

# OC TIMES

House Magazine of Orient Cement Limited, Devapur Cement Works, Adilabad District, Telangana

Volume V, Issue 3



## Editorial

The dawn of a fresh and strong government has finally kicked in. The days of uncertainty, both at the centre and our states seem to be over. We are now endowed with a stable government, and the entire industry; more so the infrastructure industry, is keenly looking at major policies that could leverage growth of the sector.

The recent statement of our Honourable Road Transport and Highways Minister Shri Nitin Gadkari about the possibilities of using only concrete instead of bitumen on our roads and highways has already demonstrated the new government's developmental zeal. This has now triggered a spate of discussions on the tremendous prospects for cement business. There is a seeming probability that such a major decision could significantly impact cement sector and enhance opportunities.

As a strong component of the Indian cement industry, we believe it is therefore time to gear up for the new challenges that lie ahead. An established and a respected cement company as ours has an immense role in developing the major infrastructure of an entire nation. We have time and again, for several decades, demonstrated our capability in standing by several mega infra projects of the public and private sectors in our country. Each successful project executed proudly stands testimony to our ruthless professionalism and product integrity. Now the time has come to repel any complacency setting in and strive relentlessly to achieve the highest renown in the sector. Let us therefore make a strong resolution to further enhance our performance and be with the very best in the world.

-Sushant

## Thermal Energy Award

22nd November, 2013-Best Improvement in Thermal Energy Performance. Orient Cement Ltd. received the National Level Award for "Best Improvement in Thermal Energy Performance 2012-13," in Cement sector from National Council for Cement & Building Materials (NCCBM), New Delhi.

Mr. PK Tripathy-President (Works), along with senior executives, Mr. SP Nema, Mr. U.V.Raju and Mr. Sunil Rattawa received the award.

This award was presented by honorable Mr. Talleen Kumar, Joint Secretary, Dept. of Industrial Policy and Promotion, Ministry of Commerce and Industry.



## Energy Conservation Award

20th December, 2013 - Orient Cement won a prestigious state level Energy Award (Certification of Commendation)-towards "Achievements in Energy Conservation and Efficiency Measures, in the Category of Large Scale Industry Sector for the year 2012-13," from New & Renewable Energy Development Corporation, Government of Andhra Pradesh (NREDCAP). Mr. Sunil Rattawa – Jt.

VP-Operations and Mr. V.V. Srinivas Kumar, received the award from Mr. Kamalaker Babu, Vice Chairman & Managing Director NREDCAP at Hyderabad.





**Mr. P.K.Singhania**

Sr. Vice President - Works

**Brief Profile**

Mr. P.K. Singhania is a thoroughbred professional with over 34 years in the cement industry with a BE (Mech) from Govt. Engg. College Jabalpur (MP).

**Previous Positions:**

- Plant Head, (Commissioning & Operations) Jaypee Gujrat Cement Plant
- O&M Tech Head, Bhilai Jaypee Cement
- Tech. Head, Jaypee Plant Rewa (MP)
- HOD Stores & Purchase, Prism Cement Satna (MP)
- O&M HOD Mech Jaypee Rewa Cement
- Tech Head, Swadeshi Cement Kotputli, Rajasthan

**Please tell us briefly about your journey up to Orient Cement**

I hail from Katni in MP. As a graduate in Mechanical Engineering in 1980 I started my career with Satna Cement Works in Brown Field Project and worked there from 1980 to 1985. From 1985 to 1986 I worked in Swadeshi Cement Kotputli (Rajasthan). In 1986 I joined JP Cement at Rewa (MP) and worked up to 1997. During this period I have worked in plant operations and maintenance in various sections of Line 1 & Line 2. I left JP in 1997 and worked at Prism Cement, Satna (MP) up to 2004. Here I worked for Erection and Maintenance of CM&PP area, of green field project line -1. From 2002 to 2004 I worked as a HOD Stores and Purchase. From 2004 to 2013 September I was at Jaypee Rewa as HOD Mechanical (Line 1 and Line 2), and was Technical Head for Jaypee Bela, Erection and Commissioning, at Babupur Satna plant, and at Jaypee Gujarat Cement Plant as a Technical head. In Sep, 2013, I joined Orient Cement Limited, Chittapur Project, as Site Head.

**How do you see Orient Cement from the other companies you were previously associated with?**

At Orient Cement, the working culture, the job responsibility, accountability and working freedom is relatively much better.

**What according to you would be the biggest challenge Orient Cement would face, as the 3 MTPA Plant becomes a reality?**

According to me arranging fly ash and maximizing PPC products to sell in the nearby market will be the biggest challenge after the commissioning of the plant. Since in this location there are so many cement plants, it will be very challenging to establish and retain the market.

**How effective do you think is the implementation of green practices across the cement sector in India?**

Most cement plants in India have done a lot of work in pollution control and energy consumption and now Indian industries are second only to Japan.

Indian cement industry however, has to improve in the mining sector for effective utilization of minerals.

**What measures do you propose to undertake to further strengthen Orient Cement at Chittapur?**

We have planned all necessary staff welfare measures like 'Good Township,' with basic facilities such as education, hospitals and transport, and to deploy and retain quality manpower during project or operation of our site at Chittapur.

**What, according to you is a benchmark of "Quality?"**

Customer satisfaction.

**Along your career path what steps have you taken to gain a better insight into employee engagement which in turn could drive productivity?**

Team work, collective wisdom, delegation, easy accessibility to all, good mentorship etc.

**What is your vision for Orient Cement over the next five years?**

To increase our capacity to 15 Million tonnes per annum by 2020.

**What message do you wish to give to all the employees under your new project?**

Better team work: We all should live like one family and should take help/guidance from peers/others for any personal/official problems without any fear.

**Please comment on your free time and how you use it in your personal life.**

Watching Television, Movies and Sightseeing.

**What is your vision in life?**

To achieve a target by utilizing all positive strengths of team members and ignoring any negative elements.

- As told to the Editor



### Akola Stall Branding



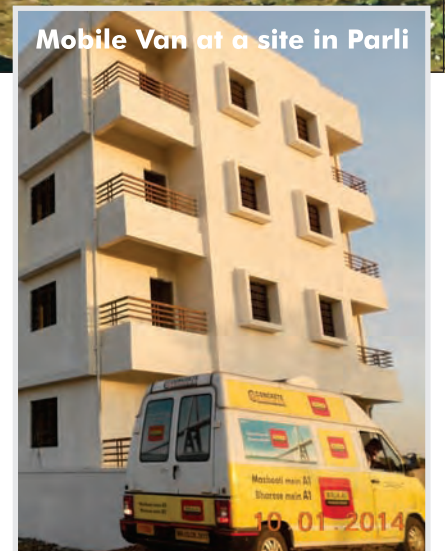
### Concrete Engineer

Our new look concrete engineers were in steady operations throughout the season visiting major construction sites and checking the quality of different wet mixes being used. The visit of the concrete engineer vehicles has been a subject of consistent interest at all sites. Our yearning to ensure the highest product quality to consumers is reflected in the presence of these vehicles at any site and demonstrates our wholesome commitment to customer satisfaction.



Site visit at Ghatnandur

Concrete Engineer at site



Mobile Van at a site in Parli



Trolley Branding at the Airport

## Constromatex 2014

A construction materials exhibition was held from 13th-15th March, 2014, at Nanded, by students of Civil and Water Management Engineering Department of SGGGS Engineering College. We took active participation in the event interacting with architects, builders, and consumers. The event was an excellent platform to introduce the 'Brand' and our company to the young minds.



## Civignan 2014

We sponsored a national level technical symposium on 22nd & 23rd February, 2014 at the Kakatiya Institute of Technology and Science, Warangal. The event evoked considerable interest in the student community as industry bigwigs and several builders and architects thronged the event.



## Ambajogai Parli

Lecture in College Of Engineering



## Materica 2014

MATERICA was a construction material, interiors and equipment exhibition organized by CREDAI-Akola (Akola Builders Association). Nearly 2 lakh people visited the exhibition making it an ideal branding platform for us. Materica is step towards making people aware of the latest products, construction technology and novel techniques.



## Navratra Mahotsav

Navratra Mahotsav was organised at Nanded by Ekta Mitra Mandal. Over 30,000 people attended each day for the 9 day celebration. Prominent citizens and celebrities also took part in the Ravan Dahan on the final day. The entire event was effectively utilised for branding by us.

## SpringSpree NIT Warangal

The participation certificates distributed at SpringSpree-2014, organised by NIT, Warangal were sponsored by Birla A1. The brand logo was seen prominently on the certificates



Brand in Hand  
Crossing Horizons

## Practical Demonstration At Ambajogai College of Engineering



## Scholarship Distinction



Sachin Solanke who won distinction in Concrete Technology at MBES College of Engg. Ambajogai (Parli V. Depot), was awarded a scholarship of Rs. 4,000 by Orient Cement.

## Techno Arena 2014

Govt. College of Engineering, Jalgaon



## Volleyball Nanded



Dealer Conference @ Ramoji



A Stockist Conference cum Award Ceremony was organized at Ramoji Film City between 5th and 7th March, 2014 to honour our channel partners from Madhya Pradesh & Chhattisgarh. Mr. Keshav Sharma, Jt VP, Mr. Abhay Deshpande, Sr. GM and Mr. Samir Mahurkar, Sr. Manager were present. Every invitee was provided with our unforgettable hospitality and all of them were familiarised with the company's objectives.

Brand in Hand  
Crossing Horizons

Dealer Conference @ Ooty

A Dealer Conference was organized at Ooty during 12th-14th December, 2013, exclusively for the dealers from Nizamabad and Adilabad districts. Actress Taapsee was a special invitee during the event. The event was well appreciated by all the participants and helped build stronger bonds with our partners



Conference @ Chennai

A Stockists' Conference was organized at Chennai on 25th October, 2013. Actress Namita was the chief guest.



## Consumer Camps

Consumer camps are an essential part of our marketing strategy and these camps are held periodically by us. Masons who are an integral part of the construction business make up for a major chunk of the invitees. A session on good construction practices is conducted to educate the masons. The end consumers themselves are part of the invitees. These camps are an excellent channel through which we educate the customers.

Oct '13-May'14 Diary

### Consumer Camps

- Ahmadpur
- Amravati
- Chandrapur
- Dhulia
- Malegaon
- Nandurbar
- Nashik
- Ozar
- Bodhan
- Banswada
- Nizamabad
- Armoor
- Hyderabad
- Mundi
- Kasoda
- Khandwa
- Malkapur
- Yawal
- Nirmal
- Mancherial
- Bhainsa
- Adilabad
- Kaghaznagar
- Parli
- Solapur
- Mulugu
- Warangal
- Etunagaram
- Kazipet
- Wardhannapet
- Nilanga



Mason Meet, Amravati



Consumer Meet, Nasik



Mason Meet, Talodhi, Chandrapur



Mason Meet, Nizamabad



Consumer Camp, Mancherial



Consumer Camp, Padharpur, Sholapur



Consumer Camp, Kazipet



Mason Meet, Malkapur

## Site Engineers Meet

Periodical Site Engineers Meets conducted at various locations are widely appreciated by the civil engineers & supervisors. The practical problems regarding concrete and cement are experienced 'first-hand' by these engineers. Experts from Orient Cement Ltd. make themselves available to these engineers to address current challenges and also to educate them on the latest technologies.



Site Engineers Meet, Hanumakonda



Site Engineers Meet, Nasik



Site Engineers Meet, Bharwa



Site Engineers Meet, Jalgaon



Site Engineers Meet, Kasoda



Site Engineers Meet, Sanawad



Site Engineers Meet, Malegaon



Site Engineers Meet, Beed



Site Engineers Meet, Madalmohi



Site Engineers Meet, Omerga



Technical Visit, Hyderabad



Site Visit, Nashik

## Builders & Engineers Meet ... Helping to build better

Builders and Engineers have an unequivocal role to play in execution of construction projects. They influence the end users commendably and have firmly established their prominent role in our business. Each season, Orient Cement conducts meets between builders and engineers across different regions. These sessions are held at reputed venues and informative presentations given, educating the audience not only about the product, but also on the current industry trends. Discussions and QAs are held. Coordination is done by our regional stockists and dealers for conduct of these meets most diligently. High class hospitality is provided and entertainment programs are also arranged for the invitees and unique souvenirs are also given. These meets are attended by important officers.



Nizamabad



Washim



Warangal



Green Park, Hyderabad



Ambajogai



Jalgaon



Nizamabad



## ReEnergising Visit Khandwa



In order to make ourselves more accessible to the stake holders, the senior management of Orient Cement Ltd. made it a policy to periodically visit stockists and dealers of various regions. This not only helps to understand the concerns and the local issues, but also boosts the confidence in the leadership as much as in the brand.

One such visit was to Khandwa, by Mr.Y.Srinivasa Rao, VP, Marketing. He was received very warmly by the dealers of Khandwa. It was a very energising visit, which gave further direction to the long standing relationship with our partners.

## Retailers Meet Pusad

Retailers play an important role in the distribution chain and many of them have a potential to become future dealers. As part of our endeavour to upgrade the image of our brand, a Retailer Meet was conducted at Pusad on 15th March, 2014. All the retailers around the region were invited to a reputed venue which sported a beautiful lawn. A large stage was erected and adorned with our banners and backdrops and the guest seating itself was elaborately planned on round tables in the lawn. The primary purpose of the meet was to communicate our USPs and the differentiating factors of Birla A1. A detailed profile of our product was presented on stage and a Q&A session was also integrated into the session.

All the retailers were given excellent hospitality during the meeting and thereafter the event included an exotic dinner. All the retailers who assembled were thoroughly pleased with our approach and renewed their commitment to promote our brand with fresh enthusiasm. This meeting at Pusad was a great success with the retailers who are an important part of our brand marketing strategy.



Retailer Meet at Pusad



43rd National Safety Week



The 43rd National Safety Week was observed at our plant from 26th February, 2014 to 4th March, 2014. The campaign was extensive and everyone including the employees were educated on the various aspects of safety not just on duty, but off duty as well. Captions, safety slogans and images were creatively used to spread the awareness of safety and the families of employees were also thoroughly involved in the program

Bhoomi Pooja



On 19th March, 2014, Bhoomi Pooja was performed by Mr. P. K. Tripathy-President (Works) for construction of New Double storied E-Type Quarters in Colony area.

25th Road Safety Week



The 25th Road Safety Week was held at our plant location from 20th to 26th January, 2014. Employees were made aware of several safety measures we should adopt during road usage. Several important officers of our company were present at the meeting which was also attended by the Chief Motor Vehicle Inspector of Mancherial. Mr. P.K. Tripathy, President-Works, our unit head, emphasised the need for everyone to remember how important the simple road safety practices are in our daily lives. His quote was "when on the road, always say 'Pahela Aap,'"

11th Bench Inauguration



Inauguration of the 11th bench in mines at proposed reservoir area at Devapur. With this the mine depth would reach 227 mts below MSL.

### GreenTech Award



Orient Cement Limited achieved the GREEN-TECH ENVIRONMENT AWARD - 2014 (GOLD), in cement sector. The award was presented by Dr. Bhaskar Chatterjee (IAS), DG-IIICA, Ministry of Corporate Affairs, Government of India, on 29th January, 2014

### Mine Safety Week

The Mines safety week was celebrated from 11th to 17th November, 2013, under the aegis of Director General of Mines Safety. About 50 limestone mines of cement plants in AP, and one bauxite mine participated in the program. A team comprising of 4 members including DGMS Officials had inspected our mines. Senior company executives, Carmel Giri Convent High School staff, children and media were present in the program. Cultural programs like safety plays in Telugu and Hindi, safety songs, classical dances etc, were also arranged. Our company won a total of five prizes in safety including the 2nd prize for overall performance.

S.No	Category	Prize
1	Publicity & Propaganda	1st Prize
2	Lighting & Electrical Installations	1 st Prize
3	Heavy Earth Moving Equipments	2nd Prize
4	Loading & Transportation	2nd Prize
5	Overall in Zone-II, Group -A1	2rd prize

### Bitumen Road

A bitumen road at Kasipet by-pass was laid by our company at a cost of Rs. 58 lakhs on an extent of 3 kms from Kasipet x roads to Kasipet Mines area in May, 2013. This road is a vital connection between the main road and the highway.

### Gate Meets

Monthly Gate Meets are conducted on the 1st of every month and have been religiously adhered to since their introduction in 2011. The primary purpose of the gate meets is to ensure that the organisational philosophy is reinforced into the employees on safety, environmental concerns, openness and administration. Conducted under the aegis of our President-Works, Mr. P.K. Tripathy, the gate meets are an endorsement of our commitment to providing a safe working environment and clean administration to all our employees. Cash awards are presented to employees who contribute the best ideas for improvement in efficiency under the Manchi Mata – Manchi Alochana scheme.

### Longstanding Employees



On 26th January, 2014, the 65th Republic Day celebrations, Mr. & Mrs.P.K. Tripathy, Mr. & Mrs. RVR Murty- Vice President (Operations) and Mr. U. Venkatapathi Raju, Jt. VP (Engg.) felicitated nineteen employees who had put more than 25 years of dedicated service along with their spouses. The felicitation included a Silver Medal, a Shawl, a Sweet Box and a Certificate of appreciation, for their long and dedicated service to our company.

### CC Road At Maddimada Village

Orient Cement spent Rs. 60 Lakhs for laying a 2.5 km CC road from the lorry yard to Maddimada village during Oct-Dec, 2013. This road is a vital link for Maddimada village public to connect to Devapur for reaching various destinations. The Road was inaugurated on 27th January, 2014 by Mr. Chakardhar Rao - Revenue Divisional Officer, Mancherial who named the road as AYYAPPA ROAD.



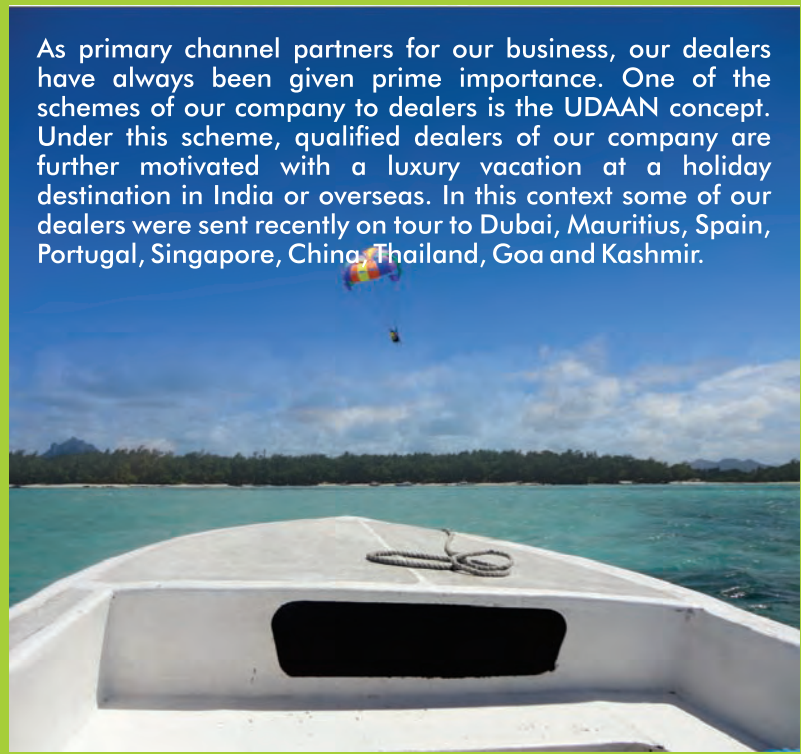
Dubai



Spain



### Mauritius



As primary channel partners for our business, our dealers have always been given prime importance. One of the schemes of our company to dealers is the UDAAN concept. Under this scheme, qualified dealers of our company are further motivated with a luxury vacation at a holiday destination in India or overseas. In this context some of our dealers were sent recently on tour to Dubai, Mauritius, Spain, Portugal, Singapore, China, Thailand, Goa and Kashmir.

## National Safety Week

### Celebration at Orient Cement Ltd. Jalgaon

The National Safety Week was celebrated from 4<sup>th</sup> to 10<sup>th</sup> March, 2014, at our Jalgaon unit. The programme began on 4<sup>th</sup> March, 2014, with a puja of Goddess Saraswati. A Safety Oath was taken by all employees as well as the adhoc workers. Mr. Sunil Rattawa (Jt. Vice President) delivered a speech on the importance of safety. During the National Safety Week various programmes like safety awareness training, fire mock drills etc were conducted and about 50 persons specially trained. Various competitions like Safety Slogans, Essay Contests, Poster Contests etc. were also organized. The list of prize winners is given below. During the programme Mr. A.K Somani (GM- Commercial), Mr. VT Patil (AGM -Electrical), Mr. CV Bagait (AGM-P&A), Mr. Nirmal Bhatt (Dy. Manager – Process) and Mr. Raghuvansh Kr. Pandey (Asst. Manager – Env. & Safety) also shared their experiences on various safety issues.



Opening ceremony

S.No.	Competition	Prize	Staff	Workers
1	Essay	1 <sup>st</sup>	Mr. Pramod Salve	Mr. Kiran Saitwal (RK Engg.)
		2 <sup>nd</sup>	Mrs. Shashi C Narwariya W/o Mr. Chandrashekhar Narwariya	Mr. Purushottam Thakur (RK Engg.)
2	Poster	1 <sup>st</sup>	Mrs. Kanchal Pal W/o Mr. Vinod Pal	Mr. Sandeep S Patil (RK Engg.)
		2 <sup>nd</sup>	Mr. Ganesh Warade	Mr. Suresh Bhaware (RK Engg.)
3	Slogan	1 <sup>st</sup>	Mr. Shashikant Gunjal	Mr. Sanjeev Bhangale (RK Engg.)
		2 <sup>nd</sup>	Mr. Chandrashekhar Narwariya	Mr. Sunil Kalaskar (RK Engg.)



(L to R), Mr.VT Patil (AGM-Electrical), Mr. AK Somani (GM- Commercial), Mr. CV Bagait (AGM-P&A) and Mr. Raghuvansh Kr. Pandey (AM Env. & Safety).



Prize distribution by Mr. AK Somani, GM (Commercial)









Mr. Sunil Rattawa (JVP )delivering his speech

## Project At A Glance

### STATUTORY CLEARANCES

Major statutory clearances obtained

### ORDERING

	FLS	: Supplies all the cement plant equipment
	ABB	: Supply, erection of cement plant electrical and instrumentation equipments
	L & T	: All the civil, structural (Fabrication & erection works) & equipment erection including plant commissioning
	TKIL GETL (CPP)	: Execute the Captive Power Plant on EPC basis. : Supply of Turbine for Captive Power Plant
	Raunaq	: Execute the raw water intake system on EPC basis
	KV Electrical	: Execute the 220 KV power transmission line on EPC basis
	Balance of major ordering :	• Railway Siding • WIP & SIP, • Refractory & Insulation • Fire Fighting

### DESIGN & ENGINEERING

	FLS Cement Plant Main Equipment. Supplier	<ul style="list-style-type: none"> <li>• 100% of basic engineering completed</li> <li>• More than 98% detail engineering completed</li> <li>• Parl list and manual documentation work in progress. To be completed by May, 2014</li> </ul>
	DCPL Cement Plant Design Consultant	<ul style="list-style-type: none"> <li>• Approximately 61000Cum of RCC drawing released out of original scope of 79,071 Cum</li> <li>• More than 4600 tons of structural steel drawings released out of total scope of 7200 tons</li> <li>• Balance detail engineering for the rest of the civil &amp; structural drawings are under progress. To be completed by end of August, 2014</li> </ul>
	ABB Cement Plant For all E & I Works	<ul style="list-style-type: none"> <li>• Basic engineering 100% and detail engineering more than 98% for the main plant completed</li> <li>• Balance non-critical E &amp; I Engineering work under progress. To be completed by end of May, 2014</li> </ul>
	TKIL (CPP)	<ul style="list-style-type: none"> <li>• 99% of basic engineering completed. Mostly E &amp; I part is in progress</li> <li>• More than 98% of mechanical engineering for all CPP structures completed</li> <li>• 85% of electrical &amp; instrument engineering completed</li> <li>• Balance detail engineering to be continued. To be completed by May, 2014</li> </ul>
 	GETL (CPP)	<ul style="list-style-type: none"> <li>• 100% of basic and detail engineering completed</li> </ul>
	RAUNAQ Raw Water Pumping & Supply	<ul style="list-style-type: none"> <li>• 90% of basic and 50% detail engineering completed. Balance engineering work under progress. To be completed by end of May, 2014</li> </ul>
	KV Electrical (200KV/11KV)	<ul style="list-style-type: none"> <li>• Basic engineering 100% completed and 50% detail engineering works completed. Balance engineering work under progress. To be completed by end 15th June, 2014</li> </ul>

Our new plant at Chittapur, Gulbarga District, Karnataka is a 3 MPTA Greenfields Project. In execution of the project over 80% of the statutory clearances have already been obtained.

Over 80% of the design and engineering works have already been completed.

More than 45000 Cum of RCC has been completed out of the total scope of 79071 Cum by L&T. We have reached the seemingly impossible milestones of completing 8600 Cum RCC in Feb, 2014 & 10,000Cum in Mar, 2014, by deploying more than 1500 workers with L&T. Plate & Structural fabrication works are under progress.

Till date more than 2700 MT fabrication work has been completed out of a total scope of 11000 MT through deployment of more than 400 workers by L&T.

The project has already been awarded the 'Safest Construction Site' which is an award of excellence from the Director, Industrial Safety & Health, Karnataka.

The Project has progressed rapidly with the project team continuously driving engineering, ordering, manufacturing, construction and delivery activities as per the agreed timelines, working round the clock in major areas. The plant is expected to be commissioned within the current financial year and commence production.



"Award of Excellence" for the "Safest Construction Site"

Approximately 80% of design & engineering works have been completed in the overall project

### Childrens Day



Children's Day was celebrated on the 14<sup>th</sup> November, 2013 at the School. Children lined up in colourful dresses and were delighted with the entertainment programmes that were presented to them by teachers. There was great gaiety and joy throughout the show.

### Christmas



It was a beautiful festival day for all the students on the birth day of Lord Jesus. Many of the school kids came gaily dressed and participated in the musical programmes on stage much to the delight of parents and teachers.

### Orientation Sessions For Teachers Of The School



### Farewell



The tenth class students of Carmel Giri Convent were given a farewell by the school. The students participated in the function with gusto and fondly reminisced their days in the school. The principal and senior teachers gave motivating speeches and the function was closed over a get-together party.

### Sports Games



A Sports Day was held at the school which saw participation from all classes. Several games and sports were held on the event and the prize winners were awarded with various cups, shields and presents. The chief guest, the principal and senior teachers addressed the students and parents who gathered for the day.

### School Exhibition



### Old Students Reunion







Girish Agarwal (ASM) weds Ekta Agrawal



Amit Parve (ASM) weds Priya



Umesh Gupta (Sr. Officer, EDP) weds Priyanka Gupta

**Pancha Kunda Sudarshana & Rudra Yagna Mahostav**



On 23rd and 24th April, 2014, a Sudershana Jaap Yagna along with Rudra Yagna Mahotsav was conducted at our Yagnashala premises, Devapur for the blessings of Lord Sudarshana and Shiva. It was a major event and saw tremendous participation from important dignitaries and all the employees and their families. On 24th April 2014, Annasantarpana (Mahaprasad) was organized after the Purnahuti, Arati, Mantrapushpam, Chaturved Seva in which about 2500 persons participated.

**SVEEP**



Orient Cement undertook an awareness program called Systematic Voters Education and Electoral Participation (SVEEP) to create awareness among the voters of Bellampally and Mancheril Assembly constituencies. As a strong votary of democracy, our company actively promoted SVEEP throughout the region through banners, posters, flyers, P.A. systems, and even adverts in local TV channels.

**Dasara Navarathri**

Dasara Navarathri Celebrations were held at our Temple Complex from 5th



October to 14th October, 2013. Various Cultural Programmes, Bhajans, Dandia and Garba, etc. were organized. On 14th October, Laitha Sahasranama Parayanam, Saptasti Hawan was performed.

**Dasara Mela & Ravan Dahan**



Dasara Mela was organised at Foot Ball Ground on 14th October, 2013. Ravana Dahan was performed as a mark of victory against evil. Family members of employees and folks from Devapur and nearby villages enjoyed the feast.

**Dhanterash**

On the occasion of Dhanterash festival, the Ladies Club organized a programme in the club premises on 1st November, 2013. Cultural programmes were followed by thambola and a delicious dinner.

**Diwali Milan**

The Surabhi Mandal (Mens' Club) of our

company organized a Diwali Milan programme for all the members along with their families on 9th November, 2013, at our club premises.

**New Year**

New Year celebrations were held at our Club premises on 3rd December, 2013. Mr. & Mrs.. P.K.Tripathy- President (Works), performed the pooja. Mr. P.K. Tripathy and Mr. R.V.R Murty VP (Oprn.) advised all the employees to give their best to achieve all the goals of our group.

**Rangoli Competition**



On Sankranthi festival, a Rangoli competition was conducted on 14th January, 2014 at our community hall for house wives and children. Prizes were distributed to all winners.

**Kite Flying Competition**



On Sankranthi the Ladies Club organized a Kite Flying competition at our foot ball ground. Prizes were distributed to the winners.

**Republic Day**

The 65th Republic Day celebrations were



held on 26th January, 2014 at our Foot Ball Ground. Mr. P.K. Tripathy- President (Works) hoisted the Flag. About 2,000 public gathered and witnessed the programmes.

### Annual Games & Sports Meet

Orient Cement Limited conducted various Games and Sports for all our employees between December, 2013 & March, 2014. Sports & Games were also conducted for employees' children during winter.

### Holi

A Holi Dahan was performed at our Foot Ball Ground on 16th March, 2014. Mr. RVR Murthy-Vice President (Oprn.) performed pooja and lighted the fire for the Dahan. 17th March, 2014, the festival of colours took place in the colony area. Sr. Executives including Mr. P.K. Tripathy-President, Mr. RVR Murthy, employees and their families participated and enjoyed the event.

### Zonal level Sports- 2014



Our employees participated in the zonal level Annual Sports, Games and Cultural Competitions held from 4th March, 2014 to 6th March, 2014, at Warangal, organised by A.P. Labour Welfare Board, Govt. of A.P., Hyderabad.

### Award for Excellence



Chukka Ramaiah SPAES School, Mancherial, awarded a certificate of appreciation and a cash prize to A. Krishna Pranav, S/o. Mr. A.N.Murthy, Manager (P&A) of Orient Cement Ltd, Devapur for obtaining 9.80 GPA in the SSC exams, 2013.

### Earth Hour

On the occasion of the world wide 'Earth Hour,' power supply in the colony was switched off from 8.30 PM to 9.30 PM on 29th March, 2014 to demonstrate our solidarity to protect the planet earth.

### Security Dormitory



On 19th March, 2014, Mr. P. K. Tripathy inaugurated the new security dormitory in our colony area.

### Cricket Practice Net



On 19th March, 2014, Mr. P. K. Tripathy inaugurated a new cricket practice net in the club area.

## The Fairer Side

### Ladies Club Picnic

The Ladies Club organized a picnic on 22nd December, 2013 at Singareni Collieries' Garden, at Mandamarri.

### Gujarat State Tour

The Ladies Club organized a pilgrimage to Gujarat from 2nd February, 2014 to 10th February, 2014. Eight families participated in the trip.





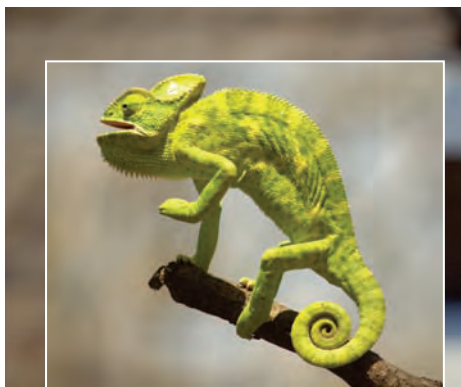
## Click Mania

We invite readers to send interesting photographs clicked by them

Santosh Hekde



Akhilesh Takale



Nitesh Kumar Gupta



Saket Tidke



Manish Bobhate



## You Are unmanly

- You are brash; you hurt people. Sometimes you hurt them even without realizing it! Be sensitive. Be aware of what you're doing. Don't break hearts. Be less harsh; be kind and you will find yourself a more satisfied person
- The sooner you get your priorities right, the better it will be for you! Give it some thought!
- Read books...
- How long did you sleep last night? You sleep late; you don't wake up on time. You don't wake up on time; you feel terrible through the day. It's a vicious circle. Common sense really. Having a disciplined life may not seem cool but it is important. Sleep better...
- Do take care of your health; Have a healthy diet. Be more health conscious.
- Travel a little more; expand your horizons. Get out of your comfort zone; get away from where you are. There is nothing quite like finding yourself in a place that you don't call home!
- You get busy with your career and you lose touch with your school and college friends. Don't let that happen! Stay in touch; maintain friendships; cherish them. Make efforts to reach out to your friends. You will surely meet them on something called 'Facebook' eventually. But it won't be the same. So don't lose touch.
- Take your time before you commit to a relationship. Don't rush into them. Know that there is a difference between attraction and love. Don't mistake one for the other.
- The world isn't a perfect place. There are a lot of things going wrong here. And I know you are angry with it. Don't be so angry with everything. Know that you cannot control everything. Know that being angry doesn't help. Be patient. Learn to let go.
- Figure out your passions sooner; You are not perfect. It's absolutely okay to make mistakes...just try not to repeat them.

Plagiarized from LIFE  
Pooja Srivastava



Mr.A.K.Kejriwal, EVP-Marketing seen with eminent artists at a Birla A1 sponsored musical program - "Guldasta-E-Ghazal"

## Welcome Aboard

S.No	Employee Name	Designation	Department
9001	Ashwin Garg	Manager (accounts)	Accounts
9002	N C S Varada Raju	AGM (HR)	Personnel
9003	Ch. K. L. Narasa Raju	Asst. Manager (Elec.)	Karnataka Project
9004	T. Satish Kumar	Asst. Manager (Mechanical)	Karnataka Project
9005	T Chandrasekhar Reddy	Manager(Security)	Security
9006	Nitin Pillai	Area Sales Manager	Sales
9007	Chenna Rajesh	Sr. Engineer (Elec.)	Electrical
9009	Dharmendra Katare	Asst. Manager Doc-Contr.	Hyd-Project Office
9010	Kumaraswamy Daravena	Officer (Process)	Production
9011	V. Manavallayya	DGM Personnel & IR	Personnel
9012	Rajesh Soni	DGM - Projects	Hyd-Project Office
9013	D. Ravikiran	Trainee Engineer	Karnataka Project
9014	M.S.Chandana	AGM Internal Audit	Hyd-Project Office
9015	N. B. Veeraraju	Asst. Manager Security	Karnataka Project
9016	S. Ramesh	Officer HR & Admin	Karnataka Project
9017	Shivayya B Swamy	SM- HR	Karnataka Project
9018	R. R. Parameswara Reddy	SM-Instrumentation	Karnataka Project
9019	P. Narayanan	Manager Administration	Karnataka Project
9020	Panasa Ramesh	Asst. Engineer-Mines	Mines
9021	K. V. Shijesh	Asst. Manager - Mechanical	Karnataka Project
9022	R. Venkata Ramana Murty	Vice President -Operations	Technical
9024	Vemula Chandra Mouly	Trainee	Despatch
9025	Narayan Dikhit	General Manager - Logistics	Sales
9026	Kesari Srikanth	Deputy Manager - Electrical	Karnataka Project
9027	P. Jayachandranth	Asst. Manager - Electrical	Karnataka Project
9028	Venkata Subba Raju D.	Engineer (Mech)	Mechanical (Maint)
9029	Suresh Kumar Rai	Manager-Security	Karnataka Project
9030	M. Srijagannadh	Senior Manager Marketing	Sales
9031	Pankaj Upreti	Manager Mechanical Design	Hyd-Project Office
9032	Ashish Sudhakar Landge	Manager (Purchase)	Purchase
9034	Ajay Darak	Assistant General Manager	Finance Accounts
9033	N. Sessa Srinivas	VP-HR	General
9035	Dr. M Rajasekhar Naidu	Asst. Manager(Med Serv.)	Dispensary
9036	Dr. B Rama Mani	SO Med Serv.)	Dispensary
9037	Shantanu Rakshit	Assistant Manager	Jalgaon CGU
9038	C Ranga Swamy	Mate Cum Blaster	Mines
9039	Vinay Khanna	Management Trainee	Sales
9040	Saurabh Chaudhari	Management Trainee	Sales
9041	Pranjal D Yadav	Management Trainee	Sales
9042	Yashaswee Singh Tomar	Management Trainee	Sales
9043	Sanjay Mantri	Management Trainee	Sales
9044	S. Aarthi	Management Trainee	Sales
9045	P. Sreeja	Management Trainee	Sales
9046	Amey Nandkumar Kadam	Management Trainee	Sales
9047	Akolkar Abhiram	Management Trainee	Sales
9048	E. Sathish	Management Trainee	Sales
9049	Rahul Haribhau. K	Management Trainee	Sales
9050	Nikitesh B. Mundada	Management Trainee	Sales
9051	Ankit Nandal	Management Trainee	Sales

## मुझे फुर्सत नहीं है

रूप से कह दो, देख ले कोई दूसरा घर  
 मैं गरीबों की जवानी हूँ, मुझे फुर्सत नहीं है  
 बचपन से ही मुश्किलों की गोद में पलती रही मैं  
 धुएँ की चादर में लिपटी, हर घड़ी जलती रही मैं  
 सासों की पगड़ियों पर दिन रात चलती रही मैं  
 वो खरीदें स्वप्न जिनकी आखों पर सोना चढ़ा हो  
 मैं अभावो की कहानी हूँ, मुझे फुर्सत नहीं है  
 मानती हूँ, कि मैं भी एक मन लिए हूँ  
 देह की दीवार पर, तस्वीर सा यौवन लिए हूँ,  
 समय के पृष्ठ पर मैं भ्रम की कड़ी हूँ,  
 नींद न छलको, मैं परीक्षा की घड़ी हूँ,  
 हो जिसे फुर्सत, खेले रूप रंग के खिलौने से  
 मैं पसीने की कहानी हूँ, मुझे फुर्सत नहीं है  
 रूप से कह दो, देख ले कोई दूसरा घर  
 मैं गरीबों की जवानी हूँ, मुझे फुर्सत नहीं है

- Sushant

## Indian Elections Interesting Trivia

The curtains will be drawn on the largest democratic exercise in the world on 16th May, 2014, "THE INDIAN GENERAL ELECTIONS." Though many of us have been part of the exercise since long, there are some interesting trivia we ought to know.

**Bomdila district in Arunachal Pradesh holds the record for the lowest voter turnout. The Number stands at 3 persons!**

A.B. Vajpayee is the only parliamentarian to hold the distinction of being elected from four different states-UP, Gujrat, Madhya Pradesh and Delhi! Balrampur 1957, 1967, Gwalior 1971, New delhi 1977, 1980, Vidisha 1991, Gandhinagar 1996, Lucknow 1991, 1996, 1998.

**The smallest constituency in India by area is Chandni Chowk (Delhi), the largest is Ladakh(13.73 sq km)**

The party to have won the maximum number of seats in an election is the Congress. It won 415 seats in 1984!

**CPI -M is the only party which has stuck to the same symbol since Independence!**

64 is the highest number of candidates that an electronic voting machine can support! ( If the number exceeds that number then a manual ballot paper will be used)

**Elections in 1950s were carried out using different ballot boxes for each candidate, rather than voting on ballot paper! Different coloured boxes represented different parties.**

Ever heard of 1033 candidates for a single seat? Believe it or not, it did happen for the Modaurichi assembly constituency in Tamil Nadu in 1996. The Ballot paper was in the form of a booklet!

-Rajpratik Mishra

# Replacement of Fly Ash

## With Fine Aggregates (SAND) In Concrete

The present production of fly ash in our country is around 250 million tonnes per annum and is increasing each day. However only about 25 % is being gainfully utilized. The utilization of fly ash in concrete production is very low. Concrete owes its unique position as a structural material due to the fact, that it is economical, highly resistant to fire, wind, water and earthquakes. The demand is likely to increase in the future to match the growing population, housing, transportation and other amenities. Concrete can be called as a composite material. For reducing the cost of concrete, greater use of pozzolonic materials like fly ash and blast furnace slag is suggested. The use of these materials as substitutes in concrete production would reduce the disposal problems now faced by thermal power plants and industrial plants and at the same time achieving the required higher strength of concrete.

The utility of fly ash as partial replacement in concrete mixes is on the rise these days. Fly ash is a waste product which is generated in thermal power stations. The quantity of fly ash produced and its percentage utilization is less than 25 %. Majority of fly ash produced is of Class F type. During the last few years, most cement companies have started using fly ash in manufacturing cement, which is known as PPC 'Pozzolana Portland cement.' But the overall percentage of utilization remains very low, and most of the fly ash is dumped at landfills which is dangerous to the environment as traces of toxic elements are present in Fly Ash. The best utilization is therefore in concrete which eliminates the effect of toxic elements.

Fly ash is generally used as replacement of cement, as an admixture in concrete, and in manufacturing of cement. Whereas concrete containing fly ash as a partial replacement of cement poses problems of delayed early strength development, concrete containing fly ash as partial replacement of fine aggregate will have no delayed early strength development, but rather will enhance its strength on a long-term basis.

In this context fly ash is used as sand replacement material.



The general material mix proportion can be as : M25 = 1 : 1.45 : 2.46 : 0.5, where each category comprises of various percentages of sand replacement material in increasing order i.e. 46%, 47%, 48%, 49%, 50%, 51%, 52%, 53%, 54%, and 55%. The workability is maintained constant for all mixes. Strength characteristics such as compressive strength and flexural strength of concrete mixes are found out for 3, 7, 28 day curing periods and results are analyzed to get the maximum desired strength. The proportions may be modified to get successful results with optimization of Fly Ash content. For the purpose of illustration, the actual test data using sand replacement with Fly ash for its 28 day compressive strength is given below

Strength values of M20 - 1: 1.45: 2.45:0.5 concrete mix with varying percentage replacement of sand (fine aggregate) with fly ash for 28 days curing period, with use of 20 mm machine crushed course aggregate:

Type Of Mix	W/C Ratio	% Of Sand Replaced With Fly Ash	Compressive Strength N/mm <sup>2</sup>	Flexural Strength N/mm <sup>2</sup>
PLAIN	0.50	0	21.28	4.02
46 P	0.50	46	16.226	3.062
47 P	0.50	47	29.231	4.321
48 P	0.50	48	29.325	4.33
49 P	0.50	49	29.318	4.325
50 P	0.50	50	29.825	4.525
51 P	0.50	51	30.817	4.552
52 P	0.50	52	30.925	4.654
53 P	0.50	53	30.896	4.253
54 P	0.50	54	30.892	4.551
55 P	0.50	55	30.232	4.328

It has been observed that as the percentage of fly ash increases, the compressive strength increases initially; on further increase in its percentage, its compressive strength is reduced. It can be seen that when sand is partially replaced by fly ash by 52% (52P) the compressive strength reaches its maximum for a 28 day curing period. The maximum compressive strength of fly ash concrete (52P) is increased by 45.32% when compared to plain cement concrete (PLAIN) for the 28 days curing period.

These trials have been done using OPC 53 Grade Cement, with fly ash content almost negligible. That is the reason why the demand of OPC has substantially grown in the market, since a few years. All organized large scale projects are now adopting this method.

- Amrut Damle

### Sewing Machines



Our Company distributed five sewing machines to the DWAKRA Group of Devapur village. These Sewing Machines was distributed by Mrs. Arathi Tripathy-President Ladies Club, in a function on 31<sup>st</sup> March, 2014 on the occasion of Ugadi festival at Devapur village.

### Stainless Steel Plates



The Ladies Club members distributed 75 stainless steel plates to needy school children of Govt. High School, Devapur village, on 29<sup>th</sup> January, 2014.

### Health Awareness Camps

As a part of CSR, Orient Cement Ltd. is continuing a weekly Health Awareness Camp every Thursday, in and around Devapur.

### Mega Free Eye Camp



On 19<sup>th</sup>, January 2014, a 'Mega Free Eye Camp' was conducted at Zilla Parishad High School, Devapur, under the aegis of Lions Club, Bellampally and Pushpa Giri Eye Hospital, Secunderabad. Out of 469 patients examined, 134 were identified for cataract surgery and free lens were distributed to 180 patients. The total expenditure including the cost of the surgeries was borne by our company.

### Distribution of Street Lights

As a part of CSR, Orient Cement Ltd. provided 200 High Mast Lights at a cost of Rs. 3 Lakhs to Gram panchayat, Devapur, on 10<sup>th</sup> October.

### Financial Assistance

Our company contributed an amount of Rs. 20,000/- as financial assistance to the Govt. Ashram High School (Girls), Devapur, to help tribal students on their tour to Sri Ram Sagar Project - Nizamabad, Kuntala Water Falls-Nirmal and Gnana Saraswathi Temple- Basara, on 13<sup>th</sup> and 14<sup>th</sup> December, 2013.

### Bar Association

We provided 50 plastic chairs to Bar Association, Mancherial, Adilabad Dist. worth Rs. 30,000/-

### Free Medical Camp



On 2<sup>nd</sup> February, 2014, a free medical camp was conducted at Carmel Giri Convent High School, Devapur with the aegis of Apollo Hospitals, Hyderabad. A total of 1002 patients underwent comprehensive tests. Free medicines were provided to all. The total expenditure was borne by Orient Cement Ltd. for conducting this camp.

### Blanket Distribution

On 21<sup>st</sup> January, 2014, 200 blankets were distributed to needy villagers of Devapur, Tirumalapuram, Laxmipuram & Jandagudem villages of Kasipet Mandal and Bhuda village of Bellampally Mandal of Adilabad Dist.

### Thasildar Office

Orient Cement Ltd. provided three computer tables and an inverter with an 8 Hours backup for the Office of Thasildar, Kasipet Manadal, Adilabad Dist. costing Rs. 35,000/-.

Orient Cement Ltd. installed a drinking water stall at our Entry Gate to provide drinking water. Mrs. Arathi Tripathy, President, of Ladies' Club inaugurated this stall on 8<sup>th</sup> May, 2014 to provide drinking water to needy public, to quench their thirst during the hot summer season.

#### Gimmicks of Literature-In a lighter vein

Culture codifies the texture of nature. Nature nurtures the future of the creatures. Creatures contradict with the factors of literature. Literature is the lap of a philosopher. Philosopher predicts the leaps and bounds of the culture. Immature culture is the symbol of torture of the society. Society now-a-days sells out the culture as debentures. Knowing this fact

at this juncture, divine personalities are searching the nomenclature of the right culture from the leaps & bounds of the literature which is making them torture. Considering the posture of the nature, philosopher predicts that the future of the culture is dominated by the vulture from the sanctuary of vulgarity due to various mixtures of the cultures which become an un-tolerable torture. Divine culture is always dominated by the candidature of the pre-

matured personalities and it becomes the gesture of goodwill of the society. The venture of vices is the brochure of brother-hood which arrogates the architecture and armature of creatures of the nature but nobody realizes the nature of the nature which nurtures and nullifies the nomenclature of the negative culture and promotes the purified culture which will take you to divine culture.

– Kamalakar

## Superbrands Birla A1 Nominated



Outstanding brands distinguish themselves through collaborative enterprise, creative marketing, and superior products. These are exceptional brands which stand apart, elevating themselves to the prestigious distinction of being named a Superbrand.

Attaining 'Superbrands' status strengthens a brand's position, adds prestige, and reassures consumers and suppliers.

It is a moment of pride that Your brand "Birla A1" has been nominated amongst the national brands in the race for Superbrands.

This is just a beginning ...

## Rendezvous With Azim Premji

Our General Manager (Systems) Mr. D.V. Seshu Kumar was invited to meet the Chairman of Wipro, the renowned Mr. Azim Premji, as part of an interaction program to bring together, leaders from various facets of Indian Commerce, and share experiences. Mr. Azim Premji along with Wipro's senior management met the representatives of the various sectors for a round table discussion on 7<sup>th</sup> April, 2014 at Hyderabad.



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