RECOGNITION ACCENTUATES SELF-CREDENCE

Recognising good work is a great deed, but broadcasting the recognition of great work is much better. A deep human need is to be recognised for the efforts one puts in and such appreciation made in a social order gets even more accentuated.

Hence JK Lakshmi Cement started ‘SKY’, a loyalty programme for its business associates across all markets. Not only the programme has got huge appreciation, but has also received the 2019 award for ‘Best Loyalty Programme in B2B sector’. It is a prestigious customer loyalty programme that has cemented JK Lakshmi Cement’s reputation further. The award was conferred upon Mr. Sumit Malhotra, CEM, JK Lakshmi Cement, in the presence of all industry stalwarts at ceremony held at Taj Lands End, Mumbai on 5th February 2019.

This award has worked as an intrinsic motivational tool and acted as a key to feel valued by all who are a part of the JK Lakshmi family. They are delighted to have their company add yet another number to their long list of social credentials.
THE THREAD WOVEN INTO OUR CORE EXISTENCE

An excellence award has been graced upon Jaykaypuram, Sirohi Plant: The ‘Best Employer Excellence’ Award which has not only brought increased team cohesiveness and pride but has also increased internal credibility. To be ranked amongst the best has improved the JK Lakshmi’s visibility and value as a best practice benchmarking partner. And winning the award has led to intrinsic motivation for its employees as it is a celebration of the hours they put into an organisation.

At the award ceremony event held at Grand Uniara Hotel, Jaipur, the ‘Employers Association of Rajasthan’ awarded Jaykaypuram plant with the prestigious award. The winner has been chosen on the basis of parameters like Ideal Relations, Skill Development, Corporate Health and Safety.

The award was presented to Mr. Sujeeet Kumar Singh, DGM-Safety, JK Lakshmi Cement by Commerce Minister, Mr. Parsadi Lal Meena.

FUELING THE PASSION THAT CEMENTS BRILLIANCE

Hosting the Raj Zone 1 and MP Dealer Conference: Today’s dealers are getting ahead of the technology curve, delivering the largest array of company products, services and offers.

JK Lakshmi Cement has an edge over competitors by virtue of organising indulgent conferences for its dealers and encouraging them to impart ground breaking strategies that benefit the company, the end users and them as well.

This year the dealer conference for Raj Zone 1 and MP was held at Radisson Blu, Agra on 6th February. The conference brought together around 350 dealers in a vivacious event, that also witnessed a Gold Distribution Ceremony to recognise the year-round performances of deserving dealer firms in terms of highest sales.
THE HOLI HUES THAT SPREAD HAPPY CAMARADERIE

Holi Celebrations at JK Lakshmi Cement: Holi, the festival of colours, celebrates the victory of good over evil, the arrival of spring, end of winter and a day for the nation to let loose in a rather colourful manner. At JK Lakshmi Cement, our ‘One Big Family’ also celebrated Holi with lots of colours, sweets and splendour. This year, JK Lakshmi Cement organised two events for ‘Holi Milan’ on a grand scale wherein dealers of North and East were invited.

The first event took place in Delhi NCR at Adventure Island on 16th March, for the dealers of North - Delhi, Haryana, Punjab and UP. The event was attended and thoroughly enjoyed by Mr. Sunil Jain, Head-North Zone, along with other officials and 450 dealers. The second event was organised at MM Fun City, Raipur on 17th March, and witnessed the gathering of around 600 people including dealers and their families. Mr A.M. Desai, Head-East, attended the event along with fellow officials.

The day long celebration was full of colour playing fun filled activities, dance performances and enthralling games. All the dealers were in high attendance and passionately participated in all the games, activities and dances.
A CULTURE WON THROUGH SPORTS TOURNAMENTS

Shripati Singhania Memorial Cricket Tournament:
Having some tournaments or de-stress activities at workplaces are a great way to boost employee energy and productivity. Such elements enhance interpersonal relationships, communication and bonding within a team. JK Lakshmi Cement too, is known for its association with sports tournaments at workplaces, especially cricket. The company organises various sports events round the year at different locations, to strengthen trust amongst employees and motivate them to exude a fit and sharp lifestyle.

Shripati Singhania Memorial Cricket Tournament is one such event that is organised once a year for fun and frolic of the employees. This year, there were numerous teams from different zones, that participated in the tournament and represented their states & zones. This year, the final match of the tournament took place on 3rd March 2019. It was an enthralling contest played between the Sirohi Plant Team and Head Office Team of JK Lakshmi Cement. After a riveting game, Team Head Office emerged as the winner and received the trophy from Dr. S. Chouksey, WTD, JK Lakshmi Cement. Mr. Arun Sharma, Head Office, Delhi received the ‘Man of the Match’ title, whereas the title of the ‘Man of the Series’ was bagged by Mr. Manish Dahiya, CSR, Delhi. The game was followed by a lunch event where everyone mingled and enjoyed the afternoon over laughs and scrumptious food.

Mehsana Cricket Tournament - North Gujarat:
JK Lakshmi Cement has always given a lot of importance to employee bonding, because only a team of motivated employees can create a successful organisation. With this belief firmly set in mind, another cricket tournament was organised on 5th January 2019 at Mehsana. All the dealers of North Gujarat and JK Lakshmi Cement team members participated in the tournament enthusiastically. The teams displayed inspired performances on that cold winter day. Patan district team came out as the winner amongst the entire North Gujarat. Banaskantha team was the Runner-up.
RECOGNISING THE EFFORTS MADE TOWARDS EXCELLENCE

JK Sixer Review Meet: The sales review meets are crucial in order to identify obstacles and challenges the sales team faces, to find their solutions, to recognise the efforts made towards excellence and to reward such efforts.

The JK Sixer sales review meet of Gujarat was organised at Jalsamand Island Resort, Udaipur on 2nd March 2019, in the esteemed presence of Dr. S. Chouksey, WTD; Mr. S.K. Wall, WTD and Mr. Sharad Agarwal, Chief of Sales, JK Sixer. The Sales performers from across the three states were felicitated by the senior management for their outstanding performances and were appreciated.

Another review meet of JK Sixer for Rajasthan and MP was held at Kumbalgarh Resort on 15th March 2019 amidst the entire team of MP and Rajasthan with their sales promoters.

BREAKING THE BOUNDARIES

JK Sixer Cricket Tournament: JK Sixer, from its very inception has been a contemporary brand that possesses a winning streak throughout. In the brand’s very nature lies its unique identity of going beyond the limits and showcasing utmost passion when on the battlefield of the cement industry. Taking the passion further ahead and onto the cricket field, JK Sixer Cricket Tournament was organised in Bharatpur, Rajasthan on 26th February 2019. Total 8 teams belonging to the Tehsils from all over Bharatpur participated in the tournament and came up with mighty performances at the Lohagarh Cricket Stadium.

The observers, commentators and the umpire came from Rajasthan Cricket Association. The initiative was taken with the intent of promoting young regional talent and has got transformed into a two-day successful tournament. The final match was won by Nadbai district by beating Bharatpur rural. Mr. Sunil Kalani, GM Sales and Mr. Sharad Agarwal, Chief of Sales, felicitated the winning team. JK Sixer Sales and Marketing team was also present at the venue that was adorned with huge branding of JK Sixer Cement.
MILESTONE ACHIEVED IN A ROW

Launch of Platinum Heavy Duty Cement in Haryana: We always strive to bring to the table innovative products that adhere to global standards, conform to customers’ needs and deliver beyond their expectations. Looking at the kind of response received by every new product launched from the JK Lakshmi Cement product basket, we geared up for the launch of our latest offering - Platinum Heavy Duty Cement, in the Haryana market. The strong brand acceptance of Platinum Heavy Duty Cement has made it one of the most sought after brands in the entire cement market.

The launch event got concluded at the Hotel City Park Green Resort, New Delhi, on 23rd January 2019. Dealers from all across the state of Haryana came to attend the event. Mr. Sumit Malhotra, CEM, unveiled the indigenous product - Platinum Heavy Duty Cement. Mr. Sunil Jain, Zonal head-North, was amongst the other officials who graced the occasion.

A LEARNING PLATFORM SUPPORTING THE BUSINESS

Agni-II Proficiency Programme at Durg Plant: Learning platforms promise to help employees realise their complete potential. JK Lakshmi Cement constantly arranges such programmes to equip the employees with necessary knowledge and skill in order to improve customer engagement by means of appropriate communication which is backed by refined brand and company knowledge. Our learning programme called ‘Agni-II - Improve Required Proficiency’ is one such effective learning platform that helps build the capabilities of the employees to deal with customers and to address all their queries towards the brand, in a more effective way.

In this two-day programme, the training was delivered by Mr. C.S. Sharma, GM-Technical, at Concrete Lab, in Durg Plant. This programme aimed at strengthening the knowledge and techniques of the entire team in dealing with customers. All the participants learnt to tackle the unpredictable and competitive market. They came out better equipped and much more confident after undergoing this learning programme from the veterans of the company.
BEING A LIGHT OF HOPE IN SOMEONE’S LIFE

Mr. S. Jayaraman received an honour of ‘SAMAJ SEWA RATNA’: “Do good for others and good will definitely come to you”. The veteran senior management of JK Lakshmi Cement has since long indulged in contributions that are for the betterment of society. One of the unique facets of this philanthropy is organising ‘Sarva Dharma Samuhik Vivah’. Mr. S. Jayaraman have been driving this noble gesture from the past nine years.

Sri Hayagriva, a socio-cultural body in Delhi, along with Lok Kala Manch has chosen Mr. S. Jayaraman for his role in social service and conferred upon him the title ‘SAMAJ SEWA RATNA’ in 2018. Mr. Gurucharan of Sri Hayagriva gave an inspiring introductory speech - laying out the role of Mr. S. Jayaraman in organising around 200 Mass Marriages of couples from the downtrodden communities, providing food to the orphanage homes, organising monthly eye check-up camps facilitating the underprivileged to undergo free cataract operations. About 500 persons have been facilitated in the last 10 years. Besides, he plays a central role in as many as 18 NGOs in Indraprastha and adjoining areas in East Delhi. The event was well attended by luminaries in the field of Art, Education and Culture.

MAINTAINING GOOD DEALER RELATIONSHIPS IS INTEGRAL TO SUCCESS

Dealer get together organised in North Gujarat: Dealer get together events aren’t fluff, these events are much more than just a chance for dealers and company officials to gather. These events help in giving them sense of ownership and creating a conducive environment beneficial for all. Adhering to the same, JK Lakshmi Cement, has organised a ‘Dealer Family Get Together in North Gujarat’ - for the dealers of Mehsana, Himmatnagar and Gandhidham regions across various venues.

The events were organised in the month of January and February and were graced by Mr. Deepak Dave, Head of Marketing-West Zone; Mr. Suresh Holagi, Sr. GM Marketing; Mr. Mahendra Gadhvi, Head-North Gujarat; Mr. Darshak Langaliya, TSC-Zone 1; and the entire team of North Gujarat. The events were filled with fun and frolic, with games for the families and kids along with group outdoor activities. The dealers who performed the best in the past year were awarded for their superior performance. All the dealers and their families felt delighted at this warm hospitality showcased by JK Lakshmi team.
RETREATS THAT ATTRACTED HAPPINESS

Dealer’s Trip to Thailand, Bali and Turkey: JK Lakshmi as a company is a place where people matter the most. We believe that taking dealers for de-stress tours are proven success to maintain morale and to boost performance. JK Lakshmi organised such trips on regular basis to rekindle the relationship with dealers while also sharing knowledge and information in a relaxed atmosphere. This time it was series trips to Thailand, Bali and Turkey which JK Lakshmi Cement organised for its Gujarat dealers in the months of January, February and March of 2019. All the dealers who were part of the trips thoroughly enjoyed the experience of exploring destinations that are on every traveler’s list.

The trips turned out to be a concentrated way to build communications and relationships with the dealers. After an entire year of putting in hard work to achieve targets, the outings not only rejuvenated them but also prepared them for the upcoming challenges of next year.

RESULT OF CONTEST LXXVI

Thank you readers! We are thrilled by your participation. Congratulations to all the winners.
Keep participating and win exclusive prizes.

Amit Gupta (Yamuna Nagar)
Chandradeep (UCWL)
Paras Jain (Chittorgarh)

Send in your entries through e-mail to Abhik Bhargava (abhikb@lc.jkmail.com). Lucky Winners will get SURPRISE GIFTS!

1. A programme that has bagged the best loyalty programme award?
2. Which festival celebrated the camaraderie?
3. Which sports game was enjoyed this quarter?
4. Which learning platform was initiated at Durg Plant?
5. Name of a socio-cultural body in Delhi.
6. One of the place where happy retreat took place.

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Kindly send your suggestions / comments to Abhik Bhargava at:
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