

WHAT'S INSIDE?

FROM THE DESK OF VCMD
PAGE.....1

EDITOR'S SPEAK
PAGE.....2

POEMS
PAGE.....3

MAX CREATIVE CORNER
PAGE4-5

EMPLOYEE BIRTHDAYS
PAGE.....6

EMPLOYEE NEW JOINEES
PAGE.....7



SCAN THE CODE
FOR THE
ARCHIVE
COLLECTION OF
NISHA

CHIEF EDITOR: NITESH CHAHARIA

DEPUTY EDITORS: RUPESH MISHRA
ANIK BOSE, KAUSHIK ROY

FROM THE DESK OF VCMD

"The woods would be silent if only the birds with talent spoke"

Talent is important in all spheres of all life. From our childhood we are taught how to identify our talent. Talent as we know is a gift we are born with and we use knowledge or a physical activity or both to hone it. It could be the gift of arts, music, creativity, sports etc.

The corporate world seeks talent for employment either in academics or in any other form and today talent management is an accepted field. However, talent management only seeks to identify skills of a candidate to match the job profile so as to achieve a business objective. Talent is inborn and cannot be acquired as such.

Many of us claim that we have no talent but that is not true. If there are no seemingly talent in one, as the world defines it, then there are so many things that one can do without having talent and the contribution of these so called untalented people makes the Home or the Organisation successful and a happy place to be in.

There are so many avenues to do so many things without talent to get the best out in ourselves to contribute in our space both at home and at work. Marketing Pundits also recognise this and list a few most doable things. The best part is that they are all interconnected and it requires no major effort to adopt and practice them. Let us visit them:

The ability to have a positive attitude is perhaps the most important factor that requires no talent. Negativity will anyway kill all scope of skilful handling of any activity. Anxiety has no result and it is best eliminated by positiveness.

The ability to be punctual not only in terms of attendance but to deliver in time and to complete work in an allotted period is also a talent. Successful time management will give those few extra hours in the end and will help you plan well in advance. This trait will only come by being passionate about your life. Passion is another no talent trait. Being passionate will multiply the thrill of living, working and playing your social role. The other such connected factors can be doing that little extra effort without being asked for and having a strong work ethic or just helping others selflessly.

The combination of the "no talent qualities" along with the acquired knowledge by formal and informal education can only go to serve the higher purpose of life. It will also pave the path for being the ideal corporate citizen. I request you all to practice it.

This month marks the anniversary of our Independence and also will see the results of the Tokyo Olympics. The first medal for the country was won by a young lady from Manipur and we are proud of her. Let us hope that this anniversary month our Tri Colour will be raised many times in the Olympic arena.

Stay Home. Stay Safe.
VCMD



EDITOR'S SPEAK

Warm Greeting to All Readers of Nishtha!

I hope this newsletter finds you and your loved ones in good health.

As we flow with the emotions of patriotism in the month of Independence, let us spare a moment to recall those long days when the National Leaders and Freedom Fighters sacrificed their comfort and courageously devoted themselves for Independence of Our Mother Nation.

August 13th, our Founder's day is approaching. Let us prepare our hearts for the day on which the foundation was laid; the reason we are here today as a family, all this fruit we are enjoying, because of the seed our Late Founder, Shri Lt. G.N Agarwal, has sown.

Wishing everyone a blessed Muharram, Onam and Janmashami.

Keeping track on time, we have four more months to 2022. Let's put in our effort in doing what we can, all that we have planned for 2021 can still be achieved if we plan and execute it right.

Here's wishing you all good health, spread love and don't forget to smile.

Jai Hind!

Rupesh Mishra





POEMS

अवधपति! आना होगा

प्राची का पट खोल, बाल सूरज मुस्काया।
भ्रमर कली खग ओस बिंदु को अतिशय भाया।।
जागी प्रकृति तुरन्त, हुए गायब सब तारे।
पुनः हुए तैयार, विगत में जो थे हारे।।

उठे बालगण खाट छोड़ माँ - माँ - माँ रटने।
माँ दौड़ी सब काम छोड़ लख आँचल फटने।।
काँधे पर ले स्वप्न, सूर्य सँग जाना होगा।
अवध न जाए हार, अवधपति! आना होगा।।

अब भी सीता देख, बहुत ललचाता रावण।
सूर्यगंगा की राह, पुनः अपनाता रावण।।
खर - दूषण की मौत, समझ कब पाता रावण।
समझाने पर मूढ़, दर्प दिखलाता रावण।।

दशकंधर दशकंध, पाप राही अनुगामी।
बुधि विवेक मतिहीन, वासना परवश कामी।।
धरती से लंकेश कुटुम्ब मिटाना होगा।
अवध न जाए हार, अवधपति! आना होगा।।

कोरोना की चाह, सफाई रखो भाई।
बार-बार निज हाथ ठीक से करो धुलाई।।
मुँह पर बाँधो मास्क, रखो दो गज की दूरी।
नहीं लगाओ हाथ वस्तु जो नहीं जरूरी।।

सैनीटाइज बार बार हो दफ्तर, बाड़ी।
जानबूझ हर बार बनो मत अपढ़ अनाड़ी।।
कोरोना के हेतु नियम अपनाना होगा।
अवध न जाए हार, अवधपति! आना होगा।।

राम रसायन स्वाद लिया जो कवि, ऋषि, योगी।
घर में भी घरमुक्त सदा वह रहा वियोगी।।
करता है हर कर्म किन्तु आसक्ति रहित वो।
लाभ हानि प्राप्तांक, राम अनुसार फलित हो।।

माँ शबरी सा आस, हृदय में हरदम रखता।
राम नाम बड़ स्वाद सदा चखता ही रहता।।
भक्तों को भवपार, अवश्य कराना होगा।
अवध न जाए हार, अवधपति! आना होगा।।

डॉ अवधेश कुमार अवध

TIME IS THINE, O VESPERTINE!

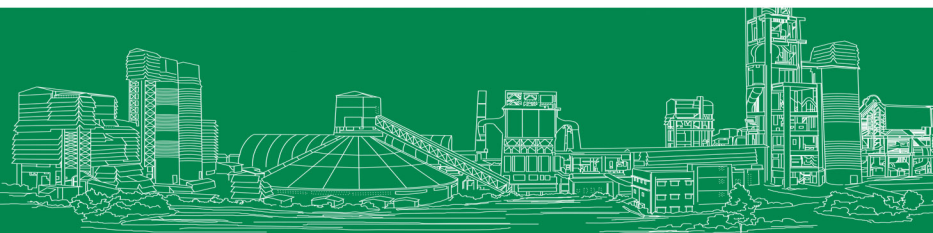
As darkness greets my Moon,
Vivid colours, replaced by ominous hues.
Time is thine, O Vespertine, bloom forth!

Despite the manipulation of the
equivocators,

Thou shineth amongst the multitude of
holy perverseness.

Time is thine, O Vespertine, bloom forth!

-Lohe Edeihrii,



MAX CREATIVE CORNER

INDIA AND ITS HISTORY WITH CEMENT

India entered into the Cement Era in 1914, when the Indian Cement Company Ltd. started manufacturing Cement in Porbunder in Gujarat.

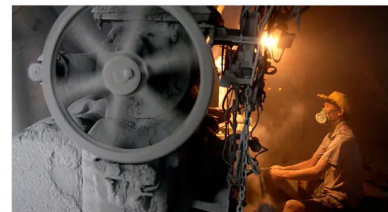
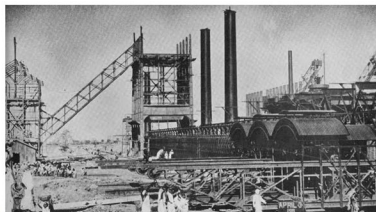
However, even before that a small cement factory was established in Madras in 1904 by a company named South India Industrial Ltd.

Indian Cement Company Ltd produced only one type of cement which was designed by the British standard committee as "Artificial Portland Cement". This company marketed its product in Mumbai, Karachi, Madras and other parts and became a financial success.

At that time India had to import cement from England. The price of the imported cement was higher. Some other factors such as increase in domestic demand, reduction in supply from abroad (due to war), availability of Indian Capital, ample raw material, Cheap labour, support of the government etc. made it a leading industry in India in a short period of time.

- In January 1915, a cement unit was started at Katni in Madhya Pradesh
- In December 1916, another unit at Lakheri in Rajasthan was started.

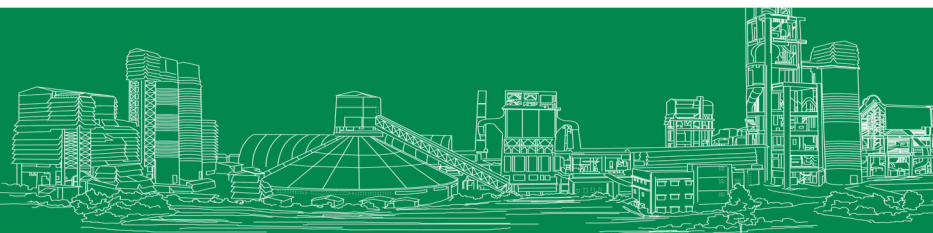
During the First World War period, cement production in these three important factories was taken under control of the government and later the control was lifted once the war was over. After the war, 6 more units were launched in India.



In 1924, India's cement production was 267000 tons. However, initially this increased production could not reduce the imports and the industry suffered a rate war. This led to closure of many indigenous units. The Indian companies which were away from ports or commercial centres faced the locational disadvantage. The above incidents led to the industry stakeholder approach to the government for some kind of protection. The British government constituted a Tariff board, which recommended protection of the indigenous industry against the dumping of the imported cement. It recommended raising of the customs duty to 41% which was around 15% at that time, but this recommendation was not accepted by the government.

KEY OTHER LANDMARKS IN HISTORY OF CEMENT

- In 1925, first association of the cement manufacturers was formed as "Cement Manufacturers Association".
- It was followed by "Concrete Association of India" in 1927.
- In 1930 "Cement Marketing Company of India" was started and this was followed by a quota system on the basis of installed capacity of the factories.
- In 1936, all the cement companies except one i.e. Sone valley Portland Cement Company agreed and formed Associated Cement Companies Ltd. (ACC). This was the most important even in the history of cement industry in India. Many more companies were established in the following years.
- Before partition India had 24 factories, out of which India retained 19 factories, which annual production of 2.1 million tons. Pakistan faced a problem at the supply side as it had problem of disposal of the cement produced and India faced a problem in demand side as production fell to 2.1 million tons from 2.7 million tons.
- After Independence, the partition of the country had a bad impact on the cement industry.



MAX CREATIVE CORNER

অসমীয়া THE HISTORY IN THE LANGUAGE AND ITS EVOLUTION

Assamese originated in Old Indo-Aryan dialects, though the exact nature of its origin and growth is not clear yet. It is generally believed that Assamese and the Kamatapuri lects derive from the Kamarupi dialect of Eastern Magadhi Prakrit though some authors contest a close connection of Assamese with Magadhi Prakrit. Assamese developed from Indo-Aryan settlements of Kamarupa—in urban centers and along the Brahmaputra river—surrounded by Tibeto-Burman and Austroasiatic communities. Xuanzang, the 7th-century Chinese traveler, observed that the Indo-Aryan vernacular in Kamarupa had differentiated itself from the original vernacular before it did in Bengal. These changes were likely due to non-Indo-Aryan speakers adopting the language. The newly differentiated vernacular is evident in the Prakritisms present in the Sanskrit of the Kamarupa inscriptions from which Assamese eventually emerged.

EARLY ASSAMESE

A distinctly Assamese literary form appeared first in the 13th-century in the courts of the Kamata kingdom. In the 14th-century, Madhava Kandali translated the Ramayana into Assamese (Saptakanda Ramayana) in the court of Mahamanikya, a Kachari king from central Assam. Though the Assamese idiom in these works are fully individualised, some archaic forms and conjunctive particles too are found. This period corresponds to the common stage of proto-Kamta and early Assamese. The emergence of Sankardev's Ekasarana Dharma in the 15th-century triggered a revival in language and literature.

MIDDLE ASSAMESE

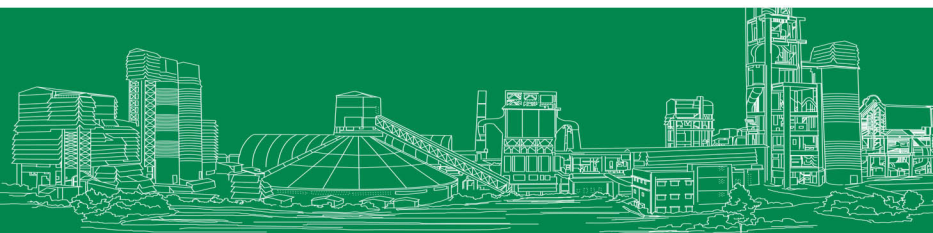
The language moved to the court of the Ahom kingdom in the seventeenth century, where it became the state language. The proselytising Ekasarana dharma converted many Bodo-Kachari peoples and there emerged many new Assamese speakers who were speakers of Tibeto-Burman languages. This period saw the emergence of different styles of secular prose in medicine, astrology, arithmetic, dance, music, besides religious biographies and the archaic prose of magical charms. Most importantly this was also when Assamese developed a standardized prose in the Buranjis—documents related to the Ahom state dealing with diplomatic writings, administrative records and general history. Due to the influence of the Ahom state the speech in eastern Assam took a homogeneous and standard form. The general schwa deletion that occurs in the final position of words came into use in this period.

MODERN ASSAMESE

The modern period of Assamese begins with printing the publication of the Assamese Bible from the Serampore Mission Press. But after the British East India Company removed the Burmese it took complete administrative control of Assam in 1836, filled administrative positions with people from Bengal, and introduced Bengali language in its offices, schools and courts. The EIC had earlier promoted the development of Bengali to replace Persian, the language of administration in Mughal India, and maintained that Assamese was a dialect of Bengali. Amidst this loss of status the American Baptist Mission established a press in Sibsagar leading to publications of an Assamese periodical, the first Assamese grammar, and the first Assamese-English dictionary. The ABM argued strongly with the EIC officials in an intense debate in the 1850s to reinstate Assamese. Among the local personalities Anandaram Dhekial Phukan drew up an extensive catalog of medieval Assamese literature and pioneered the effort among the natives to reinstate Assamese in Assam. Though this effort was not immediately successful the administration eventually declared Assamese the official vernacular in 1873 on the eve of Assam becoming a Chief Commissioner's Province in 1874.

In the extant Assamese manuscripts the orthography was not uniform. The ABM had evolved a phonemic orthography based on a contracted set of characters. Working independently Hemchandra Barua provided an etymological orthography and a Sanskritised approach to the language in his Asamiya Bhaxar Byakaran ("Grammar of the Assamese Language") and his etymological dictionary, Hemkosh, was published. Barua's approach was adopted by the Oxomiya Bhaxa Unnati Xadhin Xobha (1888, "Assamese Language Development Society") that emerged in Kolkata among Assamese students led by Lakshminath Bezbaroa. What emerged at the end of those negotiations was a standard close to the language of the Buranjis with the etymological orthography of Hemchandra Barua.

As the political and commercial center moved to Guwahati in the mid-twentieth century, of which Dispur which is situated at the border between the western and central dialect speaking regions, standard Assamese used in media and communications today is a neutral blend of the eastern variety without its distinctive features. This core is further embellished with Goalpariya and Kamrupi idioms and forms.



EMPLOYEE BIRTHDAY LIST

PLANT

1. SAMIJUR RAHMAN LASKAR	01 Aug
2. SHISHA SUTNGA	03 Aug
3. EVERTHELASROY SIANGSHAI	05 Aug
4. HOMPHRI SUJA	05 Aug
5. KIKAYANGER L	08 Aug
6. SHUKLAL BELDAR	10 Aug
7. SUMAN NAMASUDRA	10 Aug
8. SKHEMLANG DKHAR	11 Aug
9. BHAGIRATHI DAS	15 Aug
10. BINOD SINHA	15 Aug
11. CHOTU BHUMIJ	17 Aug
12. JAGRU MAHATO	18 Aug
13. SANJEEV KUMAR SINGH	18 Aug
14. TARUN DEBNATH	19 Aug
15. GOPAL NATH	21 Aug
16. RISHABH DWIVEDI	22 Aug
17. DONBOK SALAHE	25 Aug
18. EVERSINE SIANGSHAI	28 Aug
19. NISHU SUKLABAIDYA	30 Aug
20. NITUL CH. NATH	30 Aug
21. NURUL HOQUE LASKAR	31 Aug

KOLKATA OFFICE

1. SRABANI SINHA	04 Aug
2. RAJESH KUMAR	05 Aug
3. AJAY SHARMA	12 Aug
4. SIBAJI MITRA	24 Aug
5. CHANDAN AGARWAL	26 Aug
6. SUNDEEP CHANDRA DAS	27 Aug
7. PRITAM GANGULY	29 Aug

GUWAHATI OFFICE







1. AMIT KUMAR SINGH	02 Aug
2. RANA CHOUDHURY	04 Aug
3. FULLMANSTAR LYNGDOH KYNSHI	07 Aug
4. KIRON BORPATRA	21 Aug
5. IKBAL ASIF RAHMAN	24 Aug
6. NAVIN SURANA	24 Aug
7. HIRA LAL KAHAR	27 Aug






NEW JOINEES

PLANT

PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.
	ABUL HASSAN	ELECTRICAL & INSTRUMENTATION	JR. TECHNICIAN
	ARUN KUMAR SWANSI	ELECTRICAL & INSTRUMENTATION	SR. ENGINEER
	UTTAM KUMAR SHARMA	MECHANICAL	SR. FITTER
	SHUBHAM DWIVEDI	PROCESS	DIPLOMA ENGINEER TRAINEE
	HARSHIT RAJ OJHA	MECHANICAL	GRADUATE ENGINEER TRAINEE
	VIVEK SINGH	PROCESS	GRADUATE ENGINEER TRAINEE

GUWAHATI

PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.
	PARAMJIT PAUL	Techno Sales	Sr. Executive

