

THE SECRET OF GETTING AHEAD IS GETTING STARTED

HAPPY
Diwali



FROM THE DESK OF VCMD

Dear Maxian,

It has been several months since we were hit by the pandemic. In these many months we have all been together in hope and strength and today we can say we have emerged stronger, wiser and experienced in the new way of life.

We have all, in different ways, also dealt with the difficulties of the last few months on terms of adjustment and understanding the new normal. A few may have also suffered personal losses. However, there is no denying the fact that all Maxians have remained calm and positive and given their best in office and in the community too. This has been a heartening factor and has helped us to go ahead with our business plans and objectives.

The ongoing festivities also herald in a fresh season of business for us. We have spoken in the past about the new methods and procedures that we have introduced and practiced to ensure our growth plan and the time is here to put it to full use. With each passing day, our market place and the world around us is trying to get back to as much normally as possible with due care and safety. The opening of the markets offers fresh and demands that must be met by us. Competition is also alert and nimble in response but, as ever, I am confident of the warrior spirit of the Max Team.

The Marketing Department has already started on a massive outdoor campaign that will continue for some time and we are also initiating some more promotion ideas. This should aid in brand recall and assist in sales. I wish you all the best in realising your targets and beyond.

The Festival of Diwali will be celebrated this month too and I offer my greetings to all. Let us all light one extra diya this year as a mark of respect to all those are serving the community as health workers and also as a gesture of goodwill for all. The Festival celebrates the victory of good over evil and we pray it will mark the end of these trying times and that normal days should dawn fast. I urge you all to practice caution and take all precautions to be safe. Pollution emitting crackers should be avoided to ensure a clean environment.

In the true spirit of love and care, our own Maxian Mridu Mahanta was declared an Assam Plasma Hero by the Government of Assam. He has done us proud by his very selfless and voluntary act of being a plasma donor. We congratulate him once more and honour his act.

Wishing you all A very Safe and Happy Diwali,

VCMD



EDITOR'S SPEAK

Dear Maxians!

I hope everyone is fit and fine.

With the blessings from Durga Maa, we have completed October. And as we step into November, let us carry on with the festive mood and reflect the blessings to the ones around us.

The way time flies is incomprehensible. We have approached the peak season of our sales and production, inspite of all the pandemics and movement restrictions, MAX Cement have strived and pushed beyond its limits. Let us encourage ourselves and one another to bear more fruit in our works and productivity.

Diwali, the festival of light is approaching, let us prepare our hearts openly to celebrate each and every moment of our life and look at the brighter side.

Wishing everyone a healthy, happy and successful new month. God bless!

Regards,
Rupesh Mishra

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CHIEF EDITOR: NITESH CHAHARIA
DEPUTY EDITORS: RUPESH MISHRA, KAUSHIK ROY,
RITUPARNA BANERJEE & ANIK BOSE



MAX PANORAMA

DURGA PUJA 2020



Durga Puja celebrates the victory of the goddess Durga over the demon king Mahishasura. It begins on the same day as Navratri, a nine-night festival celebrating the divine feminine.

Like every year, Durga Puja was celebrated with religious fervor at MAX Cement Plant. Every employee and their families came in to seek blessing from Maa Durga to give them strength to fight the situation.

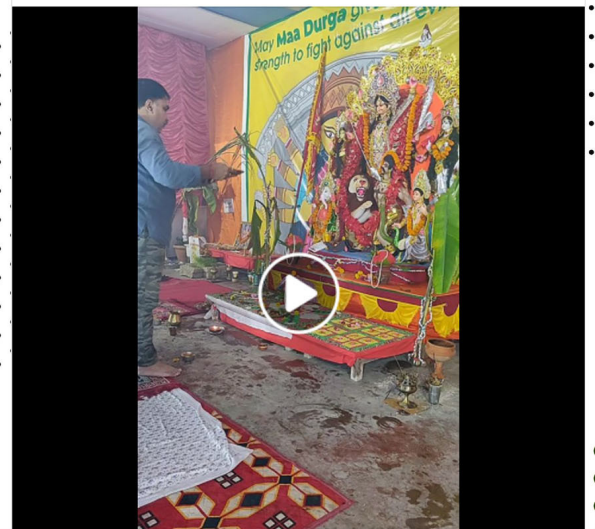
The event was organized and managed by Max Cement Sarbojanin Durga Puja Samiti who kept in mind the new social norms and maintained it in every way possible.

The Samiti also arranged for a live virtual tour of the aartis of the puja everyday in our official Facebook page.



MAX CEMENT was live.
25 October at 19:17 · 🌐

#Durgapuja2020 #Aarti #Navami#MaxCement #livestreaming Durga Sandhya Aarti Darshan Live from Max Cement Plant in Meghalaya. Get Blessed and Stay Safe.



MAX PANORAMA

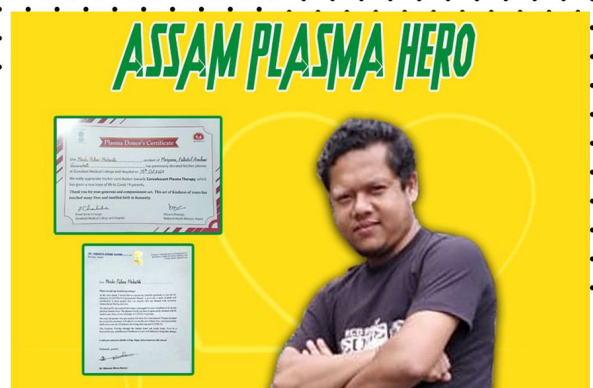
ASSAM PLASMA HERO

MRIDU MAHANTA 2020

Max Cement feels proud of MAXian MRIDU MAHANTA who has been recognized by Assam Government as Assam Plasma Hero.

A felicitation programme was conducted to honour the selfless-act of Mridu Mahanta who donated Plasma after recovering from COVID 19.

WE SALUTE YOUR ACT AS A DONOR TO THE SOCIETY.



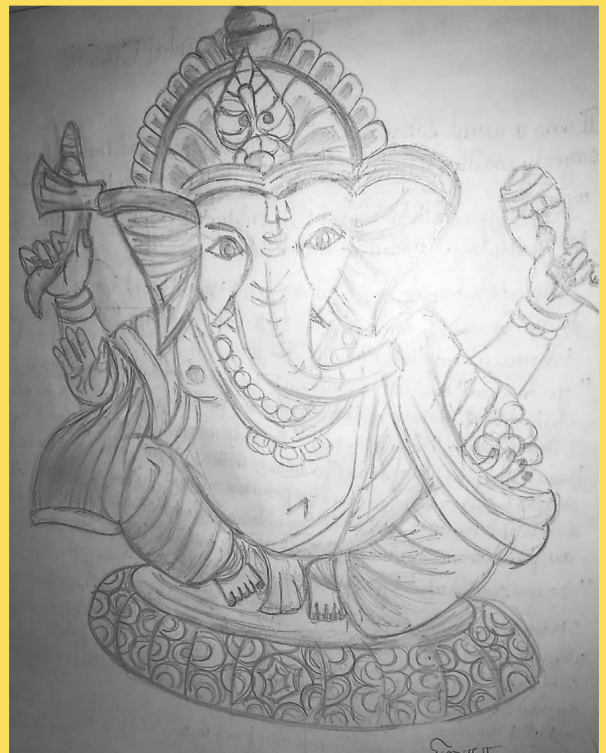


MAX CREATIVE CORNER

PAINTINGS



By: SHANAYA AGRAWAL (daughter of Manisha Agarwal - GVIL)



By: TIASHA BHATTACHARJEE (daughter of Sharmila Bhattacharjee - Nortech)



MAX CREATIVE CORNER

हे पार्थ

हे पार्थ! उठो गांडीव गहो,
अब कृष्ण न आने वाले हैं।
यह युद्ध तुम्हारा अपना है,
पांडव - उर में सौ छाले हैं।।

जिस मोह जाल में हो निमग्न,
गांडीव त्याग विलखाते हो।
सौ - सौ मुखों में छुपे हुए,
दुश्मन को देख न पाते हो।।
इन छद्म वेशियों ने अक्सर,
तुमपर हथियार निकाले हैं।
हे पार्थ! उठो गांडीव गहो,
अब कृष्ण न आने वाले हैं।।

माता ने छला मौन रहकर,
अग्रज अरिदल का भाग बना।
जब रोक दिया अंधे को तब,
फिर से क्योंकर कुरुराज बना।।
इस क्रूर नियति ने बार बार,
निज ओर सवाल उछाले हैं।
हे पार्थ! उठो गांडीव गहो,
अब कृष्ण न आने वाले हैं।।

खांडववन मिला भगाने को,
फिर द्यूत सभा का खेल चला।
पांचाली का चिर खुला नहीं,
कुरुवंश-काल का मेल चला।।
भीष्म द्रोण कृपि कर्ण राजकुरु,
खलदल के ही रखवाले हैं।
हे पार्थ! उठो गांडीव गहो,
अब कृष्ण न आने वाले हैं।।

सारथी न होंगे अब केशव,
खुद कृष्णार्जुन बन युद्ध करो।
तज मोह बंध के छद्म जाल,
अरि मार्ग त्वरित अवरुद्ध करो।।
ये शकुनि दुशासन कंस वंश,
दिल के कजरारे काले हैं।
हे पार्थ! उठो गांडीव गहो,
अब कृष्ण न आने वाले हैं।।

डॉ अवधेश कुमार अवध
8787573644

YOGA ASANAS



Sukhasana and Pranayama
(Sitting and Breathing)



Bakasana
(Crow Pose)



Ardha Matsyendrasana
(Half Lord of the Fishes)



Anjaneyasana
(Low Lunge Pose)



Shalabhasana
(Locust Pose)



Matsyasana
(Fish Pose)



Viparita Karani
(Legs Up the Wall)



Uttanasana
(Forward Fold)



Tadasana
(Mountain Pose)



Krupa Chaturanga Dandasana
(Four-Limbed Staff Pose on Elbows)



MAX WISDOM STORIES



THINKING OUT OF THE BOX (CREATIVE THINKING)

In a small Italian town, hundreds of years ago, a small business owner owed a large sum of money to a loan-shark. The loan-shark was a very old, unattractive looking guy that just so happened to fancy the business owner's daughter.

He decided to offer the businessman a deal that would completely wipe out the debt he owed him. However, the catch was that we would only wipe out the debt if he could marry the businessman's daughter.

Needless to say, this proposal was met with a look of disgust.

The loan-shark said that he would place two pebbles into a bag, one white and one black.

The daughter would then have to reach into the bag and pick out a pebble. If it was black, the debt would be wiped, but the loan-shark would then marry her. If it was white, the debt would also be wiped, but the daughter wouldn't have to marry the loan-shark.

Standing on a pebble-strewn path in the businessman's garden, the loan-shark bent over and picked up two pebbles.

Whilst he was picking them up, the daughter noticed that he'd picked up two black pebbles and placed them both into the bag. He then asked the daughter to reach into the bag and pick one.

The daughter naturally had three choices as to what she could have done:

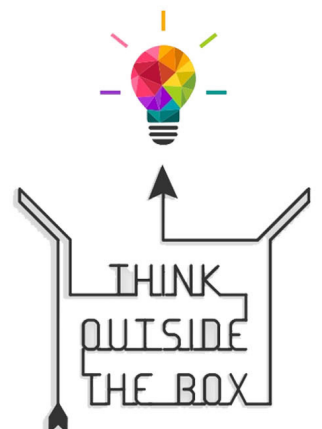
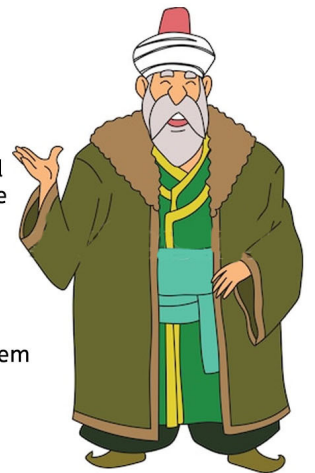
- * Refuse to pick a pebble from the bag.
- * Take both pebbles out of the bag and expose the loan-shark for cheating.
- * Pick a pebble from the bag fully well knowing it was black and sacrifice herself for her father's freedom.

She drew out a pebble from the bag, and before looking at it 'accidentally' dropped it into the midst of the other pebbles. She said to the loan-shark - *"Oh, how clumsy of me. Never mind, if you look into the bag for the one that is left, you will be able to tell which pebble I picked."*

The pebble left in the bag is obviously black, and seeing as the loan-shark didn't want to be exposed, he had to play along as if the pebble the daughter dropped was white, and clear her father's debt.

Moral of the story:

It's always possible to overcome a tough situation through 'out of the box' thinking, and not give in to the only options you think you have to pick from.



DOCTOR'S MESSAGE

WAYS TO STAY HEALTHY AFTER 40

Age 40 is a milestone when the risk of many health conditions increases. This makes the birthday a perfect time for taking stock of your health, experts say. Whether people have demanding jobs, aging parents, growing children or all of the above, it's easy to put health aside. But 40 is the time to evaluate your well-being, and to plan for the long-run.

Forty is a good time to take a deep breath, and, although we have a lot of other things out there, do a little introspection and say, 'OK, there's some things we need to do to make sure we stay healthy.'

And if you're not there yet, there's no reason to wait. It's not like people are going to wake up and say, 'I'm 40, I'm going to change everything I'm doing to get healthier. Instead, the earlier they can start, the better it is for them.'

Here are seven ways to stay healthier when you are nearing or turning 40:

Keep your eyes open for vision problems

At age 40, vision can start to worsen, so have your eyes checked out. A diet high in fruits and vegetables – which are full of antioxidants, vitamins and minerals – may slow vision loss. The leading cause of blindness in the elderly is a condition known as macular degeneration. Age 40 is a good time to look into your numbers for blood pressure, cholesterol levels, blood sugar and body weight.

Explore your family history

During your fifth decade, it's time to look carefully at your family tree to find out if your genetics increase your risks for diseases such as cancer or heart disease. Once you hit 40, when things go wrong, you have to think of the C-word and that's cancer, cause you're no longer a kid. The same goes with heart disease: a calcium test can help determine whether your arteries are starting to harden, and if you need major lifestyle changes or medications.

Muscle up

Starting at age 40, we lose about 1 percent of muscle mass per year. So people can benefit from incorporating weight-bearing exercises, along with cardiovascular exercise, into a weekly physical activity plan. As we age, we also become less flexible. It is suggested adding yoga or Pilates, which can help improve flexibility, core strength, balance and range of motion.

Fiber is your friend

The days of gorging without gaining weight are over. And as your metabolism slows around age 40, eating fewer calories can boost health. But you should also make sure to get adequate fiber and fluids. Make sure that the daily eating plan is packed full of nutrient-dense food, like lean protein, fruits and vegetables and low-fat dairy and whole grains.

Consider the big picture of your lifestyle

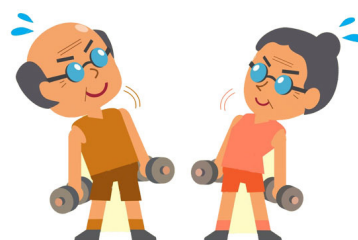
Doctors have emphasized the difference that a generally healthy lifestyle can have an impact on preventing heart attacks and strokes. For cardiovascular events, we know that the risk increases with age, and no one can't get younger. There's no cure for getting older. But losing the spare tire around your middle could help you not only fit into your clothing, but reduce the risk for heart disease, diabetes and vascular diseases. Doing regular physical activity, reducing stress levels, maintaining a healthy weight and eating a diet high in fruits, vegetables and polyunsaturated fats all help keep our blood vessels healthy.

Butt out

Age 40 should include a reality check for smokers. If you're a smoker, it's time to take this seriously and stop it by whichever way, shape or form. Get some help. Quitting "is not easy, but it will decrease the incidence of everything bad that you can think of, from heart attacks to heart disease, stroke, kidney failure as well as lung cancer and lung disease.

Thyroid check

People who feel worn out, and are gaining weight and whose hair and skin have lost their luster, may consider getting their thyroids checked. This neck gland helps control energy levels and regulates hormones, and 40 is a time when thyroid disease can show its face. A test can determine if your thyroid is functioning as it should. An underactive thyroid is primarily results from genetic condition causes, but you can stave off its complications with prescription medications, Fryhofer said.



EMPLOYEE BIRTHDAYS

HEAD OFFICE

NAME	DOB
KRISHNA KANTA DAS	08 Nov
KRISHNA GOPAL BERA	10 Nov
ARPITA MANPURIA	15 Nov
RABINDRA SAH	15 Nov

SALES AND MARKETING OFFICE

NAME	DOB
RAJIB MARAK	09 Dec
BISWAJIT HAZARIKA	09 Dec
ARUP BARUA	10 Dec
ABINASH BARUAH	12 Dec
PARTHA PRATIM DHAR	13 Dec
BINAYAK ROY	21 Dec
RAJESH SRIVASTAVA	23 Dec
TANMOY SARKAR	26 Dec
RONIT DAS	30 Dec
KHAGEN DEKA	31 Dec
SURAT ZAMAL	31 Dec
MANIK DAS	31 Dec
SUNIL BORO	31 Dec
DIGANTA KUMAR SARMA	31 Dec
SALIM AHMED	31 Dec

PLANT

NAME	DOB
JIYALAL ADIBASI	01 Nov
NABA KUMAR KALITA	01 Nov
SUN KR DEORI	01 Nov
MAONGNUNGSANG LONGKUMER	02 Nov
DIANGMONG SIANGSHAI	04 Nov
UPENDRA SINHA	04 Nov
SANJOY PAYUN	05 Nov
LOHE EDEIHRII	10 Nov
OM BAHADUR RAI	10 Nov
SANTOSH DAS	10 Nov
WANDALYNE MAWTHOH	10 Nov
SAMIR KUMAR NANDI	12 Nov
SURENDER KUMAR	13 Nov
ABDUL JABBAR	15 Nov
SANJEEV KUMAR SINGH	15 Nov
VIJAYNATH TIWARI	16 Nov
MD. HASHMAT ALI	17 Nov
MISS. EVALARIHUN MAWTHOH	17 Nov
MISS. LINDA MUQSOR	17 Nov
DULAL HUSSAIN CHOUDHARY	18 Nov
AJOY GURUNG	19 Nov
APU SINHA	21 Nov
KISHOR DEBNATH	21 Nov
SANJOY ACHARJEE	23 Nov
SAMARJIT SINGHA	25 Nov
IOMETRE SYMPLI	28 Nov
SITANGSHU PAUL	28 Nov
JUMWI RAJA SWARGIARY	29 Nov
WINEL SUTING	29 Nov
RUPAN NATH	30 Nov





NEW JOINEES



**NABIN CHANDRA
DEURI**

Department:
INFO TECH.



**PALLABJYOTI
GOGOI**

Department:
LOGISTIC &
DESPATCH



SUSHANTA DEY

Department:
PACKING PLANT



RUPENDRA SINGH

Department:
PROCESS



ROHIT RANJAN

Department:
QC & RMH

