

JK Lakshmi Cement awarded Productivity Excellence Award for Third Year in a row



Shri Rajendra Pareek, Minister of Industry, Government of Rajasthan presenting the Productivity Excellence Award to Shri Ganpat Singh, Chief Executive (Works), JK Lakshmi Cement

JK Lakshmi Cement continued to excel when it won the prestigious "Productivity Excellence Award" for the 3rd year in a row, in an event organised by the Rajasthan State Productivity Council at Jaipur.

The award was presented by Shri Rajendra Pareek, Minister of Industry, Government of Rajasthan, to Shri Ganpat Singh, Chief Executive (Works), JK Lakshmi Cement, along with other senior officials of the Company.

JK Lakshmi Cement received this award in recognition of the unique productivity

measures achieved by it. The productivity excellence was judged on the basis of various parameters including Leadership Quotient, Quality, Human Resource Management, Processes & Efficiencies, Impact on Environment and Social Contribution.

The Company has come up with a number of new and innovative environment-friendly projects in the recent past, hence making their contribution in keeping the surroundings clean and free from pollution. Some of these projects are Waste Heat Recovery 12 MW Power Plant, which reduces the emission of CO₂ by 55000 MT

per annum, installation of Fly Ash drying system and Installation of Biomass handling system, which replaces Fossil Fuel with Biomass.

On receiving this award, Shri Ganpat Singh said, "Presentation of this award will further encourage us to ensure that we optimise our productivity and play a leadership role in this area."

JK Lakshmi Cement conveyed the best wishes to its dedicated team members and hopes to achieve even greater heights in the future.

JK Lakshmi Cement adopts “Go Rural to Win”



Various Rural Marketing Activities were carried out by JK Lakshmi Cement In Pali, Rajasthan

With the objective of reinforcing the brand JK Lakshmi Cement in the mind of the rural consumer, JK Lakshmi Cement initiated its rural marketing activity in Pali and Sirohi districts of Rajasthan. The activity consisted of two phases. Phase 1, was conducted from October 2010 to December 2010, while Phase 2 was carried out from January 2011 to February 2011.

The Rural Marketing activity is an “Integrated Micro-Marketing” approach taken by the Company. Under this initiative, the rural marketing agency, MART carried

out various activities wherein consumer involvement was high, which resulted in increased brand awareness of JK Lakshmi Cement, as well as a hike in the sales of the Company. The activities involved road shows in haats and daily markets, participation in religious and commercial melas, mason meets, wall and shutter painting at shops and mobile van campaign.

In Pali, over 400 construction sites were contacted, around 1000 masons were contacted through mason meets and 250 cement retail outlets were covered.

The brand was spread across 12,000 sq. ft. by the means of static branding in the region. The promotional van, which travelled from point to point in the district, created brand awareness among the end-user segment.

To mark the completion of phase 1 and launch of phase 2, a gala event was organised for the dealers as a mark of appreciation towards the extended support from them and members of Team JK Lakshmi to make this effort a success.

Nirma University students visit Kalol Grinding Unit

JK Lakshmi Cement's grinding unit at Kalol had special visitors who came to see the grinding unit of the Company, near Ahmedabad. Nirma University students along with faculty members visited the grinding unit.

A guided tour was arranged for the visitors, where technicians, scientists and engineers gave a detailed presentation on the cement manufacturing process. In another presentation, guests were

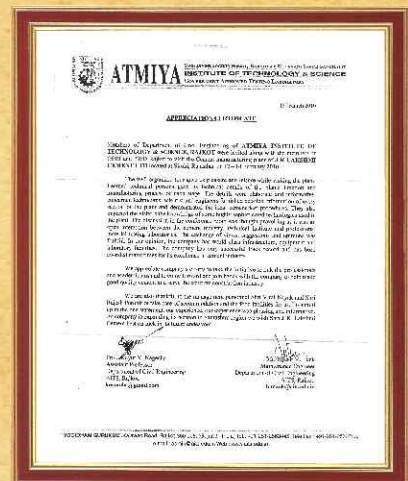
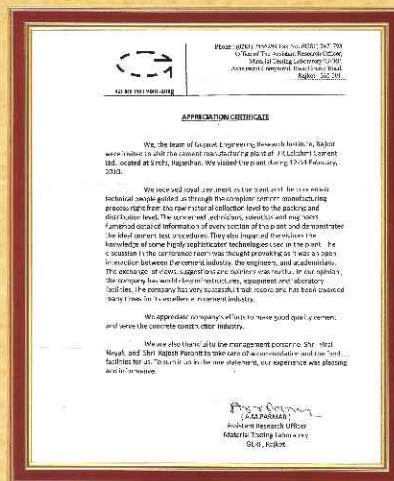
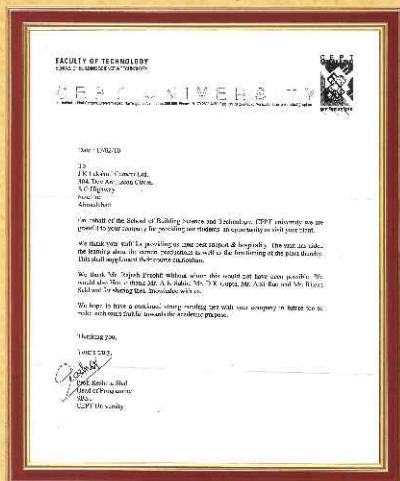
made familiar with J.K. Organisation and JK Lakshmi Cement.

In an interactive session, the visitors appreciated the information provided by the respective technicians and house keeping and safety measures that are maintained in the plant were applauded. We look forward to such visits in future, where education and practice come together to build a common platform for interesting conversations.



Group of students from Nirma University that visited the Kalol Grinding Unit

Eminent Institutes visit JK Lakshmi Cement plant at Sirohi



Appreciation Certificates presented to JK Lakshmi Cement

JK Lakshmi Cement has always led from the front when Industry, Trade and Engineering institutes have shown an interest in its production facility in Sirohi. Recently, a team from GERI – Rajkot, students from CEPT University – Ahmedabad, Members of Department of Civil Engineering of Atmiya Institute of Technology & Science – Rajkot visited the

cement manufacturing plant of JK Lakshmi Cement at Sirohi, Rajasthan.

A guided tour was arranged for the visitors, encompassing the complete cement manufacturing process – from raw material collection to packaging & distribution. The visitors who were briefed by technicians, scientists and engineers during the tour,

found the experience very informative.

In an open discussion which took place at the conclusion of the tour, there was an exchange of some thought-provoking views, suggestions and opinions. The guests were eloquent in their praise of the world-class technologies used by the Company to produce high quality cement.

JK Lakshmiplast's Marketing Conference at Bangkok



Dealers along with members of Team JK Lakshmi come together for a group photograph



JK Lakshmi Cement team members & dealers during the conference at Bangkok

To encourage, honour and motivate Team JK Lakshmiplast and its extended family members, an International Marketing Conference was organised in Bangkok, Thailand for its team members and dealers.

During the conference, the key focus area was to strengthen the ties between the company and its extended family members, who have contributed enormously in the

growth of the brand JK Lakshmiplast. On the occasion, various dealers were awarded and honoured for their remarkable sales performance, which also motivated others to surpass the new benchmarks set by their peers.

The group was treated to an amazing Alcazar show on the day of their arrival. They also made a visit to the Coral Island, Gems Gallery,

Safari World and Marine Park.

This annual event was conceptualised and initiated by Shri K.L. Kachroo and Shri M.R. Saksena three years ago. It has helped to a great extent in appreciating the performers and boosting the morale of everyone to perform better and scale new heights of success.

JK Lakshmi Cement Dealers rewarded with a Trip to Dubai



Team JK Lakshmi along with their family members during the Dubai trip

JK Lakshmi Cement gave some of its Dealers from Delhi a memory to cherish, when they were flown to Dubai for an exciting and fun-filled trip, along with their family members. Two company officials also accompanied the dealers on this 5-day trip. The Dealers who outperformed in their sales were rewarded with this opportunity.

The group was taken to an enjoyable sight-seeing tour around the city. The main attraction of this tour was the visit to the Tallest Building in the World, Burj-Khalifa. They also got to experience the amazing Dhow Cruise and the Desert Safari. All the dealers and their families were delighted with this great experience and expressed their gratitude to JK Lakshmi Cement.



The group visited Burj-Khalifa, the tallest building in the world

Mason Meet in Punjab



Shri S.P. Singh
addressing the gathering at the event



Company Officials present at the
Mason Meet in Punjab

Carrying forward its initiative to educate the mason fraternity about the latest construction techniques and advantages of blended cement in construction, JK Lakshmi Cement organised a Mason Meet at Abohar in Punjab. Around 200 masons from and around Abohar participated in the meet.

At the event, a brief introduction about the Company and its product was given to the

masons and was followed up by a detailed presentation on the latest practices in construction and the benefits of using blended cement in today's construction practices. Post the presentation, a Question & Answer session was organised where Technical Experts clarified the queries of the masons with reference to the usage of cement.

The masons appreciated the cement quality and spoke highly of the services provided by the Company in the region. They also requested the company officials to organise such events more frequently as these initiatives keep them updated with the latest happenings in the field of construction.

Knowledge Sharing Session organised in Haryana



Lamp lighting ceremony
at the occasion



Shri S.R. Chitnis
addressing the eminent gathering at the event

JK Lakshmi Cement organised a Knowledge Sharing Session for the leading Architects and Structural Engineers at Yamunanagar, Haryana. The topic of discussion for this session was "Self Compacting Concrete". It was attended by a large number of architects of that region, who are committed to making our country equipped with world-class infrastructure.

A detailed presentation was given on the occasion by the company officials about the products and services in detail. The presentation covered the strengths and benefits of our products, which are a true hallmark of quality and consistency.

Following it, an in-depth presentation on the topic of "Self Compacting Concrete" was made,

which provided the eminent gathering with a detailed evaluation of the new type of concrete, its workability and all its advantages.

The august audience encouraged the initiative of the Company and observed that these events served as a great platform for JK Lakshmi Cement for interaction and sharing of the latest developments in the construction industry.

क्वालिटी सर्किल्स में गोल्ड व सिल्वर मेडल



थिंक क्वालिटी सर्किल पुरस्कार प्राप्त करते हुए
जे के लक्ष्मी के प्रतिनिधि



प्रकाश क्वालिटी सर्किल पुरस्कार प्राप्त करते हुए
जे के लक्ष्मी के प्रतिनिधि

दिनांक 14 अक्टूबर, 2010 को हैदराबाद में सम्पन्न हुए क्वालिटी सर्किल के अन्तराष्ट्रीय सम्मेलन में जे के लक्ष्मी सीमेन्ट से तीन सर्किल्स ने भाग लिया।

हमें यह बताते हुए अत्यन्त हर्ष का अनुभव हो रहा है कि कड़ी प्रतिस्पर्धा के बीच हमारी कम्पनी के हरिओम क्वालिटी सर्किल (माईन्स) व थिंक

क्वालिटी सर्किल (इन्स्ट्रूमेंटेशन) ने गोल्ड मेडल तथा प्रकाश क्वालिटी सर्किल ने सिल्वर मेडल हासिल किया।

हमारा सामाजिक दायित्व - नया सवेरा



नया सवेरा परियोजना के अन्तर्गत
गांव वालोरिया में सांस्कृतिक संध्या का दृश्य



नया सवेरा के दौरान आयोजित चिकित्सा शिविर

जे के लक्ष्मी सीमेंट लि. की एकीकृत परिवार कल्याण परियोजना "नया सवेरा" द्वारा चयनित 11 गांवों में दिनांक 7 दिसम्बर, 2010 से 17 दिसम्बर, 2010 तक स्वास्थ्य जन जागरण अभियान मनाया गया। जिसके अन्तर्गत सांस्कृतिक संध्या कार्यक्रम का आयोजन

मारवाड़ विरासत फाउन्डेशन, बाड़मेर के विश्व प्रसिद्ध कलाकारों द्वारा प्रजनन एवं बाल स्वास्थ्य, परिवार कल्याण, एच आई वी एड्स, गर्भवती माता की देखभाल, बच्चों में छः जानलेवा बिमारियों व टीकाकरण, जननी सुरक्षा योजना, बाल-विवाह, बालिका-शिक्षा, छोटा

परिवार, दो बच्चों में तीन साल का अन्तर व अन्तराल के साधन, पुरुष नसबंदी, नशा निवारण, शिक्षा व साफ सफाई आदि विषयों को आकर्षक लोक गीतों, लोक नृत्यों एवं नुक्कड़ नाटकों के माध्यम से लोगों को समझाने का प्रयास किया गया।

सेफ्टी इनोवेशन अवार्ड 2010



सेफ्टी इनोवेशन अवार्ड 2010 को प्राप्त करते हुए
श्री दिनेश पंड्या, श्री गणपत सिंह राजावत और श्री सुजीत कुमार सिंह

इन्स्टिट्यूट ऑफ इंजीनियर्स इंडिया लि. — देश की सर्वाधिक प्रतिष्ठित संस्थानों में से एक है। यह संस्थान देश में सेफ्टी के क्षेत्र में रचनात्मक व नये कार्यों को करने को प्रतिबद्ध है। सेफ्टी के क्षेत्र में नये व विशिष्ट कार्य करने वाले संस्थानों को प्रतिवर्ष राष्ट्रीय स्तर पर पुरस्कार देकर सम्मानित किया जाता है। देश भर से प्राप्त प्रविष्टियों की गहन छानबीन के

उपरान्त जे के लक्ष्मी सीमेन्ट लि. को उनके द्वारा किये गये उल्लेखनीय व नवीन रचनात्मक कार्यों के प्रस्तुतीकरण के लिए आमंत्रित किया। कारखाने में किये गये नये व रचनात्मक कार्यों से प्रभावित होकर देश के ख्यातिप्राप्त निर्णायकों ने जे के लक्ष्मी सीमेन्ट को राष्ट्रीय स्तर के सेफ्टी इनोवेशन अवार्ड के लिए विजेता घोषित किया। यह पुरस्कार दिल्ली के प्रतिष्ठित पांच सितारा

होटल ला—मेरिडियन में आयोजित एक भव्य समारोह में दिल्ली सरकार के मुख्य सचिव श्री राकेश मेहता के कर—कमलों द्वारा कारखाने के मुख्य अधिशाषी अधिकारी श्री गणपत सिंह राजावत, महाप्रबन्धक (मानव प्रबन्धन एवं कार्मिक प्रशासन) श्री दिनेश पंड्या तथा प्रबन्धक (सुरक्षा) श्री सुजीत कुमार सिंह को सेफ्टी इनोवेशन अवार्ड 2010 एवं प्रमाण—पत्र प्रदान किया गया।

अन्तर्विद्यालय लोक कला नृत्य प्रतियोगिता



श्रीमती विनीता सिंहानिया एवं श्री शैलेन्द्र चौकसे
अन्तर्विद्यालय लोक कला नृत्य प्रतियोगिता के दौरान



समापन समारोह में नृत्य कला का प्रदर्शन करती हुई
स्कूल की छात्राएं



समारोह में भाग लेने वाले प्रतियोगी
एक साथ मंच पर

लाला लक्ष्मीपत सिंहानिया जन्म शताब्दी वर्ष समापन के उपलक्ष में अन्तर्विद्यालय लोक कला नृत्य प्रतियोगिता का आयोजन किया गया। कार्यक्रम में अन्तर्विद्यालय लोक कला नृत्य प्रतियोगिता में लक्ष्मीपत सिंहानिया स्कूल, कांकरोली, पदमा बिनानी स्कूल, बिनानीग्राम, सेंटपॉल स्कूल, सिरोंही, आदित्य बिड़ला स्कूल, चितौडगढ़, अजित विद्यामंदिर, सिरोंही, के.एस.

लोढा पब्लिक स्कूल, फालना, सेंटपॉल स्कूल, आबूरोड, रेलवे स्कूल, आबूरोड, एम एम पब्लिक स्कूल, उदयपुर एवं लक्ष्मीपत सिंहानिया स्कूल, जेकेपुरम की छात्राओं के दलों ने अपने कार्यक्रम प्रस्तुत किए। प्रतियोगी दलों के प्रस्तुतीकरण आंकलन हेतु नृत्य कला एवं संगीत विषय के मर्मज्ञ निर्णायकों को बाहर से आमंत्रित किया गया। जिसमें प्रथम स्थान पर लक्ष्मीपत सिंहानिया

स्कूल, जेकेपुरम, द्वितीय एम एम पब्लिक स्कूल, उदयपुर तथा तृतीय स्थान पर लक्ष्मीपत सिंहानिया स्कूल, कांकरोली रहा।

सभी प्रतिभागियों को जे के लक्ष्मी सीमेन्ट लि. की प्रबन्ध निदेशक श्रीमती विनीता जी सिंहानिया, के कर कमलों द्वारा पुरस्कार एवं ट्रॉफी देकर सम्मानित किया।

Growth Guaranteed - JK Lakshmi Cement, one of India's Fortune 500 Company

JK Lakshmi Cement featured in India's Fortune 500 Company List released in December, 2010. This was its first issue released in India. JK Lakshmi Cement was listed at the 365th rank in the Fortune 500 Companies.

Team JK Lakshmi is proud of this achievement and expects to touch even greater heights in the coming years.



Team JK Lakshmi shine at the Airtel Delhi Half Marathon!



Shri C.S. Reddy,
participating in the Airtel Delhi Half Marathon

Shri C.S. Reddy has made JK Lakshmi Cement proud by participating in the Airtel International Half Marathon every year. With his participation this year, he completed his fourth marathon run participation in a row. He completed his 21 km half marathon run in 1 hour 52 minutes this year.

His participation has encouraged other team members and this year Shri Mohan Prakash and Ms. Parul Shukla joined Shri C.S. Reddy in the marathon run.

Shri C.S. Reddy also participated in the Mumbai Half Marathon this year and completed his 21 km marathon run 1 hour 51 minutes.

We congratulate Shri C.S. Reddy, Shri Mohan Prakash and Ms. Parul Shukla for their achievements and wish them good luck for future participation.

Brain Benders

1. One watermelon weighs 10kg plus the half of its own weight. How much does it weigh?
(a) 5kg (b) 10kg (c) 20kg (d) 25kg
2. 4 years ago, Mike was twice as old as Ben. 4 years from now, Ben will be 3/4 of Mike's age. What is Mike's present age?
3. What number is missing from the series?
1, 3, 7, ?, 21
4. Sam's mother had four children. The first one was named May. Second and third were named June and July respectively. What was the fourth child's name?
5. There is a certain family with both girl and boy children. Each of the boys has the same number of brothers as he has sisters. Each of the girls has twice as many brothers as she has sisters. How many boys and girls are there in this family?

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

Result of Contest Vol. XLII

Thank you readers!

We are thrilled by your participation.

Congratulations to all the Winners.

Keep participating and win exclusive prizes.

Winners

Shri Anil Sharma, Jaykaypuram, Sirohi, Rajasthan
Shri Pawan Bansal, Jodhpur, Rajasthan
Shri Prathap Chandran, Jaipur, Rajasthan

We would like to thank Shri Anil Sharma, Shri C.S. Reddy, Shri Dinesh Pandya, Shri M.R. Saxena, Shri S.K. Deedwania, Shri S.P. Singh and Shri Sunil Upadhyay 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; mayank.mathur@jkmil.com; neha.dua@jkmil.com

Please visit our website at www.jklakshmicement.com