



JK Lakshmi Cement wins Productivity Excellence Award

JK Lakshmi Cement was awarded the prestigious "Productivity Excellence Award" by Rajasthan State Productivity Council at Jaipur in recognition of the unique productivity measures achieved by the company.

Mrs Vinita Singhanian, Managing Director, JK Lakshmi Cement accepted this important award from Shri Rajendraji Pareek, Minister of Industry, Government of Rajasthan.

On this occasion, Mrs Singhanian stressed on the need to save on resources as they are scarce in nature and she also mentioned that increasing productivity and minimizing waste should be taken as a moral responsibility. JK Lakshmi would play a leadership role in the same. In her view, this award was an outcome of collective efforts of Team JK Lakshmi.

In its continuous efforts towards optimization of efficiency, JK Lakshmi has achieved recognition in the form of awards such as the prestigious National Energy Conservation Award, the National Award for Excellence in Cost Management and the Three Leaves



Mrs. Vinita Singhanian receiving the prestigious Productivity Excellence Award from Shri Rajendraji Pareek, Minister of Industry, Government of Rajasthan.

Award for the third greenest cement company in the country.

In line with its environment-friendly operations, the company has also embarked upon a Waste Heat Recovery project which would generate power of around 12 MW. The Greenfield project of 2.75 million tonne in Durg, Chattisgarh is in progress. The company is also

adding 18 MW to its captive thermal capacity which exists today at 36 MW. These projects would enhance the total captive power capacity to 66 MW.

The Productivity Excellence Award further strengthens JK Lakshmi's resolve to continuously enhance productivity in an environment-friendly manner.

International Marketing Summit in Mauritius

As an ongoing effort to encourage, honour & motivate Team JK Lakshmi, the first ever International Marketing summit of JK Lakshmi Cement was held at Mauritius from the 17th to 20th August this year.

Top Management of JK Lakshmi comprising Mrs. Vinita Singhania (MD), Mr. S Chouksey (WTD), Mr. S K Wali (WTD) & Mr. C S Sadasivan (COM) were present at the summit to lead the highly charged & enthusiastic group of participants which included all functional heads of the company and business partners.

A major part of the summit was earmarked for serious deliberations on upcoming marketing challenges, planning required for sustained growth, profitability and the company's strategy for years to come. Action steps

required for strengthening of the support services and redefining of role of marketing team was also discussed.

However, the island of Mauritius with its scenic beaches, enchanting locale and captivating ambiance offered a host of moments which will always remain etched in the memory of the participants. Outdoor management games, group activities and team-building exercises were a key feature of the program which helped team members to improve communication & work better with each other.

The summit provided a much needed impetus to the energy levels of all team members, who returned re-energized and invigorated with the resolve to achieve the objectives & targets set out for the organization as a whole.



Mrs. Vinita Singhania, Mr. S K Wali, Mr. S Chouksey and Mr. C S Sadasivan at Mauritius marketing conference



Team JK Lakshmi members at Mauritius



Management Games being played at the beach of Mauritius



Mrs Vinita Singhania actively taking part in team-building exercise with other members of team JK Lakshmi

Marketing Review Session - Rajasthan & Gujarat At Mt. Abu

The Marketing review sessions of Team Rajasthan & Team Gujarat were held in two separate stages at the picturesque location of Mount Abu. The serene beauty of Nakki lake & exquisite architecture of Dilwada temples served as an ideal backdrop for the performance review & planning of specific actions for achieving greener pastures.

During the sessions, Mr S Chouksey & Mr Sadasivan played the role of guide & mentor to the sales team of these states. The Rajasthan & Gujarat teams headed by Mr Shafi Shauket & Mr A M Desai respectively gave presentation to the top management which were critically reviewed for achieving more focused efforts in coming days. All Business Partners of JK Lakshmi Cement

representing their respective areas were also present.

Exceptional sales performances were fittingly praised in the shape of the Directors' Running Trophy for excellent sales performance for the year 2008-09, which was received by the Jodhpur team (headed by Shri Anil Sharma) during the Rajasthan marketing review session, whereas Vadodara team, ably led by Mr Suresh Holagi were the proud winners of the Trophy in the Gujarat marketing review session.

The entire exercise of organising the session at Mount Abu to have a right mix of "Business with pleasure" fulfilled its aim of refreshing the participants with motivation & confidence to go back to their area of work.



Deliberations going on during the Rajasthan marketing review session at Mt Abu



The Directors' Running Trophy being presented to the winning team of Jodhpur region



Marketing review of Gujarat taking place at Mt Abu



Winning team of Vadodara region with the Director's Running Trophy for excellent sales performance

Strategic Business Planning Session at Shimla

A two day Strategic Business Planning session of JK Lakshmi Cement was held at Shimla to take initiatives to charter an improved growth map.

Key members from all regions & functions came together to analyze the performance of the company as a whole and use it to plan a better future. The session was aimed to develop a vision for the company in the years to come.

The meet was initiated with inspiring words by Mrs. Vinita Singhania (MD), Mr. S Chouksey (WTD) & Mr C S

Sadasivan (COM), followed by presentations made by the key functional heads. An Open House discussion was held to have a collective view of the steps that need to be taken. Specific action plans across the spectrum of functions were finalized for maximizing performance.

The two-day session concluded on a promising note with the teams highly motivated and geared towards a greater collective effort for better results and the company's growth as a whole.



Important discussion taking place at SBP Session, Shimla



Team JK Lakshmi at SBP Session, Shimla

Marketing Review Session-North Region

Calm and serene hills of Himachal were a perfect choice for the Marketing Review Session of the North zone of JK Lakshmi Cement. The session was devoted to the review of the past performances and deliberation on the future course of action. It was coupled with opportunities of relaxation & rejuvenation for the participants.

The place offered a perfect background for the enthusiastic discussions about the performance enhancing actions to be taken in the North zone.

The two-day session was presided over by Mr. S Chouksey (WTD) & Mr. C S Sadasivan (COM) with entire North region sales team present in full force headed by Mr. Rahul Kaul (Delhi & Punjab), Mr. S K Raina (UP & Uttaranchal), Mr. R Dhamija (Haryana) & Mr. K L Kachroo (Jammu & POP).

The Director's Running Trophy for excellence in sales was presented to the JK Lakshmiplast (Plaster of Paris) team for the commendable growth achieved by them.



Team JK Lakshmi-North Region along with business partners at the Marketing Conference



Plaster of Paris team receiving the Director's Running Trophy from Mr. S Chouksey

Knowledge Sharing Session at Mehsana and Palanpur

Knowledge Sharing Sessions for the leading Architects & Structural Engineers of Mehsana and Palanpur respectively, were organised by JK Lakshmi Cement on two consecutive days. It was attended by more than 120 important professionals of the region who are committed to making our country equipped with world class infrastructure.

Mr. A M Desai (Zonal Head), Mr. S R Chitnis (GM-Technical Services), Mr. Rajesh Purohit and the entire Sales & Technical Team of JK Lakshmi was present at both the sessions.

Mr. S R Chitnis gave a presentation on PPC usage and the gathering of eminent people were informed about the company, its products and services in detail.

The Chief Speaker of the Session, Shri R J Shah, Head,

Deptt. of Structural Design, CEPT enlightened the audience with an in-depth presentation on the topic of 'Durability of Concrete Structures.' His presentation provided glimpses of his 40 years of teaching experience and professional practice on the design of structures, construction failures, evaluation, repairs and the strengthening of structures.

An interactive session among the participants served the purpose of clearing doubts on the topic as well as an open dialogue. Such sessions are extremely important as it helps JK Lakshmi Cement keep in touch with the members of its extended family. The mood of the session can be summed up in a remark made by a participant in the session that such ongoing efforts has made JK Lakshmi a right choice for everyone.



Lamp being lit to start of Knowledge Sharing Session



Leading Architects & Engineers at the Session

Powermix Team achieved Self Compacting Concrete casting at Ahmedabad

In its everlasting desire of excelling itself, JK Lakshmi Powermix Ahmedabad team executed 180 cubic meters of Self Compacting Concrete (SCC) for the first time ever in Gujarat. This particular feat was achieved at the prestigious site of M/s Ganesh Housing Corporation where about 400 luxurious flats scheme has been planned & being executed.

The client appreciated the quality of work and free flowing SCC accomplished by Ahmedabad RMC team.

The Self Compacting Concrete, also called Self Consolidating Concrete, was first developed during the 80's in a number of countries including Japan, Sweden, France and USA. The SCC technique can save up to 50% in labour costs due to 80% faster pouring and reduced

wear and tear of infrastructure. As of 2005, SCC accounts for 10-15% of concrete sales in some European countries and over 75% of concrete production in the US premix concrete industry.

JK Lakshmi Powermix team is extremely proud of this achievement and we are keen to promote and market this achievement in Gujarat & other parts of the country.



JK Lashmiplast's Marketing Conference at Kathmandu

To strengthen the bonding among its business partners, associates & team members and to motivate them for superior performance, JK Lakshmiplast POP team organized its first ever international marketing conference at Kathmandu.

The event was well attended with many of the associates & partners who brought their families along, thus making the mood quiet homelike. The interaction of JK Lakshmiplast team with their extended family created a magic like atmosphere and the event was hailed as a great success.

Many associates were awarded for their excellent sales

performance with M/s Jagdamba Cement Corp., Noida emerged as the best performer in All India. M/s Rajdhani Cement Agencies, Delhi, M/s Prakash Chemicals, Khanna and M/s Akash Chemicals, Rohtak were given awards for best sales performance in the states of Delhi, Punjab & Haryana respectively.

This event, brain child of Mr. K L Kachroo (Advisor) and Mr. M R Saksena (Sr. Manager, Mktg), was greatly appreciated and helped boosting the morale of the entire associate fraternity to perform better and work towards more accolades in the future.



Family members of partners & associates with JK Lakshmiplast team



Team JK Lakshmiplast at a tourist spot in Kathmandu

Plant Visit by SVNIT, Surat

JK Lakshmi has always taken pride in educating others about their trade practices and in the same vein invited lecturers and laboratory technicians from the Sardar Vallabhbhai National Institute of Technology in Surat along with leading cement dealers of the south Gujarat region to visit the cement manufacturing plant of JK Lakshmi Cement located at Sirohi in Rajasthan.

The visitors were given a guided tour through the complete cement manufacturing process - from the raw material collection to packaging and distribution. The concerned technicians, scientists and engineers furnished details of every section at the plant while demonstrating world class technologies used by the company.

JK Lakshmi Cement was successful in its efforts to link the distributors and academicians and organized brief discussions after the visit to engage the visitors with team JK Lakshmi. The discussion was thought provoking as it was an open interaction between the cement industry, dealers and academicians. The visitors appreciated the firm's efforts to make good quality cement and serve the concrete construction industry.



Sardar Vallabhbhai National Institute of Technology
Appreciation Certificate

जेके लक्ष्मी सीमेन्ट-सर्टिफिकेट ऑफ एक्सीलेन्स अवार्ड के विजेता



राजस्थान एम्प्लॉयर एसोसिएशन की ओर से जेके लक्ष्मी सीमेन्ट के चीफ एक्जीक्यूटिव (वर्क्स) श्री गणपत सिंह राजावत को सर्टिफिकेट ऑफ एक्सीलेन्स अवार्ड से सम्मानित करते हुए राजस्थान के उद्योग मंत्री श्री राजेन्द्र पारीक

दिनांक 17 अगस्त, 2009 को जयपुर में राजस्थान एम्प्लॉयर एसोसिएशन की ओर से प्रदेश के उद्योग मंत्री राजेन्द्र पारीक ने जेके लक्ष्मी सीमेन्ट को सर्टिफिकेट ऑफ एक्सीलेन्स अवार्ड प्रदान किया।

राजस्थान एम्प्लॉयर एसोसिएशन की ओर से प्रतिवर्ष दिये जाने वाले बेस्ट एम्प्लॉयर अवार्ड के तहत वर्ष 2009 के लिए जेके लक्ष्मी सीमेन्ट को एक्सीलेन्स अवार्ड के लिए चुना गया।

जयपुर में आयोजित समारोह में जेके लक्ष्मी सीमेन्ट के चीफ एक्जीक्यूटिव (वर्क्स) श्री गणपत सिंह राजावत ने अपने उद्बोधन में बताया कि कारखाने के आस पास रहने वाले आदिवासी लोगों को संस्थान में 80 प्रतिशत रोजगार उपलब्ध करवाया गया है एवं उनके गौरवशाली जीवन-यापन हितार्थ अनेक कार्यक्रम निरन्तर चलाये जा रहे हैं।

जेके लक्ष्मी सीमेन्ट सहयोगी संरक्षण क्लब द्वारा आयोजित राजमिस्त्री सम्मेलन

जेके लक्ष्मी सीमेन्ट द्वारा पंजाब में राजमिस्त्री सम्मेलन का आयोजन किया गया जो कि स्व. श्री कश्मीर सिंह (राजमिस्त्री) को श्रद्धांजलि अर्पित करने के लिए था। इस कार्यक्रम में कम्पनी के अधिकारियों एवं सेल्स प्रमोटर्स ने भाग लिया। मिस्त्री भाईयों को कम्पनी और कम्पनी के उत्पादों के विषय में पूर्ण जानकारी प्रदान की गई। कम्पनी के टैक्निकल सैल के अधिकारियों ने मिस्त्री एवं ठेकेदार भाईयों को सीमेन्ट की गुणवत्ता के बारे में बताया और सीमेन्ट से और अच्छे परिणामों को प्राप्त करने के प्रयोजन के बारे में जानकारी दी।

जेके लक्ष्मी सीमेन्ट एक मात्र ऐसी कम्पनी है जो मिस्त्री भाईयों का निःशुल्क दुर्घटना बीमा कराती है जिससे उनके अनिश्चित भविष्य को निश्चितता मिलती है।

इस उद्देश्य के लिए कम्पनी द्वारा राजमिस्त्री भाईयों के लिए जेके लक्ष्मी सीमेन्ट सहयोगी संरक्षण क्लब की स्थापना की गई है जिसकी सदस्य संख्या 38000 से भी ज्यादा है। स्व. राजमिस्त्री कश्मीर सिंह ग्राम लोडा, जिनका कुछ समय पहले काम करते समय दुर्घटना में देहांत हो गया था, का बीमा जेके लक्ष्मी सीमेन्ट ने करवा रखा था। उनकी दुःखद मृत्यु के बाद, उनकी पत्नी को 50000 रुपये का ड्राफ्ट देकर परिवार का दुःख हल्का करने की कोशिश की गई। मिस्त्री कश्मीर सिंह के बड़े भाई और पिता भी इस कार्यक्रम में शामिल हुए।

कम्पनी के द्वारा किये गये इस प्रयास से मिस्त्री भाईयों को यह आश्वासन मिलता है कि उनकी अकस्मात् दुर्घटना होने की स्थिति में, उनके परिवार को कुछ सहायता अवश्य प्राप्त होगी। जेके लक्ष्मी सीमेन्ट द्वारा मिस्त्री भाईयों के लिए उठाये गये इन्हीं कदमों से कम्पनी की लोकप्रियता दिनों दिन इनके बीच बढ़ती ही जा रही है।



जेके लक्ष्मी सीमेन्ट कम्पनी के अधिकारी राजमिस्त्री स्व. श्री कश्मीर सिंह की पत्नी को 50,000 रुपये का ड्राफ्ट प्रदान करते हुए।

Congratulations!

Miss Anjali Tokas D/o Shri Ram Chander Tokas has recently won two gold medals in the Delhi state swimming championship (junior). Mr. Tokas is the proprietor of M/s R C Cement Store, Munirka, New Delhi.

Team JK Lakshmi congratulates Anjali and her family on her proud achievements and wishes her many more successes in future.

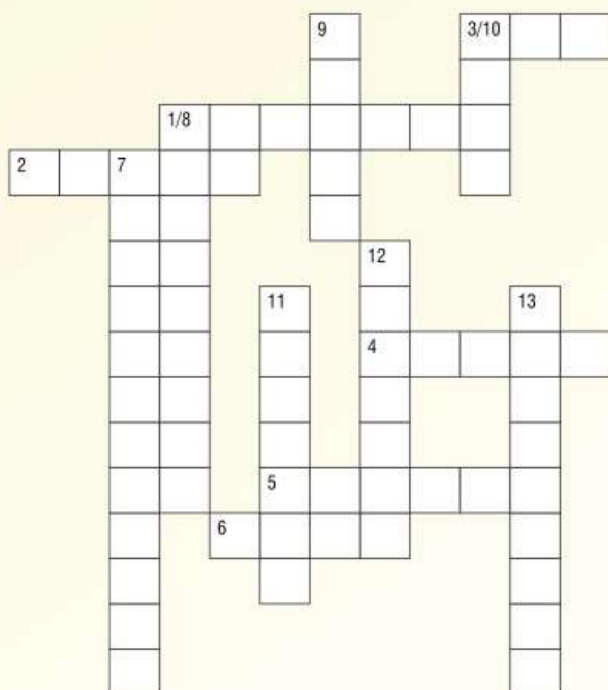


Gold Medal Winner - Anjali Tokas

Contest

Have you read all articles in this edition of Shilalekh?

Let's see if you can solve the crossword with the help of clues given.



ACROSS

- Architects came together at ____ (7)
- POP Dealers visited ____ (5)
- A feat achieved by Powermix team (3)
- Famous Lake (5)
- Award given by ____ (6)
- Future plant location (4)

DOWN

- Award for ____ (12)
- International Marketing Conference at ____ (9)
- Insurance Scheme is for ____ (5)
- Guest speaker (4)
- Winner of Director's Running Trophy (7)
- Plant visited by ____ (5)
- Right choice for everyone (9)

Send in your entries through post with your name and address to
Neha Dua, Milap Niketan, 1st Floor, 8A Bahadur Shah Zafar Marg,
New Delhi-110002

or email at neha.dua@jkmall.com

Three lucky winners will get surprise gifts.

We would like to thank Mr. A M Desai, Mr. Dinesh Pandya, Mr. Ashwani Sharma, Mr. Rajesh Purohit, Mr. Pradeep Saharia, Mr. Sachin Arora and Mr. S P Singh for their contribution in this edition of Shilalekh.

Kindly send your suggestions/comments to

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Please visit our website at www.jklakshmicement.com