



SCAN THE CODE  
FOR THE ARCHIVE  
COLLECTION OF  
**NISHHA**

VOLUME 9 | ISSUE 1

# NISHHA

## THOUGHT OF THE MONTH

"The only person you are  
destined to become is the  
person you decide to be."



THEME FOR THE MONTH OF  
**MAY**  
**"MOTHER'S DAY MEMORIES"**



CHIEF EDITOR: SIBAJI MITRA  
DEPUTY EDITOR: SRIMANTO CHATERJEE  
DESIGN: ANIK BOSE

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## FROM THE DESK OF VCMD

### Mountains and Management

Dear Maxian,

Recently as I took one arduous step after the other to reach my goal of the Everest Base Camp, it struck me as to how similar are the principles of basic management to trekking and mountain climbing.

**Plan as per Vision:** The primary work before starting a trek is to set a vision and lay out a plan and start researching on what exactly is to be done. It is crucial to be prepared right and charter a course with definite stops to evaluate before going ahead. Similarly, while setting out for a new goal, it is important to know the exact client's requirements so that the product is acceptable by the market and the consumer.

**Set a Pace of Growth:** One may climb the steep slope fast but this will tend to wear one out too quickly. A steady and gradual pace is to be set keeping the topography in mind. Similarly in management, the need to set one for surviving long term objectives is of greater importance than stretching or burning too much in the process. Mountaineers call it the "the ten step challenge" where they consider every ten steps as one block and count it as a victory. It is also essential to eliminate pointless distractions and undesirable tasks and focus in your task just like you would discard unnecessary weight to guarantee a safe climb.

**Resource Management:** The stock that one carries on the back determines the progress of the trekker. Unnecessary items weigh one down hindering pace and yet all important articles also need to be carried. This is the crucial task of rationally "ration" resources for the trek. As in the business world, inventory management either in raw materials or in finished goods determines the profit structure of an organisation.

**Teamwork:** This attitude is developed better through a feeling of solidarity within the teammates. The "leave no one behind" attitude promotes inclusion and trust among the team, which are also the cornerstones of effective corporate teamwork. This teamwork is more solidified when each of the members know where their strengths are. The manager in an organisation should recognize and treasure these vital resources (manpower, capital, or time) needed to fulfill the objectives.

**Challenges Enroute:** While climbing the mountain, a petty issue like a pebble in your shoe or a little broken toenail can still have a major impact on your journey. So it is essential to fix it and get back to work without giving the issue a chance to snowball and cause more problems. Market dynamics are unpredictable and ever-changing! New technology, a new unexpected tariff etc. can change the rules of the game. Thus dynamism, agility and adaptability are necessary corporate strategies that will help face the situation.

**Celebration:** Milestones are to be celebrated. Each stopover for the night is to be celebrated as an achievement as in the case in Management where targets met should be celebrated without losing the vision and determination of the miles ahead.

**Non Complacency:** It is as crucial to return safely as it was to reach the goal... In the workplace, this indicates that once the lead is converted, don't become complacent. It is critical that a new customer has a pleasant and a holistic experience in order to become a long-term customer as reaching the summit of a mountain or making the first sale to a customer is only the beginning of the journey.

Best Wishes,  
Vineet Agarwal





### EDITOR'S SPEAK

Dear Readers,

As we enter the month of May, it's important to take a moment to consider the importance of safe browsing. With more and more of our daily lives taking place online, it's crucial that we take steps to protect ourselves from potential cyber threats. From identity theft to malware infections, the risks associated with browsing the web can be significant. Fortunately, there are a number of steps that individuals can take to minimize these risks and ensure that their online activities are as safe and secure as possible. In this article, we will explore some of the key strategies for safe browsing that everyone should be aware of.

With World changing very fast and human error playing a key part in 95% of cybersecurity breaches, managing employee cyber risk is essential for your business to avoid a user-related data breach and to demonstrate regulatory compliance. We have witnessed how the advent of social media platforms like Facebook, Twitter, and WhatsApp brought a revolutionary change in how we use the internet for personal and professional purposes. Therefore, we must understand social media cyber security, which directly influences our use of social media networks. As we share more and more personal information online, the question of data security is becoming increasingly important.

#### Secure Your Browsing

Protecting your web browsing is more important than ever in today's digital world. Your data is under constant attack from hackers and cybercriminals, and you could easily become a victim if you are not careful.

#### Unsecured mobile phones

Mobile devices account for more than half the time we spend online. Social media apps make it easy to access your social media accounts with just one tap.

#### Stop Re-using same Passwords across Multiple Websites

One of the easiest ways to make your online life more secure is to stop re-using passwords across multiple websites. Password reuse also makes it easier for hackers or software tools to crack your passwords (particularly when they are weak).

#### Beware of Attachments and Promotional Links

You should never click on links or open attachments in unsolicited emails or texts.

Social media can be a powerful tool for any organization. It can increase your visibility, enhance relationships, establish two-way communication with customers, provide a forum for feedback, and improve the awareness and reputation of the organization. We should also consider the security features and save organization and personal data escapes.

Team Nishtha would like to take a moment to express our gratitude for your continued support and would like to encourage you all to participate more in contributing to this issue of Nishtha. We always appreciate hearing from you and learning about your thoughts and experiences. Your engagement not only helps us to make this newsletter more informative and engaging, but it also fosters a sense of community among us.

Thank you for your time, and I look forward to hearing from you soon!

Best Regards,  
Srimanto Chatterjee





### MOTHER'S DAY MEMORIES

Mother's Day is a special holiday that celebrates the love and sacrifice of mothers around the world. As I reflect back on my Mother's Day memories, there are many that stand out to me.

One of my earliest memories of Mother's Day is making handmade cards for my mother. I remember spending hours carefully cutting out construction paper hearts and gluing them onto a card. When I presented the card to my mother, she was so touched by the effort and love I had put into it. I continued to make handmade cards for my mother every year, even as I grew older.

Another memory I have of Mother's Day is preparing breakfast in bed for my mother. My sister and I would wake up early and make chai, toast, and eggs for our mother. We would bring the tray up to her and present it to her with a bouquet of flowers. My mother would always be so surprised and grateful for the effort we had put into making her feel special.

As I grew older, my Mother's Day celebrations with my mother changed. Instead of handmade cards and breakfast in bed, we would go out to brunch or dinner and spend quality time together. We would talk about our lives, our hopes and dreams, and reminisce about old memories. I treasured these moments with my mother, knowing that she had sacrificed so much for our family.

Now, as an adult, I miss celebrating Mother's Day. I am grateful for the love and guidance that my mother provided me, and I hope to pass that same love and guidance on to my own children someday. I know that being a mother is one of the most challenging and rewarding jobs in the world, and I am grateful for the opportunity to celebrate and honor the mothers in my life on Mother's Day.

In conclusion, Mother's Day is a special holiday that celebrates the love and sacrifice of mothers around the world. Whether it's making handmade cards, preparing breakfast in bed, or simply spending quality time together, the memories of Mother's Day celebrations with my mother will always be cherished. I am grateful for the love and guidance that my mother has provided me, and I hope to continue to honor and celebrate the mothers in my life for many years to come.

Anik Bose (Kolkata)





# MAX PANORAMA



## HOMAGE TO OUR FOUNDER

On the occasion of the death anniversary of our late founder, Shri G.N Agarwal, we took some time to pay homage and remember his contributions towards the growth and success of our organization. As we reflected on his life and achievements, we were reminded of his vision, dedication, and hard work that laid the foundation for our company. We honored his memory through a few activities that helped us cherish his legacy and inspire us to uphold his values. We shared some of his inspiring stories and quotes, organized a remembrance ceremony, and discussed his contributions and impact on our organization. Through these activities, we not only paid our respects to our founder but also reaffirmed our commitment to carry forward his vision and make him proud. His legacy will continue to inspire and guide us in all our future endeavors, and we are forever grateful for his invaluable contributions.





# MAX PANORAMA



## HANUMAN JAYANTI

On the auspicious occasion of Hanuman Jayanti, we celebrated the birth anniversary of Lord Hanuman with great devotion and enthusiasm at plant premises, Meghalaya. The day was marked with various traditional rituals and ceremonies, including puja, bhajans, and kirtans, to honor and seek blessings from Lord Hanuman. We decorated the temple with flowers, lights, and rangolis, and the atmosphere was filled with spiritual fervor and joy. We also organized a special discourse on the significance of Hanuman Jayanti and the teachings of Lord Hanuman, which provided us with valuable insights and guidance on how to lead a virtuous and fulfilling life. The celebrations not only brought us closer to the divine but also fostered a sense of unity and harmony among us. We were blessed to have the opportunity to celebrate this sacred day and offer our prayers to Lord Hanuman, who is revered for his strength, devotion, and selflessness.



## BIHU CELEBRATIONS

The Bihu festival, one of the most significant cultural festivals of Assam, was celebrated with great fervor and enthusiasm at our plant. The day was marked with various traditional rituals, dances, and feasts, which brought together employees from different parts of Assam to celebrate their rich cultural heritage. The celebrations started with the lighting of the ceremonial lamp, followed by traditional Bihu dances. The highlight of the day was the grand feast, which included traditional Assamese delicacies like pithas, laddus, and curries, that left everyone's taste buds satiated. The celebrations not only helped us reconnect with our roots and preserve our cultural heritage but also fostered a sense of unity and camaraderie among us.



# MAX PANORAMA



## JHCMA ANNUAL SPORTS

The JHCMA Annual Sports 2022-23 came to a thrilling conclusion on the 18th of April, with the closing ceremony being held at Star Cement. The event had been a spectacular display of sportsmanship and camaraderie, with teams from various companies showcasing their skills in different sporting disciplines. In this highly competitive tournament, we are proud to announce that MAX Cement emerged victorious in both Volleyball and Table Tennis, securing the first position in both categories. The victory was a result of the hard work, dedication, and teamwork of our players, who displayed exceptional talent and sportsmanship throughout the tournament.



## GNAM CLUB BIRTHDAY CELEBRATION

The GNAM Club celebrated its birthday with its members on the 22nd of April 2023. The event was a fun-filled affair, with members gathering together to celebrate their special day with their fellow club members. The event started with a cake-cutting ceremony, where all the members whose birthday fell in March and April cut the cake together. The atmosphere was filled with joy and laughter as members shared stories and memories of their past birthdays. The celebration continued with various fun activities, such as games, quizzes, and competitions, that added to the excitement of the event. The highlight of the day was the special prize distribution ceremony for the winners of the competitions held earlier in the day. The event was a great success, thanks to the efforts of the club members who worked hard to make it a memorable day. The mass birthday celebration is a unique tradition of the GNAM Club, and we look forward to continuing this tradition and celebrating the birthdays of our members in the months to come.



# MAX PANORAMA



## CARROM CHAMPIONSHIP 2023

The GNAM Club at Plant is organizing a thrilling Carrom Championship that has been ongoing since the 23rd of April 2023. The competition has seen a total of 32 participants competing against each other to make it to the finals. The event has been a great success so far, with players showcasing their exceptional skills and sportsmanship throughout the tournament. The matches have been intense and closely contested, with each player giving their best to emerge victorious. The finals of the championship will be held on the 30th of April 2023, and we can expect to witness an exciting and thrilling conclusion to this competition. The GNAM Club is committed to promoting sports and games among its members, and this Carrom Championship is yet another step in that direction. We wish all the players the best of luck for the finals and hope that they continue to display their exceptional skills and sportsmanship throughout the tournament.





# MAX QUIZ

Every issue of Nishtha will feature a set of 10 question in this section of Max Quiz. Participants are requested to answer all 10 question and revert us back via email - [hr@gnggroup.in](mailto:hr@gnggroup.in). Winners will be choosen from the first 3 people to send in maximum correct answers by email. Winner and correct answers to be announced in the next issue of nishtha. Prizes to be delivered by HR Dept. Best of Luck to all.

## GENERAL KNOWLEDGE OF ASSAM & MEGHALAYA

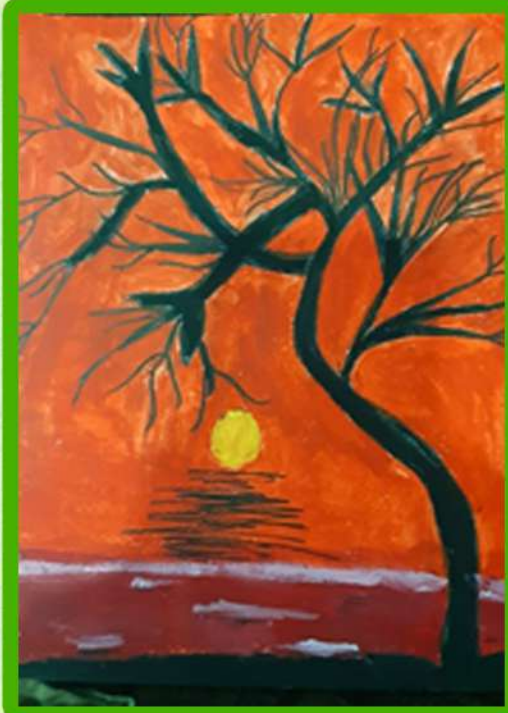
1. What is the traditional dress of the Khasi tribe in Meghalaya?
2. What is the name of the highest peak in Meghalaya?
3. Which river in Meghalaya is also known as the "River of Gold"?
4. Which wildlife sanctuary in Assam is home to the endangered Hoolock Gibbon?
5. Which famous waterfall in Meghalaya is also known as the "Seven Sister Waterfall"?
6. Which famous freedom fighter from Assam was also known as "Lokpriya"?
7. Which famous festival of Meghalaya is celebrated to welcome the spring season?
8. What is the name of the famous archaeological site in Assam that dates back to the 8th century?
9. Which famous Assamese artist won the Padma Bhushan award in 2021?
10. Which famous Meghalaya cave system is home to the longest sandstone cave in the world?



# MAX ART



**Drawn by Ms. Charanya  
D/O - Himadri Deka (GHY)**



**Drawn by Ms. Archeesha Banerjee  
D/O - Sushanta Banerjee (GHY)**



**Drawn by Ms. Yugantika  
D/O - Suvrajit Neog (GHY)**



# MAX COMPOSITIONS

## परिरेष आक समाज

सुन्दर ई पृथिवी  
आकाश, माटि, गछ, बतह, पानी  
बिनन्दीया एक परिरेष !  
प्रत्येक आमर बावे त्याग करिछे  
बिनिमयत आमि दिने निशई आक्रमण करिछे  
बुद्धि हैछे आमर ईश्वर - बिभूति !  
आधुनिक जीरनर बौजाल बौजाल परिरेष  
अतिद्विहीनतार शेलुरे बेरि धरिछे,  
बिनन्दीया परिरेषर भिन्न प्राप्त  
देशात्त्रबोध करे हृदयत नाई।  
सकलो बस्तु यात्रिकतार जीरनर बाटत  
नीरस है परिरेष समाज ...  
नीरस है परिरेष परिरेष ...  
कटियाई फुबा एको एकोटि श्रपत  
काईटे गजालि मेलिछे,  
यात्रिकतार पृथिवीत नाई कोनो अनुबागर समभागी  
यि पथेरे आहिचिला, सेई पथेरेई उडति याव लागिब।  
गुचि याव आत्मा, मचि याव नाम !  
जीरने पाथी सलाई बितीषिकार शलिता ज्वालाई  
आपेनजनो हेबाव लागिब,  
थाकि याव माथो श्रुति  
थमकि याव जीरन यात्रा।  
यादर कलिता, तेजपुर  
By Jadav Kalita, Tezpur

आओ आज सीखते हैं,  
कैसे सीमेंट बनाएँ

चूना पत्थर डाल क्रशर में,  
छोटा पीस बनाएँ।  
लैटेराइट के चूरे को,  
तोड़- तोड़कर लाएँ।।  
आयरन ओर, एल्युना, सिलिका,  
उचित रखें अनुपात।  
पीसें खूब इन्हें रों मिल में,  
तभी बनेगी बात।।  
ब्लैंडिंग सैलो में पाउडर को,  
भरने को ले जाएँ।  
आओ आज सीखते हैं,  
कैसे सीमेंट बनाएँ।।

ग्रीहीटर के साइक्लोन में,  
पाउडर कर लें गर्म।  
ऊपर-नीचे खूब घुमाएँ,  
रह न जाए नर्म।।  
डाल किलन में नचा-नचाकर,  
इसको खूब पकाएँ।  
ठंडा करने ग्रेट कूलर में,  
इसको लेकर जाएँ।।  
डीबीसी से इस क्लिंकर को  
सीएसपी पहुँचाएँ।  
आओ आज सीखते हैं,  
कैसे सीमेंट बनाएँ।।

क्लिंकर को सीमेंट मिल के,  
हॉपर में ले जाएँ।  
थोड़ा जिप्सम और फ्लाइएश,  
आस-पास रख आएँ।  
उचित मात्रा में इन सबको,  
सीमेंट मिल में डालें।  
ओपीसी या पीपीसी, जो

चाहें, उसे बनालें।  
हवा और पानी से सैलो  
में रख, उसे बचाएँ।  
आओ आज सीखते हैं,  
कैसे सीमेंट बनाएँ।।

जितनी हमें जरूरत हो, बस  
उतनी कर लें पैक।  
ट्रक से, ट्रैक्टर से भेजें या  
लोड करा लें रैक।  
अभियंता की देख-रेख में,  
रेती, ग्रेट ले आएँ।  
बस सीमेंट का लगभग आधा  
पानी संग मिलाएँ।  
आधा घंटा के भीतर ही  
मिस्त्री से लगवाएँ।  
आओ आज सीखते हैं,  
कैसे सीमेंट बनाएँ।।

डॉ अवधेश कुमार अवध  
साहित्यकार व अभियंता  
संपर्क 8787573644



# MAX COMPOSITIONS

## “BIHU” (THE HEART OF ASSAM) !!

BY MRIDU PABAN MAHANTA

Bihu, harvesting festival of Assam, is celebrated by the Assamese community across world in three different months of the year. It is an important festival of Assam. People wear traditional dress and cook traditional dishes. The dance and music programmes are organized at home and at community hall or in open field of all villages and towns of Assam. People participate and show their happiness to the arrival of harvesting season.

The three Bihu festivals are part of Hindu mythology, but it is celebrated by the whole Assamese community. As per Hindu mythology, Bihu is dedicated to Lord Krishna, cattle (cow), elder members of the family, and to Goddess Durga. But the celebrations of the Bihu festival have now Tibetan and South Indian influences.

Bohag Bihu (Rongali Bihu) is the most vibrant festival among all other Bihu observed in Assam. Cultural tradition of Assam is showcasing in the Bihu functions across Assam. The folk dances & Bihu dance are the most important part of the festival. People all around the state dance with the rhythms of Dhol, Pepa, Gogona, Taal, Toka, Baanhi, and Xutuli. These are the ones through which the flavour of the Bihu is experienced. The folk songs played in the festival are known as Bihu Geets.

The Kati Bihu (Kongali Bihu) is the symbol of the season of short supply. The Assamese community celebrates it by lighting up the Diya (earthen lamp) in the paddy fields & in front of Tulsi to worship Goddess Laxmi.

The Magh Bihu (Bhogali Bihu) is celebrated as a festival of food. In this Bihu, Mejis made of straw and bamboo is light up & give puja to God Agni. On the eve of Bihu various sports like Bull Fight, Cock Fight, and Egg Fight are also organized. The special cuisines made during the festival are Pithas, Larus and Jolpan (Kumal Sawul, Doi, Gur, Sira) which are made of rice and coconut, and different types of drinks are prepared by the local tribes like Chuje, Namlao, Aapong, Xajpani, Jonga etc.

The North-East state Assam is rich in natural beauty and its weather. The traditional culture of Assam is reflected in their fests and celebrations. Young generations of Assam also participate in the traditional celebration of Bihu. They love to eat traditional food and wearing traditional Mekhela Chador or Riha Mekhela & Dhuti Baniyon & Gamocha. The richness of any culture is by its people. Bihu is a festival of prosperity and happiness, people beliefs that their prayers are heard by the almighty on this day.

The Bihus are part and parcels of Assamese culture. It is the symbol of peace, love & harmony. The Assamese are very proud of the Bihus. Now Bihu dance is recorded in Guinness Book of World Record & Assamese Gamocha get the GI tag also.





# MAX COMPOSITIONS

## BEAT THE HEAT - THIS SUMMER

Looking for a refreshing and delicious drink to quench your thirst on a hot summer day? Look no further than these mocktail recipes! Perfect for sipping whenever or wherever you want, these mocktails are packed with fresh ingredients, bold flavors, and plenty of fizz. Whether you're in the mood for a fruity and sweet drink or something more herbaceous and tart, there's a mocktail recipe on this list for you.

So grab your shaker and let's get mixing!

1. **Strawberry Lemonade Mocktail:** Mix fresh strawberry puree, lemon juice, simple syrup, and soda water for a refreshing and fruity drink.
2. **Pineapple Coconut Mojito Mocktail:** Blend together pineapple juice, coconut water, lime juice, mint leaves, and soda water for a tropical and flavorful drink.
3. **Cucumber Mint Mocktail:** Muddle cucumber and mint leaves with lime juice, honey, and soda water for a cool and crisp mocktail.
4. **Watermelon Basil Mocktail:** Blend together fresh watermelon chunks, basil leaves, lime juice, honey, and soda water for a sweet and herbaceous drink.
5. **Grapefruit Rosemary Spritzer:** Mix fresh grapefruit juice, rosemary simple syrup, and soda water for a tangy and herb-infused mocktail.
6. **Peach Ginger Mocktail:** Blend together fresh peach puree, ginger syrup, lime juice, and soda water for a spicy and sweet summer drink.
7. **Blueberry Lavender Lemonade:** Mix blueberry puree, lavender simple syrup, lemon juice, and soda water for a refreshing and floral mocktail.
8. **Mango Lassi Mocktail:** Blend together fresh mango chunks, yogurt, honey, and cardamom for a creamy and refreshing drink.
9. **Strawberry Basil Lemonade:** Mix fresh strawberry puree, basil simple syrup, lemon juice, and soda water for a fruity and herbaceous mocktail.
10. **Hibiscus Iced Tea Mocktail:** Brew hibiscus tea, add lime juice, honey, and soda water for a tart and floral summer drink.





# DOCTOR'S MESSAGE

## THE BENEFITS OF DONATING BLOOD

There's no end to the benefits of donating blood for those who need it. According to the American Red Cross, one donation can save as many as three lives.

It turns out that donating blood doesn't just benefit recipients. There are health benefits for donors, too, on top of the benefits that come from helping others. Read on to learn the health benefits of donating blood and the reasons behind them.

### BENEFITS

Donating blood has benefits for your emotional and physical health. According to a report by the Mental Health Foundation, helping others can:

- reduce stress
- improve your emotional well-being
- benefit your physical health
- help get rid of negative feelings
- provide a sense of belonging and reduce isolation



Research has found further evidence of the health benefits that come specifically from donating blood. Free health check-up

In order to give blood, you're required to undergo a health screening. A trained staff member performs this check-up.

They'll check your:

- Pulse
- Blood pressure
- Body temperature
- Haemoglobin levels

This free mini-physical can offer excellent insight into your health. It can effectively detect problems that could indicate an underlying medical condition or risk factors for certain diseases. Your blood is also tested for several diseases. These include:

- Hepatitis B
- Hepatitis C
- HIV
- Syphilis etc.

Lower your risk of heart disease

However, donating blood regularly may lower iron stores, according to a 2013 study Trusted Source. This may reduce the risk of heart attack. High body iron stores are believed to increase the risk of heart attack.



**Dr.R.K.Das, GVIL, Meghalaya**