

## NEWS DESK

### VCMD MESSAGE

Dear Maxian

I feel delighted to inform you that NISHTHA is now 36 months old, an amazing milestone. Over the years NISHTHA has become a wonderful platform for exchange of ideas, our groups' marketing events and various activity towards society. Each of these contributions go a long way to inspire us and build stronger bonds in MAX family. What's even more satisfying to me is the way most of you have embraced it as an outlet for your enriched thoughts and creativity. However, I would still urge more of you to contribute generously to NISHTHA.

This milestone also calls for a huge round of applause for the Editing Team, who have worked relentlessly to ensure high quality journal for our reading pleasure over the years.

Among other delightful news was achievement of a young sportsperson from Assam, Hima Das who became the first Indian track athlete to hold a global title on winning the Gold medal at the World U-20 Championships 2018 at Tampere, Finland, in Women's 400m with a time of 51.46 seconds. Born to a poor farmer, she has made entire North East and India proud of her success. Hima Das has shown us how much world class talent and commitment is there in hinterland of our North East, they just need the right platform to shine. This is what the belief of our founder Late Shri GN Agarwal was, when he set out to establish Max Cement with vision to have the highest quality cement. I congratulate her and wish her more success.

With best wishes,

Regards,  
Vineet Agarwal



### EDITOR'S SPEAK

Dear All,

It gives me immense pleasure to present the 37th Issue of Nishtha and I offer my congratulations to my entire Editorial Team for this success. I will also like to thank all my readers and contributors for their articles and valuable suggestions.

'Nishtha' was the brain child of Mr. Vineet Agarwal which was further brought into shape in the form of an internal Newsletter on 1st August 2015. "Nishtha" as the word itself signifies "endless devotion", we the Editorial Team are also committed towards our organization to share and publish information in the form of Newsletter and hence employees at all locations stay connected about the happenings of the organization.

We also endeavor to identify Employee Talent by encouraging all to share their write-ups, accomplishment and publish the same in their name. To make it handy we have incorporated a copy of each month's Newsletter in our official website [www.maxcement.co.in](http://www.maxcement.co.in) under Career section with heading "Life at Max".

I would also like to thank Mr. Rajiv Soni and Mr. Amitabh Babbar for sharing their thoughts in this 37th edition as an exclusive write-up in "Pearls of Wisdom" section. In this journey of 3 years as an Editor, I must thank all my Editorial Team including Rupesh Mishra and Vikash Mishra from plant, Suvrajit Neogi and Kaushik Roy from Guwahati as the compilation would not have been possible without their support.

We are constantly trying to improve upon our content and information published in the Newsletter and would be looking forward for your support and feedback to reach more number of readers.

Regards,  
Nitesh Chaharia

Take every chance.  
Drop every fear.



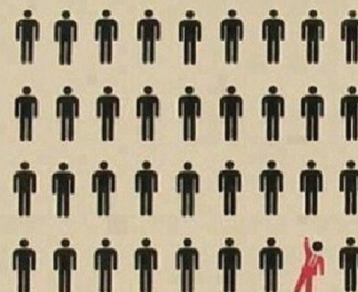
## PEARLS OF WISDOM

"Complement, don't compete" The strength of every team lies in its ability to overcome individual weakness with collective strength of the team. When we are working in a team, we should always try to become the strength of each other and never capitalize on the weakness of the other. The competitive spirit is good as long as it is healthy. However, if you make it your personal agenda to defeat someone, then the competition takes an ugly turn. When working in a team, always try to complement your team members and complete them. The greater the camaraderie in the team, the better the team performs. Each team member should have his individual goal but at the same time they should also contribute to the single collective goal of the team. The true skills of the leader of team is that he should align the team goal with the individual goals of team members in such a way that every team member should connect with bigger goal. He should feel passionate about the goal and take it upon himself to achieve it.

Regards

Abhijit Roy

Corporate Head Office  
Kolkata



**Be Yourself.**

The other day while talking to students of a management college, I was asked which product is the most difficult to make into a brand. Assuming that the young lady meant the word "product" as in consumer durables, consumer goods and services I pointed out that the most difficult brand to make is the brand "Me".

Making yourself a brand in the eyes of others in the society is a big challenge as even though you are not selling yourself to them you are still under the microscope of Perception.

Are you a Helpful Neighbor, a Dependable Colleague, an Upright Citizen, a Model Parent, an Efficient Boss or simply a Great Human being?

These depend on your behavior and interactions with others at all times.

Building yourself as a Role Model is difficult as one perceives you from their interaction in the past with someone who looks like you. Let me explain:

Have you met anyone in your life that created no problems for you and just you don't like that person?

Have you met anyone in your life that has created problems for you and yet you are willing to forgive?

The answer is usually Yes and the reason is that you associate the physical appearance of both to someone earlier in your life that was either bad or good towards you.

The task of keeping all happy at all times, the art of saying No without annoying others, the ability to get along well with Seniors and Juniors and the world outside will mould you into a Brand.

Good Communication and, even better, good listening helps to do climb this tall mountain but it is a slow and steady ascent to the top. Standing for your values, living your principles without compromise of integrity is and will always be a challenge. But if you can dream it-you can do it.

Be a Brand but be Yourself too.

Rajiv Soni



## PEARLS OF WISDOM

### Time for the Big Leap

I have had the pleasure of being associated with Green Valliey Industries for over 4 years now. And I have seen how we have moved from being small price player to being a brand respected not just by the sellers, but even by the competition. And this is no mean feat. We are counted amongst the top 3 brands in NE. We might not have succeeded yet in creating the best of the cultures, but it is good enough that more than 50% who leave us, want to come back & work with us again.

The Cement industry in India is growing @ 7% and this is even higher for NE considering the scope of already declared infrastructure project. The cement sector will gain highly from this. But the moot question is —

#### Are we prepared to capitalize on this opportunity?

The manufacturing team needs to squeeze every ton out of the plant — there has to be a mad focus on improving productivity of machines, process & people.

The marketing team has to increase its distribution reach with focus on adding big industry dealers, retaining the existing network while building connect with the influencer community. My experience of working with other big brands in the industry in India says the formula is to do few things — but do them better than everybody-else in the industry.

Every penny has to give its worth.

And while we work hard, we may have to re-look our approach to the way we work.

We need to create budgets — budgets to fail! Do not misread this as acceptance of failure, but moving out of our comfort zone to innovate — try new things, new ways of working that we have never done before. Encourage our team members to take risks to beat the norms and achieve new heights. And more importantly, to not to beat them down when they fail, but help them learn from this failure. Research says that if we can create this culture of risk taking, we can improve our business performance by over 30%. Any new approach, new way of working — needs to be celebrated.

Who do we hold ourselves accountable & answerable to? Do we work to make our bosses happy — manage my boss or we do what is right for the business. We are often confused while answering — “What should I do” — what is best for the organization or what is best for me? While our social face will pick the answer as organization, the reality of life is that we always pick “Our Interest” over everything else. And this is the truth of life- that’s the way God has made us. What needs to be examined though is do we really know what’s in our best interest — best for our future. We need to religiously ask ourselves few big questions every month —

- What have I done to add value to my CV?
- What skill have I learnt that shall help me take the next leap in my career?
- Am I giving my best everyday

We create our destiny — every day with every deed. Let’s be mean for the next 1 year. Let us think only about ourselves & excel in everything we do. Let everybody around us stand up and appreciate us for how capable we are — the difference we are making at our work place. As Baba Ranchordas had once said in a famous movie — “Kaabil Bano, paisa apne aap peechhe-peechhe aayega.”

Regards  
Amitabh Babbar  
Performance Catalyst





## MAX PANORAMA

### Quarterly Sales meet, Guwahati

Quarterly Sales meet was organized at Hotel Gateway Grandeur on 3rd & 4th July'18 where all the Sales Executives, ASM & AGM along with the Technical & Branding team were present.



### Max sponsored Football match Superintendent of Police team Vs PTS, Shilong



The tournament was organized by the Government of Meghalaya Police department. Its a 9 day football tournament starting from 20th July'18 to 28th July'18. MAX Cement sponsored logo on the football jersey.



## MAX PANORAMA

### Live projector telecast of FIFA world cup final 2018, Plant

The live telecast of FIFA World Cup Final 2018 between France and Croatia was screened at Max Plant, G N Agarwal Memorial Club. Employees gathered in large numbers to enjoy the thrilling final match accompanied with tea and snacks.



### Movie show and Dinner Programme, Plant

"RAAZI" movie was screened at our G N Agarwal Memorial Club on 22nd July 2018. Many people with their families came over at the club and the atmosphere of the hall was great as people cherished each moment of the movie. The movie outing was rounded off by some tasty Pav Bhaji which people thoroughly liked.





## PEARLS OF WISDOM

### Diabetes Part II

A popular misconception about diabetes is that it is caused by eating too many sugary foods. While sweets can and do affect your blood sugar, they do not cause you to develop diabetes. However, when you have diabetes, you must carefully monitor your carbohydrate intake.

Sugar consumption will not directly cause diabetes. However, excess sugar consumption can cause weight gain. Obesity increases the risk of diabetes. Once a person has diabetes, eating too much sugar can make symptoms worse, since diabetes makes it more difficult for the body to manage blood sugar levels.

The recommended sugar intake for adult women is 22 grams of sugar per day, for adult men, it's 36 grams daily, and for children, it's 12 grams a day. Over time, consistently taking in more sugar will lead to insulin resistance disease, otherwise known as diabetes.

For many people with diabetes, eating too much, and especially eating too much carbohydrates and sugar, makes them feel very tired after the meal. Feeling tired and lack of energy are common symptoms of hyperglycaemia, or high-blood sugar levels.

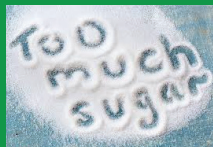
Eat less rice overall for best blood sugar control. Replacing all white rice with brown rice is a good idea - reduces diabetes risk by 16%. Eating less rice overall is best - replacing rice with other grains reduces diabetes risk by 36%.

Why white rice may impact diabetes risk isn't clear, but it may have to do with the food's high score on the glycaemic index (GI) — a measurement of how foods affect blood sugar levels — meaning that it can cause spikes in blood sugar.

Wholegrain Basmati rice has the lowest GI (glycaemic index) of all rice types, which means once digested it releases its energy slowly keeping blood sugar levels more stable, which is a crucial part of diabetes management.

If you have diabetes, you should only eat small amounts of starchy foods, such as bread, potatoes and pasta. Fact: Starchy foods can be part of a healthy meal plan, but portion size is the key.

Bread, pasta, rice, and potatoes are all sources of carbohydrates. The American Diabetes Association suggest a target of about 45-60 grams of carbohydrate per meal. ... Eating fiber helps to minimize spikes in blood sugar and it is recommended that people with diabetes eat between 20-35 grams of fiber per day.



Banana Contain Fiber, Which May Reduce Blood Sugar Spikes. In addition to starch and sugar, a medium-sized banana contains 3 grams of fiber. Everyone, including diabetics, should eat adequate amounts of dietary fiber due to its potential health benefits



Fruits with a low glycaemic index (GI value of 55 or less) are always the recommended safe choice which help to regulate blood sugar levels better. Good examples of low-GI fruit are apples, pears, oranges, peaches, plums and strawberries



Sweet Potatoes for Fiber. When it comes to diabetes-friendly foods, not all potatoes are created equal. ... When boiled, they are a low glycemic index (GI) food, meaning they won't spike your blood sugar as much as regular potatoes as they contain mainly slow-release carbs



**Dr.R.K.Das**

Manager Health Service  
GVIL, Meghalaya

### संकल्प

निज बाहु पर करके भरोसा नाव खेना है ।  
संकल्प को हर हाल में अंजाम देना है ।  
चाहे पवन गर रोकना मिलकर समन्दर से -  
बनकर अगस्त्य सिन्धु को भी सोख लेना है ॥

बादल गिराकर बिजुलियाँ हमसे न टकराये ।  
सूरज हृदय के जोश से बेनूर हो जाये ।  
गर हौसला दिल में भरा हो लक्ष्य पाने का -  
बनराज भी झुककर वनों में राह दिखलाये ॥

ज्वालामुखी की आग सीने में भरो वीरों ।  
दुखियों के दारुण क्लेश को हँसकर हरो वीरों ।  
सद्कर्म का दामन कभी ना छूटने पाये -  
हर स्वप्न को साकार साहस से करो वीरों ॥

अवधेश कुमार अवध



## EMPLOYEE BIRTHDAYS

NAME	D.O.B
<b>PLANT</b>	
SAMIJUR RAHMAN LASKAR	01 Aug
SUNIL GOYARY	03 Aug
BRAHM NARAYAN SINGH	03 Aug
SHISHA SUTNGA	03 Aug
SURESH SINHA	05 Aug
EVERTHELASROY SIANGSHAI	05 Aug
HOMPHRI SUJA	05 Aug
KOLBIN MUKSOR	06 Aug
KIKAYANGER L	08 Aug
SHUKLAL BELDAR	10 Aug
SUMON RAI	10 Aug
PUSHRAJ SINGH	10 Aug
CHANDAN PADHY	11 Aug
SKHEMLANG DKHAR	11 Aug
PRAKASH BASFORE	14 Aug
BHAGIRATHI DAS	15 Aug
DEGADHARI SINGH	16 Aug
ABHIJIT SINGHA	17 Aug
SANJEEV KUMAR SINGH	18 Aug
JAGRU MAHATO	18 Aug
TARUN DEBNATH	19 Aug
BIPLAB SINHA	20 Aug
GOPAL NATH	21 Aug
RISHABH DWIVEDI	22 Aug
NITUL CH. NATH	30 Aug
NURUL HOQUE LASKAR	31 Aug

NAME	D.O.B
<b>GUWAHATI OFFICE</b>	
AMIT KUMAR SINGH	02-Aug
KAMAL UDDIN	03-Aug
NIVAMONI DAS	09-Aug
PADAM RAJ SHARMA	23-Aug
IKBAL ASIF RAHMAN	24-Aug
NAVIN SURANA	24-Aug
RONI DEB	24-Aug
ABHIJIT NATH	25-Aug

NAME	D.O.B
<b>KOLKATA OFFICE</b>	
TRIDIB SHARMA	01 Aug
SIBAJI MITRA	24 Aug
SUNDEEP CHANDRA DAS	27 Aug
SRABANI SINHA	04 Aug
ABHIJIT ROY	08 Aug
PUSHRAJ SINGH	10 Aug

★ **HAPPY** ★  
**BIRTHDAY!**



## NEW RECRUITS

### 7 SIMPLE WAYS TO MAKE POSITIVITY A HABIT

Want to live a happier life each day? If so, you need to make positivity a habit first. A happy life is nothing without a positive attitude and I believe everyone can learn how to grow spiritually, emotionally and mentally, build their inner strength, and learn how to be happier, if they develop a positive attitude and learn how to live life with energy and enthusiasm. Having a positive attitude will bring you plenty of amazing benefits: you will increase your self-confidence, you will eliminate stress, anxiety and depression, which means you will be healthier. Winston Churchill once said, "Success consists of going from failure to failure without loss of enthusiasm." Don't be afraid of failure, all successful people fail every now and then and their failures help them become even more successful. Read on to find out a few simple ways to make positivity a habit.

#### 1. Be grateful

It's important to be grateful for all the little things you have in life. You might not have a lot of money, but you might have a family, children, friends, work and freedom, so be thankful for them. You should also be grateful for your health. When we feel down, we complain about life and forget about the most important things we need to be thankful for. One of the best ways to make positivity a habit is to make time to practice gratitude.

#### 2. Read inspirational books

If you are fond of reading, try to read books that will inspire you and help you be more positive. If reading a book isn't your cup of tea, try to read some inspirational articles or blogs. There are tons of wonderful articles that can help you to make positivity a habit, so just start reading. Make a habit out of reading several pages of a book or one article that inspires you daily and you will act and think more positively, I promise.

#### 3. Write down at least one positive thing about each day

I will not believe if you say that there's no positive moment in your day. No matter how hard your day is, there's always something good around the corner. Write down at least one positive thing about each day and you will see that it's not difficult to be positive. Next time you feel down, write down all the positive things about the day, and your mood will boost in no time.

#### 4. Start small

It's so easy to feel overwhelmed when trying to make positivity a habit. If you find yourself feeling discouraged, start small. It's an effective way to incorporate a new habit into your everyday life. You can't learn to think positively overnight, so have patience and take small steps towards your goal.

#### 5. Avoid negative people

When you are surrounded by negative people, it's hard to think positively. Try to spend more time with positive people and admire their positivity. Positive people will offer you the support you need to reach your goals and they will help you to make positivity a habit. By avoiding negative people, you're not only saving your sanity and energy, but also allowing more positive people into your life.

#### 6. Use reminders

Write down on small pieces of paper the quotes that inspire you and remind you to be more positive, and stick or place them somewhere you'll be able to see them every day, for instance, on your mirror or near your bedside. This way, those positive and inspirational quotes will be the first thing you will see in the morning and they will help you to stay more positive during the day.

#### 7. Meditate each day

Meditation is very beneficial for your body and mind and it's one of the most effective ways to make positivity a habit. I know it sounds strange, but try to meditate for at least 15 minutes each day and you will see the results. Meditation actually betters positive thinking. If you practice it daily, you will be able to focus on those small but beautiful things in your life and you will be more positive and much happier no matter what.

You might think that you have a lot of problems and it's impossible to think positively, however, it's vital to learn how to be more positive to make your life brighter as well as to stay healthy. Do you think positively on a daily basis?

Regards  
Pawan Sing  
Max Cement  
Sr. Manager. Mechanical

### 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.

#### KOLKATA

NAME OF EMPLOYEE	DEPT	DESIGNATION	D.O.J	PHOTO
ANANYA MUKHERJEE	BUSINESS DEVELOPMENT MANAGEMENT	TRAINEE	09-07-2018	

#### SHILONG

NAME OF EMPLOYEE	DEPT	DESIGNATION	D.O.J	PHOTO
DEBOJIT BARUA	MARKETING & SALES	EXECUTIVE SALES	23-07-2018	