

GreenTech Environment Award 2015



As responsible corporate citizens, we at Orient Cement have always tried our utmost to adopt and follow practices that are beneficial to the environment. In our own way, evolving with the times, we would like to positively impact the environment and strive to create a better tomorrow for Planet Earth.

We are happy to announce that our contributions towards best practices in Environment Management have seen us bag the prestigious Greentech Environment Gold award 2015 in Cement sector from Greentech Foundation, New Delhi. We received the award on 28th Jan, 2015.

EDITORIAL

The Fiestas of Spring

Even by Indian standards, it has been a long, cold winter – while the Spring issue of the OC Times reaches you the heights of the Himalayas are still receiving fresh snowfall. For much of India in the plains though, winter is over and March has brought with it, that most inimitable of festivals from across the world – Holi. We hope all the readers of OC Times (and their families) had a spectacular, colourful and joyous Holi! And we also hope that prosperity of the festival of colours continues on to the beginning of the Financial Year 2015, as the Indian Economy keeps growing from strength to strength and the saga of all-round development continues.

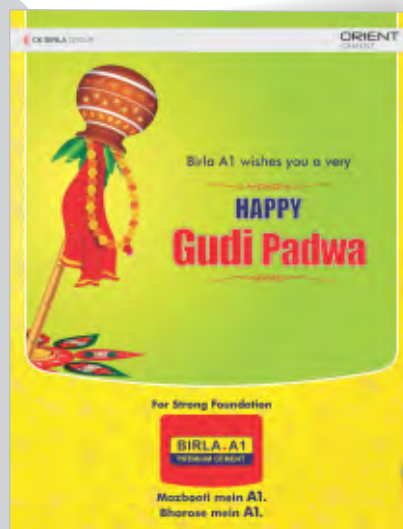
As always, we have strived hard to put together another issue of OC Times that informs and entertains our readers and we hope you enjoy reading and sharing it as much as we do bringing it out! As befits the Spring Issue, this edition of the OC Times celebrates the fiestas of life – our travel section brings you an exclusive on Matheran, a little known gem of a hill station near Mumbai – and heralds the beginning of another New Year (among others, for our Telugu, Marathi and Kannadiga readers). May this year that comes with Ugadi and GudiPadva be auspicious and full of peace and prosperity for all of us!

- Editor

Winner All The Way ...



Orient Cement took part in the Mines Safety Week, celebrated from 24th to 29th November, 2014 under the aegis of the Director General of Mines Safety. About 50 limestone mines of Cement Plants in AP and Telangana and one bauxite mine participated in this event. During the Mines Safety Week, a team comprising of 4 members including DGMS officials inspected our mines. The Final Day celebrations of the Mines Safety Week was conducted at M/s KCP Cement, Macherla, Dist.Guntur, AP. Orient Cement clinched the honour of winning 4 prizes in different categories, including the 3rd prize for Overall Performance. Mine Lighting & Electrical installations -1st Prize; Publicity & Propaganda-1st Prize; Drilling & Blasting 2nd Prize; Overall Performance 3rd Prize.



From The COO's Desk



Dear Birla.A1 Associate,

I write to you when Spring is in the air, with Holi a very recent and pleasurable memory; my sincere Holi greetings to all of you and your families. As this Spring edition of OC Times reaches you, the Indian economy is also all set for a spring of renewal and growth – across industries and sectors.

At Orient Cement, we are poised to be part of this story of renewal and growth, to deploy our trademark innovation and intent and deliver the utmost in customer satisfaction. Our focus is to do things faster, and to do them better; to ensure that quality is a client deliverable in every single project we undertake, in every one of our work processes.

I am happy to share with all of you that we have recently developed our own Mobile App. This has been developed in-house by our own team and is targeted at further strengthening Orient Cement's strong network across Dealers, Engineers, Architects, Builders, Mason, Contractors, Non- Trade Customers etc.

This Mobile App has been so designed that it can be shared on a “one to one” basis. Please register with your mobile number and then download this App. Once you have done that, please show it to as many of our associates and stakeholders as possible and share it with them.

I am sure you will agree – in a day and age when smart technology based networks are proliferating by leaps and bounds – that our Mobile App is a fun, convenient way for all of us to be in touch with each other, and for us to extend the reach of the Orient Cement brand to a new set of associates and stakeholders through “smart” touch points.

Please do remember, this Mobile App is not meant to be shared through mass scale / bulk messaging; there are no restrictions on sharing it, but it has to be shared on a “one to one” basis.

Thanking you in advance and looking forward to your involved participation in making a grand success of this smart initiative!

I am also really happy to announce that our SAP project (which we have named Darpan) has moved into its First Phase. Project Darpan is of mission-critical importance and targets to energetically drive change in our processes.

Join me in congratulating the team behind Project Darpan and lets wish it full speed ahead!

Yours sincerely,

Rahul Deshmukh

Painting the town A1

Shop 'Name-Boards' Branding



Mazbooti mein A1 Bharose mein A1

In a sector like cement, where a brand is treated like a glorified commodity, nothing matters like visibility at the last mile – the retail yards, the godowns, and so on. After all, while brand identity and recall matters a lot, a brand cannot really be recognized as A1 if its visibility is also not A1!

In keeping with this truism of branding, Orient Cement has targeted name board branding in a big way, and focused on using the name boards and signage of our dealers and distributors to showcase our brand in a big bright way. We are happy to say that this endeavour has met with success and is a win-win for both Orient Cement and its dealers / distributors. Because everyone wants to be A1!

BRAND IN HAND
'Name Boards' Branding



Cement Expo-2015

Mumbai



Orient Cement participated in the prestigious Cement Expo at Nehru Center, Mumbai, held on 17th and 18th January, 2015. Birla A1 was a silver sponsor of the Cement Expo and we put up a stall at the event. The Indian Cement Review Awards 2015 were announced during this event and Orient Cement bagged an award. The award was received by our COO Mr. Rahul Deshmukh, who also addressed the gathering and spoke about the company's role in the Indian Cement industry.

NCCBM

Technical Workshop



Orient Cement was a sponsor at the NCCB Technical Workshop held on 29-12-2014 at Gachibowli, Hyderabad. A seminar with the topic, "Training Programme on Concrete Mix Design and Acceptance Criteria of Concrete in Different Types of Mixes" was conducted on the occasion. Orient Cement benefited by tremendous and captive visibility -- Birla A1 flex posters were put up inside the Seminar Hall and the entrance to same was decorated with Birla A1 flex boards welcoming the participants.

Godavari Cup

Nanded



Orient Cement was involved as the main sponsor in the very keenly followed, two days long, high turnout Godavari Volleyball Cup 2015 tournament at Nanded City. The tournament was held in the heart of the city and garnered us amazing visibility and noticeability – the District Collector himself personally thanked Orient Cement for coming forward as a sponsor, and we also benefited tremendously from the mass publicity, with between 18,000 – 20,000 people attending the tournament over two days. An additional benefit of sponsoring this event was that it enabled us to create goodwill with the Class I Govt. Officers who were Chief Guests at the tournament. All in all, this was a tremendous success for the Birla A1 brand because sponsoring a well-attended sports tournament gets direct exposure to the youth and creates an emotional, long-lasting connect with them. The trophy presented to the winning team carries the Birla A1 Logo, an association that can continue down the years.

CSR Initiative

Basara Temple



Orient Cement undertook the distribution of free water packets to the pilgrims at Basara Temple on the occasion of Vasantha Panchami on 24-1-2015. This activity was planned as a CSR initiative and generated great goodwill (along with positive feedback and good response) for our brand.

Christmas Cake

Fathima Church, Kazipet

Orient Cement sponsored the Christmas Cake at Fathima Church, Kazipet as part of its community outreach initiative.

BRAND IN HAND
Sponsored Events

Swimming Competition

Gulbarga

Sponsorship of Gulbarga National Swimming Competition

The 11th National Masters Swimming Championship was conducted by the Karnataka Swimming Association along with Gulbarga Aqua Association and District Administration, Gulbarga at Sri Atal Bihari Vajpayee Aquatic Complex, Chandrashekar Patil Stadium, Gulbarga on 21st, 22nd and 23rd Nov 2014. Birla A1 was the major sponsor of the event presided over by the District Collector. Veterans above 30 years of age from across the country participated in the event.

By virtue of being the main sponsor at this water sports event, Orient Cement garnered tremendous goodwill and brand visibility.



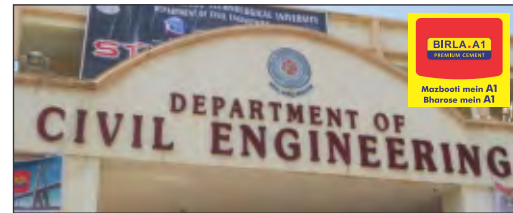
Atmos

BITS Pilani, Hyd Campus



Sthapathya

JNTU, Hyderabad Campus



Property Expo

Amaravati



BRAND IN HAND
Sponsored Events

Engineers' Meet

Latur -21st Feb '15



Engineers' Meet

Jalgaon-11th Feb'15



Builders Meet

Nanded-27th Feb'15



Birla A1 Mobile Application

Powerful Networking Tool



Project Darpan

SAP -Phase1



BRAND IN HAND
THE POWER OF INFORMATION

It is a tremendous pleasure to announce that the Birla A1 SAP project has now moved into its First Phase. This project is of mission-critical importance to Orient Cement and targets to energetically drive change in our processes.

While the project development was going on, we were also on the hunt for a meaningful and evocative name for the SAP project; a project envisaged to bringing about a remarkable positive change in our organization by making our systems more effective and transparent.

Our criteria for choosing the name were:

- The name should preferably be in Sanskrit, Hindi or English
- The name should be short and meaningful
- The name should be in line with our Group values

We received around 200 suggestions for the names from around 80 colleagues. Thank you for your overwhelming response and keen participation! Finally, after a lot of time and effort, the name "Darpan" was chosen for the Birla SAP project.

Going forward, the SAP project will be known as Project Darpan. Project Darpan depicts: Transparency, Accountability and Integrity

In the coming days, we will announce and share other important updates on the status of Project Darpan.



Dignitaries from the Senior Management participating in the ceremonial pooja, during the inauguration of Project Darpan

From : Rahul Deshmukh, COO

To : Team Orient & Birla A1 Associates

Subject : New Mobile Networking App

Dear All,

Wish you and your family a Very Happy New Year 2015!

I am happy to share with you all that Orient Cement has developed and launched its own Mobile App, developed in-house by our team. I would like to thank each and everyone who contributed to making this a success.

Please download this App on your smart device.

Please note that you can share this App on "one to one basis". Do not share it on mass scale/ bulk messaging. Please show this App to a maximum number of our stakeholders and then share it.

We need to create a strong network with our Dealers, Engineers, Architects, Builders, Masons, Contractors, Non-Trade Customers, etc. through this App.

There are no restrictions on who you can share this App with, but please note that every stakeholder needs to register and we capture his mobile number automatically.

Happy Sharing!!

Regards,

Rahul Deshmukh

Winning laurels

Mr. Sushant Roy in 50 Most Talented CMOs in India



BRAND IN HAND
FLYING HIGH

Mr. Sushant Roy, General Manager - Branding & Advertising, Orient Cement Ltd. has won the prestigious recognition of being selected as one of the 50 Most Talented CMOs in India. Mr. Sushant Roy was presented with a citation of this recognition at the World Marketing Congress 2014 held on 13th November 2014 at Taj Lands End, Mumbai.



The Most Talented CMO's of India is a prestigious and intensely researched recognition. The research cell consists of Post Graduates in History & Management with over 5 years research experience. The shortlist is then reviewed by a Jury comprising of senior professionals from across the globe. Mr. Sushant Roy attributed this achievement to the entire Orient Cement Team

Hearty Congratulations

Winners of SAP-Darpan Contest



Mr. Pramod Singhania
Senior Vice President
Chittapur



Mr. Sagar Patil
Sr. Engineer (Instrumentation)
SAP Team Member
Jalgaon



Mr. D.P. Sharma
Deputy Manager
(Safety Environment & Process)
Devapur

Stockist Conference

Mussoorie



In the heat and dust that is churned by the intense competition and rivalries in the marketplace, it is not easy to forget that brands are mostly built on the basis of enduring relationships. At Orient Cement however, ours has always been an ongoing effort to spend quality time with our valued associates, celebrating our past achievements and planning milestones for the future. Together!

BRAND IN HAND

Stockist Conference

Stockist Conference

Ooty



Consumer Camps

Replete with a variety of activities like QA sessions, Corporate film screenings, etc., our Consumer Camps are fun-filled and highly interactive events held periodically at locations that enable us to maximize our contact with our key audiences.

They are aimed at our primary and secondary consumers and aim at disseminating information dealing with product enhancements, and also for communicating our salient brand attributes – product quality, strength and durability. The objective is to hand-hold as a company that cares for its customers and to help them build better.



Neredigonda



Hanumakonda



Mancherial



Gokul Steel



Wasmāt



Bhuswal



Khurapannache



Kammarapally



Jannepally



Nanded

Consumer Camps Diary

- Hanumakonda
- Mancherial
- Narsapur
- Warangal
- Wardhanapet
- Hyderabad
- Wasmat
- Nanded
- Bhuswal
- Khurapannache
- Armour
- Bichkunda
- Jannepally
- Kammarapally
- Ramareddy
- Nandipet

BRAND IN HAND

Crossing Horizons

Site Engineers, Architects & Engineers Meets

As a brand that values relationships and emphasizes on “connecting” with key stakeholders, Orient Cement has always laid supreme emphasis on active and ongoing interactions with Site Engineers – Civil Engineers and Supervisors who are qualified and capable and by virtue of being “On Site”, ultimately responsible for pace of work and quality on a daily basis at construction sites. Conducted periodically and across various locations, our Site Engineers Meets enable us to collect valuable feedback and also share critical knowledge on latest technologies and good construction practices.



Amaravati



Karanja



Warul



Khandwa



Washim



Architects & Engineers Meet - Amaravati



Retailer Meet - Washim



Engineers' Meet - Hyderabad

BRAND IN HAND
Crossing Horizons

Mason Meets

An initiative that aims at ensuring last mile connectivity to our brand's outreach, and targeted at our end consumers, our Mason Meets help us establish and build our brand image at the very bottom of the construction pyramid.

QA sessions, interactions with experts, knowledge sharing, technical training, etc., make these meets highly interactive and vibrant. Our Mason Meets ensure that we enjoy a good visibility and exposure where it matters the most – at the very grass roots level.



Mancherial



Kadem



Narsampet



Adilabad Town



Khanapur



Bhuswal



Buldhana



Hyderabad



Navi



Old Alwal

Mason Meets Diary

- Maiderpert
- Mancherial
- Kadem
- Nirmal
- Narsampet
- Warangal
- Adilabad Town
- Khanapur
- Jillalguda
- Gangakhed
- Parbhani
- Bhuswal
- Buldhana
- Nasirabad
- Navi
- Samudrapur
- Hyderabad

BRAND IN HAND
Crossing Horizons



Orient Cement celebrated the Mines Safety Week, 2014 from 24th to 29th November, 2014 under the aegis of Director General of Mines Safety. Various mines including about 50 limestone mines of Cement Plants in AP and Telangana and one bauxite mine participated in this. Orient Cement's mines were thoroughly inspected by a team comprising of 4 members including distinguished DGMS Officials. The Mines Safety Week, 2014 function at our premises was inaugurated by Shri. S.K. Pandey, President (Works) on 24th, November 2014 by hoisting the Safety flag in the presence of the Inspection Team members followed by the undertaking of the Safety Pledge in Telugu, English and Hindi. The inspection team checked our mines, verified the records and appreciated our efforts.

During the "concluding-day-function" in the

evening on 29th November, the Chief Guest and other Inspection Team members addressed the gathering. Executives from Orient Cement Ltd, staff of Carmel Girl's Convent High School, children and media were present at the function. During the function, Cultural Programs like Safety Plays in Telugu and Hindi, Safety Songs, Children's Classical Dance, etc. were arranged. The winners, participants and best workers were felicitated with prizes.

The final day celebrations were conducted at M/s. KCP Cement, Macherla, Dist. Guntur, AP. Orient Cement bagged 4 prizes in all, across different categories, including the 3rd prize for Overall Performance.

- Mine Lighting & Electrical installations - 1st Prize
- Publicity & Propaganda - 1st Prize
- Drilling & Blasting - 2nd Prize
- Overall Performance - 3rd Prize

Mines Environment & Mineral Conservation Week :

The Mines Environment & Mineral Conservation Week function for the year 2014 for AP was conducted under the aegis of Indian Bureau of Mines, Hyderabad, from 15th December, 2014 to 22nd December, 2014. In all, 112 mines participated in the MEMC Week. The concluding day function was held at Vishnupuram Colony, Nalgonda district, Telangana State on 11th January, 2015.

The Controller General of Mines, IBM and Controller of Mines graced the occasion.

As part of the function, the President hoisted the Environmental flag on 15th December, 2014 at 9.00 a.m in front of the mines office and a Cultural Program and prize distribution function was held at 3.30 pm at the Community Hall on 16th December, 2014.



As part of the the MEMC Week, Devapur Limestone mines competed with 36 other mines in the large mechanized category.

Devapur Limestone Mines won the following prizes:

- Afforestation in Mines - 1st Prize
- Reclamation & Rehabilitation - 2nd Prize
- Corporate Social Responsibility - 3rd Prize
- Overall performance - 3rd Prize

Mines Safety Pledge



Greenery Development Drive

Orient Cement has undertaken a special drive for development of greenery and beautification of Plant area as well as OCC colony areas. As part of this special drive, on 1st December, 2014, Mr. Shiva Kanth Pandey- President (Works) planted various saplings in the Garden recently developed near the Weigh Bridge. On 3rd December, 2014, Mr. Rahul R. Deshmukh - Chief Operating Officer and Mr. Sushil Gupta -Chief Finance Officer also planted various saplings in the Colony area as part of beautification of OCC Colony. In the aforesaid program, Mr. RVR Murthy- VP (Operations), Mr. UV Raju- VP (Engg.), Sr. Management Staff and other employees participated and planted saplings.



Skit on Environmental Awareness by Team-MEMC



Gate Meeting

Monthly gate meetings on Safety & Environment are being conducted regularly near the Administrative Building, on the first day of every month, starting from 1st January, 2011 to address issues related to Safety and Environment. Mr.RVR Murty- Factory Manager and Vice-President (Operations) and Chairman-Safety Committee, Mr. U. Venkatapathi Raju, VP (Engg.) shared their thoughts on Safety and Environment and gave guidelines for following Safety and Environment rules at work as well as during off-duty hours. Mr. S.K.Pandey- President (Works) addressed the gathering and advised all to follow Safety rules strictly. He also presented cash Awards to those who have given the best suggestions under Manchi Alochana and Manchi Bahumathi schemes.

In the monthly Safety Gate Meetings the following employees hoisted the flag :

- 1st October, 2014** - S.Satyanarayana Reddy (Civil)
- 1st November, 2014** - Smt R Mallakka(Dispensary)
- 2nd December, 2014** Mr K Hanmanthu (Electrical)

Safety Department

- Practice of onsite tool box talks was continued at various locations such as kiln, cooler, raw mill, cement mill, etc.
- Mannequin was procured for the plant to display the PPE Usage model and safety dress code during Monthly Safety Gate Meetings.
- A 15 member team of Area Safety Officers was formed by nominations from various departments. All the Area Safety Officers were given special identity by presenting High Reflective Safety Jackets.
- "GOOD TO FIND" Workers/ Employees were awarded mementos every month during the gate meeting.
- Water Tanker with fire-fighting facility was procured for use during emergency in case of fire.
- System of Safety Film shows every Tuesday for contract workers has been introduced and Safety Films procured from Dupont are being screened every Tuesday on a regular basis.

New Year Celebrations

On 31st December, 2014 evening New Year celebrations were held at our club premises. Members of the club along with their families participated in the New Year celebrations. The celebrations started with Goddess Saraswathi Vandana. Mr. & Mrs.S.K. Pandey-performed the pooja by lighting a lamp. On this occasion, various cultural programs, group dances, solo dances, orchestra, and games were conducted. The New Year celebrations were followed by a delicious dinner. The dawn of the New Year was welcomed by an amazing and attractive crackers show. Mr. S.K.Pandey -President (Works), Mr.RVR Murthy VP (Operations) and Mr.U. Venkatapathi Raju- VP (Engg.) addressed the gathering and advised all the employees to perform their best to achieve the company's goals and individual goals. Further, they appealed to all the employees to put their best efforts for achieving targets and productivity norms.



Swachh Bharat Programme

As per the call given by Mr. Narendra Modi, Prime Minister of India, our company also took part in the noble Swachh Bharat program. As part of this, Mr. Shiva Kant Pandey- President (Works) inaugurated and participated in the Swachh Bharat program held on 2nd October, 2014 at Gramapanchayathi office premises, Devapur. Mr.Rodda Ramesh- Sarpanch, Mr. S.K. Safrade Ali, Panchayath Secretary/EO, the ward members and villagers of Devapur village participated in the program.

Swachh Bharat-Lorry Yard

As per the call given by Mr.Narendra Modi, Prime Minister of India, our company's employees conducted a Swachh Bharat Abhiyaan program in the Lorry Yard on 7th December, 2014. Mr. RVR Murthy- VP (Operations), Mr. UV Raju -VP (Engg.) and other senior management staff, employees and contract labor participated in the program with enthusiasm and zeal and cleaned the entire area. On this occasion, Mr.S.K. Pandey- President (Works) said in his speech that protection of the environment and keeping one's surroundings clean is every person's responsibility. He also said that the management of Orient Cement is always willing to co-operate and extend all possible help for developing and maintaining hygiene and cleanliness of nearby villages. He made a vow at the main gate of the company for making this program a success, along with the employees of the company. The Swachh Bharat program rally was undertaken from the Railway Yard to Devapur bus stand.

Swachh Bharat -Orient Colony

A Swachh Bharat Abhiyaan was performed on 14th December 2014, in Devapur Orient Cement F-type colony. On this occasion, addressing the residents of the colony Mr S.K Pandey- President (Works) exhorted everyone not to use plastic materials and also encouraged everyone to start planting saplings in front of their houses. As part of the Swachh Bharat Abhiyaan program, Mr S.K. Pandey, officers and employees of Orient Cement removed bushes, undergrowth and dust dumps and swept the F-type quarter area.

Distribution of Jute Bags in Colony

As part of the Swachh Bharat Abhiyaan, Mr. S.K. Pandey- President (Works), Mr.RVR Murthy-VP (Operations) and Mr. UV Raju- VP (Engg.) distributed Jute bags on 14th December, 2014 in the Colony area to avoid usage of plastic materials.

Renovation of Superintendent of Police Office, Adilabad

To establish and foster good relations with society and as a good PR exercise, our company has renovated the entire premises of Superintendent of Police's office at Adilabad by spending about Rs. 10 lakhs.



DIWALI MILAN

The Surabhi Mandal (Gents Club) of our company organized a Diwali Milan program for all their members along with their families on 1st November, 2014 at our club premises. During the Diwali Milan entertainment program, cultural program, crackers show, Tambola, etc., were arranged and all the members along with their families enjoyed the festive celebrations a lot. The cultural and entertainment programs were followed by a delicious dinner.

Asthma Medical Camp

As a part of its CSR activities, Orient Cement conducted Asthma Medical Camp on 28th December, 2014 at Devapur, with the association of M/s. CIPLA Ltd, Hyderabad. During the program, Dr. Kiran Kumar shared elaborate information about Asthma and removed all types of apprehensions in the minds of the citizens, especially illiterate villagers, in the camp. During the camp, 236 patients were examined, out of whom, 138 were found to have Asthma. Inhalers along with other required medicines were given to these 138 people free of cost by the Company. For the remaining patients too, general medicines were provided free of cost by the Company.

DEVAPUR NEWS
Devapur News





Children's Day Celebration

On the occasion of Children's Day a grand and gorgeous fancy dress competition was held in the school on Nov 14th. The children from KG section and from class I to X participated in it. Children enjoyed participating and dressing colorfully.

Debate

A Debate was organized in our school on 28th Oct., 2014 in both English and Telugu. Topic for the debate in English was 'Whether we need a change or not'. And, the topic for the debate in Telugu was 'Science – a boon or bane'. Both the students and teachers participated in the debates with much enthusiasm.

Quiz

A G.K Quiz was conducted in the school on 15th Nov, 2014 for the selected students of class I to X

Sports

In the District Level Rajiv Khel Abhiyaan, the school's student L. Vamshi of 8th Class (English Medium) won the first place in 1500mts. race and was selected to the state level meet. He was honored by Mr. Jogu Ramanna, the Minister of BC Welfare, Forests and Environment

Annual Day

The Annual School Day was celebrated on the 21st December, 2014. Mr Shivakant Pandey, President (Works) of Orient Cement Ltd., Devapur presided over the function and Rev. Bishop Joseph Kunnath was the Chief Guest. The highlight of the evening was a spectacular extravaganza of colorful variety programs presented by the students. It lasted for three and half hours and everybody enjoyed the programs.

X-Mas

Christmas was celebrated in the school on 23rd December, 2014 with a great spirit of yuletide. The cultural programs were conducted by Red Group and the decorations were done by the Green Group. The school's Principal Sister Tissy imparted Christmas message to the students. The highlight of the X'mas program was the exciting Lucky Draw immensely enjoyed by the students.





New Year Celebration

For welcoming the New Year 2015, CGU organized a party for the employees along with their families on 31st December, 2014 in which various programs for music, dance, games as well as a fashion show were conducted and participated in by the family members of the employees.

Blood Donation

CGU, Jalgaon in association with Indian Red Cross Society, organized a Blood Donation Camp on 30th December, 2014 at CGU Plant site, Nashirabad. More than 70 volunteers donated their blood for a noble cause.

Personal Computer To School

In a mission to improve the IT Skills and to enhance educational standards for girl students of rural areas CGU extended their helping hands by providing a Personal Computer to Smt. Kasturibai Nandram Mantri Kanya School at Village Kasoda, Jalgaon District under CSR Activities.

The inauguration was done by Mr Sunil Rattawa, Vice President, Orient Cement Limited (CGU) on the auspicious occasion of "Bal Divas" the 14th November, 2014. Mr A.K. Somani, General Manager (Commercial) also attended the function.



Fire Fighting Training

A training program on Fire Fighting was arranged on 14th December, 2014 for Security personnel as well as employees for creating awareness about Fire Fighting procedures and equipment.



Dealers Visit to the Plant



UDAAN

Destination BALI - JORDAN - PHILIPPINES
Dealer Incentive

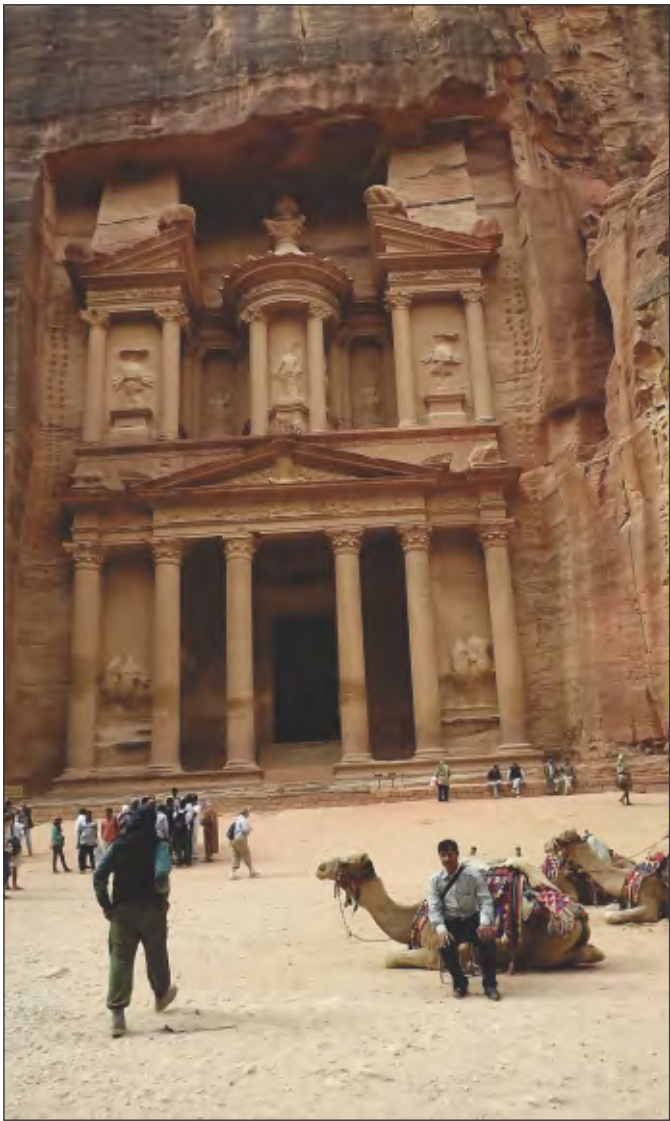
BALI



SPAIN



JORDAN



DEALER INCENTIVE

UDAAN

PHILLIPPINES



Wedding Bells



SJ Gururaj's Daughter, Anne married Sachin on 12th May, 2014



ASM Manish Bobhate married Sonal on 1st December, 2014

CACKLE
Yours Synonymously

కడు సత్య వచనం కమలాకరం

సానుభూతి పల్కు సంకట పరిస్థితులందు చిల్లి గవ్వ రాల్చుటకు చిక్కడు మనస్సు సత్యర్మలకు నోచుకుని సంపద రాణించునెటుల రాలిపోయిన పిదప పరోపకారానికి సుదూరమైన శరీరం పొందునెటుల పుణ్యప్రారబ్ధం కడు సత్య వచనం కమలాకరం.

అన్ని వస్తువులు విరివిగ దొరుకు సంపద సాంగత్యములో వావి వరుసలు - వెక్కిరితనములు ముమ్మరముగ ముట్టు వ్యర్థ సంపదలో అన్నదమ్ములు - అక్క చెల్లెళ్ళు అక్కన గరచును అర్ధబలములో తల్లి-దండ్రుల తన్మయత్వ ప్రేమ బజారులో బరితెగించి కొనబోవ సాధ్యమగునె ! కడు సత్య వచనం కమలాకరం.

కుమ్మరి మట్టితో చేయు మరిన్ని వింతలు కాల్చి పోయును వాటికి ప్రాణము మాధవుడు మనకిచ్చిన శరీర శకలం మార్చి కాల్చబోవ మన్నుడి శక్యమా కట్టెకాలిన బూడిదగుట నిక్కము గాదె ! కడు సత్య వచనం కమలాకరం.

పసి పిల్లల పొంత ఆకర్షణముగ నుండు అందరికి స్ఫురించదు పినరంత కపటము స్ఫురద్రూపి ముఖారవిందమున ఎవ్వరికెరుక ఈ పసికూన పెద్దదై ప్రాణ విఘాతగ పరిణమిల్లు నుదుటి రేఖలు నీవి కాని రేఖల రహస్యం రచయిత సొత్తు గాదె ! కడు సత్య వచనం కమలాకరం.

రూపము రాసులుగ బోసిననేమి అందము ఆకసము నంటిననేమి అంతస్తులు ఆరుతరములు మరపించిననేమి తెలివితేటలు తిరువీధులు తిరిగిననేమి మంచి గుణములు ముచ్చటగ మూడున్న పురుషోత్తమునికి ప్రీతి గాదె ! కడు సత్య వచనం కమలాకరం !

- Kamalakar, Orient Projects

Diwali Mela-16th Nov



Swachh Bharath Expression Series Winner – Sanskriti Sood



Miss Sanskriti Sood – the daughter of Mr. Vishal Sood, (Sr. VP, Marketing) – a student of Rajhans Vidyalaya, Andheri won the Swachh Bharat Expression Series award for her essay outlining innovative ideas for cleaning up the country. Ms. Sanskriti Sood is only 13 years old, making this an outstanding achievement (the only other winner from Mumbai in this competition was 17 year old Ujwal Vij, another student of Rajhans Vidyalaya). Sanskriti's essay on the theme "Clean Schools, Surroundings and Play Areas" helped her win the competition on the first day itself. Her essay talked about creative ways to curb littering, such as schools and students forming a pact to ensure "zero-littering" on the school campuses.

ABOUT THE CONTEST

The contest was open to students of all schools affiliated with CBSE and recognised by the state boards

The board had decided a different theme for each day - clean schools, surroundings or play areas on November 14, clean food on November 15, clean soil on November 17, clean drinking water on November 18 and clean toilets on November 19

Entries could be submitted in any of the 22 scheduled languages and English for four categories – Classes 1-4, Classes 5-8, Classes 9-12 and differently-abled students

Altogether, 30 best entries on each day have been rewarded with a prize of ₹2,500 each

The entries could be submitted either online or offline between 9am and 5pm on each day.

"We were so excited to see that ours was the only school from the city to win the competition. Our teachers had motivated students to participate. Students would write or draw in the school and later submit their entries through WhatsApp."

DEEPSHIKHA SRIVASTAVA, principal, Rajhans Vidyalaya, Andheri



(From left) Sanskriti Sood and Ujwal Vij were the only winners from the city in the competition held across the country.

-Newspaper clipping from 'The Hindustan Times'

CACKLE
 Yours Synonymously

Karthika Vana Samaradhana Stockist Family Get-together

Warangal, Nizamabad, Adilabad

Karimnagar



Farewell

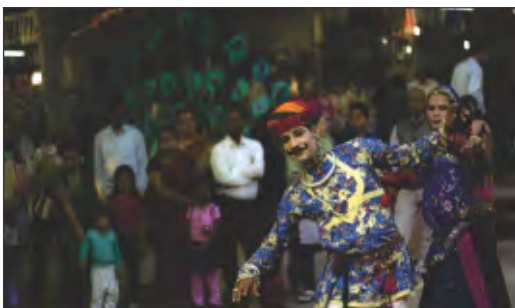


Following an eventful career in Orient Cement, Mr.B.Ramakrishna, Mr.Ashok Kumar and Mr.S.J.Gururaj were given a warm farewell.

Click Mania



Manish Bobhate



Welcome Aboard

S.No	Employee Name	Designation	Department
9131	H S Saranna	Dpty. Manager-Procurement	Purchase
9132	K Srinivas	Asst.Manager-Instrumentation	Karnataka Project
9133	Vinay Rajaram	Asst Manager-Mines	Karnataka Project
9134	E Mallikarjuna Rao	Manager-QC	Karnataka Project
9135	Shyam Behari Maheshwari	AGM - Accounts	JCGU Sales
9136	Amit Pathak	DGM - Accounts	Karnataka Project
9137	B Pradeep Varma	Asst. Manager-Electrical	Karnataka Project
9138	S Boovaraghavan	Asst.Manager-Instrumentation	Karnataka Project
9139	B Madhusudhan Reddy	Mate cum Blaster	Mines
9140	M Nithyananda	Asst. Manager-Drawings	Karnataka Project
9141	A Sudheer	Asst. Manager - Electrical	Karnataka Project
9142	Anurag Tiwari	Sr. Officer-Accounts	Sales
9143	G Sabitha Rani	Officer - HR	General
9144	Trupati N Chawan	Officer – CSR & Laisoning	Karnataka Project
9145	T. Mallikarjuna Reddy	Engineer-Electrical	Karnataka Project
9146	Sagar Tyagi	Asst. Manager -Tech.Services	Sales
9147	Sumit	Officer-Stores	Karnataka Project
9148	Pankaj Patni	DGM - Legal	General
9149	Vikash Pandey	Officer-Stores	Karnataka Project
9150	D. Prasad Reddy	Sr. Engineer - Electrical	Karnataka Project
9151	Abhishek Singh	Asst.Manager-Instrumentation	Karnataka Project
9152	M. Balachandran	Asst. Mgr -Hem Maintenance	Karnataka Project
9153	Malleswara Rao Doddaka	Asst. Engineer(Foreman)	Mines
9154	G Srinivasa Rao	Sr. Officer - Stores	Karnataka Project
9155	Pushpendra Tiwari	Senior Officer - Stores	Karnataka Project
9156	C. Baswaraj	Dpty.Manager-Instrumentation	Karnataka Project
9157	ND Kumar Agrawal	Asst. Manager - Accounts	JCGU Sales
9165	Mahesh Chand Gupt	AGU - Operations	Karnataka Project
9166	Santosh Kumari Agarwal	Sr. Officer - Accounts	Sales
9167	T Ramakrishna	Asst. Officer - Drawing	Karnataka Project
9168	Anil Nago Mahajan	Sr. Officer - Accounts	Sales
9169	CH. G. Suresh Babu	Asst.Manager-Instrumentation	Karnataka Project
9170	Y Venkata Subba Reddy	Mate Cum Blaster	Mines
9171	P Srikanth	Sr. Engineer - Mech.	Karnataka Project
9172	S M Deshpande	Sr. Officer - Accounts	Sales

CAKLE

Yours Synonymously

Alternative to Natural Sand

River Sand as a fine aggregate has become a vital ingredient in making mortars & concrete. It is a product of natural weathering of rocks over a period of millions of years. It has been continuously mined from river beds leading to disastrous environmental consequences. Respective government authorities are now controlling extraction of sand from river beds and banks and it has become a limited commodity, making us search for alternatives. Often, filter sand (fertile top soil) is used as an alternative, but it is scarce and the concrete/mortar made by using it is of lower quality than the concrete made with river sand. A better choice is to manufacture sand by crushing rock to the required grade.

M-Sand

Manufactured sand is a product obtained by crushing rocks to a consistency that enables its use in construction as an alternative to river sand. Its production conforms to the Bureau of Indian Standards IS-383.

M-Sand is made from specific hard rock (granite, basalt, limestone, feldspar, river stone) using state-of-the-art international technology. The particle shape of the aggregates of sand is very important for making concrete and cubical particles with ground edges give high compressive and tensile strength. The grains should give minimum voids and be of durable material. The strength of concrete/mortar differs by an average of 50% as compared to river sand. M-Sand delivers the following features: • Greater Durability • High Strength • Greater Workability • Economy • Eco-friendly

Manufacturing Process of M-Sand

Manufacturing of M-Sand involves three stages namely, crushing, screening and washing. Crushing of stones into aggregates is done through Vertical Shaft Impactor (VSI), and then the aggregates are fed to Rotopactor to crush them into required grain sizes. Screening is done to eliminate dust particles and washing of sand eliminates very fine particles present within.

Suitability of M-Sand for Mortar Flow/Workability

Workability of the mortar should allow the mason to spread the mortar easily and it should adhere well to the masonry units. Mortar composition as well as water cement ratio affects the workability. Workability of the fresh mortar can be measured through flow table test following the BS-4551 code guidelines. Workability of fresh mortar is expressed as flow value.

Fig 2 & 4 show the flow versus water cement ratio relationships for the 1:6 and 1:4 mortars. Tests conclude w/c ratio required for river sand is 1.75 and M-sand is 1.4 for CM 1:6 to obtain 100% flow and for CM 1:4, river sand requires w/c ratio of 1.20 and M-Sand is 0.88. Lower w/c ratio results in better characteristics for the mortars in hardened state.

Compressive Strength: Compressive strength of mortars can be assessed following the guidelines of IS 2250 code. The strength of the mortars is examined at two flow values of 85% and 100% for 1:4 and 1:6 CM using river sand and M-Sand. Mortars with M-Sand exhibit better flow and need lower w/c ratio when compared to mortars with river sand. The table reveals that use of M-Sand produces higher strength of mortars.

Water Retentivity: The ability of the mortar to retain water against the suction of brick or block. Water retentivity of the mortar depends upon various factors like the mix proportion, water-cement ratio, type of binder, etc. Water retentivity is examined using the procedure laid down in IS-2250 code.

Water retentivity values for 1:6 cement mortar using river sand and M-Sand are 27.3% and 28.5% respectively.

For 1:4 CM it is 25.6% and 35.6% for river and M-Sand respectively. Water retentivity of mortar improves the use of M-sand as it gives better strength and bond development.

Brick-mortar bond strength: There should be good bond between the mortar and the brick for the masonry works. Bond strength becomes significantly important when the masonry has to resist tensile and shear stresses.

The flexural bond strength of masonry using 1:6 CM (with 85% flow) was 0.06 Mpa and 0.15 Mpa for river sand and M-Sand mortars respectively. Various tests show the flexure bond strength has an improvement of 150% when M-sand is replaced with river sand.

Compressive strength of Masonry: M-sand gives 30% increase in masonry strength and can be tested by five brick high stack bonded masonry prisms. Compressive strength of the masonry prisms was 3.35 Mpa and 4.38 Mpa for mortar with river sand and M-Sand respectively.

Conclusion on M-Sand for mortar:

1. Grading limits of M-Sand falls within the grading zone-II specified by IS 383 code.
2. Shapes of the M-Sand particles resemble the shape of river sand particles.
3. Bulk density and specific gravity of M-Sand are comparable to those of river sand.
4. Mortars with M-Sand show better workability and require lower water cement ratio to achieve a specific flow value when compared to mortars with river sand.
5. M-Sand shows higher water retentivity values.
6. Compressive strength of mortar with M-Sand is higher than that of the mortar with river sand for mortar flow in the range of 85-100%.

Suitability of M-Sand for Concrete

Workability of Concrete: Slump test decides the workability and its value should meet the requirement of minimum slump 50mm for medium workability specified by IS 456. Both river and M-sand meet the criteria but concrete with river sand gives high slump.

Compressive and flexure strength of concrete: Compressive strength can be determined by testing cubes at 28 days for M20 & M30 and it showed 6-9% higher than the usage of river sand when compared with M-sand as fine aggregate. Flexure strength can be determined by prisms following IS 516 guidelines and it showed 12-15% higher with M-Sand than river sand usage as fine aggregate.

Bond Strength: The bond between rebar and the concrete is done by a pull out test for M20 concrete following IS 2770 guidelines and has shown marginal bond strength failing at 13.9 and 14.1 Mpa with river and M-sand respectively.

Conclusion on M-Sand for Concrete

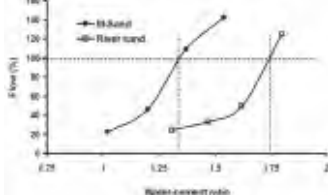
1. M-sand as fine aggregate meets the requirement of minimum slump 50mm for medium workability specified in IS 456.
2. Compressive strength of M-sand is marginally higher (6-9%) when compared to the concrete with river sand.
3. Flexure strength of M-Sand concrete is 12-15% higher than that of river sand concrete.
4. Bond strength of M-Sand is marginally higher when compared to river sand concrete.

- U Murali Krishna

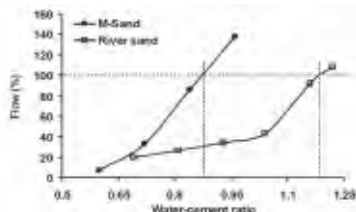
M-Sand mortar flow at 85% flow (no segregation) for 1:6 mortar



Flow Vs W/C ratio for 1:6 mortar



Flow Vs W/C ratio for 1:4 mortar





Forest on the forehead

Discovered by Hugh Poyntz Malet, the then district collector of Thane district, more than two hundred years ago in the days of the British Empire in May 1850, Matheran is a quaint hill station situated at an elevation of 2625 feet above sea level.

Matheran literally means - forest on the forehead (of the mountains) and its location on the precipitous heights of the Western Ghats, amidst lush green environs really does justice to its name! Richly endowed with a profusion of vistas, thanks to 38 designated look-out points, and countless other minor ones, Matheran has the rare distinction of being Asia's only automobile-free hill station.

Far from the madding crowd, yet close by

For those who like driving down to their holiday destinations, Matheran is just 90 km from Mumbai (and 120 from Pune), however, since it is a notified automobile-free zone, cars have to be parked outside the hill-station at a place called Matheran Dasturi Car park, a 40 minutes' (3 km long) walk from Matheran's main street and Railway Station!

For those a bit more inclined to thrill in a novel experience, Matheran can be reached by train (from both Mumbai and Pune) too, with the last 21 km (from Neral where one changes trains) by a small Toy Train running on a Narrow Gauge railway line. Three quaintly named (and very small) stations called Jumma Patti, Water Pipe and Aman Lodge; a zig-zag route; and a two hours long, spectacularly scenic, replete with glorious views of the valley, ascent – as the train winds its way on the steep inclines – makes this a journey out of the Bollywood movies of yore! Immaterial of whether you decide to drive or catch a train (prior reservations on the Toy Train are a must, especially in the high season and can be done from both Mumbai and Pune) Matheran is the perfect getaway for all those who want to escape from the maddening pace of life of Mumbai – and the humid hothouse that it turns into, in the summer months.

The easy, laidback life

To eyes (and the souls that they see for) tired by the torpor of gazing at endless traffic, a sea of humanity and cityscapes comprising of smog-draped high-rises reaching into the skies, the verdant green vistas of Matheran are an

instant balm! So, you can just choose your own look-out point for the day and head out there on a pony's back or by an unhurried walk. Either way, the salubrious mountain air – free from the pollution of automobile exhausts – can do you a world of good. A key attraction of Matheran is also the fact that it has been declared an eco-sensitive zone by the Union Environment Ministry. This, and the presence of a lot of medicinal herbs and plants (across its gardens and parks) makes Matheran somewhat of a health sanatorium, where even doing nothing but lazing by a look-out point with a book (or a pony back exploration of Matheran's attractions) can be a recuperative exercise. As for those who want to do much more, there are activities galore!

Biodiversity bustling with birds, butterflies and much more

For the adventure seeker and wildlife lover, Matheran offers many a trek and hike into the valleys around. One that we can recommend is the Matheran Nature Trail, a 15 km long, moderately tough downhill trek along the Matheran – Neral Toy Train route. The biggest attraction on this route is the chance of sighting the Indian Giant Squirrel (also known as Sakharoo and incidentally, the State Animal of Maharashtra). Of birds that you can come across, there are plenty too – with the White-rumped Shama (arguably the most melodious of India's songbirds) and the Malabar Whistling Thrush leading the star cast! A bevy of wildflowers and more than 50 species of butterflies, many of them carrying exotic names like Glass Demon, Glassy Tiger and Painted Lady complete the ensemble. And as with any heights, when you stop, panting for breath and raise your sweat-dappled face to the skies, chances are you will spy a Crested Serpent Eagle or a Black Eagle soaring in it, high above you.

