

NEWS DESK

VCMD MESSAGE

Dear Colleagues,

This month marks the beginning of the festive season and it brings with it the blessings for all.

Commencing with the festival of Eid in the first week, we shall also be celebrating the powers of Vishwakarma in the mid-month and then await Maa Durga as she comes and stays with us till the end of the month.

The month also gives us a chance to remember all our Teachers and Gurus who showed us the path of education and knowledge and above all taught us the most important faith to 'Be Good'.

I wish you and your family, greetings of the season and wish you all the best.

Be Safe. Be Happy.

Regards,
Vineet Agarwal
Managing Director

MR. WISE

"Wise men speak because they have something to say; fools because they have to say something."



AUGUST FIESTA

Max Cement has had a rather eventful month with its multifarious celebrations and festivities kick starting on the 13th of August and continuing for 3 consecutive days.

It started off with the Founder's Day celebration wherein we celebrated the birth anniversary of our founder, Mr. G.N. Agarwal, by means of a plantation drive as well as a free eye check-up camp. It was followed by the celebration of Janmashtami on the 14th of August as well as the Independence Day celebration on the 15th of August.

On the occasion of our 71st Independence Day, we also took the initiative to wish everyone a happy and proud independence by way of our press advertisement. Max Cement also celebrated a hugely successful Ganesh Chaturthi on the 25th of August, which concluded with prasad distribution to a considerably large number of attendees.

EDITOR'S SPEAK

Dear All,

As we enter the month of September, we dive head first into the greatest festive season of the year, starting with Eid, followed by Teacher's Day and Mahalaya, with the month ending with Durga Puja, proving indeed that it is a time for celebrations galore.

Moreover, August has proven to be a highly festive one for Max Cement with the celebration of Founder's Day, Janmashtami, as well as the 71st Independence Day. The heavy rains did not deter the festive spirits of those involved, who took the downpour in their stride and continued the activities with all the more vigour.

To conclude, I would like to wish everyone a very happy Durga Puja in advance as well as many many happy returns of the day to all those who have their birthday in the month of September.

Regards,
Nitesh Chaharia



FOUNDER'S DAY CELEBRATION

TRIBUTE TO LATE SHRI G.N. AGARWAL



Max Cement celebrated the birth anniversary of its Founder Late Shri G. N. Agarwal with an array of activities in its plant premises located at Nongsning Village, East Jaintia Hills, Meghalaya on 13th August in the presence of our Chairman Shri Praveen Agarwal, VCMD Shri Vineet Agarwal and their families. The day-long programme started with a 'Plantation Drive' with a wonderful purpose of spreading greenery across the region, followed by a poetry competition for the children, lighting of the lamp at G. N. Agarwal Memorial Club and addressing of the vision of the Founder to the company employees and workers by the Chairman, VCMD and HODs.

EYE CHECK UP CAMP



Max Cement organised an Eye Check Up Camp at its Sales and Marketing office on 13th August, 2017 on the occasion of Founder's Day (Late G. N. Agarwal) located at Bhangagr, Guwahati. Around 98 masons' and petty contractors' eyes were checked by Dr. Hitesh Das from First Sight Eye Clinic. Free medicines and light refreshments were distributed to the patients.

PLANTATION DRIVE



A Mega Plantation Drive in the Max Cement premises was successfully completed with its motive to protect the environment by planting native trees considering the rich biodiversity of the region. The unit adopted Miyawaki Method of Environment Forest Plantation to plant as many as 10,000 saplings of 59 native species. The target of Miyawaki method of plantation is to plant a 'dense forest' for environmental protection instead of just 'planting trees'.



FOUNDER'S DAY CELEBRATION

POEM RECITATION COMPETITION FOR KIDS



A poem recitation competition was organised for the children of the MAX Family on the Founder's Day wherein they recited poems marvelously and all of them, including the winners of the competition, were appreciated for their performance.

SUNDAR KAND PATH AT TEMPLE



On the Founder's Day in the evening, Sundar Kand Path was organised at the temple which was followed by Aarti and Prasad distribution.

BHANDARA FOR ALL THE EMPLOYEES



On Founder's Day, Bhandara was also arranged for 500 people where all were served with delicious food and sweets.

EXPANSION INITIATIVE FOR PRIMARY SCHOOLS AT VILLAGE NONGSNING



In the continuation of Founder's day celebration, an expansion project was inaugurated for Govt. L P School by the Chairman and VCMD aimed to ease the transformation of education for the children of the Village Nongsning with proper class room facilities. On the day, The Chairman and VCMD met with the village headman, Secretary, School Principal and other respected people of the village to discuss and resolve the problem faced in educating the children of the village. They also met with the students and distributed chocolates, pens and notebooks amongst them.



JANMASHTAMI CELEBRATION AND DAHI HANDI COMPETITION



Krishna Janmashtami was celebrated at the plant on 14th August, 2017. On this occasion, a Dahi Handi competition was organised in front of the guest house in which 11 teams comprising of 9 members each participated from the entire plant. The contractor's team KAR ENTERPRISE won the first prize for breaking the Dahi Handi in 11.88 seconds, followed by Security Team in 16.53 seconds and Admin Team in 19.39 seconds. A great crowd witnessed the competition and enjoyed by participating and supporting their teams.

BHAJAN SANDHYA



On 14th August, 2017, Bhajan Sandhya marked the melodious evening to traverse into Lord Krishna's reminiscence and praise his omnipresent existence.

INDEPENDENCE DAY CELEBRATION



On August 15, 2017, Max Cement celebrated the 71st Anniversary of Independence Day in front of the Administration Building commencing with flag hoisting by the respected Chairman, Shri Praveen Agarwal with salutation by GVIL guards and followed by the singing of the National Anthem.

INDEPENDENCE DAY AWARD CEREMONY



The event continued with a speech on Independence Day by our respected VCMD, Shri Vineet Agarwal. On this occasion, the Annual games winners for Cricket, Badminton and Ludo were awarded for their fabulous performance. The programme continued and the best attendees were awarded on the occasion. GVIL guards were awarded by our VCMD; he also awarded the most hardworking employee of MAX family.

GANESHA CHATURTHI CELEBRATION



Ganesh Chaturthi was celebrated with full enthusiasm on 25th August, 2017 in the Max cement plant premises in order to commemorate Lord Ganpati's birthday. The idol of Lord Ganesha was inaugurated and worshipped in a beautifully decorated pandal. The puja programme started at 11.30 AM and was participated by family members of the employees. Everyone came together to worship the almighty and created a spiritual moment. On Sunday, the idol of Lord Ganesha was immersed in the Sonapur River with the hope of prosperity and happiness for the year ahead.

PETTY CONTRACTOR MEET



A petty contractor meet was successfully organised on 30.08.2017 at Hotel Shoolin Grand, Rukmini Gaon, Kamrup. The event started with the lighting of the lamp by Mr. Ramendra Nath Sinha (President, Sales & Marketing), Mr. Joydeep Sarkar (AGM- Sales & Marketing), Mr. Atul Dutta (AGM- Technical), Mr. Navin Surana (ASM), Mr. Jugal Barman (Asst. Manager- Technical), Mr. Vikash Maheswari (MIS Manager). Gala Night and dinner were arranged for the invitees and gifts were distributed to the 35 petty contractors as well, to conclude the event.

6 EASY TIPS TO MAKE EXERCISE A HABIT

By Mr. Pawan Singh

Studies show that regular physical activity is associated with better physical and psychological outcomes. The range of benefits which exercising bring, is wide: from the improvement of health, sleep patterns, mood states and energy levels to the elimination of the signs of anxiety, stress and depression.

However, sometimes we find it difficult to workout regularly and the number of training days gradually decrease. It leads to the sense of guilt, the state of hopelessness and the abandonment of the exercises. Nevertheless, it is possible to avoid it.

How to Turn Exercise into a Habit that Sticks?

Scientists prove that useful habits are formed consciously. So, define your goals, needs, make up a clear plan and make exercise a habit by following these tips.

1. Choose Pleasant Activities

Go for activities which bring you joy and at the same time keep you fit. Even if certain exercises are highly effective but you feel clumsy during the session, throw them aside. An exercise as a habit is about your comfort. Choose a useful activity and combine it with things you love: favourite music, amusing podcasts, etc.

2. Make Exercise Your Top Priority

Train every single day and build momentum gradually. If you want to achieve results, start small and make exercises non-negotiable. Otherwise, a wrong approach causes stress. Of course, people, who work out five times a week, do cardio for 1 hour, whose bench press is more than 100 kgs are your role models. But you must always move on your own path in accordance with your current level of athleticism. It's good if you have ambitions, but don't finish your workout on the ground in a breathless heap.

3. Review Activities and Track Progress

The habit implies monitoring of current activities and progress. Always check things which are significant to you- it is useful and motivational. After you've reached some goals, you are motivated to strive for bigger accomplishments.

4. Opt Variety and Celebrate Victories

Even if you do things which you love permanently, it can knock you off the track. So you should mix up different activities. Have you spent 2 hours in the gym? Then walk or run in picturesque places the next day or select swimming, running, fitness classes or dancing to keep yourself entertained.

5. Be Accountable

You are unlikely to skip the training if you are committed to someone. You can let yourself off, but when another person counts on you, you can't let him down. Moreover, studies show that the workout intensity and duration is increased by 200 percent if you train with a friend.

6. Achievable Goals

If you set lofty goals, or concentrate on the result over the process, then you'll give up. Because if you don't reach your goals, then you end up being hopeless and apathetic. Pay more attention to the realistic process; you should be able to manage it.

Don't overdo the exercise. You can create a minimum standard, which you are willing to do daily. Pick the exercises, which are easy to do every day, which give you a burst of energy but don't do them too intensively. If you go to extremes and push yourself to the maximum, then it may break your habit.

Hence, making the exercise a habit is challenging and it won't happen overnight. But if you manage to exercise on a daily basis, then it will lead to many good things. Your lifestyle, the attitude towards life will be changed and you'll obtain a positive mindset.



D.O.B	NAME
PLANT	
2ND SEP	GURAJALA JEEVAN
3RD SEP	PRADEEP KUMAR DUBEY
4TH SEP	DEBINA J. SANGMA
5TH SEP	MRS. WITYBORN PALA
7TH SEP	PALASH MODAK
11TH SEP	ANIMESH MANI
14TH SEP	DIMBESWAR BASUMATARY
16TH SEP	SOSANIM HASTING BAMON
19TH SEP	LEKH RAJ SINGH
21ST SEP	TUKLU DAS
22ND SEP	HANDA KAJUH PALA
27TH SEP	ABUL HUSSAIN BARBHUIYA
30TH SEP	ESTAR SHYLLA
GUWAHATI	
1ST SEP	PINKU DUTTA
6TH SEP	HIRAK KALITA
14TH SEP	MANJEET DAS
18TH SEP	BISWAJIT TANTI
20TH SEP	ABHIJIT GHOSH
24TH SEP	LALRAMMAWIA HMAR



9 STEPS TO PLANTING A TREE (AND SAVING A BUCK)

By Rupesh Mishra

While there are reasons why trees are good for the planet, there are more self-serving reasons to plant them as well: they can save your money. Strategically planted trees can block out solar heat gain and keep your home cooler. Planting trees on the west and east sides of your house can reduce air-conditioning costs by as much as 20 percent. In winter, evergreens can create windbreaks, which can cut heating bills by as much as 30 percent. There's never been a better time to grab a shovel and get planting. Here's what to do if you're transplanting a sapling tree from a nursery, as opposed to starting with seeds, in nine easy steps.

1. DETERMINE THE PLANTING SITE.
2. MARK THE PLANTING LOCATION.
3. MEASURE THE HEIGHT OF THE ROOT BALL.
4. DIG THE HOLE.
5. MEASURE THE HOLE DEPTH.
6. SET THE TREE INTO THE HOLE.
7. PREP THE ROOT BALL.
8. BACKFILL THE HOLE.
9. WATER REGULARLY OR DRIP-IRRIGATE.

RHYMES AND REASONS

ग़ज़ल

हाथों में खंजर मुँह में मिठास रखते हैं ।
आँखों में अपनी सागर की प्यास रखते हैं ॥

सिलसिला प्यार का मत तोड़ यूँ रे बेवफ़ा ।
शहादत के लिए उजला लिबास रखते हैं ॥

अँधेरी रात के आलम में बनकर जुगनू ।
जलाकर आप को अक्सर उजास रखते हैं ॥

ख्वाहिशें दफ़्न कर दिल को बनाया कब्र, पर ।
लबों के दरमियाँ बज्मों की हास रखते हैं ॥

सिलसिला टूटने ना देंगे है अवध की कसम ।
सभी के घरों में हम शेखर सुभाष रखते हैं ॥

– अवधेश कुमार 'अवध'

Have a Memorable Durga Puja



Max wishes you a
Happy Vishwakarma Puja

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 AND MARKETING

NAME		PHOTO
ROSY LALPIANFELI (EXECUTIVE - SALES)	After passing Higher Secondary from MICE, Mizoram, Rosy completed her graduation in Arts, securing a 2nd division from Indira Gandhi National Open University at Mizoram. She harbours a passion for teaching students in her leisure time. She is also an ardent follower of sports and partakes in Badminton tournaments occasionally.	
TRIPLESON WELL NONGTDU (MT - TECHNO SALES)	He pursued his B.Tech in Civil Engineering and bagged a 1st division from SRM University, Chennai, after Higher Secondary from St. John's Higher Secondary School. He possesses keen interest in concrete technology, highway engineering, etc. The Shillong resident, also passionate about playing guitar, football and cooking, once partook in a National Level workshop on Pre-stressed Concrete Post Tensioning System.	
JOYDEEP SARKAR (AGM)	The Guwahati University commerce graduate is passionate about the marketing sector, thus completing his postgraduation in Marketing from Institute of Marketing & Management in New Delhi. He is a dynamic marketing personnel with an aptitude for research and business which he effectively uses to analyse the market segment, product potential, promotion, marketing as well as networking. It is needless to mention that he has received much accolades for accomplishing highest growth in terms of volume sales in his career in the eastern region as well as the central region.	

We would also like to wish the following new recruits at the Max Plant the best of luck for their future endeavours in our organisation.

PLANT

NAME OF EMPLOYEE	DEPT	DESIGNATION	D.O.J	PHOTO
Pranjit Boro	Automobile	Excavator Operator	01-08-2017	
Umakant Kohar	Elect. & Instr.	Jr. Technician	22-08-2017	
Shailesh Shambhunath Tiwari	HR & IR	Executive	16-08-2017	
Saurabh Pratap Mishra	Info Tech.	Asst. Engineer	16-08-2017	
Sujan Sinha	Finance & Accounts	Executive	07-08-2017	