



Impact of GST on the Cement Industry

Much like any other industry under the sun, Goods and Services Tax has highly impacted even the cement industry and we at Max Cement should stay abreast of exactly how it affects us.

As we already know, the Indian cement industry will attract 28% GST resulting in increased costs for the infrastructure sector while the cement industry is expected to get a boost. The question is how GST will affect this projected growth.

Under the VAT system: The tax rates for cement depend on the type of cement, on whether they are supplied in bulk form, in packaged form or whether for industrial or trade purposes. The effective rates including excise and VAT totals up to around 24-25%.

Impact of GST on Raw Material Costs

- Limestone- 5%
- Coal- 5%, lower than the earlier rate of 11.69%
- Cement Bonded Particle Board- 12%.
- Refractory cement, mortars, concrete- 18% tax.

Positive Impact of GST on Cement Industry

Warehousing: The supply chain management of cement will get a boost. Most companies maintain multiple warehouses to avoid CST and state entry taxes. But like other sectors, the cement companies will now start maintaining warehouses in areas where it is most beneficial, leading to operational economies.

Transport Costs: Demand for cement is pan-India making the cost of transporting cement quite high. With GST, the logistics industry is going to be overhauled as well. The transit time will decline as vehicles will spend lesser time at checkpoints leading to lower transportation costs.

Complexity of Tax Structure: Currently, there are multiple excise duties applicable to cement manufacturers. GST will do away with such complexities, with only a fixed rate of 28%.

All these put together may reduce the operating costs for the cement industry in the future.

To conclude, as a result of the emergence of a common national market post GST, the cement industry shall be facing intensified competition not only in their respective states or areas, but on the pan-India level. Thus, to survive in such a market, every cement manufacturer must increase their efficiency in every single aspect.

MR. VINEET AGARWAL, MANAGING DIRECTOR



EDITOR'S SPEAK

Dear all,

First and foremost, I would like to congratulate the entire editorial team on successfully publishing Nishtha's 24th issue and completing its 2nd year anniversary. I am immensely grateful to all those who graciously contributed their materials and inputs for our newsletter and making this 2-year journey a success.

I would also like to say that we have revamped the very look and feel of our newsletter, NISHTHA, as you may have seen already. We have not only given NISHTHA a makeover, but have also incorporated a number of new elements in it to make it more interesting and appealing not only to the members of Max Cement, but also to their families. To do so, we have added a quiz section and poetry section for children, as well as a recipe section for homemakers. We welcome the family members of those working in Max to contribute their recipes, poems etc. and showcase their involvement with this organisation. To contribute your materials or suggestions, refer to the link provided below the image.

Max Cement has made efforts at various organisational levels to

spread awareness regarding cleanliness, health and global warming by conducting myriad events such as the distribution of dustbins to the village Nongsning, celebration of World Environment Day, International Yoga Day as well as a cleanliness drive. This is to reiterate the fact that Max Cement takes its social responsibilities seriously and takes pride in going out of its way to instil the same value in those involved with Max Cement.

Another important issue to be broached here is the repercussion of global warming on monsoons. Lately, greenhouse gases in the atmosphere have been causing rather erratic and extreme monsoons the world over, wherein either rainfall has resulted in unfathomable flooding, or there has been no rainfall at all, leading to droughts. Thus, such a weather pattern is yet another reminder of how important our responsibility grows day by day to prevent further damage to the environment.

To conclude, I would like to wish many many happy returns of the day to all the Max men and women who have their birthdays in the month of July.

MR. NITESH CHAHARIA

"Never stop fighting until you arrive at your destined place - that is, the unique you. Have an aim in life, continuously acquire knowledge, work hard, and have perseverance to realise the great life."

- A. P. J. Abdul Kalam

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



MANIPUR DEALER MEET: A dealer meet was recently organised at Max Cement in Manipur where 3 Max dealers were awarded 4-wheelers for their outstanding performance.



CELEBRATION OF WORLD ENVIRONMENT DAY(WED) ON 5TH JUNE, 2017: World Environment Day (WED) was celebrated at the Max Cement Plant on 5th June, 2017 by hoisting of the Flag by Shri PVSR Dattu, Sr. V P (Operation). Congregation was greeted by Mr. Sanatan Mishra, Executive (Environment) who further encouraged awareness and action in terms of the protection of our environment. All the employees took an oath to save the environment and adopt changes in their behaviour to keep their surroundings clean.



CLEANLINESS DRIVE ON 5TH JUNE, 2017: Cleanliness is a habit, not an act. However, starting a campaign or a drive highlights the issue, builds champions and attracts focus towards the task at hand. This further leads to the internalising and inculcating of cleanliness as a matter of habit and routine. A wonderful cleanliness drive was carried out as an opportunity to participate in and raise awareness regarding the importance of cleanliness in the neighbouring area on the eve of World Environment Day.



CONTRIBUTED DUSTBINS TO VILLAGE NONGSNING: In the perpetuation of the awareness campaign, dustbins were distributed by the Max Cement Plant representatives to the Church, Primary and Secondary Schools and the Community Hall of the village Nongsning in the presence of the Village Head Man, Shri Risby Simply.



MAX PANORAMA

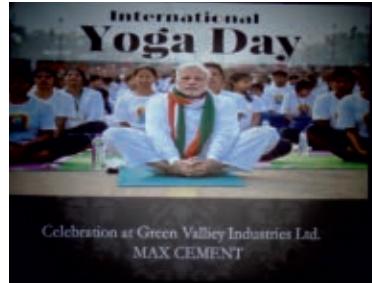


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**MAX
CEMENT**
MAXIMUM KI GUARANTEE



DRAWING COMPETITION THEMED 'SAVE ENVIRONMENT': The sequence of programmes was concluded for the day with a drawing competition on the theme 'SAVE ENVIRONMENT'. All the kids showcased their creativity by drawing attractively with a lot of information. All were appreciated with prizes by Mr. Pawan Joshi on this day.



INTERNATIONAL YOGA DAY ON 21ST JUNE, 2017: Antarashtriya Yoga Divas was celebrated on 21st June in GNAM club where Mr. Sanatan Mishra, Yoga Guru, shared the physical and mental benefits of the spiritual practice of Yoga. Practicing Yoga is an uplifting activity which embodies unity of mind and body; thought and action. All the participants enjoyed the session on Yoga and resolved to practice daily.



TRAINING ON 'ADVANCE EXCEL': In order to maintain an efficient and competitive edge, the HR department conducts frequent training on several topics for overall development of the employees at work at Max Cement. With the aim of bettering the job performance of the individuals, an Advance Excel training was conducted in GNAM club mentored by Mr. Rupesh Mishra. The training was excellently conveyed through word and action to use the advanced features of Excel at work.



DONATED PUBLIC ADDRESS (PA) SYSTEM: Max Cement donated 3 sets of Public Address (PA) systems to the village Lumshnong for ease in conveying messages during village assemblies.

MOVIE SCREENING: A Bollywood movie screening was organised by the HR and Admin team on a Saturday evening for the entertainment of all the employees and their families. Evening snacks were also served for the refreshment of all those present.

PEARLS OF WISDOM

DO IT YOUR WAY

Bhaswati Sarma, Management Trainee

For years, we spend time worrying about the implications of any action we take; "What will they think? Will they like me? What if I am judged in a negative way? Am I good enough?" These thoughts and questions are exactly what prevent us from achieving the kind of success we crave.

In order to get anywhere close to success, one must disconnect from the fear of being "wrong" in the eyes of others and focus on being true to oneself.

To do so, you must steer clear of overly critical or pessimistic people. More importantly, you must decide to refrain from comparing yourself with others to make sure that you do not get swayed by how others execute their job and stop yourself from potentially using their successes as a benchmark for your own. The idea here is to not go with the flow or swim against the tide, but to simply carve your own way.

When you follow your own methods when it comes to doing your work, not only do you get the opportunity to gain clarity and confidence in what you know and believe, but you will also get to be

innovative and will be more proud of your work. Of course, you must always take into consideration the stipulations that you, as a part of an organisation, are meant to conform to, as well as the consequences of your actions.

In most cases, receiving negative feedback is not too fruitful. But even if there are negative reactions, or if criticism shows up down the road, sure, it might hurt a little bit, but you can always hold on to the fact that you have been honest in your endeavour, have been true to yourself and that is really the only thing that matters.

If you are someone who has a strong desire to accomplish some big goals in your life and doing it your way, fear (although it's completely natural to feel) can be one of your biggest roadblocks along the way. Convince yourself to go for it no matter how scary it may seem, as long as the goal is truly in line with your personal priorities and values. In my opinion, it's the best way you can honour yourself and the feelings of success stemming from the accomplishment of those goals are awesome! You can do it! All you need to do is believe in yourself.

Excerpts from an article by Apryl Schlueter



D.O.B	NAME
PLANT	
1st Jul	Modhu Rojack
1st Jul	Punit Chandra Kaushik
1st Jul	Saibok Sutnga
2nd Jul	Narayan Singh Bharia
2nd Jul	Purnna Chandra Jena
2nd Jul	Sanatan Kumar
3rd Jul	Ashok Sinha
4th Jul	Pinu Chakraborty
5th Jul	Bhaiya Bhupendra Singh
5th Jul	Tusharkanta Satapathy
5th Jul	Jai Prakash Badholiya
5th Jul	Biswamohanji Rath
5th Jul	Sibo Prasad Padhy
5th Jul	Sanjoy Das
6th Jul	Amit Kumar
7th Jul	Rupesh Kumar Mishra
8th Jul	Tusarkanta Bhuyan
10th Jul	Krishna Singh Yadav
14th Jul	Krishan Kumar
14th Jul	Ket Bareh
14th Jul	Dreamson Phawa
15th Jul	Mani Kumar Tamang
15th Jul	Biplob Kumar
15th Jul	Krishna Thapa
16th Jul	Shuvankar Bera
20th Jul	Fourty Dhar
22nd Jul	Kampher Biam
25th Jul	Ajay Kumar Singh
26th Jul	Miss. Abikile Sutnga
27th Jul	Nine Siangshai
28th Jul	Bipin Bihari Biswas
31st Jul	Aynal Hoque Choudhary
HEAD OFFICE	
7th Jul	Ramdeb Routh
10th Jul	Tapas Kumar Barik
21st Jul	Aayush Sonthalia
26th Jul	Gagan Jha
30th Jul	Dibyendu Sen
MARKETING	
1st Jul	Hiranya Kumar Nath
1st Jul	Jatin Saikia
3rd Jul	Abhiseak Agarwal
4th Jul	Hireswar Roy
8th Jul	Rupankar Thakur
9th Jul	Akash Deep Bora
11th Jul	Diganta Kalita
18th Jul	Sunny Chetia
31st Jul	Manab Das
31st Jul	Ramendra Nath Sinha



NEW RECRUITS




IN THE MONTH OF JUNE 2017

NAME OF EMPLOYEE	DEPARTMENT	DESIGNATION	D.O.J	PHOTO
MAX CEMENT PLANT				
RIBJEET SINHA	FINANCE & ACCOUNTS	EXECUTIVE	01-06-2017	
NARENDRA KUMAR	QUALITY CONTROL	OFFICER	15-06-2017	
BIJU PAUL	PROCESS	MACHINERY ATTENDANT	17-06-2017	
ANIL KUMAR SINGHA	AUTOMOBILE	MECHANIC	17-06-2017	
SANJOY DAS	FINANCE & ACCOUNTS	SR. MANAGER	26-06-2017	
MAX CEMENT HEAD OFFICE				
SUBHAJEET CHAKRABORTY	BDM	SR. EXECUTIVE	05-06-2017	
MAX CEMENT MARKETING OFFICE				
ANKUSH DAS	MIS	SR. EXECUTIVE	19-06-2017	
TRIDIB SARMA	SALES & MARKETING	EXECUTIVE	26-06-2017	

SWEET KORDOIS RECIPE

Kordois is a traditional Assamese sweet snack which is incredibly easy to make. With a surprisingly simple recipe and a cooking time of merely 30 minutes, you can whip them up at any hour!

Ingredients:

1 cup whole wheat flour, 1 tablespoon vegetable oil, 1/4 teaspoon salt, 1 pinch nigella seeds, 1/2 cup water, vegetable oil for frying

For sugar syrup:

1/4 cup water, 1 cup sugar

Method:

In a bowl, mix the flour, salt and oil, add water and knead into a firm dough. Cover it and set aside for 10 minutes. Make 10 small balls from it. Roll 1 ball with a rolling pin dusted with dry flour and stretch it to 4". Cut straight lines with a knife in the middle up to the edges leaving 1/2" space, making sure not to cut all the way through.

Start rolling it from one end, pinching the ends to bind. Plump the middle portion of the kordois by pushing the ends.

Heat oil in a wok and deep fry the kordoi till crispy and brown on both sides. Drain on a paper towel and set aside. Mix the sugar and water in a thick-bottomed pan over heat. Bring to a boil. Cook on low to medium flame till a little thick. Drop the fried kordois into the syrup slowly. Turn them over very gently, to coat them in the syrup. Remove from syrup, let it cool and enjoy!



BRILLIANT BRAIN TEASERS

1. Two girls were born to the same mother, at the same time, on the same day, in the same month and in the same year and yet somehow they're not twins. Why not?

Answer: Because there was a third girl, which makes them triplets!

2. A is B's brother. C is D's father. E is B's mother. A and D are brothers. How is E related to C?

- a. Sister
- b. Sister-in-law
- c. Niece
- d. Wife

Answer: (d)

3. Q: What gets wetter and wetter the more it dries?

Answer: A towel.

4. What has hands but cannot clap?

Answer: A clock.

5. A boy was rushed to the hospital emergency room. The ER doctor saw the boy and said, "I cannot operate on this boy. He is my son." But the doctor was not the boy's father. How could that be?

Answer: The doctor was his mom.

One Day I'll Be

- James McDonald

Today at school my teacher said,

I wonder what you'll be?

When time has passed and you've grown up,

And the world is yours to see.

Right then and there I stood straight up,

And looked her in the face,

And said with pride and confidence,

I plan to live in space.

Like pirates of so long ago,

My ship will take me far,

Around the moon and back again,

And to a distant star.

So when you talk about the world,

And say it's yours to see,

I believe I'll have the greatest view,

Upon the cosmic sea.

