



Lala LakshmiPatji Singhanian - The Visionary

The Company is celebrating the birth centenary of its Founder, Lala LakshmiPatji Singhanian, one of the key architects of JK Organisation. As a true visionary, he laid the foundation for taking the Organisation to new heights in the journey of building a self reliant India. He was a dynamic leader who championed the cause of domestic industry with Indian ownership and management.

The JK Organisation became one of the top four private sector Groups in the country during his lifetime. He pioneered the manufacturing of many products, for the first time in India. Through a plant set up in West Bengal in 1944, he started the production of aluminium metal in India from Indian Bauxite for the first time. This metal was further converted into complete range of aluminium products including aluminium foils. The Company, Aluminium Corporation of India Ltd., was one of the few integrated aluminium plants in the world.

Lala LakshmiPatji Singhanian set up many successful companies in different parts of the country, which provided thousands of job opportunities, particularly in the backward areas of rural India. These include, Straw Products Ltd. in Bhopal in 1938 which commenced production of straw boards and later on paper boards.

Centenary Year



Lala LakshmiPatji Singhanian
Key Architect of JK Organisation
1910 - 1976

"We seek a society which is proud of its past, conscious of the present and full of hope for the future."

Production of high quality writing and printing paper was started in 1962 in Orissa and the Company is now operating under the name of JK Paper Ltd., known for its high value added products. He was also instrumental in setting up various other plants for the

manufacture of Automobile Tyres (JK Tyre & Industries Ltd.) and Cement (JK Lakshmi Cement Ltd.), amongst many other initiatives of the group.

He was the Chairman of National Insurance Company for several years. The Company covered both life and general insurance activities. He made it grow as the 3rd largest insurance company of the country with largest overseas network. Unfortunately Insurance - Life and General, as well as aluminium were nationalised in India as a matter of the then policy of the Government.

He was the guiding spirit for the JK Group to set up several medical and educational institutions across the country including scores of primary schools in the rural areas.

Lala LakshmiPatji Singhanian embodied the rare qualities that transcend time through their single-minded purpose, simplicity, vision and the constant working of an enquiring mind that rejects the status quo. Apart from being a philanthropist entrepreneur he believed in upliftment of the society at large. He has left behind a value system based on Trust, Nationalism and Care which serves as a beacon for the Group Companies to charter their course into future.

Smt. Vinita Singhania conferred Golden Peacock Women Business Leadership Award

Smt. Vinita Singhania was recently conferred the Golden Peacock Women Business Leadership Award 2010 by Shri Ram Chandra Gowda, Minister of Medical Education, Karnataka, at a ceremony held at Hotel Lalit Ashok, Bangalore.

Golden Peacock Awards, instituted in 1991 by Institute Of Directors, New Delhi and World Council for Corporate Governance, U.K, are recognised worldwide as the hallmark of corporate excellence. Justice P. N. Bhagwati, former Chief Justice of India, chaired the jury which selected the winners of this year.

The conferring of such a prestigious global award only endorses Smt. Singhania's status as a proven corporate leader.



Smt. Vinita Singhania (MD-JKLC) receiving the prestigious Golden Peacock Women Business Leadership Award from Shri Ram Chandra Gowda, Shri P. N. Bhagwati and Shri Madhav Mehra

As a professional, she has provided the visionary inspiration that has been driving the JK Lakshmi Cement success story in recent years.

Team JK Lakshmi felicitates Smt. Singhania on this recognition, wishing that she may garner many more prestigious laurels in the years to come.

JK Lakshmi Excellence proven at CIDC Awards

The Construction Industry Development Council (CIDC), an apex body jointly established by the Planning Commission and key constituents of the Construction Industry, instituted the Vishwakarma Awards to promote best practices in the field of construction.

Our Managing Director, Smt. Vinita Singhania was recognised for her corporate leadership, and for this she received the "Achievement As An Industry Doyen" award. Also, JK Lakshmi Cement was conferred the CIDC Vishwakarma Award for being "Best Professionally Managed Company Having Turnover More Than Rs. 500 Crores". These awards were presented to Smt. Singhania by



Smt. Vinita Singhania (MD-JKLC) receiving the prestigious award from Dr. C. Rangarajan

Dr. C. Rangarajan, Chairman, Economic Advisory Council to the Prime Minister and Shri Chander Verma, Chairman, CIDC at the event that was attended by our Whole-time Director, Shri S. K. Wali.



Smt. Vinita Singhania and Shri S. K. Wali (WTD - JKLC) with all the prize winners

Furthermore, in the category "Artisans Awards 2010", of the 20 awards presented, as many as 7 were won by employees of JK Lakshmi Cement. Team JK Lakshmi is extremely proud of these achievements.

JK Organisation Inter Company Marketing Conference



The participants at the Conference come together for a group photograph with Smt. Vinita Singhania (MD - JKLC), Shri Shalendra Chouksey (WTD - JKLC) and Shri C. S. Sadasivan (COM - JKLC)

A milestone marketing-oriented event was recently organised by the JK Organisation. The JK Inter Company Marketing Conference was held at Jaipur with the theme "Go Rural To Win". Participants included teams from the group companies such as: JK Lakshmi Cement Ltd., JK Tyre & Industries Ltd., JK Paper Ltd., Fenner (India) Ltd., JK Risk Managers & Insurance Brokers Ltd., Umang Dairies and JK AgriGenetics Ltd.

Several experts in rural marketing & communications shared their knowledge of the dynamics that drive marketing success in rural India. The guest speakers were: Dr. J.D. Singh - Director, Jaipuria Institute of Management, who also played a key role in co-ordinating the conference; Shri Pradeep Kashyap - CEO MART, President, Rural Marketing Association of India; Shri Kartik Raina - Founder, Learning Facilitators; Shri Raj Kumar Jha - National Creative Director, Ogilvy Outreach; Shri Sanjeev Nimkar - Business Head, Philips Electronics India Ltd. and Shri Rajeev Kumar Gupta of Basix India.

Smt. Vinita Singhania, Managing Director, JK Lakshmi Cement Ltd., as Chairperson of the meet, in her keynote address emphasised the need to develop a whole new mindset towards Rural India and on developing strategies that offer maximum benefits to the customers.

Shri S. Chouksey, Whole-time Director, JK Lakshmi Cement Ltd., in his overview, drew attention to the critical importance of themes chosen in the past for all JK Inter Company Marketing Conferences, noting that every one of them served as a strategic focus for the Organisation each time.

The experts thereafter shared enlightening insights on aspects such as: growing rural purchasing power; major social influences; and the aspirations & perceptions that drive rural customers.

The conference ended on a promising note, as the marketing teams, believing in a strong customer connect, applied their new learnings to the rural market entry strategies which they then presented.



Smt. Vinita Singhania addressing the participants in her keynote address



The participants at the conference engrossed in an interactive presentation

Coffee with MD

The HR team at JK Lakshmi Cement recently launched an innovative scheme, "Coffee With MD", to stimulate the involvement of and ideas from the Company's young executives.

Proposers of suggestions were adjudged on the basis of specificity and practicality of implementation. The winners also got a great opportunity to interact with the MD, Smt. Vinita Singhania.

The response was encouraging, with 32 suggestions received from our young executives. These bright ideas were evaluated by a Management Committee comprising Smt. Vinita Singhania - Managing Director, Shri S.K. Wali and Shri S. Chouksey - Whole time Directors.

Two joint winners were declared: Shri Shiv Kumar (Sr. Officer-Marketing, Kotkapura, Punjab) and Shri Anand Patel (Sr. Officer-Marketing, Anand, Gujarat).

Winners, along with their spouses, were invited to meet the MD over coffee. The get-together to felicitate them was held at the Head Office, New Delhi and was also attended by Senior Executives of the Company.

Smt. Singhania lauded the initiative and enterprise of the winners, who were then presented with a specially crafted and autographed coffee mug, flowers and books.

We look forward to many more ideas, as stimulating as hot coffee, emerging from the sharp young minds in our Company.



Smt. Vinita Singhania (MD - JKLC) with winners over a cup of coffee



Coffee mugs with MD's autograph

Rajasthan team set out on a Team Building Exercise

Good teamwork is unquestionably a key to good performance and achieving great results. The Rajasthan Marketing team decided to demonstrate precisely that, and further strengthen its bonding in a more practical way.

The team building exercise was attended by 12 members from Rajasthan. It entailed a 5 km trekking

exercise from the foothills of Mt. Abu up to Anadra Point, near Nakkhi Lake and back.

The general consensus among team members was that the exercise helped in fostering a greater understanding and co-ordination among colleagues. We now look forward to stellar performances from Team Rajasthan during the current year.



The team members from Rajasthan who participated in the team building exercise

Retailer Meet in Rajasthan

To honour the contribution of retailers in Rajasthan, JK Lakshmi Cement organised a Retailer Meet at Hotel Shiva Ram Vilas, Jaipur. Shri I. M. Tewaari (Dy. G.M. – Marketing) in his welcome address applauded the efforts and the contributions made by the retailers for developing JK Lakshmi Cement as a strong brand in the market of Rajasthan.

On the occasion, 30 retailers were rewarded for their excellent sales performance, setting an example for others to perform even better in the coming days.

The Company officials interacted with the participants and responded to their queries, as these events are considered essential for the Company to reach out to its extended family members on regular basis.



Company officials and participant retailers come together for a group photograph

Consumer Trade Fair in Rajasthan



Inquisitive customers enquiring about products at JK Lakshmi Pavilion

JK Lakshmi Cement participated as the main sponsor in the Consumer Trade Fair "Décor India" held at Jaipur, Jodhpur, Udaipur and Kota. The exhibition has become one of the must-attend events as it provides a one-stop solution to all those who wish to build and decorate their homes.

Companies which are into manufacturing construction material

or home decor products participate in this event. Through such events JK Lakshmi Cement has built a platform where Company is able to interact with its end customers and answer their queries.

Various games and quizzes were organised and prizes were distributed amongst the winners at the JK Lakshmi Cement pavilion.

Daughter's Day at JK Lakshmi Cement

JK Lakshmi Cement celebrated Daughter's Day at their Jaipur office. This initiative sought to salute the confidence and achievements of women in various professions and social fields.

In celebration of this special day the employees of JK Lakshmi Cement brought their girl child to the office in order to spend a day at their parent's work place. To make the

entire initiative more interactive the grown up children were asked to write essays while the younger girls were handed crayons and color books. Shri Shafi Shauket (Sr. G.M-Marketing) spent time with the children to understand their interests and encouraged their feedback about the experience at their parent's office. The children were also given gifts to make the day memorable.



Company Officials with the participants at JK Lakshmi Cement - Jaipur office celebrating Daughter's Day

JK Organisation Inter Company Cricket Mania

Companies across JK Organisation experienced the cricket fever owing to their participation at the recently held Inter Company cricket tournament. After a series of league matches, JK Tyre and JK Lakshmi Cement qualified for a nail-biting final match. At the end of the 16 over final match, JK Tyre emerged as the winner of the tournament and JK Lakshmi was declared as the runners up.

Shri Jaswant, of JK Lakshmi Cement, was not only awarded the "Man of the Tournament" title but also with "Best Bowler of the Tournament" and the award for hitting the maximum number of 6's in the final match. Other titles awarded at the ceremony were, the "Best Batsmen in the prelim matches" which went to Shri Raaj Mehrotra, of JK Tyre, and Shri Apurv Jain, of JK Lakshmi Cement and Shri Satish, of CliniRX;

and "Hitting the maximum number of 4s in the final match" which went to Shri Jatin Naidu, of JK Tyre.

To boost the morale of all the players and cheer their teams on to victory members from JK Tyre and JK Lakshmi Cement came together and were led by the distinguished guests - Dr. Raghupati Singhania, Smt. Vinita Singhania and Shri Anshuman Singhania.

To honour the efforts made by the enthusiastic audience there were certain special awards which went out to them as well. Smt. and Shri T. R. Chaudhary, of JK Lakshmi Cement, won the award for the "Best Dressed Couple," Shri A. S. Mehta, of JK Tyre, won the award for the "Non Player in Sporting Attire" and Smt. Vinita Singhania was given the "Best Cheering-up Person in the Audience" award.



Players from Team JK Lakshmi Cement with Smt. Vinita Singhania, Shri Vikrampati Singhania and Shri Anshuman Singhania



Captivated members of the audience during the match

Shri S Jayaraman Felicitated by Lions Club International

To honour the outstanding contribution of Shri S Jayaraman, to the Lions Club, this year he was awarded with the title of the Best Region Chairperson of Lions Club Delhi. He was felicitated with a Certificate of Appreciation from the International President, at a function organised at Chail in Himachal Pradesh.

Shri S Jayaraman has been recognised, continuously, for the last 5 years for his contributions to the club in different capacities, championing the cause of "Anaemia Free Delhi", "Female Foeticide", etc..



Shri S Jayaraman receiving the honour at the felicitation ceremony

हमारा सामाजिक दायित्व : नया सवेरा द्वितीय चरण



विशाल निःशुल्क चिकित्सा शिविर एवं स्वास्थ्य मेला के अवसर पर श्री गणपत सिंह राजावत भागीदारों को सम्बोधित करते हुए

उल्लेखनीय सफलता : इतिहास रचा

वनवासी भील समाज बहुल आदिवासी ग्राम वालोरिया में अशिक्षा, गरीबी, अंधविश्वास, पिछड़ापन एवं सदियों से चले आ रहे समाज के स्वयं के नियम व रीति रिवाज हैं। साढ़े पांच वर्ष पूर्व नया सवेरा की सेवाएँ जब प्रारम्भ हुई, छोटे परिवार, अंतराल विधियों एवं बन्ध्याकरण ऑपरेशन की बात सुनते ही आदिवासी नाराज होकर बैठकों से उठकर चल देते थे। नया सवेरा के विभिन्न कार्यक्रमों एवं सेवाओं की मेहनत

रंग लाई और आज वहाँ कई माताएँ अंतराल के साधन काम में ला रही हैं। आज तक किसी भी पुरुष अथवा महिला ने यहाँ बन्ध्याकरण ऑपरेशन नहीं करवाया था लेकिन माह दिसम्बर ०९ को परियोजना की महिला नर्स सुश्री विजय लक्ष्मी द्वारा वालोरिया की एक आदिवासी महिला को प्रेरित कर, इस क्षेत्र का पहला बन्ध्याकरण ऑपरेशन कर एक मिसाल कायम कर दी।

साक्षरता कार्यक्रम

कारखाने के आसपास के गाँवों, फलीयों में रहने वाले दूर-दराज के आदिवासी जनजाति के साक्षरता से वंचित लोगों के लिए कम्पनी द्वारा चलाया जा रहा साक्षरता कार्यक्रम दैनिक जीवन का हिस्सा बनता जा रहा है। उनमें अक्षर ज्ञान के प्रति रुझान बढ़ने लगा है। प्रेरक किशोर रावल को जब सर्वे के दौरान ज्ञात हुआ कि बसन्तगढ़ पंचायत की बुटीफली में अधिकांश बालिकाएँ व महिलाएँ शिक्षा से वंचित हैं इस पर प्रेरक ने घर-घर जाकर अभिभावकों को प्रेरित कर पंचायत द्वारा निर्मित सामुदायिक भवन में साक्षरता केन्द्र शुरू किया। आज केन्द्र पर

प्रतिदिन नियमित रूप से एक से डेढ़ घंटे ३० बालिकाओं व महिलाओं को प्रशिक्षण दिया जा रहा है।

साक्षरता अभियान के निदेशक एवं कारखाने के महाप्रबन्धक कार्मिक एवं प्रशासन श्री दिनेश पंड्या ने साक्षरता केन्द्र का निरीक्षण किया। श्री पंड्या ने उपस्थित लाभार्थियों को अपने उद्बोधन में कहा कि अगर इंसान में सीखने की इच्छा हो तो किसी भी परिस्थिति में और कहीं भी सीख सकता है। उन्होंने लाभार्थियों से आग्रह किया कि वे सीखे गये ज्ञान का उपयोग अपने दैनिक जीवन में निरन्तर करें।



बाल दिवस के उपलक्ष में आयोजित स्वास्थ्य बचत प्रतियोगिता



साक्षरता केन्द्र पर उपस्थित लाभार्थियों को सम्बोधित करते हुए परियोजना निदेशक श्री दिनेश पंड्या

Gujarat Dealers Rewarded for Exemplary Performance

JK Lakshmi Cement organised their Annual Dealer Performance Appreciation Meet in Gujarat to felicitate the high performance dealers and reward them for their exemplary performance.

The meets at Ahmedabad and Baroda were attended by almost all the dealers. This year also saw a rise in the number of rewards given away.

Shri S. Chouksey, Whole-time Director, JK Lakshmi Cement, graced the occasion with his presence and gave away the prizes. He honoured the outstanding efforts of the dealers and motivated them to perform even better in the years to come.

A small entertainment programme was also organised at the meet.



Shri S. Chouksey (WTD - JKLC) along with Shri A.M. Desai (Zonal Head - West) felicitating the dealers at Ahmedabad



Dealers come together at the Baroda felicitation ceremony

Sudoku Contest

HOW TO PLAY

Fill in the grid so that all horizontal rows, vertical columns and every 3x3 boxes contain the digits 1-9, without repeating the numbers in the same row, column or box. You can not change the digits already given in the grid. Every puzzle has one solution.

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

Send in your entries through post or e-mail at the address below. Lucky Winners will get SURPRISE GIFTS!

Result of Contest Vol.XXXIX

Thank you readers!

We are thrilled by your participation,

Congratulations to all the Winners. Keep participating and Win exclusive prizes.

Winners

- Shri Subhash Sharma, Rajasthan
- Shri T Chandrasekhran, Delhi
- Shri R K Pandya, Rajasthan

We would like to thank Shri Anand Agarwal, Shri Anil Sharma, Shri Dinesh Pandya, Shri Lokeshwar Verma, Shri Rakesh Rampal and Shri Tapomoy Deb for their contribution to this edition of Shilalekh.

Kindly send your suggestions/comments to Rajan Verma | Mayank Mathur | Neha Dua at:
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or

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