that can cause allergic reactions, such as pollen or certain foods.

Nasal Washing: Rinsing the inside of the nose with warm salt water to flush out irritants and excess mucus.

MEDICATIONS

Steroid: Modifies or simulates hormone effects, often to reduce inflammation or for tissue growth and repair.

Antihistamine: Reduces or stops an allergic reaction.

Decongestant: Relieves nasal congestion, swelling and runny nose.

Eye decongestant: Relieves redness and irritation in the eyes.

Bronchodilator: Helps open the airways of the lungs to make breathing easier.

Anti-inflammatory Prevents or counteracts swelling (Inflammation) in joints and tissues.

Dr. R. K. Das
GVIL, Meghalaya





NISHITHA



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PEARLS OF WISDOM

सबको आज बताऊँगा

नमन तिरंगे को करता हूँ, लेकिन गीत न गाऊँगा।
कारण क्या है असंतोष का, सबको आज बताऊँगा।।

कितने बलिवेदी पर चढ़कर, असमय फंदा चूम लिए।
कितने गोली खाए, कालापानी अथवा जहर पिए।।
पत्नी का सिन्दूर मिटा था, माँ की गोदी सूनी थी।
बिना बाँह का भाई, बहना राखी लेकर घूमी थी।।
बच्चों की आँखों को वह तस्वीर पुनः दिखलाऊँगा।
कारण क्या है असंतोष का, सबको आज बताऊँगा।।

सत्य अहिंसा के सँग बापू, चरखा खूब चलाए थे।
अंग्रेजों से असहयोग का, दृढ़ संकल्प निभाए थे।।
फिरंगियों से नेताजी का, बस छत्तीस का नाता था।
नागों को पय पान कराना, उनको नहीं सुहाता था।।
तीर्थराज की माटी का मैं, तुझको तिलक लगाऊँगा।
कारण क्या है असंतोष का, सबको आज बताऊँगा।।

देश बँटा था उस सदमें से, अब का सदमा भारी है।
अपने बेटों की करनी से, भारत माँ दुखियारी है।।
भूलपूर्व जों की कुर्बानी, गलत राह क्यों अपनाया।
राम कृष्ण की इस धरती पर, असुर राज कैसे आया।।
खाओ मेरे साथ कसम, मैं अवध वही दुहराऊँगा।
कारण क्या है असंतोष का, सबको आज बताऊँगा।।

डॉ. अवधेश कुमार 'अवध'



PEARLS OF WISDOM

Ducks Quack, Eagles Soar

Brilliant article, just couldn't resist sharing..Please read it.

I was waiting in line for a ride at the airport in Dubai. When a cab pulled up, the first thing I noticed was that the taxi was polished to a bright shine. Smartly dressed in a white shirt, black tie, and freshly pressed black slacks, the cab driver jumped out and rounded the car to open the back passenger door for me.

He handed me a laminated card and said: 'I'm Abdul, your driver. While I'm loading your bags in the trunk I'd like you to read my mission statement.'

Taken aback, I read the card. It said: Abdul's Mission Statement:

To get my customers to their destination in the quickest, safest and cheapest way possible in a friendly environment.

This blew me away. Especially when I noticed that the inside of the cab matched the outside. Spotlessly clean!

As he slid behind the wheel, Abdul said, 'Would you like a cup of coffee? I have a thermos of regular and one of decaf.'

I said jokingly, 'No, I'd prefer a soft drink.'

Abdul smiled and said, 'No problem. I have a cooler up front with regular and Diet Coke, lassi, water and orange juice.'

Almost stuttering, I said, 'I'll take a Lassi.'

Handing me my drink, Abdul said, 'If you'd like something to read, I have The NST, Star and Sun Today.'

As they were pulling away, Abdul handed me another laminated card, 'These are the stations I get and the music they play, if you'd like to listen to the radio.'

And as if that weren't enough, Abdul told me that he had the air conditioning on and asked if the temperature was comfortable for me.

Then he advised me of the best route to my destination for that time of day. He also let me know that he'd be happy to chat and tell me about some of the sights or, if I preferred, to leave me with my own thoughts.

'Tell me, Abdul,' I was amazed and asked him, 'have you always served customers like this?'

Abdul smiled into the rear view mirror. "No, not always. In fact, it's only been in the last two years. My first five years driving, I spent most of my time complaining like all the rest of the cabbies do. Then I heard about POWER OF CHOICE one day."

Power of choice is that you can be a duck or an eagle.

'If you get up in the morning expecting to have a bad day, you'll rarely disappoint yourself. Stop complaining!'

'Don't be a duck. Be an eagle. Ducks quack and complain. Eagles soar above the crowd.'

'That hit me. really hard' said Abdul.

'It is about me. I was always quacking and complaining, so I decided to change my attitude and become an eagle. I looked around at the other cabs and their drivers. The cabs were dirty, the drivers were unfriendly, and the customers were unhappy. So I decided to make some changes, slowly ... a few at a time. When my customers responded well, I did more.'

'I take it that it has paid off for you,' I said.

'It sure has,' Abdul replied. 'My first year as an eagle, I doubled my income from the previous year. This year I'll probably quadruple it. My customers call me for appointments on my cell phone or leave a message on it.'

Abdul made a different choice. He decided to stop quacking like a duck and start soaring like an eagle.

Start becoming an eagle today ... one small step every week..next week... And next...And....

A great Thought..

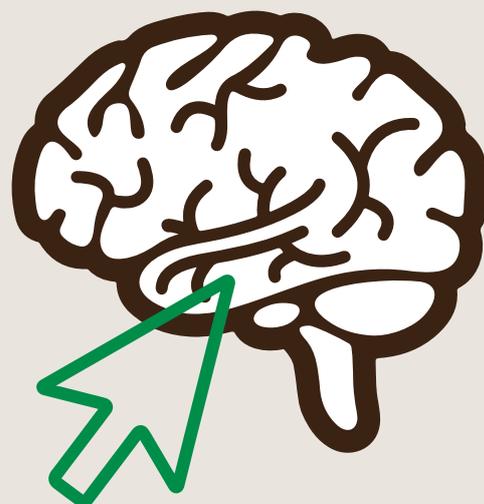
"You don't die if you fall in water, you die only if you don't swim.

Thats the Real Meaning of Life.

Improve yourself and your skills in a different way.

Be an eagle. .not a Duck.

Nitesh Chaharia



TOURIST ATTRACTIONS OF NORTH EAST INDIA



Majoli is a river island in the Brahmaputra River, Assam and in 2016 it became the first island to be made a district in India. Originally, the island was a long, narrow piece of land called Majoli (land in the middle of two parallel rivers) that had the Brahmaputra flowing in the north and the Burhidihing flowing in the south until they met at Lakhu. On the north bank is the river Subansiri and on the south bank, the mighty Brahmaputra has excided the island from the main land. Lakhimpur town is to the north and Golaghat is to its southwest. The town of Sibsagar is on the southeast and Jorhat is to the south. On the extreme east is Dibrugarh District. The southern part of the island is a bird lover's paradise. The best time to visit is between November to March as the weather and wildlife view is satisfactory.

Loktak Lake is the largest freshwater lake in Northeast India and is famous for the phumdis floating over it. The lake is located near Moirang in Manipur state, India. This ancient lake plays an important role in the economy of Manipur. It serves as a source of water for hydropower generation, irrigation and drinking water supply. The lake is also a source of livelihood for the rural fishermen. Well connected by road and air, Imphal, the capital city of Manipur is 39 km away from the lake, by road. The lake is a unique destination for tourism. The lake offers excellent opportunities for visitors to enjoy the beauty of the lake and its several islands located inside it that are studded with floating phumdis of different geometrical shapes. The important islands which offer facilities for visitors are the Sandra and Phubala.



The Dzükou/Dzüko Valley is a valley located at the border of the states of Manipur and Nagaland in northeast India. This valley is well known for its natural environment, seasonal flowers and flora and fauna. The main entry from the foothills of Viswema village where one can travel to the rest house above Mt. Teyozwü by a taxi. From here one has to climb forty minutes to the top of the mountain. This is where Dzükou starts but the main valley is still another two hours walk away. Also it can be reached in five hours of trek from Mt. Isii of Senapati district of Manipur. The new five-hour trek route was opened by MMTA (Manipur Mountaineering and Trekking Association). There are many NGOs and adventure tour operators, who organize treks to the Dzükou Valley. Main way for trekking is from Manipur side. There is a Helipad just next to the Guest house however no service is seen in the last few years.

Tawang Monastery, located in Tawang city of Tawang district in the Indian state of Arunachal Pradesh, is the largest monastery in India and second largest in the world after the Potala Palace in Lhasa, Tibet. It is situated in the valley of the Tawang River, near the small town of the same name in the northwestern part of Arunachal Pradesh, in close proximity to the Tibetan and Bhutanese border. Tawang Monastery is known in Tibetan as Gaden Namgyal Lhatse, which translates to "celestial paradise in a clear night." It was founded by Merak Lama Lodre Gyatso in 1680-1681 in accordance with the wishes of the 5th Dalai Lama, Ngawang Lobsang Gyatso. It belongs to the Gelug school of Mahayana Buddhism and had a religious association with Drepung Monastery of Lhasa, which continued during the period of British rule. The monastery is three stories high. It is enclosed by a 925 feet (282 m) long compound wall. Within the complex there are 65 residential buildings. The library of the monastery has valuable old scriptures, mainly Kangyur and Tengyur.



TOURIST ATTRACTIONS OF NORTH EAST INDIA



Dampa Tiger Reserve, the largest wildlife sanctuary in Mizoram, India was notified in 1985 and declared a Tiger Reserve in 1994. It is situated in the western part of Mizoram state, at the international border with Bangladesh about 127 km from Aizawl. It covers an area of approximately 550 km. Dampa Tiger Reserve is the natural home of Leopards, Malayan sun bear, Indian bison, Barking deer, Sloth bear, Gibbons, Langurs, Slow loris, Rhesus macaque, Indian Python (*Python Molurus Molurus*), Wild boar and a variety of birds. Rare floral species have been found in Dampa Tiger Reserve including rare ginger species *Globbaspathulata* and *Hemiorchispantlingii*.

Neermahal is a former royal palace built by King of Tripura Bir Bikram Kishore Manikya Bahadur of the erstwhile Kingdom of Tripura, India in the middle of the lake Rudrasagar in 1930 and was completed by 1938. It is situated in Melagarh, 53 kilometers away from Agartala, the capital of Tripura. The palace is situated in the middle of Rudrasagar Lake and assimilates Hindu and Muslim architectural styles. The Government of India's Ministry of Environment and Forest has identified Rudrasagar as one of the wetlands of National Importance for conservation and sustainable use based on its bio-diversity and socio economic importance.



Kaziranga National Park is a national park in the Golaghat and Nagaon districts of the state of Assam, India. The sanctuary, which hosts two-thirds of the world's great one-horned rhinoceroses. Kaziranga is a vast expanse of tall elephant grass, marshland, and dense tropical moist broadleaf forests, criss-crossed by four major rivers, including the Brahmaputra, and the park includes numerous small bodies of water. Kaziranga has been the theme of several books, songs, and documentaries. Observing the wildlife, including birding, is the main visitor activity in and around the park. Guided tours by elephants or Jeeps are available. Hiking is prohibited in the park to avoid potential human-animal conflicts. The park remains closed for visitors from May to October end due to monsoon rains. Four tourist lodges at Kohora and three tourist lodges outside the park are maintained by the Department of Environment and Forests, Government of Assam.



NEW RECRUITS

A WARM WELCOME TO THE NEW RECRUITS OF MAX CEMENT

We welcome, with open arms, all of the following members who have been newly introduced into the Max Cement family. We sincerely hope that they will thoroughly enjoy their association with our organisation.

SALES & MARKETING OFFICE



MR. TRIDIP DUTTA

We are pleased to introduce Mr. Tridip Dutta, who has joined us on 20th Feb 2019 as Manager - Sales, based in Jorhat. Mr. Tridip has completed MBA (Mkt.) from Biju Patnaik University of Technology, Orissa & brings along over 08 years of experience. He was associated with K.D. Cement (Suraksha), R N B Cement Pvt. Ltd. (Magic), Goldstone Cement Ltd. (Black Tiger) & JSB Cement LLP (Best Cement) before joining us. Please join us in welcoming him to MAX family.

PLANT



TUL TUL SINHA

We are pleased to introduce Mr. Tul Tul Sinha, who has joined us on 1st Feb 2019 as Foreman Electrical & Instrumentation department. He brings along 12 years of experience as a foreman in Cement industry. Prior to joining us he was associated with Goldstone Cement.



ARVIND KUMAR

We are pleased to introduce Mr. Arvind Kumar, who has joined us on 4th Feb 2019 as ITI Trainee - Electrical & Instrumentation department.



KRISHNA THAPA

We are pleased to introduce Mr. Krishna Thapa, who has joined us on 9th Feb 2019 as Machinery Attendant - Process department. He brings along 11 years of experience and prior to joining us, he was associated with Siva Industries in Karnataka.



RAMESH THAPA

We are pleased to introduce Mr. Ramesh Thapa, who has joined us on 11th Feb 2019 as Jr. Executive - Commercial department. He brings along 3 Years of experience as an executive in stores and commercial. Earlier he was associated with Goldstone Cement.



DR. PRASANTA KUMAR PANIGRAHY

We are pleased to introduce Dr. Panigrahy who has joined us on 11th Feb 2019 as Sr. General Manager - Quality control department. He has doctorate in Material Science on the topic "Effect of Particle size Distribution on Homogeneity & Sintering of Cement Raw Mix and Properties of Cement" and brings more than 30 years of relevant experience in Quality Control in Cement industry. Prior to this he was associated with



DEEPAK KUMAR TIWARI

We are pleased to introduce Mr. Deepak Kumar Tiwari, who has joined us on 15th Feb 2019 as Executive - Commercial. He brings along 3 Years of experience as an executive in commercial. Earlier he was associated with SKF India Ltd. department.



EMPLOYEE BIRTHDAYS

NAME	D.O.B
CORPORATE OFFICE	
Ranesh Kumar Bharadwaj	07 Mar
Netai Halder	11 Mar

NAME	D.O.B
SALES & MARKETING OFFICE	
DAMBARU DHAR RAY	1 Mar
PULAKESHI SINHA	1 Mar
NABAJYOTI DAS	1 Mar
MD. AKIB ALI	1 Mar
HIRA LAL KAHAR	1 Mar
DHRUBA JYOTI BORDOLOI	1 Mar
RANA BHATTACHARJEE	10 Mar
NAVNI KUMAR MISHRA	11 Mar
MANOJ KUMAR MODAK	18 Mar
JINTU MANI DAS	18 Mar
DEBASISH ROY	28 Mar

NAME	D.O.B
PLANT	
LILESWAR PHUKAN	01 Mar
BHIM BAHADUR	01 Mar
SUCHANDRA KALITA	01 Mar
TAFAJUL HUSSAIN	01 Mar
SAJAL CHANDRA DAS	01 Mar
RITUMONI SAIKIA	01 Mar
RATUL BAISHYA	01 Mar
TULE ENGLANG	01 Mar
SUBRATA SINHA	01 Mar
VISHWAMITRA SHARMA	01 Mar
NABAJYOTI BARUAH	01 Mar
RUPOM SUKLABAIIDYA	01 Mar
GAUTAM BARMAN	01 Mar
NITUL BAISHYA	01 Mar
PLI LAMARE	04 Mar
RONJON DKHAR	04 Mar
PHAILOK DKHAR	05 Mar
SHEESH PAL SINGH	05 Mar
MILAN NATH	05 Mar
TINKU KALITA	06 Mar
KILEMEREN	07 Mar
MISS. RIMIKA MUKSOR	07 Mar
JOHNY SUCHIANG	09 Mar
MAHANTA NARZARY	10 Mar
BUNGOTON SINGH	10 Mar
PRATAP CHANDRA NAYAK	11 Mar
MILAN DEBBARMA	14 Mar
PRASHANT MANI TRIPATHI	15 Mar
GOPAL DAS	17 Mar
FAKIR CHANDRA JENA	18 Mar
EYAHYA YAMIN CHOUDHURY	18 Mar
WINCHESTER SUJA	22 Mar
BAPON ROY	23 Mar
RISHWAOONI POHSHNA	24 Mar
RATISH DAS	26 Mar
BIPUL DAS	27 Mar

