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COLLECTION OF
NISHA

CHIEF EDITOR: NITESH CHAHARIA

DEPUTY EDITORS: RUPESH MISHRA
ANIK BOSE, KAUSHIK ROY

FROM THE DESK OF VCMD

KRIYA AND KARMA

How often we hear the expression "His Karma is bad" What does it mean? Does it mean anything at all?

Many Sages have written on the topic and the different types of Karma. Kriya and Karma were best defined recently by a doctor who citing from the Bhagwat Gita, explained that the whole activity of Life is based on Kriya and Karma. Kriya is something that we do on a daily basis. It is done in order to survive and is followed by all living creatures. Our daily work to sustain our families in order to pay for our daily needs are all acts of Kriya. This will include acts such as maintaining relationships at work and home as these are also forms of sustenance of life. These acts help us to achieve our targets of life and thus come under Kriya. It does not amount to being Karma.

Karma emanates from our actions in our daily work that go beyond without the thought of reward or return. Karma is when an act is done with the purpose of being selfless or is being done without any return or remuneration in mind. Very often we have the mistaken notion that all doctors are doing acts of Karma when they practice. This is not correct. When doctors perform their due duties, they are performing the act of Kriya. Doctors too, like other professionals, have opted to choose a career as engineers, architects, business persons chose their career and profession. In every field the Karma happens when these professionals act across their call of duty and work selflessly.

In the recent times we have seen many acts of Karma being performed not only by the medical profession but also by its allied services, by Help Groups and Corporates who have all contributed beyond the call of duty. Helping others, being a better team person at work, being kind and sympathetic are little acts of Karma. Maxians have also done their acts of Karma in the Pandemic and we are proud of this fact and are confident that our Max Family will continue to help selflessly.

The challenging times of sales during monsoons are at hand, coupled with the pandemic which means our production, distribution and sales challenges remain. I am confident that these lean months will also be met with success last year under similar circumstances. Though cases seem to be on a decline I ask you all to remain careful, as ever, and ensure to take all precautions for the safety of yourself as well as your colleagues. I am sure that you have arranged for vaccinations for yourself and for your Family.

I wish you all a safe and successful month.

With Best Wishes
VCMD



EDITOR'S SPEAK

Hello Maxians!

It brings great honour to meet you all in this Platform.

As we get used to this new norm of meeting one another virtually, surprisingly, we had been doing so ever since the NISHA was launched. This is an example to stop, BREATHE and take a look around us. We should be grateful for all that we have.

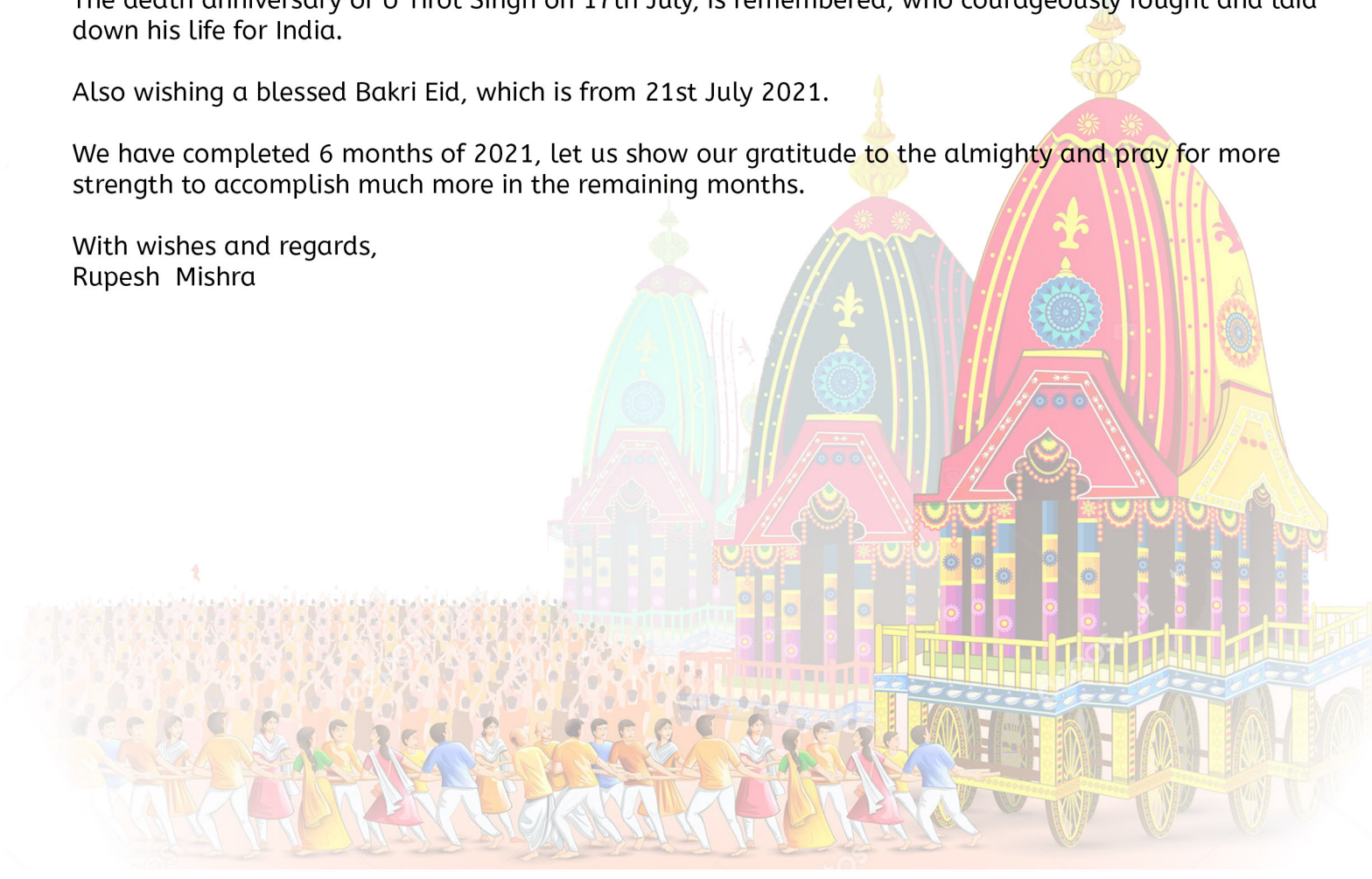
2021 had also been very rough, but with the love and support from everyone, seniors, colleagues, family members and the prayers of the ones around us, we have made this far.

As we celebrate “the Festival of Chariot”, RATHA YATRA, which is on July 12, 2021, let us take necessary precautionary measures and remember the importance of it during the Covid times, wherein the importance of “Tulsi” plays an integral part in curing diseases and keeping our body strong. The death anniversary of U Tirot Singh on 17th July, is remembered, who courageously fought and laid down his life for India.

Also wishing a blessed Bakri Eid, which is from 21st July 2021.

We have completed 6 months of 2021, let us show our gratitude to the almighty and pray for more strength to accomplish much more in the remaining months.

With wishes and regards,
Rupesh Mishra

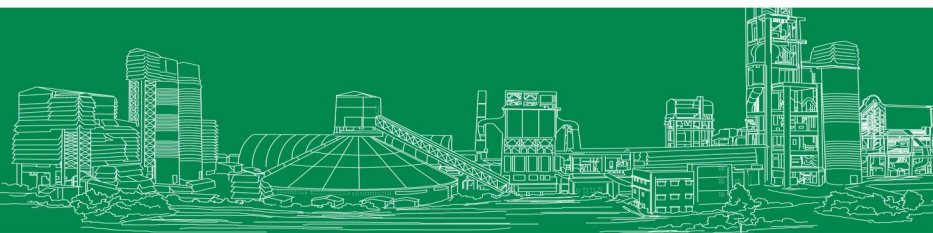




MAX PANORAMA

With its philosophy of care for the employees, Max Cement upgraded its emergency vehicle service with a brand new Max Ambulance. This is totally equipped with all the latest essentials that is needed in time of emergency. The ambulance facility is available to all the employees and residents at Max Plant and it's colonies. This is part of the employee and community service meted out by the company.





MAX CREATIVE CORNER

RATH YATRA: THE LEGEND BEHIND WORLD'S LARGEST CHARIOT FESTIVAL

One of India's biggest religious festivals, the Jagannath Puri Rath Yatra, gets under way on this month. The festival is unique as the three Hindu gods are taken out of their temples in a colourful procession to meet their devotees.

WHAT MAKES IT SO INTERESTING?

This is the only festival in the world where deities are taken out of temples to travel to devotees, and it is also the largest chariot procession in the world. Millions of people come to watch as a "king" sweeps the road with a golden mop and three massive 18-wheeled chariots bearing the sibling deities make their way through massive crowds. Their chariots, which are mini architectural marvels, are constructed over 42 days from over 4,000 pieces of wood by the only family that has the hereditary rights to make them.

Legend says it always rains on the day of the procession. For a whole week before, the temple doors are shut and no one is allowed inside, because it is believed that the sibling deities have a fever after bathing in the sun with 108 pitchers of water. The breaking of their fever calls for a change of scene, which is why they go to their aunt's home for a few days.

The size, pomp and splendour of this procession has even contributed a word to the English dictionary: Juggernaut.

Unlike the ornate, carefully crafted metal idols everywhere else, these three deities are fashioned from wood, cloth and resin. They are malformed with large heads and no arms: reminders of the legend of an impatient King.

The legend begins in different ways.

One speaks of an arrogant Indrayumna, King of Puri in the east, who tried to steal the Hindu god Krishna's heart. It had been immersed in the legendary Dwarka sea after his cremation and had reappeared to the tribes people of the place as an idol. When Indrayumna tried to claim its possession, the idol disappeared. The repentant king sought absolution from Krishna by sanctifying him in another form.



At the end of the festival, the chariots are dismantled and their wood is used as fuel in the temple kitchens - believed to be the largest in the world that cook 56 things every day and feed anywhere between 2,000 to nearly 200,000 people. The elephants are returned to the lands managed by the temple trusts to roam free - until the procession the following year.



Another speaks of how Krishna's grief-struck siblings - his elder brother Balabhadra and younger sister Subhadra - rushed into the Dwarka sea carrying his half-cremated body. At the same moment, King Indrayumna dreamed that Krishna's body had floated back up on his shores as a log.

The two legends merge here: Indrayumna decided to build a temple to house the log. His next task was to find someone to craft the idols from it. Legends say that Vishwakarma, God's own architect, arrived as an old carpenter. He agreed to carve the idols, but on the condition that he was not to be disturbed. However, when he did not emerge from his workshop for weeks, going without food, water or rest, a worried and impatient King threw the door open.

At the time the images were only half-finished, but the carpenter disappeared. Still, believing the idols to be made from the very body of God, the King sanctified them and placed them in the temple.

When the deities disintegrate, they are remade in the same half-done image with new wood every 12 years. They were last remade in 2015.



MAX CREATIVE CORNER

INTERESTING MANGO FACTS EVEN THE NON MANGO LOVERS WOULD ENJOY!

The summers are here, or should we say the season of mangoes is here. Much like all the legendary things around the world, it is only when you have had a bite of the pulpy wonder can you understand the great hype surrounding it.

Indians love their mangoes. And, the love is not only rooted in the fact that mangoes could possibly be one of the oldest fruits cultivated in the subcontinent. There are so many more reasons, why the 'king of fruits' has enjoyed such a massive fan following across all ages, class and various other social barriers.

Here are some fascinating facts about mangoes that every foodie must know.



1. Mango is one of the oldest fruits known to India. Legends claim that they were first grown in India over 5,000 years ago. It is often said that the hills of *North-Eastern India* adjoining Myanmar are likely centre of origin of mango.
2. Mangoes are of huge importance for Buddhists. They consider it sacred because the Buddha was accustomed to rest in the lush mango groves. Mangoes were also considered one of the best gifts to be exchanged amongst one another.
3. It is said that the rich and pulp flavour of the fruit also caught the fancy of Alexander the Great, who upon his return to Greece, carried enough mangoes along.
4. In South India, mangoes were referred to as aam-kaay in Tamil, which became maam-kaay owing to the many local dialects down south. Somewhere along the line, it started getting referred to as maanga. It was the Portuguese who finally gave it its present name 'mango,' and popularised it everywhere.
5. Hindu scriptures are filled with folklores and legends surrounding mangoes. In one of the oldest myths, mango is said to be the daughter of Sun God Surya.
6. Mango grafting was first used by Portuguese and yielded the famous varieties like Frenandin. The sea-faring Portuguese were so lured with the mangoes that they took the fruit and its seeds and introduced it to many other countries who had never tasted the fruit.
7. The Mughal Patronage also played a role in mango grafting. For the longest time, it was allowed only in royal gardens, until Shah Jahan lifted the limitation.
8. In addition to India, mango is also the national fruit of Pakistan and Philippines.

NATIONAL MANGO DAY - 22ND JULY





EMPLOYEE BIRTHDAY LIST

PLANT

1. JINTU MANI DEKA	01 Jul
2. PRANAB BARMAN	01 Jul
3. RAVISHEKHAR SINGH	01 Jul
4. SAIBOK SUTNGA	01 Jul
5. BICKY PAUL	02 Jul
6. ASHOK SINHA	03 Jul
7. BHAIYA BHUPENDRA SINGH	05 Jul
8. JAI PRAKASH BADHOLIYA	05 Jul
9. RUPESH KUMAR MISHRA	07 Jul
10. TUSARKANTA BHUYAN	08 Jul
11. KRISHNA SINGH YADAV	10 Jul
12. EWANBIANG RYMBAI	12 Jul
13. DREAMSON PHAWA	14 Jul
14. KRISHAN KUMAR	14 Jul
15. DIPAK CHAUHAN	15 Jul
16. MANI KUMAR TAMANG	15 Jul
17. PRITHVIRAJ CHAURASIA	16 Jul
18. SHUVANKAR BERA	16 Jul
19. MADHUSUDHAN DAS	19 Jul
20. FOURTY DHAR	20 Jul
21. KAMPHER BIAM	22 Jul
22. NIMA TAMANG	25 Jul
23. MISS. ABIKILE SUTNGA	26 Jul
24. NINE SIANGSHAI	27 Jul
25. AYNAL HOQUE CHOUDHARY	31 Jul

KOLKATA OFFICE

1. TAPAS KUMAR BARIK	10 Jul
2. AAYUSH SONTALIA	21 Jul
3. GAGAN JHA	26 Jul
4. ANIK BOSE	30 Jul

GUWAHATI OFFICE




1. JATIN SAIKIA	01 Jul
2. CHANDAN PATHAK	01 Jul
3. JAHANGIR AHMED	01 Jul
4. ABHISEAK AGARWAL	03 Jul
5. DIGANTA KALITA	11 Jul
6. PROSHUN DEY	18 Jul
7. MANAB DAS	31 Jul
8. BIPLAB JYOTI GOHAIN	31 Jul





NEW JOINEES

PLANT

SL NO	PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.
1		NRIPENJOY REANG	COMMERCIAL	SUPERVISOR
2		GAUTAM JHA	HUMAN RESOURCE	EXECUTIVE
3		HARISH CHAUDHARY	ELECTRICAL & INSTRUMENTATION	TECHNICIAN

