



## JK Lakshmi Cement bags Productivity Excellence Award for the Fourth Consecutive Year



Shri Shailendra Chouksey, Whole-time Director, Shri Ganpat Singh, Chief Executive - Works, and Shri P.C. Jain, Advisor, JK Lakshmi Cement, receiving the Productivity Excellence Award on behalf of JK Lakshmi Cement, from Shri Rajendra Pareek, Minister of Industry – Government of Rajasthan, Shri K.L. Jain, President – Rajasthan Productivity State Council and Smt. Vinita Singhania, Chief Patron - RCCI & Managing Director, JK Lakshmi Cement

JK Lakshmi Cement has achieved a quadruple feat of being awarded the prestigious “Productivity Excellence Award” by Rajasthan Productivity Council for the fourth consecutive year, at a function held on March 16, 2012 at Jaipur.

The award was presented by Shri Rajendra Pareek, Minister of Industry – Government of Rajasthan, Shri K.L. Jain, President – Rajasthan Productivity State Council and Smt. Vinita Singhania, Chief Patron - RCCI & Managing Director, JK Lakshmi Cement, to Shri S. Chouksey, Whole-time Director, Shri Ganpat Singh, Chief Executive (Works) and Shri P.C. Jain, Advisor, JK Lakshmi Cement.

Productivity excellence award is adjudged on the basis of various parameters including Leadership Quotient, Product Quality, Human Resource Management, Processes & Efficiencies, Impact on Environment and Social Contribution. The Company on its part, has

introduced various innovative and eco-friendly ideas and projects in the recent past, in an effort to play its part in conserving and improving the environment.

JK Lakshmi Cement, which started with a 5 Lac MT capacity per year, is presently working at a production capacity of 53 Lac MT per year, which is more than 10 times capacity enhancement from the time of commencement. Along with 66 MW power generation capacity, the Company has ambitious plans to further increase its production capacity to more than 80 Lac MT by the year 2013-14.

JK Lakshmi Cement's continuous effort to achieve the measures and surpass them to set new benchmarks has been acknowledged by everyone in the Rajasthan State Productivity Council. It is the result of these efforts that JK Lakshmi Cement has been winning the honour for the last 4 years.

## Grand New Year and Lohri Celebrations



Shri Shailendra Chouksey, Whole-time Director, Shri Om Puri, Brand Ambassador, JK Lakshmi Cement, along with Shri C.S. Sadasivan, Chief Executive - Marketing and Shri Sunil Agrawal, Zonal head - North, JK Lakshmi Cement at the lamp lighting ceremony



JK Lakshmi Cement officials present at the event come together for a group photograph



Bollywood singing sensation Ms. Akriti Kakkar performing at the event

JK Lakshmi Cement organised an entertaining and fun-filled “New Year and Lohri Celebrations” evening for its Dealers from Northern region. Shri Om Puri, Brand Ambassador, JK Lakshmi Cement, along with Shri Shailendra Chouksey, Whole-time Director, Shri C.S. Sadasivan, Chief Executive - Marketing and Shri Sunil Agrawal, Zonal Head - North, JK Lakshmi Cement, graced the occasion with their presence.

Company’s Business Associates from U.P. and Delhi, along with their family members, attended this event. Shri Om Puri addressed the Dealers with some inspiring words of appreciation for their contribution in taking the brand to greater heights in the region.

Shri Shailendra Chouksey agreed with Shri Om Puri’s thoughts, and

shared that soon Company’s new grinding unit in Haryana will become operational, thereby increasing the brand’s availability in the region. Shri C.S. Sadasivan in his address motivated the extended members of Team JK Lakshmi Cement to come together and working towards making JK Lakshmi Cement, the preferred cement brand in their area of operations.

At the event, a grand musical performance by Bollywood playback singing sensation Ms. Akriti Kakkar was also organised. The audience was enthralled with her amazing performance. The event was highly appreciated by everyone present. JK Lakshmi Cement’s efforts in organising a treasured evening was applauded.

## JK Lakshmi Cement conferred with “Star News HR & Leadership Award - 2012” & “GreenTech HR Award – 2012”



Dr. Tapomoy Deb, General Manager - HR, JK Lakshmi Cement (right) being presented the award by Dr. C. M. Dwivedi (centre, with trophy) and Dr. Saugata Mitra (left, with Citation)

JK Lakshmi Cement was conferred with the “Star News HR & Leadership Award”, under the category “Learning & Talent Initiative Excellence” and the “GreenTech HR Award – 2012”, under the category “Innovation in Employee Retention Strategies”, at the 2nd Annual GreenTech HR Conference 2012. Dr. Tapomoy Deb, General Manager –HR, received the awards on behalf of the Company.

JK Lakshmi Cement has always paid utmost attention towards the motivation and betterment of its employees. The Company believes that its employees are its strength, and in order to retain its dedicated group of employees, keeping them motivated and satisfied with their



Dr. Tapomoy Deb (right) being presented the award by Dr. Bhaskar Chatterjee (centre, with trophy) and Mr. K. Sharan (left, with Citation)

work and workplace has been the Company’s utmost priority.

JK Lakshmi Cement has come up with various innovative ideas and schemes to improve the working environment for the employees and nurturing a learning atmosphere for enhancement of the talent and skills of its employees. The Company has continuously monitored its employees’ satisfaction levels at work, and taken steps towards improving them.

The Company takes great pride in receiving such prestigious honours, as they recognize and applaud the efforts and initiatives taken towards the satisfaction and motivation of building a dedicated team of employees.

## JK Lakshmi Power Mix creates another milestone in its growth story



JK Lakshmi Power Mix's Boom Placer pouring fresh RMC during the construction stage at Hotel Crowne Plaza in Greater Noida

Recently, JK Lakshmi Power Mix – the new-age Ready Mix Concrete from JK Lakshmi Cement, added another milestone in its growth story. Hotel Crowne Plaza, Greater Noida has been built using JK Lakshmi Power Mix and Team JK Lakshmi is proud of this achievement.

The brand is growing to become the preferred concrete solutions

provider and has been supplying to various prestigious projects in its key markets. Majority of the Ready Mix Concrete was procured by JK Lakshmi Power Mix - Greater Noida unit, for this entire project. We wish the developer, 3Cs, great success in their new endeavour and feel grateful for the trust placed in the brand by them.

## Bhoomipujan Ceremony held at JK Lakshmi Power Mix's New RMC Plant Site in Surat, Gujarat



Shri A.M. Desai, Zonal Head - West and Shri I.M. Tewari, General Manager - Marketing, JK Lakshmi Cement, taking part in the Bhoomipujan Ceremony

JK Lakshmi Power Mix is all set to expand its production capacity by launching a new RMC unit in Surat, Gujarat. A Bhoomipujan ceremony was held at the plant site to mark the commencement of construction of the plant at the site.

Shri A.M. Desai, Zonal Head – West, Shri I.M. Tewari, General Manager – Marketing, Shri Kalpesh Shah, Senior Manager - Marketing and Shri Rakshit Singh, Deputy Manager - Marketing, JK Lakshmi Cement, along with the Company's local dealers were present at the occasion.



Shri A.M. Desai and Shri I.M. Tewari along with dealers at the plant site

Shri A.M. Desai and Shri I.M. Tewari carried out the puja ceremony by laying down the foundation stone at the plant site. Everyone present at the occasion also offered their prayers and best wishes for the smooth running of the plant.

Once the plant starts production, it will massively help the Company to cater to those markets of Surat, which are yet to be represented by JK Lakshmi Power Mix.

## Dealers Appreciation Meet organised for Gujarat Dealers



Shri Om Puri, Brand Ambassador and Shri Shailendra Chouksey, Whole-time Director, JK Lakshmi Cement, awarding a gold coin to one of the dealers at the event

JK Lakshmi Cement has always been appreciative of its dedicated dealer network, whose hard work and efforts have helped the Company to achieve greater heights in the cement markets across the country. To applaud the efforts of its dealers from Central Gujarat and Saurashtra, JK Lakshmi Cement organised a Dealers Appreciation Meet at Udaipur, Rajasthan.

Shri Om Puri, Brand Ambassador, JK Lakshmi Cement, was the Chief Guest at the event. Shri Shailendra Chouksey, Whole-time Director, Shri C.S. Sadasivan, Chief Executive – Marketing, Shri A.M. Desai, Zonal Head – West, and Shri K.G. Sharma, Zonal Head - Central, JK Lakshmi Cement, also graced the occasion with their presence.

Around 170 dealers attended this meet. At the event, Shri Om Puri



Shri Om Puri, Shri Shailendra Chouksey, Shri C.S. Sadasivan, Shri A.M. Desai and Shri K.G. Sharma along with other Company Officials and dealers at the event

awarded Gold Coins to the dealers, as a token of appreciation for their exemplary sales performance, which has helped JK Lakshmi Cement become a leading cement brand in the Gujarat market.

Shri Shailendra Chouksey also addressed the audience at the event, and motivated them to set even higher goals for themselves in the times to come, thereby setting an example for others to follow.

The Company Officials along with Shri Om Puri interacted with the audience and exchanged their views on various topics related to the cement market and industry. Everyone present at the occasion came together for group photograph.

The dealers expressed their gratitude towards JK Lakshmi Cement for acknowledging their efforts and for organising such an event.

## Contractors' Meet in Gujarat



Shri Vijay Gupta, Deputy Manager - Marketing, JK Lakshmi Cement, giving the welcome speech at the meet

In its continuous effort to build stronger ties with the Contractor's fraternity, JK Lakshmi Cement recently organised a Contractor Meet in Viramgam, Gujarat. With over 90 contractors participating, the evening was engaging and included an extensive interaction on the product.

The meet started with the welcome speech by Shri Vijay Gupta, Deputy Manager – Marketing, JK Lakshmi Cement, who appreciated the members present for their support and active role in making



Shri Jagat Bhavsar, Asst. Manager - Technical Support, JK Lakshmi Cement making a presentation at the meet

JK Lakshmi Cement the preferred brand in the region. It was followed up by Shri Jagat Bhavsar, Asst. Manager (Technical Support), JK Lakshmi Cement, who gave a detailed presentation on the 'latest techniques in construction and better construction practices'.

Participating members acknowledged the role that brand has played by providing high-grade quality cement and organising such meets, which enhances their knowledge & skill-set and helps them to use better & modern techniques during the construction phase.

## JK Lakshmi Cement's 'Go Rural' mantra reaches Haryana



Glimpses of Rural Marketing Campaign being carried out in different regions of Haryana

After achieving great success in Rajasthan and Gujarat, JK Lakshmi Cement brought the 'Go Rural' mantra to Haryana. With the new grinding unit to be launched soon, the Company has taken its rural marketing initiative to the markets of Haryana.

Following an integrated market approach, multiple campaigns have been rolled out in the villages, small towns and districts of Haryana. This has helped the Company in expanding the reach of the brand in the rural areas. It is aptly supported with the increased availability of the brand in the areas for better market penetration.

Various activities like road shows, mobile van campaigns, increased brand visibility through static branding and organising meets with masons, contractors and customers led to developing various touch points for the

brand to engage and interact with the decision makers and customers in the rural belt of Haryana.

The Company partnered with a reputed external agency – Anugrah Madison, for identifying dealers in new and unrepresented areas. They initiated an intensive dealer combing and identification activity in villages and towns of Haryana having 5000+ population. A team, trained and supervised by JK Lakshmi Cement, was made for each district. People with diverse backgrounds (non-cement) were also motivated to join the network.

The campaign has turned out to be a huge success in the rural areas and the Company has been able to build a strong dealer network across the state of Haryana.

## JK Lakshmi participates in the Consumer Trade Fair "Décor India" in Rajasthan



Visitors interacting with Company representatives at the JK Lakshmi Cement pavilion at Decor India, Kota

JK Lakshmi Cement took part in the Consumer Trade Fair "Décor India", organised in 4 cities of Rajasthan - Kota, Jaipur, Jodhpur and Udaipur. The Company was the main sponsor of the event.

The exhibition has become one of the must-attend events in the state, as it provides a one-stop



JK Lakshmi Cement pavilion at Decor India, Udaipur

solution for various infrastructure and building related issues to all those who wish to build and decorate their homes, shops and offices.

Companies which are into manufacturing construction material or home decor products participate in this event. Through such events,



Visitors at the JK Lakshmi Cement pavilion at Decor India, Jodhpur

JK Lakshmi Cement has built a platform where the Company is able to interact with its end consumers and answer their queries.

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

## JK Lakshmi Cement Co-sponsors Program on Disaster Management



Delegates from construction field present at the program

JK Lakshmi Cement Ltd. co-sponsored a short term program on Disaster Management, organized by NITTR, Chandigarh & CTAE, Udaipur. More than 40 delegates from the construction industry attended this program, which was organised at Udaipur.

During the program, it was discussed and suggested that in the various parts of Rajasthan, drought & water-born diseases due to shortage of water and poor quality of water, should be tackled through disaster management policy. Special emphasis should be laid on fire control equipments & earthquake resistance in multi-storey building and on quality of roads, bridges & dams.



JK Lakshmi Cement official making a presentation to the gathering at the program

Dr. Changani, Dr. Suneja (RTU), Shri Amit Goyal (NITRR), Dr. Ravi Sharma (HOD-Civil, CTAE) presented their views on proper civil design & water treatment, highway networking & ecological disasters along with Dr. Swami & Dr. Choudhary from MNIT and Shri Anil Mehta (Vidhya Bhawan) who substantiated on the same.

As part of the programme, Shri Jitendra Parihar from JK Lakshmi Cement made a detailed presentation on the use of Ready Mix Concrete and appropriate cement ratio to be used during construction, which helps in building stronger structures and better quality infrastructure. The program concluded with the vote of thanks from Shri R. S. Rathor (Dean-CTAE).

## JK Lakshmi Cement's Annual Goal Setting Workshop



Smt. Vinita Singhania, Managing Director, JK Lakshmi Cement and senior Company Officials having discussion with customers during the Annual Goal Setting Workshop

The Annual Goal Setting Workshop for the year 2012-13 was organised by JK Lakshmi Cement on April 17, 2012 at the Company's Head Office - Nehru House in New Delhi. The workshop was chaired by Smt. Vinita Singhania, Managing Director, Shri S.K. Wali, Whole-time Director and Shri S. Chouksey, Whole-time Director, JK Lakshmi Cement.

20 HODs / Senior Executives and 2 young executives actively participated in this workshop. Also present at the workshop were 3 customers, representing different market segments, who were



Shri C.S. Sadasivan, Chief Executive - Marketing, JK Lakshmi Cement, making a presentation at the workshop

invited to share their thoughts, ideas, suggestions, and recommendations about the various market situations, before everyone present at the occasion. The insights provided by the customers were highly appreciated by the management and senior executives. Thereupon, a presentation on departmental goals was made as per agenda on the prescribed format.

This is yet another milestone in the Company's absorption of Customer's Voice in its Goal Setting and Policy Making.

## जे के लक्ष्मी सीमेंट - सड़क सुरक्षा सप्ताह



सड़क सुरक्षा सप्ताह के दौरान सहभागीयों को सम्बोधित करते हुए श्री गणपत सिंह राजावत, मुख्य कार्यकारी अधिकारी, जे के लक्ष्मी सीमेंट



सड़क सुरक्षा सप्ताह के अवसर पर शपथ ग्रहण समारोह में भाग लेते हुए सभी सहभागी

जे के लक्ष्मी सीमेंट लि. में वर्ष 2012 की शुरुवात सुरक्षा विभाग द्वारा “सड़क सुरक्षा सप्ताह” के आयोजन से हुई। कार्यक्रम का शुभारम्भ कारखाने के मुख्य कार्यकारी अधिकारी श्री गणपत सिंह राजावत द्वारा सुरक्षा ध्वज के आरोहण के साथ हुआ। उन्होंने अपने सम्बोधन में कहा कि हम सड़क सुरक्षा नियमों का पालन कर के ही आकस्मिक दुर्घटनाओं पर रोकथाम लगा सकते हैं। उन्होंने कारखाने के कर्मचारियों एवं श्रमिकों को सड़क सुरक्षा के प्रति सदैव जागरूक रहने एवं इसे प्रतिदिन मन से अपनाने हेतु संदेश दिया।

इस सप्ताह के दौरान कारखाने के सुरक्षा विभाग द्वारा “डिफेंसिव ड्राइविंग” पर फिल्म दिखा कर लोगों में जागरूकता पैदा की, जिसमें कम्पनी के उच्चाधिकारियों, कर्मचारियों एवं श्रमिकों ने भाग लिया।

सड़क सुरक्षा के तहत कारखाने में ट्रेक्टरों, क्रेन, हाईड्रॉ एवं हेवी व लाईट गाड़ियों आदि की जांच, सेफ ड्राइविंग व सड़क सुरक्षा के चिन्हों की पहचान आदि के बारे में बताया गया। सड़क सुरक्षा सप्ताह का समापन दिनांक 7 जनवरी 2012 को कॉलोनी परिसर में जागरूकता रैली के द्वारा किया गया।

## सामाजिक दायित्व के क्षेत्र में जे के लक्ष्मी की एक नयी पहल



एच आई वी/एड्स के लिए जन जागरूकता अभियान के पहल के दौरान श्री सुशील कुमार वली, पूर्णकालिक निदेशक, जे के लक्ष्मी सीमेंट, और सुश्री दिव्या वर्मा



अभियान के पहल के अवसर पर श्रोतागण को सम्बोधित करते हुए जिला प्रमुख श्री चन्दन सिंह देवड़ा

दिनांक 27 फरवरी 2012 को जे के लक्ष्मी सीमेंट स्थित ऑफिसर्स क्लब में एच.आई.वी./ एड्स समस्या का जन जागरूकता (अवेयरनेस) के माध्यम से सामाजिक दायित्व के क्षेत्र में एक नयी पहल के तहत कॉर्पोरेट स्तर पर समाधान का शुभारम्भ किया। इसका शुभारम्भ जे के लक्ष्मी सीमेंट लि. के पूर्णकालिक निदेशक श्री सुशील कुमार वली एवं अंतराष्ट्रीय श्रम संगठन (ILO) की हमारे देश की प्रमुख, सुश्री दिव्या वर्मा के कर कमलों से सम्पन्न हुआ।

कारखाने के मुख्य कार्यकारी अधिकारी श्री गणपत सिंह राजावत ने स्वागत भाषण में कहा कि जे के लक्ष्मी सीमेंट सदैव सामाजिक दायित्वों का भली भाँति निर्वाह करता आया है। एड्स समस्या समाधान के लिए पढ़े-लिखे लोगों को आगे आकर समाज में फैली भ्रांतियों को दूर करना होगा।

जे के लक्ष्मी सीमेंट के पूर्णकालिक निदेशक श्री सुशील कुमार वली ने अपने सम्बोधन में बताया कि एड्स समस्या का समाधान कार्यक्रम केवल नाम के लिए नहीं अपितु पूर्णरूपेण सकारात्मक रूप से अपनाकर योजनाबद्ध तरीके से पूर्ण करेंगे।

सुश्री दिव्या वर्मा ने अपने सम्बोधन में युनाईटेड नेशन्स एवं हमारे देश के बढ़ते एच आई वी/एड्स के आंकड़े प्रस्तुत कर कहा कि एड्स रोग असाध्य है, लेकिन एच आई वी पॉजीटिव व्यक्ति को सामान्य जीवन जीने का पूर्ण अधिकार मिलना चाहिए। इस समस्या के समाधान को कॉर्पोरेट के रूप में लेना चाहिए, जिससे इस भयानक रोग के समाधान के लिए अधिक से अधिक जन सहभागिता मिल सके। किसी भी भ्रांतियों में नहीं फँसे, रोग के बचाव व उपचार पर ध्यान दें।

## JK Organisation's Udaan and Krishna-Arjuna Competition



Shri Bharat Hari Singhania, Vice Chairman & Managing Director, JK Lakshmi Cement and Dr. P.V. Bhide, President - Corp. HR, handing over the Winners' Trophy to Shri Mayank Mathur, Shri Apurv Jain and Ms. Radhika Dhawan, Winning Team Members of JK Lakshmi Cement

Sincere dedication and hard work by Shri Mayank Mathur, Ms. Radhika Dhawan and Shri Apurv Jain resulted in Team JK Lakshmi Cement being adjudged as the first runner-up amongst 16 competing teams from other JK Organisation Group Companies, in JK Organisation's Udaan Competition 2011. This was a Pan India competition across JKO brands such as JK Tyre, JK Paper, JK Lakshmi Cement, etc and around 800 MCS upto the level of DGMs participated in the same. During the competition, Team JK Lakshmi Cement presented their thoughts on "Blue Ocean Strategy to Surge Ahead of Competition". Their innovative approach and creative thinking gave them the edge over the other participating teams.

At the Krishna-Arjuna competition, selection of Best Krishna-Arjuna Pair was held before a duly constituted panel comprising of



Winning Krishna-Arjuna Team members being felicitated by Smt. Vinita Singhania, Managing Director, Shri Shailendra Chouksey and Shri S.K. Wali, Whole-time Directors, JK Lakshmi Cement

Smt. Vinita Singhania, Managing Director, Shri S.K. Wali and Shri S. Chouksey, Whole-time Directors, JK Lakshmi Cement. After evaluation on the laid down criteria, the pair of Shri Man Mohan Singh – Shri R.R. Khatri were declared as the winning team, while Shri C.K. Bagga – Shri Sanjeev Bansal emerged as the Runners-up. The winning team made a presentation before dignitaries, fellow best Krishna-Arjuna pairs from Group Companies and Employees of JK Organisation, which was highly appreciated by all. Smt. Vinita Singhania, Managing Director, JK Lakshmi Cement, presented the winning team and runners-up with certificate of appreciation and token gifts, amidst cheers.

We are proud of our young Team Members and congratulate them for this remarkable achievement.

### Quiz

- 1) In which state of India has JK Lakshmi Cement set up a new Grinding Unit?
- 2) JK Lakshmi Cement has now won the Rajasthan Productivity Excellence Award for how many consecutive years?
- 3) What were the two topics at JK Organisation's Udaan Competition?
- 4) In which 4 cities of Rajasthan did JK Lakshmi Cement participate in the Trade Fair - Decor India?
- 5) Which 3 awards were awarded to JK Lakshmi Cement recently?

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

### Result of Contest Vol.XLVII

**Thank you readers!**

We are thrilled by your participation.

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

### Winners

- Shri Madan Gumber, Panipat
- Shri Jatinder Aggarwal, New Delhi
- Shri S.B. Mathur, Jaykaypuram
- Shri Suresh Sharma, New Delhi

We would like to thank Shri Anil Sharma, Shri Dinesh Pandya, Shri Manoj Sabhrwal, Shri N.K. Maheshwari, Ms. Radhika Dhawan, Shri Rahul Midha, Shri Sunil N. Upadhyay and Dr. Tapomoy Deb for their contribution to this edition of Shilalekh.

Kindly send your suggestions/comments to Rajan Verma | Mayank Mathur | Neha Dua at:  
JK Lakshmi Cement, Milap Niketan, 8A, Bahadur Shah Zafar Marg, New Delhi 110 002,  
or  
email: [rajanverma@jkmil.com](mailto:rajanverma@jkmil.com); [mayank.mathur@jkmil.com](mailto:mayank.mathur@jkmil.com); [neha.dua@jkmil.com](mailto:neha.dua@jkmil.com)

Please visit our website at [www.jklakshmicement.com](http://www.jklakshmicement.com)



Follow us on facebook.com/JKLakshmiCementLtd

Disclaimer: Content of this News Journal is for general reference and information only and cannot be produced as a legal document.