

NEWS DESK

VCMD MESSAGE

Dear Colleagues,

I begin by thanking you all for the year gone by and for your sincere efforts in our journey towards a bigger goal. The success of our company is built on the efforts of our employees and in this past year, we have enjoyed many successes maybe some less than expected.

In this ongoing pursuit of creating happiness and wealth for all, we must have yet more zeal and passion to perform.

The challenges created by the market place, government policies and competition are a reality and we cannot allow more impediments to surface in terms of slow production and less distribution. Market penetration, Sustained production and very importantly, seamless teamwork, respect for co workers and the spirit of oneness, are the keys to unlock the doors of success.

Let this Financial Year be the benchmark.

Regards,
Vineet Agarwal

"If it doesn't
challenge you, It
doesn't change you."

EDITOR'S SPEAK

Dear all,

Welcome to the first issue of Nishtha of this fiscal year. Let's begin this year with more positive goals and let's work towards them with a mutual motive to strengthen the brand. Let's be more productive, more satisfied, more fulfilled in seeking our success.

North-East has been off limits for foreigners for a long time for various reasons, the main being the State's concern for national security. Recently we got the good news that the Centre is planning to open up the Northeast States, following requests from the governments of the Border States. Such initiatives will boost up trade and tourism further widening opportunities for Industrial and Business growth. This will mean more construction and more avenues for us.

Our Editorial team has been constantly working to revamp Nishtha and incorporate each of our reader's suggestions. I would like to thank all my readers for their contributions and timely information. Further, I look forward for your thoughts and suggestion to reach out to a wider audience.

As the harvesting month and Bengali New Year circles in, I wish all the readers a very Happy Rongali Bihu and Poila Boishakh.

Regards,
Nitesh Chaharia



বঙালী বিহুৰ শুভেচ্ছা

MAX PANORAMA

HOLI CELEBRATION



Guwahati, 1st March'18: Holi was celebrated with utmost zeal and enthusiasm at our Guwahati office. The employees greeted the festival of colours with full enthusiasm by playing with colours.



Kolkata, 1st March'18: Holi was celebrated with utmost happiness and colours of spring at our Kolkata office. The employees greeted the colourful festival by decorating the office by handmade colourful flowers.



Meghalaya, 2nd March'18: Holi the festival of colours which signifies the triumph of good over evil, was celebrated among all the employees with utmost enthusiasm at our MAX plant.

HOLI MILAN



Meghalaya, 7th March'18: Holi Milan was organised for all the employees and their family members at our MAX plant.

MAX PANORAMA

EYE CHECK-UP CAMP



Guwahati, 24th Feb'18: An eye check-up camp was organised at our Sales & Marketing Office in Guwahati, for the welfare of our employees.



SUB-DEALER MEET



Rural Kamrup, 24th Feb'18: A Sub-Dealer meet was organised for the Rural Kamrup dealers at Bihata Charaili, Kamrup. The event commenced with a welcome speech by Mr. Mukit Hussian followed with the lighting of lamps by the Executive Director, President Sales & Marketing and other employees. An interactive session was conducted for the sub-dealers.



Kamrup, 26th Feb'18: A Sub-Dealer meet was organised for the Rural Kamrup dealers at Sishak Bhawan, Kamrup. The event commenced with a welcome speech by Mr. Biswajit Das (Executive- Sales), followed by an interactive session.

PEARLS OF WISDOM

ANNUAL DEALER MEET



Silchar, 27th Feb'18: An Annual Dealer Meet was organised for Barak Valley dealers at Silchar. The AGM commenced the event with a welcome note, followed by lighting of the lamp by President Sales & Marketing and Mr. Hilaluddin of S.S. Enterprise, continued by a welcome speech by the President himself.

NATIONAL SAFETY DAY CELEBRATION



Meghalaya, 5th March'18: The 47th National Safety Day under the theme 'Reinforce Positive Behavior at the Workplace to Achieve Safety and Health Goals' was observed at our MAX plant in Meghalaya.

Did you know?

The first day of Rongali Bihu is called Goru Bihu dedicated to cattles, the next is Manuh Bihu which is all about special dishes and the third day is called as Gosain Bihu dedicated to the worship of deities.



MAX PANORAMA



NAME	D.O.B
PLANT	
DIVANSHU GARG	01 Apr
BUBUL KUMAR DAS	01 Apr
MRS. CHIARLY SHADAP	01 Apr
RATAN MONI SINHA	02 Apr
AMAL SINHA	02 Apr
MIHSALAN SUTING	03 Apr
SURYA KANT TIWARI	04 Apr
SAMSUL ALOM AHMED	05 Apr
RAJEN SINHA	06 Apr
BALWANT SINGH JAT	06 Apr
RIKI SYMPLI	07 Apr
BABU URANG	09 Apr
RIBJEET SINHA	10 Apr
NARESH KUMAR	10 Apr
BIPUL SINGHA	16 Apr
RICHART SINHA	18 Apr
SAJAL GHOSH	20 Apr
L. CHANDRA MOHAN SINGHA	21 Apr
NILA KSOO	23 Apr
ANIL NARZARI	24 Apr
AJIT DAS	27 Apr
PRASENJIT SINHA	28 Apr
NABAJIT KALITA	30 Apr
PADUM BAHADUR THAPA	30 Apr

NAME	D.O.B
GUWAHATI OFFICE	
NARESH KUMAR BAITHA	01 Apr
R VANLALRUATDIKA	02 Apr
RABI RAM SHARMA	03 Apr
ROHIT KUMAR SINGH	08 Apr
DURLAV KUMAR NATH	14 Apr
ASHIM PATOWARY	21 Apr
BIJOY KUMAR SHEE	25 Apr

NAME	D.O.B
HEAD OFFICE	
MUNNA JHA	06 Apr
RITUPARNA BANERJEE	25 Apr
NILU SURANA	25 Apr



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.

PLANT

NAME OF EMPLOYEE	DEPT	DESIGNATION	D.O.J	PHOTO
VISHWAMITRA SHARMA	AUTOMOBILE	EXCAVATOR OPERATOR	06-03-2018	
MAHESH KALITA	PROCESS	MACHINERY ATTENDANT	08-03-2018	
MILAN DEBBARMA	PROCESS	MACHINERY ATTENDANT	08-03-2018	
RUPONSING LEKTHE	PROCESS	MACHINERY ATTENDANT	08-03-2018	
TAPAN NATH	AUTOMOBILE	HELPER	09-03-2018	
ROHIT KUMAR	AUTOMOBILE	HELPER	09-03-2018	
SUDIPTA PAUL	PROCESS	MACHINERY ATTENDANT	10-03-2018	
TIUMER G MOMIN	AUTOMOBILE	HELPER	12-03-2018	
DIPAK CHAUHAN	PROCESS	MASON CUM ATTENDANT	13-03-2018	
DURNA BORAH	AUTOMOBILE	EXCAVATOR OPERATOR	13-03-2018	
SHEESH PAL SINGH	FINANCE & ACCOUNTS	SR. EXECUTIVE	15-03-2018	




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SALES AND MARKETING (GUWAHATI OFFICE)

NAME		PHOTO
MADHAB BORA Executive (Sales)	Madhab joined the Jorhat Office on 05.03.18. He has completed BA from Dibrugarh University & brings along over 09 years of experience. He was associated with JSB Cement LLP before joining us.	
SouMAR JYOTI TAYE Executive (TS)	Soumar joined the Dibrugarh Office on 12.03.18. He has completed BE-Civil from Assam Engineering College & brings along over 2 years of experience. He was associated with Star Cement Ltd. before joining us.	
ANKIT HARLAKA Manager (Finance & Accounts)	Ankit joined the Guwahati Office on 15.03.18. He has completed MBA - Finance from Sikkim Manipal University & brings along over 11 years of experience. He was associated with Brahmaputra Consortium Ltd., Satyam Ispat (NE) Ltd., Meghalaya Infratech Ltd., Purbanchal Communication Pvt. Ltd. (Prag Channel), Dyna Roof Pvt. Ltd. (SM Group), Dishnet Wireless Ltd. (Aircel) & Industrial Systems LLP etc. before joining us.	

HEAD OFFICE

NAME		PHOTO
KOUSHIK GOSWAMI Executive (MIS)	Kaushik joined the Kolkata Office on 21.03.2018. He is a Graduate and a Diploma degree holder in Computer Application from Himalayan University. He brings along an experience of 6 years in the field of MIS in different industries. He likes to play various sports.	
RUSHA BANERJEE Senior Executive (BDM)	Rusha joined the Kolkata Office on 22.03.2018. She has completed Bachelors in Media Science and PG in Advertising & Marketing Communication from APJ Delhi. She brings along an experience of 2 years in the field of promotional campaign and advertising activities in various industries. She was also a gold medallist in 400m relay race in school days and was awarded various prizes.	