

বঙালীবন্ধু

NISHA

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FROM THE DESK OF VCMD

Dear Maxian,

Greetings in advance for the forthcoming important festivals of Rongali Bihu and Poila Baisakh. May this year bring in happiness and health to You and your Families.

This month we usher in a new financial year with new hopes. The difficult months of last year have been learning exercise for all of us and we have been successful in the paradigm shift in our work styles and home lives. This year still carries some of the pains of last year with rising cases of the virus once again but now with the Government's countrywide vaccination programme we can hope and pray that the pandemic should see an end soon. We will, of course, continue with our all our norms and guidelines for safety of our channel partners and ourselves.

We will soon be announcing our overall production target and the related sales targets region-wise for the year. The market is tough and the competition will not relent easily. There is also the threat of national brands in the marketplace. I ask every Maxian of all departments to respond to the market dynamics and ensure that this 10th Anniversary Year of Max Cement will be one that will set new benchmark records. This will be a fitting tribute to our Founder.

GVIL has always encouraged and respected the all round development of its work force and now with the new way of life, we must also ensure that our professional and personal lives both have the correct balance.

While working from home taught us the rules of this to some extent, we must practice this in our daily life. Studies have shown that employees who have a positive work-life balance do a better job at work and ensure a good quality of life all round.

What is a work-life balance? Simply put, it is about separating your personal and professional lives but recognising that both are important.

There are four main reasons why one must maintain a healthy work-life balance.

1. A Healthy Mind: It is most essential to maintain a healthy frame of mind. At this point, in this never before situation, where the total world struggles to create a market demand it is only sound mental health that fights off stress and its related illnesses. A healthy mind leads to increased productivity too.

2. A Healthy Body: An old proverb says that a healthy body is a healthy mind. That includes regular exercise and eating healthy. This is easy to practice and achieve.

3. Time Management: This is again an aspect that needs to be worked out. It is understood that one may have to stay in after work hours but it is not necessary that continuous long hours lead to contribution. It can be counter productive as quality of work may suffer. This needs to be worked out individually by each Maxian.

4. Extra Curricular Activities: If one's life revolves only around work, then a lot is lost on other essential dimensions that are required for an overall development. This is the reason why interest in your hobbies such as sports or travel or music etc. are so important. This is also the factor why many employers look for this quality. Interests outside of work increase and improve skills and make a more rounded and interesting individual.

If practiced the above points aid in maintaining a better work-life balance. The points to be kept in mind are a positive outlook, a proper diet and the correct amount of sleep; exercise such as yoga, meditation and walking; ensuring time management and spending quality time with Family and friends including a holiday.

We hope the above basic mantras will help in deciding how to further improve yourself and thus bring up your quality of life.

With best wishes again for the festivals of the month and for making this year a record year.

regards,
VCMD



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CHIEF EDITOR: NITESH CHAHARIA

DEPUTY EDITORS: RUPESH MISHRA
ANIK BOSE

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EDITOR'S SPEAK

Greetings Dear Maxians!

The New Financial Year is here! Let us greet it with open hearts and challenge ourselves to beat whatever we have accomplished in the previous financial year inspite of several challenges due to the pandemic. Just as Kanye West once said, "It's not about the competition. It's about competing with yourself. ", its more achieving if we beat our own records.

Holi was celebrated at Plant, Guwahati and Kolkata Office vibrantly with necessary healthy norms and practises to inculcate harmonious relationship and celebrating life.

As Good Friday and Easter Sunday is approaching, let us thank God for His mercy and His never-ending love inspite of our shortcomings! Happy Easter Sunday in advance!

I would like to share a short story, wherein the insight I got was so deep and motivating: One day a farmer's donkey fell down into a well. The animal cried piteously for hours as the farmer tried to figure out what to do. Finally, he decided the animal was old and the well needed to be covered up anyway, it just wasn't worth it to retrieve the donkey. He invited all his neighbors to come over and help him. They all grabbed a shovel and begin to shovel dirt into the well. At first, the donkey realized what was happening and cried horribly. Then, to everyone's amazement, he quieted down.

A few shovel loads later, the farmer finally looked down the well and was astonished at what he saw. With every shovel of dirt that fell on his back, the donkey was doing something amazing. He would shake it off and take a step up. As the farmer's neighbors continued to shovel dirt on top of the animal, he would shake it off and take a step up. Pretty soon, everyone was amazed as the donkey stepped up over the edge of the well and trotted off!

Moral: Life is going to shovel dirt on you, all kinds of dirt. The trick is to not to get bogged down by it. We can get out of the deepest wells by not stopping. And by never giving up! Shake it off and take a step up!

Regards,
Rupesh Mishra





MAX PANORAMA

Holi Gift distribution done by our GM, Rajesh Srivastava and Sales Team of different areas. Wishing all Happy & Safe Holi from Max Cment.



*Happy
Holi*





MAX PANORAMA

50TH NATIONAL SAFETY WEEK CAMPAIGN ORGANIZED BY GVIL

Every year GVIL celebrates National Safety week, from 4th March, with enthusiasm to raise awareness campaign in the plant and to avoid accident by following proper SOPs for every activities with proper safety measures.

The program was lead by Mr. Awadesh, in which eminent speakers like Plant Head, AVP and the HODs of different departments poured in their concerns and appreciation as well as advices to maintain an accident free working zone. Educational and motivational skits were also organized and displayed by different departments wherein, unhealthy practices leads to loss of life and property.

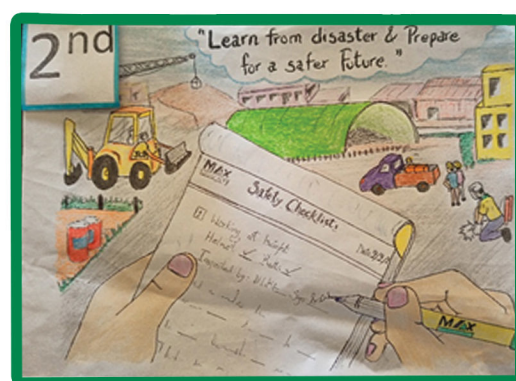
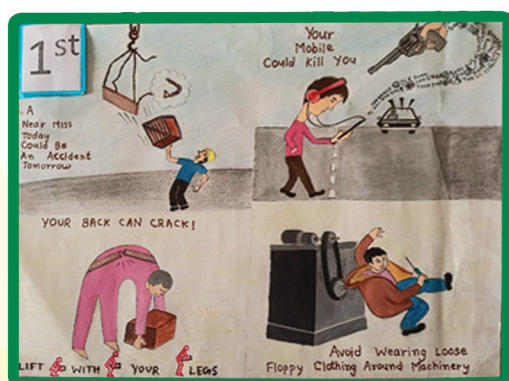




MAX PANORAMA

50TH NATIONAL SAFETY WEEK CAMPAIGN ORGANIZED BY GVIL

GLIMPSES OF SOME OF THE CREATIVE WORKS DONE BY OUR EMPLOYEES AND THEIR FAMILY MEMBERS...



सुरक्षा है एक सोच।
फिर क्यों करें संकोच!
Safety is a thought.
Why hesitate again!

आपका से सीखो ज्ञान
भविष्य में
सुरक्षित रहेगा आपका प्राण।
आपका से सुरक्षित रहने का एक उपाय
ज्यादा से ज्यादा पैड़ लगाएं
पर्यावरण को बचायें।

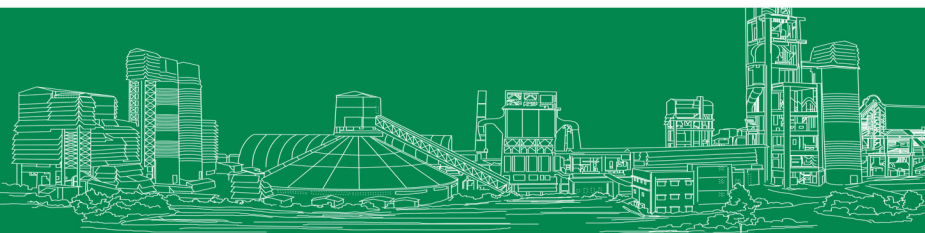


MAX PANORAMA

BLOOD DONATION ATTENDED BY MAX EMPLOYEES

A Blood Donation camp by JCI - Guwahati was organized on 22nd March. Employees of Max Cement attended the camp and donated blood for the betterment of the society.





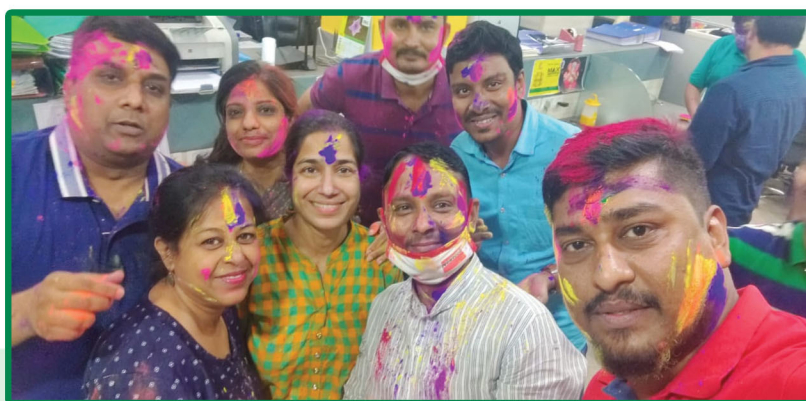
MAX PANORAMA

HOLI CELEBRATIONS AT GVIL

Holi was duely celebrated at all locations of GVIL with utmost joy and with maximum colors.



AT
KOLKATA
HEAD
OFFICE





MAX PANORAMA

HOLI CELEBRATIONS AT GVIL

Holi was duely celebrated at all locations of GVIL with utmost joy and with maximum colors.



AT
GUWAHTI
SALES & MARKETING
OFFICE





MAX PANORAMA

HOLI CELEBRATIONS AT GVIL

Holi was duely celebrated at all locations of GVIL with utmost joy and with maximum colors.

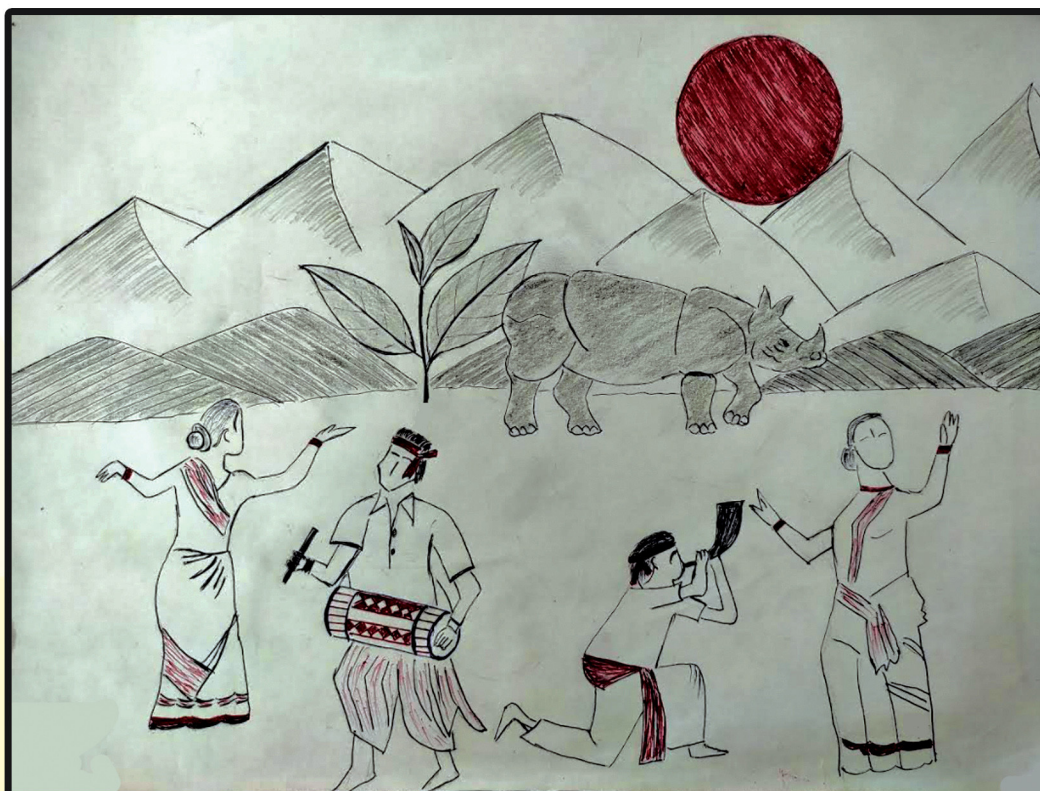


AT
MEGHALAYA
MAX CEMENT PLANT





MAX CREATIVE CORNER



ASSAM IS THE LAND OF BEAUTIFUL
SUN RISE , HILLS , TEA LEAF, ONE
HORNED RHINOCEROS AND OFF
COURSE COLORFUL BIHU DANCE.

PRESENTATION BY DR.R.K.DAS IN
HIS SKETCH DRAWING.



SKETCH PAINTING DONE BY
POULOMI BANERJEE
(DAUGHTER OF GANGA BANERJEE)
GNG



MAX CREATIVE CORNER

आपदा बनाम इंसान

माना हमसे भूल हुई
एक नहीं कई बार हुई
प्रकृति ने हमें बहुत कुछ दिया
पर हमने उसका सम्मान न किया
पेड़ काटकर धरती की गरमी बढ़ाई
कोरोना जैसी महामारी को भी फैलाई
प्लास्टिक से धारा को मोड़ा
अम्बर को भी ना छोड़ा
हर बार आपदा आती है
नये - नये रूप लाती है
पर अब हम सीख गये हैं
इससे बचने का एक उपाय
स्वच्छता को अपनाएँ
ज्यादा से ज्यादा पेड़ लगाएँ
पर्यावरण को बचायें
जीवन में खुशहाली लाएँ।

डॉ राधाकान्त दास
सिलचर, असम

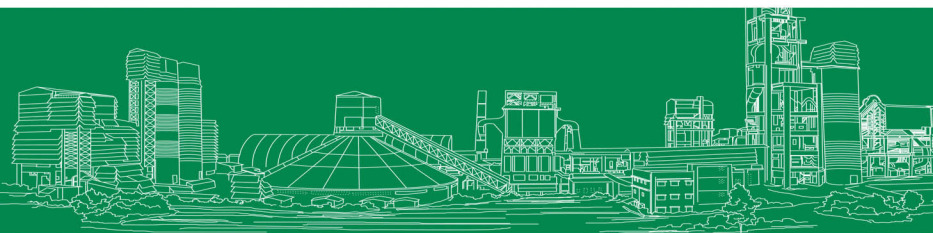


फाग

मन में उमंग लिए, तन में तरंग लिए,
रंग अंग-अंग लिए, पिया को पुकारती।
मन मधुमास लिए, तन में हुलास लिए,
मिलने की आस लिए, पिया को दुलारती।
लब में शराब लिए, गाल में गुलाल लिए,
हाथ में गुलाब लिए, पिया को सँवारती।
नयन कटार लिए, हिय में खुमार लिए,
फाग की फुहार लिए, पिया को निहारती।

डॉ अवधेश कुमार अवध





MAX FUN FACTS

7 DAYS OF RONGALI BIHU

Bihu is main festival of Assam. There are three Bihus namely Bohag or Rongali Bihu celebrated in the month of April, Kati or Kongali Bihu celebrated in the month of October and Magh or Bhogali Bihu celebrated in the month of January. Among the three Bihu's that are celebrated in Assam, Bohag Bihu or Rongali Bihu is the major Bihu and celebrated with much enthusiasm and fanfare throughout the state of Assam. The occasion of Bohag Bihu also coincides with the Assamese New Year, which is another reason behind the grand celebrations. It is celebrated for 7 days and popularly known as Xaat Bihu.

1. GORU BIHU ("GORU" MEANS COW)

On the occasion of Goru Bihu, the cattle of the villages are brought to a single water source and thoroughly washed and cleaned with the help of turmeric and black gram paste. The cattle are then offered different kind of vegetables (bottle gourd, Brinjal etc.) as food and prayers are offered thanking them for their help in giving the farmers a good harvest. In the evening, the animals are brought back to their shed and offered new thread and special food items like Bor Pitha.



2. MANUAH BIHU ("MANUAH" MEANS HUMAN)

On the occasion of Manuah Bihu, people have a traditional bath using turmeric, they also clean their households and wear traditional clothes. People eat Jalpan (mix of beaten rice, curd & jaggery) & Pitha in the breakfast. They visit their relatives and seek blessings from the elders. Gifts are exchanged during this occasion and almost every family offers the elders a Bihuwan or the Gamusa cloth as a symbol of respect. Many families write Sanskrit mantras on Nahar leaves and hide it behind the roof. This ritual bears a symbolic significance and is done with the intention of seeking protection from all elements of nature. In lower Assam, Manuh Bihu is also called as Bor Domahi.

3. GOASAIN BIHU ("GOASAIN" MEANS GOD)

On the occasion of Gosain Bihu, the Gods are worshiped, and traditional devotional songs are sung in village namghars (temples). People offered new Gamusa to god and seek protection and blessing for a good harvest.

4. TATOR BIHU ("TAT" MEANS HAND LOOM)

Tatxal (Hand Loom) is the most adorable asset of every Assamese household. To provide a special space in people's life the fourth day of Bihu is celebrated as Tator Bihu.

5. NANGOLOR BIHU ("NANGOL" MEANS PLOUGH)

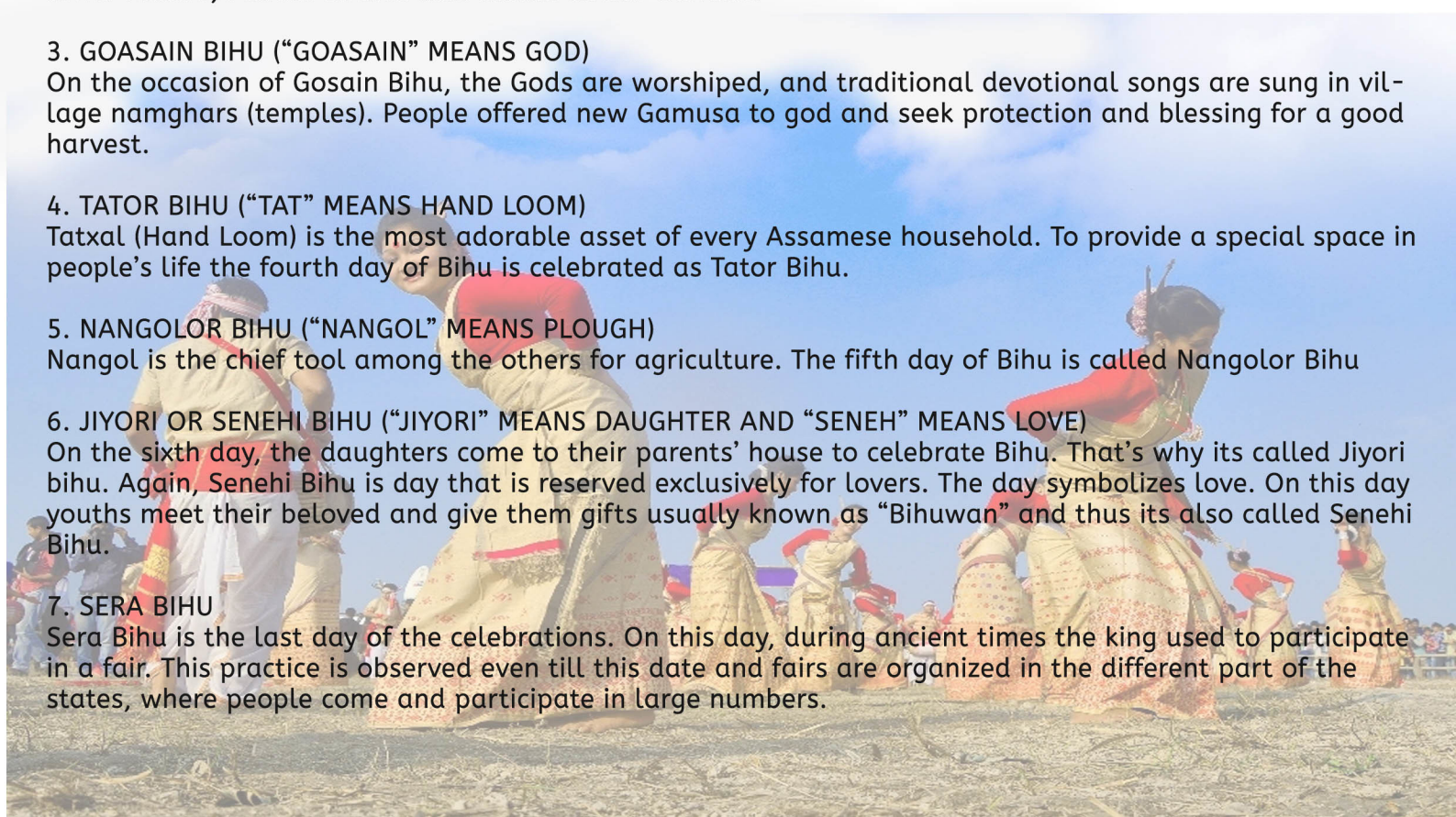
Nangol is the chief tool among the others for agriculture. The fifth day of Bihu is called Nangolor Bihu

6. JIYORI OR SENEHI BIHU ("JIYORI" MEANS DAUGHTER AND "SENEH" MEANS LOVE)

On the sixth day, the daughters come to their parents' house to celebrate Bihu. That's why its called Jiyori bihu. Again, Senehi Bihu is day that is reserved exclusively for lovers. The day symbolizes love. On this day youths meet their beloved and give them gifts usually known as "Bihuwan" and thus its also called Senehi Bihu.

7. SERA BIHU

Sera Bihu is the last day of the celebrations. On this day, during ancient times the king used to participate in a fair. This practice is observed even till this date and fairs are organized in the different part of the states, where people come and participate in large numbers.





EMPLOYEE BIRTHDAY LIST

PLANT

1. BUBUL KUMAR DAS	01 Apr
2. MRS. CHIARLY SHADAP	01 Apr
3. AMAL SINHA	02 Apr
4. RATAN MONI SINHA	02 Apr
5. EASTER BAREH	03 Apr
6. MIHSALAN SUTING	03 Apr
7. SADANAND CHAUHAN	05 Apr
8. SAMSUL ALOM AHMED	05 Apr
9. WETSING R MARAK	05 Apr
10. RAJEN SINHA	06 Apr
11. RIKI SYMPLI	07 Apr
12. AKRAM ANSARI	10 Apr
13. POLOKULA SUROJ	12 Apr
14. BIPUL SINGHA	16 Apr
15. DEINIWANCHWA SUMER	21 Apr
16. NILA KSOO	23 Apr
17. ANIL NARZARI	24 Apr
18. SUBIR DAS	24 Apr
19. AJIT DAS	27 Apr
20. VIRENDRA KUMAR SINGH	28 Apr
21. NABAJIT KALITA	30 Apr
22. PADUM BAHADUR THAPA	

KOLKATA OFFICE

1. Munna Jha	06 Apr
2. Manas Pramanik	14 Apr
3. Rituparna Banerjee	25 Apr

GUWAHATI OFFICE







1. Rohit Kumar Singh	08 Apr
2. Biplab Ghosh	15 Apr
3. Ashim Patowary	21 Apr
4. Hadiul Islam	27 Apr
5. Debashis Barua	30 Apr









NEW JOINEES

PLANT

SL NO	PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.
1		KIRAN DAS MANIKPURI	ELECTRICAL & INSTRUMENTATION	TECHNICIAN
2		BRIJESH KUMAR YADAV	ELECTRICAL & INSTRUMENTATION	ASST. ENGINEER
3		NANTU DAS	PROCESS	MACHINERY ATTENDANT
4		KRISHNA BAHADUR CHETRY	PROCESS	MACHINERY ATTENDANT
5		BIRBAL BASUMATARY	PROCESS	MACHINERY ATTENDANT
6		RAJESH DEORI	PROCESS	MACHINERY ATTENDANT

GUWAHATI

SL NO	PHOTO	NAME OF EMPLOYEE	DEPT.	DESIG.
1		RANA CHOWDHURY	SALES	EXECUTIVE
2		SHAKEEL MOHAMMAD	TECCHNO SALES	SR. EXECUTIVE
3		LAXMI PAUL	ACCOUNTS	EXECUTIVE
4		HEMANTA DUTTA	ACCOUNTS	EXECUTIVE

