



SCAN THE CODE
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nISHHA

THOUGHT OF THE MONTH

"Life isn't about waiting for
the storm to pass.
It's about learning
how to dance in the rain."



**THEME FOR THE MONTH OF
JULY
"SAVING OUR TIGERS"**

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FROM THE DESK OF VCMD

Dear Maxian,

Be Healthy Not just Fit

We often hear of someone that we know who died while working out in the gym, or while running or cycling and we wonder how that happened as he was so fit?

The zeal for fitness has taken center stage these days. The quest of fitness is rapidly gaining prominence under the impression that being healthy and being fit are one and the same. There is no doubt that physical fitness plays a significant role in overall health but the latter encompasses much more than just the physical aspect of our well-being.

Health over fitness is the only way that we can lead balanced and meaningful lives.

It is important to understand that health covers much more than just our physical well-being. A lot of these deceptive views are cradled by social media. We care for the "social media image" instead of "social image". The internet has been often spreading mixed or wrong views that project two very distinct concepts into one.

True health entails nourishing the mind, body, and spirit. It goes beyond toned muscles and demanding workout regimens. Fitness, on the other hand is frequently related to physical strength and endurance. On the contrary, mental health, self-esteem, and general happiness can be negatively impacted by the pressure to maintain a specific body image and meet social beauty standards. As a result, many people start rigorous diets and intense exercise regimens, losing sight of what good health really means.

One of the cornerstones of true health is mental health.

Taking time to practice mindfulness, meditation, or engaging in activities that bring joy and fulfillment can lead to a healthier state of mind. Mental health directly influences physical health. Mental health is one of the pillars of real health. In today's world, stress, anxiety, and depression are rather common and can take the quality of our quality of life. A healthier state of mind can result from setting aside time to meditate, practice mindfulness, or partake in enjoyable hobbies. It is crucial to treat both emotional well-being and physical fitness since mental health directly affects physical health.

Regular exercise, nutritious eating, and ample rest are essential components of a healthy lifestyle, but so is maintaining mental and emotional well-being.

Incorporating hobbies, spending time with loved ones, and engaging in creative pursuits can all contribute to a healthier and more balanced lifestyle.

If one seeks fitness in a pure form it can be walking outdoors, dancing, or practicing yoga. Don't push the body. Listen to it and honour its capacity. Exercise should be a source of joy rather than that of stress. Nutrition is another essential factor that plays a critical role in health. Instead of adhering to fad diets or extreme eating habits, adopt a balanced and mindful approach to food.

In conclusion, being healthy should never be reduced to a narrow focus on physical fitness alone. True health encompasses the interconnectedness of the mind, body, and soul. Prioritizing mental and emotional well-being, fostering supportive relationships, allowing time for rest and recovery, and nurturing a balanced approach to nutrition are all essential aspects of a healthy lifestyle.

Regards,

Vineet Agarwal

EDITOR'S SPEAK

Dear Readers,

In the past month, our focus has been on two essential aspects: Yoga and Health which includes Occupational Health and Safety. These topics highlight the significance of self-care, well-being, and ensuring safe working environments. Today, I would like to expand our perspective by connecting these themes with The Monsoon, Tiger's Day and Nature Conservation, revealing the intricate web that binds them together.

Let us begin with the monsoon, a season that not only offers respite from the sweltering heat but also sustains life on our planet. As the monsoon arrives, it breathes new life into our lands, replenishing rivers, lakes, and reservoirs. Its nourishing touch allows ecosystems to flourish, fostering the growth of lush forests and supporting abundant wildlife. However, the monsoon is more than a mere weather pattern; it is a delicate equilibrium that requires our steadfast commitment to preservation. The looming threat of climate change disrupts monsoon patterns, leading to erratic weather events and ecological imbalances. As responsible custodians of our environment, it is imperative that we prioritize sustainable practices to mitigate the impacts of climate change and safeguard this vital lifeline of nature.

Moving forward, let us direct our attention to Tiger's Day, a dedicated occasion to raise awareness about the conservation of these majestic creatures. Tigers hold a profound place in our hearts and ecosystems. As apex predators, they play a vital role in maintaining the equilibrium of their habitats. Sadly, their numbers have dwindled due to habitat loss and illegal poaching. Tiger's Day serves as a poignant reminder of our responsibility to protect and preserve these iconic species. It is a call to action, urging us to support conservation efforts, combat the illegal wildlife trade, and safeguard the integrity of their habitats. By doing so, we not only secure the survival of tigers but also safeguard the biodiversity and overall health of our precious ecosystems.

Nature conservation acts as a unifying force that encompasses all these interconnected themes. It is our duty to safeguard and responsibly manage the natural resources bestowed upon us. Nature conservation goes beyond the preservation of charismatic species; it necessitates the protection of entire ecosystems, the promotion of sustainable practices, and the cultivation of harmony between human activities and the environment. By embracing responsible land use, initiating reforestation endeavors, and advocating for sustainable development, we can forge a future where humans and nature coexist harmoniously.

In conclusion, the monsoon, Tiger's Day, and nature conservation are intertwined facets that demand our unwavering attention and action. Let us embrace the monsoon with gratitude, recognizing it as a lifeline for our lands. Let us acknowledge the importance of Tiger's Day and commit ourselves to the preservation of these magnificent creatures. Finally, let us champion nature conservation as an all-encompassing principle, ensuring the sustainable coexistence of humanity and the natural world.

By embracing these ideals, we can forge a path towards a future where the monsoons quench our lands, tigers roam freely in their habitats, and the beauty and diversity of nature thrive for generations to come. Together, let us become guardians of our planet, pledging our dedication and collective responsibility to protect its precious wonders.

Best Regards,
Srimanto Chatterjee

MAX PANORAMA



DEALER MEET - SHILLONG

We are thrilled to share the incredible success of our Dealer Meet held on June 12th and 13th at the prestigious Shillong Marriott Hotel. The event was an extraordinary celebration, filled with lively performances, thrilling activities, and a remarkable display of camaraderie among our esteemed dealers. The vibrant atmosphere was set from the start, as the event kicked off with fun-filled mimicry acts followed by energetic performance by a live band, setting the tone for an incredible weekend ahead. As the evening unfolded, the beats of the DJ got everyone on their feet, igniting the dance floor with infectious energy. Attendees showcased their moves and reveled in the electrifying ambiance.

Over the course of two unforgettable days, our dealers were treated to an array of entertainment that left them exhilarated and delighted.



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PERFORMANCE AWARDS

On the second day of our Dealer Meet, the excitement reached new heights as we honored and recognized the outstanding achievements of our top-performing dealers. The awards ceremony was a highly anticipated event, where excellence and dedication were celebrated in various categories. The atmosphere was filled with anticipation and pride as the winners were announced. Dealers who had demonstrated exceptional performance in sales and overall business growth were presented with prestigious awards.

In addition to the awards ceremony, we unveiled our latest product innovation, Max Power Plus. This groundbreaking addition to our product lineup represents our continuous efforts to provide cutting-edge solutions to our valued customers.



MAX PANORAMA



WORLD ENVIRONMENT DAY

The World Environment Day celebration on June 5th, was a resounding success, centered around the theme "Beat Plastic Pollution." The event took place in the serene surroundings of the plant premises, embracing the vision of environmental consciousness and sustainability. The day commenced with a symbolic Flag Hoisting, signifying unity and commitment towards safeguarding our planet. Attendees, ranging from employees to community members, gathered to demonstrate their dedication to the cause. The heart of the celebration was the plantation drive, where we adorned the garden area within the plant premises and extended our efforts around the revered Balaji Temple. Trees, nature's steadfast guardians, found their new homes, making a profound impact on the local ecosystem. This act of nurturing the environment encapsulated the true essence of World Environment Day.



DRAWING COMPETITION FOR CHILDREN

In addition to the various impactful activities undertaken on World Environment Day, a drawing competition was thoughtfully organized for the children, aiming to engage and inspire the young minds to express their creativity and environmental consciousness.

The children, brimming with enthusiasm, gathered to showcase their artistic talents on paper, using vibrant colors and imaginative strokes to depict their vision of a plastic-free world. The theme of "Beat Plastic Pollution" ignited their passion to contribute positively to the environment.

MAX PANORAMA



PANCHMUKHI BALAJI VARSHIK UTSAV

The vibrant and auspicious Panchmukhi Balaji Varshik Utsav was set to grace the Balaji Temple on the 8th and 9th of June. Everyone eagerly anticipated this grand celebration in honor of Lord Balaji, the embodiment of strength, compassion, and divinity.

The extravaganza promised a spiritual and cultural spectacle like never before. The temple premises was adorned with resplendent decorations, exuding a festive aura that captivated the hearts of all who visited.

The Utsav commenced with ceremonial rituals and pujas, invoking the blessings of Lord Balaji.



BAHUDA & NILADRI BIJE RATH YATRA AT PLANT

The divine journey of Rath Yatra culminated with the Niladri Bij ceremony at our plant. The deities was lovingly brought back to the temple amidst joyous celebrations. Witnessing this sacred moment and the 'Niladri Bij' ritual is an extraordinary experience, as it marks the deities' return to their abode, symbolizing harmony and the triumph of good over evil.

Throughout the Rath Yatra celebrations, the air was filled with the soul-stirring sounds of bhajans and kirtans, and everyone united in their unwavering devotion and love for Lord Jagannath and the divine siblings.

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AMBUBACHI MELA

In the true spirit of service and devotion, MAX CEMENT took part in the Ambubachi Mela, offering a gesture of kindness and generosity to all the devotees who gathered to visit Maa Kamakhya Temple.

During the Ambubachi Mela, we extended our warm hospitality by providing free water, mangoes, and bananas to the pilgrims, ensuring they had a comfortable and nourishing experience while seeking the blessings of Maa Kamakhya.

The Ambubachi Mela holds great significance and attracts countless devotees from various parts of the country. By offering these simple yet heartfelt offerings, we aimed to spread joy and share in the spirit of devotion during this auspicious occasion.



INTERNATIONAL DAY OF YOGA

In honor of International Yoga Day, we joyously celebrated the ancient practice of yoga with our employees at the plant. The event was marked by a wonderful session of yoga that brought together a sense of unity, relaxation, and well-being among all participants.

Led by some of our experienced seniors, the session embraced various yoga postures, breathing exercises, and meditation techniques. Our employees enthusiastically embraced the practice, immersing themselves in the serenity and mindfulness that yoga offers.

The celebration of International Yoga Day not only promoted physical and mental well-being but also fostered a sense of camaraderie and harmony among our workforce.

MAX QUIZ



**AWARDING
THE WINNER OF
MAY MAX QUIZ**
Sukanta Sinha

WINNER OF JUNE QUIZ
LAKYAJIT LAHON (GUWAHATI - MIS TEAM)

THEME QUIZ

1. What is the primary source of the monsoon season's rainfall?
a) Ocean currents b) Snowfall c) Volcanic activity d) Wind patterns
2. Which of the following regions experiences a dry season during the monsoon?
a) Europe b) Africa c) South America d) Australia
3. What is the main benefit of the monsoon season for agriculture?
a) Reduced rainfall b) Increased temperature c) Higher evaporation rates
d) Adequate water supply
4. Which country has the highest population of tigers?
a) India b) Russia c) Indonesia d) Brazil
5. Which tiger subspecies are considered extinct today?
a) Bengal b) Caspian c) Siberian d) South China
6. Which endangered animal species is known as the "Swimming Tiger" due to its powerful swimming abilities?
a) Orangutan b) Saola c) Iberian Lynx d) Sumatran Tiger
7. What does the term "endangered species" mean?
a) A species that is extinct b) A species that is abundant in number
c) A species at high risk of extinction d) A species that migrates long distances
8. Which of the following is a major cause of deforestation?
a) Overfishing b) Urbanization c) Soil erosion d) Air pollution
9. What is the purpose of wildlife corridors?
a) To restrict animal movements b) To create barriers between habitats
c) To provide safe passage for animals between fragmented habitats
d) To reduce predator-prey interactions
10. Which region is known for experiencing the "Hanging Valley" phenomenon during the monsoon season?
a) Grand Canyon, USA b) Himalayas, Nepal c) Sahara Desert, Africa d) Great Barrier Reef, Australia

MAX ART



Drawing by:
Vaishnavi Srivastava,
Guwahati
D/O of Mr. Rajesh Srivastava



Photographed by:
Mr. Bhargav Tamuli
Guwahati Technical Team

"AMBUBACHI IN NILACHAL- THE GOD'S OWN COUNTRY"

MAX COMPOSITIONS

TIGERS IN THE SUNDARBANS: A DELICATE BALANCE BETWEEN HUMANS AND NATURE

By Srimanto Chatterjee

Tigers play a crucial role in the human habitat, exerting a profound impact on the ecological balance and overall well-being of their surrounding environments. These majestic creatures contribute in various ways, ensuring the harmony and sustainability of our shared habitats.

Firstly, tigers act as regulators of prey populations. As top predators, they play a vital role in maintaining the balance of ecosystems by controlling the numbers of herbivores such as deer and wild boars. By keeping these populations in check, tigers prevent overgrazing and habitat degradation, which in turn ensures the health and balance of forest ecosystems. This indirectly benefits humans by preserving the integrity of natural habitats and ensuring the availability of resources for other species.

Moreover, tigers hold immense significance in terms of ecotourism and the associated economic benefits. Their iconic status draws tourists from around the world, leading to the establishment of protected areas and wildlife reserves. The presence of tigers in these areas generates substantial revenue through ecotourism activities such as wildlife safaris and photography tours. This revenue helps support local communities, promotes conservation initiatives, and provides employment opportunities, contributing to the socio-economic development of the region.

In addition to their ecological and economic roles, tigers are vital for biodiversity conservation. As flagship species, they symbolize the conservation of vast landscapes and diverse ecosystems. By protecting tiger habitats, entire ecosystems are safeguarded, ensuring the survival of numerous plant and animal species. This biodiversity conservation is crucial for maintaining the balance of natural systems and the provision of ecosystem services, including clean air, water, and climate regulation. The preservation of tigers is thus essential for the overall health and sustainability of our natural habitats.

Tigers also hold cultural and spiritual significance in many societies. They are revered as symbols of strength, power, and grace. Tigers feature prominently in folklore, mythology, and traditional practices, connecting communities to their natural heritage. Preserving tigers helps safeguard cultural identity and traditional knowledge, fostering a sense of pride and respect for the natural world.

The Sundarbans, a vast mangrove forest located in the coastal region of Bangladesh and India, exemplifies the interplay between tigers and the human habitat. Here, locals engage in activities such as honey collecting and crab hunting, navigating the complex ecosystem of the forest. However, amidst their pursuits, the presence of tigers adds an element of danger and excitement. Encounters between humans and tigers in the Sundarbans serve as a reminder of the delicate balance and coexistence that exists between these magnificent creatures and the communities that call this habitat their home.

In conclusion, tigers play an integral role in the human habitat by regulating prey populations, driving ecotourism and economic benefits, conserving biodiversity, and upholding cultural and spiritual values. Recognizing their importance and taking proactive measures to protect and conserve these magnificent creatures is not only crucial for their survival but also for the well-being and sustainability of human populations and the ecosystems we depend on. The Sundarbans serves as a prime example of the intricate relationship between tigers, humans, and the delicate balance of nature.



MAX COMPOSITIONS

"কুশলেই আছো মই"

মোৰ হৃদয়খন যেন এক
অঘোষিত সান্ধ্যআইলৰ দৰে
উশাহ-নিশাহৰ বাদে
সম্প্ৰতি সকলোৰে প্ৰবেশ
নিৰেশ নিষিদ্ধ,
মোৰ সুখত সমগ্ৰ পৃথিৱীৰ একাংশ জ্বলে
সেইকাৰণেই ঠাণ্ডা আৰু থকা নিঃসীম হাঁহিটো
মোৰ সকলোতকৈ প্ৰিয়,
মই বৰ অস্থিৰ, আকোল সেয়েহে
আপাহৰ সাতোৰঙী বামধেনুত উঠি
অটিনাকি লৈবোৰৰ অৱবাহিকাত
নিৰৱধি প্ৰশান্তিক বিচাৰি ফুৰোঁ,
জালো জীৱন মধুৰ অৰ্থবহ
অখচ যন্ত্ৰনাৰে পৰিপূৰ্ণ
সেয়েহে সৰু সৰু প্ৰাপ্তিবোৰক কাম চপাই
মই মৌলতাৰ দুখবোৰ সহি থাকোঁ !

লখ্যজিৎ লাহন (Lakhyajit Lahan)

পুৰুষৰ জীৱন

১. ইন্টাৰভিউ দি ভাগৰি পৰা পুৰুষে জানে - ধৈৰ্য্য কি।
২. নতুন চাকৰি ওলালে সজাগ হোৱা পুৰুষে জানে - হেপাঁহ কি।
৩. ঘৰৰ সমস্যা সমাধানৰ বাবে পুৰুষে জানে - দায়িত্ব কি।
৪. বয়সে হেঁচা মাৰি ধৰা পুৰুষে জানে - ভূমিনিয়াহ কি।
৫. প্ৰেৰণীয় এৰি দিয়া পুৰুষে জানে - আক্ষেপ কি।
৬. মা-দেউতা নথকা পুৰুষে জানে - শক্তি কি।
৭. সন্তানৰ সপোন পূৰ কৰিব নোৱাৰা পুৰুষে জানে - ভয় কি।
৮. চাকৰি বিহীন পুৰুষে জানে সমাজত - আদৰ কি।
৯. টকা-পইচা, ধন-সম্পত্তি নথকা পুৰুষে জানে - সন্মান কি।
১০. কৰ্মৰত জীৱনত সফল হব নোৱাৰা পুৰুষে জানে - ভৱিষ্যত কি।

যাদব কলিতা (Jadav Kalita)

স্কুলজীৱনৰ মূল্যবান স্মৃতি

স্কুলে কাটালো ওই শেষ দিন
ফিৰে এলো না আৰ কোনোদিন
মনে পড়ে সেই পুৰানো দিনেৰ কথা
স্কুলেৰ সেই অতীত ভোলানো ব্যাখ্যা
মনে পড়ে সেই স্কুলেৰ ঘৰগুলো
যেখানে ছিলো অতীতৰ স্মৃতিগুলো
নিত্য নামে স্যার ম্যাম দেৱ মজাৰ ডাকা
এখন সেইসব মূল্যবান স্মৃতিতে রাখা
স্কুলেৰ বৃষ্টিভেজা জানালাৰ পাশে বসি,
ৰয়ে গেল চিৰকালে জন্য একটা স্মৃতি হয়ে,
বন্ধুৰ কাছে পৰেৰ দিনেৰ খবৰ নেওয়া
কালকে কখন আসবি বল -
চোখেৰ সামনে জল ছবিৰ মতো
ভেসে আসে একটা পৰ স্মৃতি -
ৰেজাল্টেৰ দিন শেষ দেখা বিষণ্ণতা মনে
আজাও যে ইউনিফৰ্ম আলমাৰিৰ কোনে -
শেষ ক্লাস কাটালো স্মৃতি নিয়ে,
ব্যস্তহয়ে পড়ল সব কালের নিয়মে-
সবাই বদলে গেল সময়ের শ্ৰোতে-

শুধু স্কুল ঘৰটি রয়ে গেছে

আমাদের স্মৃতি নিয়ে

স্কুল জীৱনৰ সাথে হাৰিয়ে গেল মোদের

প্ৰিয় সখা

নেই আৰ মিষ্টি ৰাগেৰ মিষ্টি বকাবকা

ফিৰে যেতে চাই সেই জীৱনে

যেখানে নেই কোন আনন্দেৰ সীমা ।।

প্ৰসেনজিত দাস