



Mazboot Gujarat gets Mazbooti Guaranteed!

Continuing with its pledge to build a "Mazboot India", JK Lakshmi unveiled its new plant in Gujarat. Another milestone in the eventful journey of the distinguished Cement House, the Motibhoyan grinding unit near Ahmedabad was formally inaugurated in April 2009.

The Mega event of plant inauguration was marked by a day full of festivities. A press conference organized at Hotel Taj, Ahmedabad commenced the proceedings of the event packed day. Mrs. Vinita Singhania (MD), Mr. S. Chouksey (WTD), Mr. S.K. Wali (WTD) and the Brand Ambassador, Mr. Om Puri addressed the press. The Company's past achievements & future plans were shared with the media persons and the Company's commitment to provide high quality products & services to Gujarat market was reiterated.

It was followed by the plant inaugural ceremony in the afternoon which was attended by the Company officials, business partners and associates of JK Lakshmi Cement from all across Gujarat. A torch symbolizing the Company's growth & progress was brought by runners coming from various parts of Gujarat to the plant and a huge torch was lighted by the Company's top officials and Brand Ambassador. After that the



View of JK Lakshmi Cement's New Plant at Motibhoyan (Gujarat)

plant was declared open. Motorcycle rallies representing teams of company's various markets also gathered at the plant to hail the occasion. A package full of fun-filled entertainment activities awaited the visitors in games like arm-wrestling, ring throwing, tug of war etc. Emcee Nitin Arora kept the guests in high enthusiasm and zeal with his quick witted humour. The Company's Business Associates were absolutely thrilled to meet and interact with Mr. Om Puri, JK Lakshmi's Brand Ambassador.

In the evening, an interactive & participative event held at Grand Bhagwati,

Ahmedabad saw the Business Associates and Key Customers of the Company in a celebratory mood. Mr. Om Puri graced the occasion donning the same attire as seen in the TV ad of JK Lakshmi. JK Lakshmi Cement Corporate Film and a montage of Mr. Om Puri's notable work were shown and the emcee quizzed the audience with various questions. Winners were awarded attractive gifts from the hands of Mr. Om Puri.

In all, the event manifested the growing strides of JKLC in Gujarat's cement space and also provided a complete package of "the feel good" factor.



Mrs. Vinita Singhania (MD), Mr. S. Chouksey & Mr. S.K. Wali (WTD's) along with Mr. Om Puri, Brand Ambassador of JK Lakshmi during the press conference.



Mr. Om Puri interacting with the business associates of the Company.



Enthralled audience enjoying the evening celebrations at The Grand Bhagwati, Ahmedabad, Gujarat.

Glimpses from the eventful day



Motorcycle rallies from various markets of Gujarat come together on the occasion of Plant Inauguration



Torchbearers from various markets of Gujarat assembling at the Motibhoyan Plant



Torch being lighted by Mrs. Vinita Singhania (MD) and Mr. Om Puri, to mark off the inaugural celebrations at the plant



Company officials and Mr. Om Puri flagging off the consignment from the plant.



Business Associates taking part in fun filled activity - Tug of War.



A symbol of Mazbooti - Arm Wrestling activity at the plant.



Company Officials and Brand Ambassador at the evening function.



Mr. Om Puri, our Brand Ambassador with the MD and Company Officials at the launch event held at Ahmedabad.



Mr. Om Puri giving away prizes to the winners of the day.

Dealer Meet and Knowledge Sharing Session at Agra

To strengthen its position in Agra, JK Lakshmi Cement organized a twin meet for its Dealers and the eminent Architects of the region. In the morning, the Company organized a "Sneh Milan Samaroh" for its associates of Agra & Aligarh region. Mr. C.S. Sadasivan (COM), Mr. R.K. Sharma, Mr. S.K. Raina (GM- Marketing), Mr. S.R. Chitnis (GM- Technical Services) and Mr. S.K. Saxena (GM-Quality) were present for the occasion.

All the company officials interacted with the associates and responded to their queries on various issues. The Company's plans for accomplishing a higher position in the region were also discussed with the associates.

In the evening, Eminent Architects of the Agra region were invited for a Knowledge Sharing Session on the theme of "The changing face of technology-customers' requirements". The Company officials Mr. Chitnis and Mr. S.K. Saxena gave a detailed presentation to the distinguished guests.

After the presentation, an interactive Q & A session saw a healthy discussion among the participants on issues related to the topic and beyond. This meeting was hailed as a great success and JK Lakshmi was able to consolidate their relationship with the Architect fraternity of the region.



Company Officials addressing the Business Associates during the Dealer Meet



Business Associates of Agra and Aligarh region at the Dealer Meet



Lamp being lighted to start off the Knowledge Sharing Session at Agra



Eminent Architects and JK Lakshmi Company Officials come together for a group photo.

Dealers Meet in Haryana

Karnal and Panipat areas are considered key markets in JK Lakshmi's scheme of things and to be close to the associates in the area, Team JK Lakshmi organized Dealer Meets in these cities. Mr. C.S. Sadasivan (COM), Mr. R.K. Sharma and Mr. R. Dhamija were present at these events

to share the views, concerns and issues of the dealers of this area. On this occasion, company's plans to strengthen its presence in the area were discussed at length. Such events are essential for the company to reach out to its extended family members on a regular basis.



Dealers and Company Officials at the Panipat Dealer Meet



Dealers and Company Officials at the Karnal Dealer Meet

Retailers Meet at Jaipur

JK Lakshmi Cement conducted a Retailer meet at Hotel Maurya Palace, Jaipur. On the occasion, Mr. Shafi Shauket (GM-Sales) and Mr. I.M. Tewari addressed the retailers. Approx. 70 retailers of JK Lakshmi Cement were rewarded for their performances. Various attractive prizes were given to them for their earnest efforts to promote the

brand and achieve their respective sales targets.

The retailers appreciated the cement quality and accepted that the Company is emerging as a Brand Leader in the market. The retailers with greater sales volume create an example for others to perform even better in the coming days.



Mr. Shafi Shauket and Mr. I. M. Tewari during Retailer Felicitation Ceremony



Retailers mark their presence at the Jaipur Retailers Meet

Exhibition in Rajasthan

JK Lakshmi participated in the Trade Exhibition "Décor India" held at Jaipur, Jodhpur, Udaipur and Kota. This year, JK Lakshmi Cement was an associate sponsor of the exhibition which has become a must see for all consumers looking to build and decorate their own houses.

Various companies which offer home décor and

construction products & services participate in this event. JK Lakshmi, through this event took a chance to interact with a multitude of customers and answered their queries. Also, there was significant interest among the visitors at JK Lakshmi's stall where various games and quizzes were organized and prizes were distributed amongst winners.



JK Lakshmi Pavilion at Decor India, Jaipur



Inquisitive visitors enquiring about products at JK Lakshmi Pavilion

Maha Mason Sammelan at Palanpur

JK Lakshmi has always taken a lead in educating Masons about good construction practices. Over 400 masons participated in a grand event that took place in Palanpur (Dist. Banaskantha). The Company officials explained about various topics like "Importance of water concrete ratio in construction

practices" and "Advantages of blended cement" which could be helpful for masons. This activity has helped the company to maintain its brand position in the competitive market and also be a partner in providing good services to the customers through masons.



Over 400 masons had come together for this Maha Sammelan

Knowledge Sharing Session in Noida

JK Lakshmi Power Mix organized a Knowledge Sharing Session at Hotel Mosaic, Noida. This session was organised to commemorate the contribution of the Trimurtis (Technocrats, Contractors and Architects) towards building a Mazboot Nation.

JK Lakshmi realizes the role it plays in the nation's infrastructure development, and thus it organises such sessions to educate the people in the infrastructure industry. On the occasion, Prof. Bishwajit Bhattacharjee (Dept. of Civil Engg., IIT, Delhi) was invited to share his knowledge on "Self Compacting Concrete and High Performance Concrete." Dr. Bhattacharjee enlightened the audience with his knowledge on the topic and answered their queries in detail. The event helped JK Lakshmi Power Mix to strengthen its bonding with the important people in infrastructure space of Noida.



Lamp being lighted on the occasion of Knowledge Sharing Session.

Udaan - JK Lakshmi's ERP Initiative

Project Udaan is the name of the SAP implementation project of JK Lakshmi Cement, an Enterprise Resource Planning (ERP) software package. It is being implemented with the help of TCS and a dedicated team formed with members from different departments.



The first phase of the project which is supposed to go live by the end of the year would alter the way the Company manages its back office, enabling it to enhance planning, execution, management, and control over a wide range of critical processes.

The Company with the help of SAP hopes to organize and integrate core business areas such as manufacturing, distribution, financials and human resources. Although SAP (ERP) solution is a resource-consuming investment in terms of both time and money, the returns can be rewarding.

The solution would help coordinate the manufacturing

process in a better manner by mobilizing resources efficiently. SAP would hope to improve inventory management, order management, purchasing and procurement, logistics, supply chain planning, return management, and incentive management in the Company.

The implementation of SAP in JK Lakshmi Cement would get the departments connected into a collaborative process which would enable greater real-time visibility.

The Company expects to realign its business processes by using this opportunity. Through this process of integration and automation of its core processes, JK Lakshmi Cement would see an enhancement of its productivity. By effectively empowering its IT and human resources, the Cement Company hopes to get an effective edge over most of its larger competitors in the very near future.

अनूठा प्रयास — नरेगा (NREGA) एवं स्वास्थ्य जागरूकता



गांव बसन्तगढ़ में नरेगा कार्य के दौरान लोगों को सरकारी सेवाओं की जानकारी देता जेके लक्ष्मी सीमेंट नया सवेरा टीम का कर्मचारी

गांवों में सरकार की ओर से चलाये जा रहे राष्ट्रीय कार्यक्रम नरेगा (राष्ट्रीय ग्रामीण रोजगार गारंटी योजना) के कारण गांव के अधिकतर लोग नरेगा में जाते थे जिससे कि गांवों में महिला मंडल एवं पुरुषों की बैठक नहीं हो पाती थी। अतः जेके लक्ष्मी सीमेंट के नया सवेरा टीम ने लोगों को स्वास्थ्य के प्रति जागरूक करने के लिए, नरेगा में कार्यरत लोगों के

लिए भोजनावकाश के समय में नरेगा स्थल पर ही बैठकें रखना शुरू किया। जिसमें सभी लोग स्वेच्छा से भाग लेते हैं एवं पूरा सहयोग दे रहे हैं। हमारा ग्रामीणों को स्वास्थ्य के प्रति जागरूक करने के लिए सीधी बातचीत का यह प्रयास सफल हो रहा है।

प्रौढ़ शिक्षा एवं साक्षरता अभियान

जेके लक्ष्मी सीमेंट द्वारा संचालित साक्षरता अभियान, कारखाने के आस पास के गांवों व आदिवासी क्षेत्रों में निरन्तर प्रगति पर है।

जेके लक्ष्मी सीमेंट लि० की प्रबन्ध निदेशिका श्रीमती विनीता सिंहानिया जी एवं कम्पनी के पूर्ण कालिक निदेशक श्री सुशील कुमार वली के जेकेपुरम् प्रवास के दौरान गेस्ट हाउस परिसर में एक विशेष कक्षा का आयोजन किया गया।

इस कार्यक्रम में संस्था द्वारा संचालित तीन केन्द्रों — काली

मगरी, मोवलीफली (बसन्तगढ़) व पावटाफली (रामपुरा) में शिक्षा प्राप्त करने वाली 40 आदिवासी बालिकाओं ने भाग लिया।

साक्षरता केन्द्र पर शिक्षार्थियों ने अतिथियों के समक्ष स्वयं अपना, अपने पति, पिता व जाति, फली एवं पंचायत का नाम लिखकर बताया। सभी से तीन अंकों की जोड़ व बाकी भी करके उपस्थित अतिथियों से प्रशंसा प्राप्त की। साक्षरता केन्द्र पर पढ़ना लिखना सिखाने के साथ साथ सामान्य ज्ञान भी दिया जाता है।



साक्षरता अभियान के दौरान एक कक्षा का निरीक्षण करती हुई श्रीमती विनीता सिंहानिया।



T20 Fever HO V/S Marketing

Continuing with the tradition of previous years, a cricket match was played between the Marketing and HO teams of JK Lakshmi Delhi Office. Cricket, as a sport has always generated tremendous interest amongst all. Also, sports enthusiasts within the company get a perfect opportunity to revisit their younger days, unwind from their hectic schedules and have gala time with their colleagues.

This T-20 Match was held at Venketeshwara College grounds and a keenly contested match saw HO team beating the Marketing team comprehensively. Mr. Jaswant Singh walked away with Man of the match prize. Many other company employees along with their family were also present at the event to cheer for their favourite teams. Also present at the occasion were Mrs Vinita Singhanian, Mr S. K. Wali and Mr S. Chouksey.



The victorious team members of HO team - JK Lakshmi sporting a winning smile



Team JK Lakshmi catches up with the T20 fever

Result of Sudoku Contest Vol.XXXVI

Thank you readers!

We are thrilled by your participation.
Congratulations to all the Winners.

Keep Participating and Win exclusive prizes.

Winners

- Mr. Rajaram Kamra, M/s Bhaichara Cement Agency, Hanumangarh, Rajasthan
- Mr. J.S. Rawat, Delhi
- Mr. Rajesh Purohit, Gujarat

4	5	2	1	3	6	9	7	8
6	7	1	5	8	9	3	2	4
3	9	8	4	2	7	1	5	6
7	8	4	9	5	1	6	3	2
2	1	9	8	6	3	5	4	7
5	6	3	2	7	4	8	9	1
9	2	7	3	1	8	4	6	5
8	3	5	6	4	2	7	1	9
1	4	6	7	9	5	2	8	3

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Kindly send your suggestions/comments to

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