

# OC Times



House Magazine of Orient Cement (Prop. Orient Paper & Industries Ltd.), Devapur Cement Works, Adilabad Dist., AP

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Merit

"There is only one time that is important - NOW!

It is the most important time because it is the only time we have any power over."

- Leo Tolstoy



## Let us collaborate to garner our strengths



The prognosis for cement industry in the medium term is a glut situation in all the markets we operate, which means intense competition for that small pie on the platter; be it in peak demand period or the lacklustre one during monsoon. It is when the tough one gets tougher, and seeks opportunities especially in adverse times is 'cashing-in' possible; banking on the weaknesses of competitors and by consolidating own strengths.

As the New FY begins, it is time for setting BHAGs (Big, Hairy, Audacious Goals) and go on achieving them. The silver lining in this bleak time for the industry is that demand is expected to grow at healthy rate of 10%, basically on the strength of the GDP growth rate of 8.5% to 9.0%. One of the key demand drivers; infrastructure, is given fresh impetus and is growing at a frenetic pace of 25%. We must hence capitalise on each and every opportunity that comes across. Let's collaborate to take Orient Cement to greater heights with the help of value added services beyond the reach of competition to avoid any dent into our share. Wishing you all the very best for this challenging phase ahead!!!

-E.S.Reddy, AVP (Marketing)

## Editorial



When the going gets tough, the tough get going!!

The agility with which we have been working all through is highly commendable, and it is this momentum that creates the necessary resilience for our company. Your favourite newsletter is here again, bringing you closer to the events that have been happening over the last few months, to bring better cohesion among our human capital, to be informative, educative, entertaining and to carry our memories into the distant future. We have been experimenting with novel strategies into branding exercises to take our brand furthest, deep into people's hearts and mind. We are to become more and more creative in publicizing ourselves. It is necessary for us to always remain in focus and never let a

moment pass without our brand being recollected and remembered. OC Times this season is here to tell you new stories, new experiences, and to celebrate our achievements with fervor and gusto.

- Sushant

Even if you're on the right track you'll get run over if you just sit there." - Will Rogers



We would love to have your feed back on this issue. Please do write to us at

[octimes@orientcement.in](mailto:octimes@orientcement.in)



## P.K. Tripathy

President -Works

- Born on 12<sup>th</sup> August, 1958 at Badbahal village of Orissa.
- Completed Primary education from Talmul High School in 1974.
- Degree in Chemical Engineering from Regional Engineering college, Rourkela (NIT, Rourkela) in 1981.
- Got specialised training from ONODA Engineering Consultant Company, Japan FLS Denmark.
- Received special training in Management courses from IIM, ASCI.
- Declared as "World Champion Process Pilot" by FLS Denmark in 2007.
- 28 years of experience in cement industry.
- Organizations served: Orissa Cement Ltd., Grasim Industries Ltd., Shree Orient Cement.
- Strong believer, slightly introvert, a teetotaler, a passionate nature lover, takes own time in making friends.
- Aim of life: To remain happy in all situations and create a similar atmosphere for others too.

### What was your first job and what did you learn from it?

I had started my career in Orissa Cement Ltd. as an industrial Engineer, in 1982, where I learned that a systematic and methodical approach to any given problem will yield good results.

### The most important book you have read that has influenced your life?

It is "The Mahabarat" and "The Secret" written by Rhonde Byrne

### What had propelled you to be in cement industry?

Initially it was "Salary." At that time the comprehension package in Cement companies was the best among the industry. Gradually however it became my passion to involve in cement manufacturing activities.

### What according to you, are the three important qualities of a good manager/employee?

According to me, whether it is a Manager or an employee, if one wants to be successful in his field, the most important qualities he has to carry with him are mutual trust, unconditional support, and ego-less-ness.

### What was the most difficult decision you had to take in your career?

When I along with my family shifted from Orissa (my home-state) to Rajasthan for my career growth, I found it difficult to accommodate to a totally unknown place with a varied culture.

### What do you think is the biggest challenge in business you faced and how did you get over it?

The biggest challenge in every business is to win over people. We should always be truthful to our customers accepting them as they are and be humble to every situation.

### Who gave you the best business advice and what was it?

My experience is my best advisor. Develop good relations with all human-beings. In a changed situation knowledge is the power to succeed.

### What motivates you to excel?

Being happy in all situations.

### How do you foresee the cement industry in future?

Cement is now an ingredient of basic need to all of us. In India there is tremendous scope of growth in cement business, at least for the coming 80-90 years, as more than 75% of the total population still lives in kuchha houses. At least we can move up to the world average of per capita consumption.

### Cement market is becoming extremely competitive? How do you see the brand Birla A1 in future?

Whether it is Birla A1 or any other brand, acceptance and its sustainability to a great extent depends on consistency of its quality and after sale service. As far as Birla A1 is considered, we are able to maintain the quality we promise. We are not only confident to maintain our quality but to make our product a No. 1 brand of the region.

### How do you balance your professional life with your personal one?

While on profession, be a thorough professional. In a personal angle be common to all. Both are equally important in life.

### Your message to your managers?

Work hard and love your work. Hard work does not go without reward. One will certainly be rewarded, if he works sincerely putting his best efforts. Don't try short-cuts. Experience has no alternative.

-As told to the Editor



# Brand in Crossing Hands

## King Long Buses

As is well known, Advertisement in Mumbai is immensely expensive. The rental for even simple hoardings of 10x20 feet often goes overboard, and is usually over Rupees Two Lakhs per month. Even using advertising media such as gantries or trucks also costs a fortune. After weighing numerous options such as Airport Trolley Branding, Inside the Airport Branding, Kiosks at Bridges and Flyovers etc., we finally decided to opt for King Long Bus Branding. This was decided for a period of three months which though expensive was considered to be relatively cheaper and more effective in comparison to the other modes. These buses will cover entire Mumbai from Dahisar to Colaba and provide a good visibility of our brand.

-J A Govande ,Mumbai

## Service Van

Our marketing strategy is always focused to provide maximum service to all our dealers. As in Nanded, our godowns are open for 12 hours a day, seven days a week. With a view to further enhance our service levels and also to effectively advertise our brand, we have started the facility of providing small deliveries in Nanded. Initially we had experimented with six such vehicles. Following their immense success, we have scheduled the activity to continue in the entire Nanded region. We are gradually gaining the dual benefit of increased service level and effective advertisement medium especially upcountry. This is also a very effective advertisement medium for us here as Nanded is one of the most popular pilgrim centres in this part of the country and we are bound to reach a wide brand viewership.



## AeroBus Branding

Hyderabad International Airport has been operating Aero Buses to transport airline passengers to and from the Airport. These buses are quite luxurious and are often used by the up market passengers too. We have undertaken bus branding of these Aero Buses which commute to over forty kilometers on each direction, providing excellent viewership and branding. It is our belief that this exercise will fortify our image among the upper echelons and the elite and create easy brand recall. Since the buses will be plying on popular routes in the city we have every opportunity to take our brand to the middle class segment as well, of this great city.

## Station Branding

Nanded railway station is located in the heart of the city. It is the biggest and the busiest station in Marathwada with connectivity to all major cities like Delhi, Mumbai, Hyderabad, Nagpur, Banglore, Pune, and religious places like Shirdi, Tirupathi, Pandharpur, Basar and Parli. Apart from this, Nanded is also a holy place for Sikhs. Sikhs from all over the world visit Nanded city. Our advertisement is placed on the busiest part of the station where it commands excellent attention. As a formidable market player in the sector, we have identified this area to possess a great potential for a wide reach of our brand as thousands of passengers and hundreds of trains pass this station.



# Consumer Meets

As a part of our promotional activities and good-will building exercise we have organized several consumer camps between Oct and Dec, 2010, at different markets. The main objective of these camps is to strengthen the bond of "TRUST" with our existing consumers and "INSTILL" the same confidence within new consumers. Our consumer camps were well organized and the locations to conduct the camp were selected strategically. Important personalities like the Sarpanch, Gram Sevaks, local heads, etc., were the main invitees. We effectively communicated the enhanced quality of our brand among the end users. These

camps were conducted by the local managers and the technical managers. The technical managers explained about our product quality, its strength, and durability factors, and reiterated BIRLA A1 as a premium quality product. They also gave information about different types of cements, do's and don'ts while constructing a building, different construction practices, using concrete mixtures, and mortar mixtures. Consumers' queries were clarified after the presentation. Consumers appreciated the company's initiative and were quite happy about the technical sessions.

## Consumer Meets Diary

- 20.10.2010 Chakur
- 21.10.2010 Chapoli
- 22.10.2010 Jalkot
- 23.10.2010 Shirur Tajband
- 13.11.2010 Ambhai
- 13.11.2010 Golegaon
- 15.11.2010 A'bad
- 16.11.2010 Shevgaon
- 17.11.2010 A'nagar
- 20.11.2010 Ambad
- 23.11.2010 Adas
- 24.11.2010 Amaravati
- 25.11.2010 Nanded
- 30.12.2010 Nizamabad



Inteactive Technical Session



Nizamabad



Nanded



Ambhai



Distribution of Technical leaflets



Customer site visit.



Educating Customer regarding Good Practices





## Builders' Association of India

### State Level Meet



**Builders' Association of India (BAI) was formed in 1941, in Pune, with its headquarters at Mumbai.**

**BAI was formed to safeguard the interests of the Indian construction industry against unjust government legislations and at the same time promote adherence to fair government legislations by its members.**

A state level meeting of BAI was organized at HOTEL CITY PRIDE, NANDED on 14-01-2011.

The objectives of the meet were to :

1. update the knowledge about premium quality of Birla A1 premium cement.
2. to get Maharashtra state level chromatic coverage through this activity.
3. to get PPC listed in Government projects & urge its usage.
4. to establish & maintain direct relationship with Builders & Contractors .

Technical leaflets were distributed to all the participants. Our company profile and the production process of our premium brand "BIRLA A1" was presented. We further discussed the quality parameters & efforts of our R&D in cement Industry at length. The meeting concluded with a vote of thanks and return gifts for all.

Mr.Ashokrao Chavan, Hon. Chief Minister of Maharashtra and Mr.D.P Sawant , Hon. State Minister, were among the dignitaries who participated in the meet.

## NCB Meet



Training program for Marketing Executives of Orient Cement at National Council For Cement and Building Materials (NCB), Hyderabad on 10th and 11th January 2011

## Architects and Engineers Meet



**Mr.Yuvaraj Mahajan addressing the Meet**

On the 27th October, 2010, an Architect and Engineer meet was organised at Aurangabad at Hotel Ambassador Ajanta. Mr. Piyush Sharma initiated the meet where the lamp was lighted by the Mr. AVSN Panthulu, DGM, Technical Services, Mr. Yuvaraj Mahajan, DGM (Mktg.), and President, Engineers Association, Association of Architects and the Secretary, AICA.

After the formal proceedings, demonstrations and talks, a Musical event was organised with a live orchestra to the delight of all who were present. The audience danced excitedly to the melodious old nostalgic tunes performed by the singers and some of them even performed on the stage. The meet was a brilliant success and the attendee Architects and Engineers firmly pronounced their forthrightness in promoting our brand.



## Retailer Meet-Beed

- A Retailers' Meet at Beed was organised on 18<sup>th</sup> of Dec 2010. The Meet was intended to
- introduce the company, its capacity addition, & improved quality.
  - increase our brand awareness in this new market.
  - focus on Trade Segment sale.

The Meet agenda was packed with introduction of the company profile, presentation of the production process of Birla A1, a technical interactive seminar and discussion on quality and R&D efforts of our company.

The Meeting concluded with a musical program, vote of thanks and distribution of gifts to the participants.

# CREDAI

Confederation of Real Estate Developers' Associations of India, CREDAI, Nanded, had arranged a property and Building Materials exhibition in Nanded from 30.10.10 to 31.10.10, with a view to educate customers and provide them with all construction and decorative materials under one roof. This exhibition also included stalls of all property and real estate builders from Nanded City. We displayed our stall prominently and provided all visitors with knowledge on good construction practices. All major Architects, Builders, Contractors, members of CREDAI, BAI (Builders Association of India), VIP's, Politicians, Bureaucrats Consumers and end users visited the exhibition.

**Hmm!**

## Don't Underestimate Others...

A.K. Kejriwal,  
EVP Marketing

Albert Einstein was travelling in a train. He went over to the dinner car. He had left his glasses back on his seat . So, he could not read the menu card. He asked the waiter to read it to him. The waiter fumbled for a few seconds with the menu card and then said apologetically, "Boss, I can't read it either. Guess, both of us are illiterate..."

*Message*

We reflect our own thoughts and attitudes in whatever we see and experience



# Devapur News



## Muhurat Dispatches

Since last two decades we are practicing the tradition of dispatching trucks on Diwali Mahurat to each stockist & we continued our tradition this year too. On 07.11.2010 a grand pandal was installed at our Nanded godown with banners & inflators. Local transporters & C&F agents were invited. Mr.Pramod Patni performed "Pooja" of the first truck dispatched on this day. The main purpose in conducting this activity is to leverage this unique opportunity to increase our trade sales, more so as this is a lean festive period. Also supplying material on this auspicious day makes the dealer feel honoured and immensely gratified.



**INAUGURATION OF NEW WEIGH-BRIDGE:** The new Weigh-Bridge installed with the latest technology at our Main Gate, was opened by Mr. Baldev Punjabi, Vice-President (Engg.) on 14<sup>th</sup> October, 2010

## New feather in IT Devapur Cap

Information Technology has made it possible to monitor Vehicle Loading Time (VLT). The IT Department of Orient Cement Devapur developed a new module to monitor VLT by setting up a vehicle registration point in our Truck Yard.

As soon as the vehicle enters Orient Cement premises at NTOB, the vehicle driver gets a Unique Serial Number (USN) by entering the vehicle number on the screen. The vehicle driver then contacts the Transporter with the Serial Number and gets the A-form from him. Immediately the A-form information is collected by the Despatch Department. The Despatch Department prepares a Loading Memo as per the schedule of loading and sends the LM to the Main Gate. The Main Gate Personnel then call the vehicles in for cement loading.

This will help the vehicle driver to get faster loading done and also assists the Marketing and Despatch departments to reduce the time laps between vehicles coming in for loading, and going out with the load and the necessary papers. Also it helps the marketing department to develop and study analytical reports on Time and Vehicle Movement. The New System of Vehicle Loading Time and the New Transport Office Building was inaugurated by Mr. P.K. Tripathy - President (Works), and Mr. N.C. Gupta - Sr. Vice-President (Commercial).



# GATE MEETING ON SAFETY & ENVIRONMENT

To have better clarity, control and openness on Safety and Environment operations in the plant, it was decided to conduct a Gate-Meeting at 8.00 AM in-front of the Time Office on the first day of every month, to address issues related to Safety and Environment.

The first Gate Meeting on Safety and Environment was held on Saturday, 1st January, 2011. Mr. P.K.Tripathy - President (Works) hoisted the Safety flag. Mr. P. Ganesh- Sr. Engineer (Mech.) submitted his safety report. Mr. D. P. Sharma - Dy. Manager (Safety, Environment & Process) also submitted his report on Environment related issues. Mr. P.K.Tripathy, while addressing the gathering, said that Safety is very essential to each and every individual. For attending duties every employee should first start safely from home and after work has to go back home safely. It's only then that the family feels happy. He also said that the Company is providing PPE to all employees. He instructed all the employees to wear helmets when starting from home itself, for attending duties. For this programme, Mr. N. C. Gutpa - Sr. Vice-President (Commercial), Mr. Baldev Punjabi, Vice-President (Engg.), Mr. Dilip Saha - Chairman-Safety Committee and, employees of all sections and contract workers were present.



*Thoughts  
to Ponder*

A.K. Kejriwal,  
EVP Marketing

## Strategy & Tactics

**Strategy** is something for a long term;  
**Tactics** are a means adopted for a short term

**Strategy** is forward looking  
**Tactics** are situational

**Strategy** is vision based  
**Tactics** are need based

**Always remember that Strategy is a road map you create to reach your purpose**

**Tactics are used to handle the hurdles on the road.**

## CC ROAD WORKS STARTED IN DEVAPUR VILLAGE

As a part of CSR, the Management of Orient Cement started laying CC Road works at Devapur village, Kasipet Mandal during December, 2010.



**SAFETY WEEK CELEBRATIONS  
AT OUR MINES OF 2010-11**

“Mines Safety Week Celebrations” were conducted from 20th November, 2010 to 26th November, 2010 under the aegis of Directorate General of Mines Safety, Government of India, Hyderabad. In the Mines Safety Week, our Devapur Limestone Mines won TWO AWARDS in the Large Mechanized Mines Category as under:

- Loading & Transportation**  
- First Prize
- Drilling & Blasting**  
- First Prize

The Award was given by Dy. Director General of Mines Safety, Andhra Pradesh



# Accolades

## SITARAM RUNGTA SOCIAL AWARENESS AWARD 2009-10

As a responsible corporate we continuously undertake welfare activities in the neighbourhood of all our plants. In recognition of our service we were honoured with the “Sitaram Rungta Social Awareness Award” for the year 2009-10. This award was presented to our Mines during the 44th Annual General Body meeting of FIMI on 15th September, 2010, at New Delhi by Mr B.K. Handique, Hon'ble Union Minister of Mines and Development of North Eastern Region. This award is given in recognition of measures undertaken for upliftment and social well being of people living around the Mines and Plant, under Corporate Social responsibility.

## MINES ENVIRONMENT AND MINERAL CONSERVATION WEEK AWARDS FOR 2010-11

The Mines Environment and Mineral Conservation Week for the year 2010-11 was conducted in our Devapur Lime Stone Mine, under the aegis of Indian Bureau of Mines, Hyderabad, A.P state, from 06.12.2010 to 12.12.2010. The concluding day function was held on 22.12.2010 at AP Chamber of Commerce, Hyderabad. The Devapur Lime Stone Mine bagged the following prizes in the large mechanized category.

1. Management of Sub-Grade Minerals: 1<sup>st</sup> Prize
2. Management of Water Quality: 2<sup>nd</sup> Prize.

Mr. N.P. Sahare - Dy. General Manager (Mines) and Mr. K.S. Rao - Mines Agent, received the prizes from Mr. Ch. Gundewar, Controller General of Mines, South Zone, in the function.



## GREENTECH ENVIRONMENT EXCELLENCE SILVER AWARD-2010 FOR ORIENT CEMENT

As a testimony of our environmental care and management in all our operations, we won the SILVER AWARD of 11<sup>th</sup> Global GREENTECH ENVIRONMENT EXCELLENCE AWARD- 2010 in Cement Sector for outstanding achievement in Environment Management. Mr. V.K. Shukla - Dy. General Manager (Quality Control) and Mr. Vaibhav Girdhar- Sr. Engineer (Process) of our Company received the Certificate and Award from Mr. Rakesh Srivastava, IAS, Joint Secretary (Ports), Ministry of Shipping, Govt. of India, and from Mr. Kamalshwar Sharma, President of GREENTECH FOUNDATION, New Delhi, in the function held on 12th December, 2010 at Hyderabad



# Revels



## NEW YEAR CELEBRATIONS

It was a gala New Year for us this year!! On the evening of 31st December, 2010, New Year celebrations were organized in our Community Hall. All Executives, and Management Staff of the Company along with their family members participated in the New Year celebrations. The celebrations started with Goddess Sarawathi vandana. Smt. and Mr. P.K. Tripathy performed the pooja. On this occasion, various cultural programmes, Group dances, Solo dances, DJ performance, and Fashion Show competition were conducted. While addressing the gathering on the occasion, Mr P.K. Tripathy advised all the employees to think optimistically and act accordingly to reach the goals of the Company and to retain Devapur in No. 1 position in the Country. Further, he appealed to all the employees to put their whole hearted efforts in achieving set targets.



## Karthika Vana Samaraadhana at Nizamabad

Karthika Vana Samaraadhana was organised at Apsara Gardens, Jennapally on 4<sup>th</sup> Nov, 2010 for dealers, stockists and employees of Orient Cement. About seventy five families attended the Vanabhojanam. The programme started with Ganesh Pooja at 8.00 AM, followed by breakfast. A short welcome address was given to the dealers. Many games were conducted on the occasion, followed by prize distribution for the winners.

Children were entertained with a magic show and a mimicry show by reputed artists of the town. As expected it was a big laughing session for children and adults as well. A live orchestra was arranged as part of the cultural event.

The program concluded with prize distribution and distribution of gifts to all the children present.



## Navratri Mahotsav

We had sponsored Ekta Mitra Mandal, Nanded for its 11 Day Navratri Mahotsav comprising of Dandiya Raas and the prestigious Raavan Dahan ceremony. Raavan Dahan ceremony was initiated by the honorable CM of Maharashtra, Mr Ashokrao Chavan, who was escorted by local MPs, MLAs, Collector, Mayor and other VIPs. The activities took place from 8<sup>th</sup> Oct to 18<sup>th</sup> Oct, 2010, at New Mondha, Nanded. The entire event was telecast on local cable TV and news flashed in all Marathi news channels. Around 10,000 visitors were present on all 10 days for Dandiya Raas and around 50, 000 attendants were present for the Raavan Dahan Ceremony.





## CHILDREN'S DAY

On 14th November, 2010, the Children's Day marking the birthday of Jawaharlal Nehru, was celebrated with much pomp and splendour. The V.P of Orient Cement (Engg.) Mr. Punjabi and Mr. K.V. Subba Rao, Senior Manager (HR) were the distinguished Chief Guests of the day. A variety programme with lots of fun and fiesta was presented by students followed by a stunning array of a spectacular Fancy Dress competition, later in the afternoon. It truly, was an awesome spectacle!



## CHRISTMAS CELEBRATIONS

To herald the spirit of Christmas, an X'mas celebration was organized, bringing cheer and goodwill among the students. The Chief Guest, Mrs. Aarti Tripathy, President of the Ladies club, delivered her X'mas message to the students. A cultural extravaganza was the highlight of the day, culminating in an exciting X'mas lucky draw which was immensely enjoyed by the students.

## SILVER MEDAL - STATE LEVEL COLOURING COMPETITION

Under the auspices of Sree Arts Cultural Association, Hyderabad, a STATE LEVEL COLOURING COMPETITION was organized for students, from LKG to Std. X. An impressive total of 405 students participated in it. We are most delighted to state that one of our students, Mr.Suryabhan Vishwakarma of Std. IX E.M. bagged the 3<sup>rd</sup> position in this competition. He was awarded a silver medal.



## कोशिश करने को नव वर्ष आता है

कोशिश करने को नव वर्ष आता है,  
विश्व में शांति उदारता लाने को नव वर्ष आता है।  
जाडे की कसक से शुरू होता है उसका जीवन,  
जहाँ जाडा कर जाता पेड-पौधों को नग्न,  
पर हिम्मत न हारता वो साथ लाता वसंत  
पेडों में मंजरियाँ, पौधों में कलियाँ खिला देता है  
पर हाथ काल वैशाखी का, प्रचंड तूफान मंजरियों को उडा ले जाता है,  
सूरज का प्रचंड तेज कलियों को सुखा देता है  
नव वर्ष विफल हो जाता है  
पर फिर लाता वो वर्षा को, पर बूढा. सब ढहा ले जाता है  
फिर से कोशिश करने को नव वर्ष आता है  
मानवता सिखाने मनुज को, मारे न अपने अनुज को  
यही सिखाने वो जर-जर हो जाता है  
पर फिर से कोशिश करने को नव वर्ष आता है।

- Prakash Chandra Gupta  
Mechanical Maintenance.

## बूंद

बूंद  
पल भर पत्ते पर  
ठहर कर तो देख  
वो तुझे सहारा देगा  
तुझे संभालेगा  
किंतु  
बादल धरते ही  
किरणें तुम्हें समेट ले जायेंगी  
अस्तित्वहीन कर ।  
इससे तो अच्छा  
तू दुलन कर धूलिसात हो जा  
पोषक बन सकेगी तू  
उस पत्ते की  
जिसने तुम्हें सहारा दिया था  
- ललित कुमार शर्मा  
इन्टरनल - आडिट

## शाम के सात बजे

शाम के सात बजे  
दिल के तार बजे  
कानों में आवाज आई  
जैसे तूने पायल इनकाई  
याद में तेरी आँख भर आई  
सपनों में आई तू ख्वाबों में आई  
तूने चूड़ी जो खनकाई  
मीठी सी याद तेरी आई  
सच, याद में तेरी आँख भर आई

- Prakash Chandra Gupta  
Mechanical Maintenance.

## Conquer hearts with love

At the pinnacle of his glory Adolf Hitler ordered his government to issue a commemorative stamp with his portrait. After a period of time the postal authorities started complaining that the stamps are falling off the envelopes. Everyday their bags would be full of stamps. The matter was reported to Hitler. He visited the printer and asked him why he hadn't used the best glue on his commemorative stamp. On seeing the angry mood of the dictator, the printer spoke in a trembling voice, "...we had used the best quality glue available in the country, but the problem is..., Sir...the people are spitting on the wrong side of the stamp...!"

### Message

Hearts can be conquered through love and affection and not through fear and authority.

A.K.Kejriwal,  
EVP Marketing

## आदमी

आदमी को आदमी बनाता आदमी ।  
आदमी को आज भी मिटाता आदमी ॥  
आदमी को आदमी ही प्यार करता है।  
आदमी ही आदमी पर वार करता है।।  
आदमी के रंग में हम डूब जाते है।  
आदमी के रंग से हम ऊब जाते है।।  
आदमी रूप में भगवान मिलते है।  
आदमी के रूप में शैतान मिलते है।।  
आदमी से सीखिये क्या क्या सिखाता है।  
आदमी को देखिये क्या क्या दिखाता है।।  
आदमी ही फूल से सजाता आदमी ।  
आदमी ही चिता पर चढाता आदमी ॥

- ललित कुमार शर्मा  
इन्टरनल - आडिट

Wedding  
Bells



Heartly Congratulations to  
Area Sales Manager, Mr.Arun Verma  
& Hemant Palara  
on their Wedding  
21-01-11

Two lives joined together  
Two hearts that beat as one  
As you begin your life together  
May all your days be filled with love  
& May all your dreams come true!



## Tolerance

### The catalyst for love and unity

Long ago, Japan was ruled by King Yamato. He had a minister whose name was Ocho San. Ocho San had a big joint family which was known for its family-bonding and love amongst its members. The family had more than a hundred members living together peacefully sharing a common kitchen. Anybody who visited the family was received cordially and they left impressed by the service and the culture of Ocho's family members.

The news of this unique and wonderful family spread all over Japan. The King heard about it and became very curious to find the secret San's family unity. One day the King reached Ocho's house without prior intimation. Ocho San was surprised to see the King at his doorstep but received the king with great honour.

The King said "My dear minister, I have heard many stories about your huge family, and I am eager to know the secret behind the unity of your family. In my family, we are only five members and yet we often quarrel amongst us. Would you kindly share the secret?"

The minister was very old and weak. He wrote about hundred words with his trembling hand on a piece of paper and gave it to the king. The inquisitive king was surprised to find only one word written hundred times on the piece of paper. The word was "tolerance."

Ocho San said "Your Majesty! this one word contains the secret of my family's unity. This is the only thread that keeps us bound. Whenever this thread breaks, the family members become fully disturbed." The king thanked him and left pleased.

Tolerance is possible only when people have a common goal. If the members of a family are self centered, the family unity becomes only a phantasmagoria (illusion). Love is the most cherished object in our life hence we never stop to think about it. In fact when there is love, tolerance sets in naturally. A mother tolerates all the disturbances and discomfort caused by her baby because she is full of love for her baby. If one wants to experience love, he should practice tolerance.

**-B Sraavan kumar**  
EDP Department

## Welcome Aboard

ST No	Employee Name	Designation	Department
8578	B Subba Rayudu	Electrical Engineer	Electrical
8579	Anil Kumar Yadav	Graduate Apprentice	Electrical
8580	Amit Kumar Thapa	Graduate Apprentice	Mechanical (Maint.)
8581	Sathish Chandra Singh	Chief Chemist (CPP)	Power Plant
8582	Wani Dattatray Raghuvir	Sr Sales Officer	JCGU Marketing
8583	Navneet Kumar	Graduate Engineer Trainee	Power Plant
8584	K Sravan Kumar	Graduate Engineer Trainee	Electrical
8585	T Satish	Diploma Apprentice	Mechanical (Maint.)
8586	K Punnam Chand	Diploma Apprentice	Mechanical (Maint.)
8587	J Suneel Kumar	Graduate Engineer Trainee	Mechanical (Maint.)
8588	Ch Praveen Kumar	Graduate Engineer Trainee	Electrical
8589	B Omkar Eshwar	Diploma Apprentice	Mechanical (Maint.)
8590	Surendra Pandey	Sr Area Sales Manager	Marketing
8591	V S Murali Krishna	Executive Assistant	Hyd - Proj Office
8592	K Phanikumar	Clerk	J C G Unit
8593	Revanasiddappa	Jr Engineer(Civil)	Hittapur Project
8594	Shushil Kumar Pandey	Technical Assistant	Hittapur Project
8595	Surendra Kumar Pyasi	Jr Officer (Process)	Production
8596	Saikat Kumar Maji	Sr Sales Officer	Marketing
8597	E Sreenivas	Graduate Engineer Trainee	Electrical
8598	Shridhar N Pittalwar	Graduate Engineer Trainee	Project
8599	R Ramesh	Asst Manager(Tech Services)	Marketing
8600	E L Hemanth Kumar	Senior Steno	Marketing
8601	A Sagar	Sr Sales Officer	Marketing
8602	Arbind Kumar Chaubey	Sr Sales Officer	Marketing
8603	Sagar Kasat	Sr Sales Officer	Marketing
8604	Sumit Kumar	Graduate Engineer Trainee	Mechanical (Maint.)
8605	Prasant Kumar Tripathy	President (works)	Administration
8606	Krishna Murari Sharma	Graduate Engineer Trainee	Instrumentation
8607	Ashish Gupta	Management Trainee	Marketing
8608	Pradeep Kumar Choudhary	Mechanical Engineer	Mechanical (Maint.)
8609	M Ravindra	Regional Sales Manager	Marketing
8610	L Kranthi Kumar	Graduate Engineer Trainee	Mechanical (Maint.)
8611	Abhijeet Kumar	Graduate Engineer Trainee	J C G Unit
8612	D Siva Ramakrishna	Graduate Engineer Apprentice	Mechanical (Maint.)
8613	M Satish	Graduate Engineer Apprentice	Instrumentation
8614	B Ramaprasadu Nayudi	Asst Engineer (Mech.)	Mechanical (Maint.)

# Repair Of Corrosion Affected Reinforced Concrete Structures



The process of formation of rust over the surface of reinforcing bar, resulting in the de-passivation of steel is known as "Corrosion."

Corrosion of reinforcing steel is one of the most important and prevalent mechanisms of deterioration in concrete structures.

**Corrosion process :** In order to understand the mechanism behind corrosion of reinforcing steel in concrete, one has to know about the chemical reactions involved in it.

In concrete, the presence of abundant amount of calcium hydroxide and relatively small amount of alkali elements, such as sodium and potassium, gives concrete a very high alkalinity with pH of 12 to 13. It is widely accepted that, at the early age of the concrete, this high alkalinity results in the transformation of a surface layer on the embedded steel to a tightly adhering film, that is comprised of an inner dense spinel phase in epitaxial orientation to the steel sub surface and an outer layer of ferric hydroxide. As long as this film is not disturbed, it will keep the steel passive and protected from corrosion.

When a concrete structure is often exposed to severe and very severe atmosphere, chloride ions from the environment will slowly penetrate into the concrete, mostly through the pores in the hydrated cement paste. The chloride ions will eventually reach the steel and then accumulate to beyond a certain concentration level, at which the protective film is destroyed and the steel begins to corrode, when oxygen and moisture are present in the steel concrete interface.

Once corrosion sets in on the reinforcing steel bars, it proceeds in electrochemical cells formed on the surface of the metal and the electrolyte or solution surrounding the metal. Each cell consists of a pair of electrodes (the anode and its counterpoint the cathode) on the surface of the metal, a return circuit, and an electrolyte. Basically, on a relatively anodic spot on the metal, the metal undergoes oxidation (ionisation), which is accompanied by production of electrons, and subsequent dissolution. These electrons move through a return circuit, which is a path in the metal itself to reach a relatively cathodic spot on the metal, where these electrons are consumed through reactions involving substances found in the electrolyte. In reinforced concrete, the anode and the cathode are located on the steel bars,

which also serve as the return circuits, with the surrounding concrete acting as the electrolyte.

## Corrosion - Structural Effects:

In the case of concrete structures the first direct effect of the reinforcement corrosion will be reduction of area of reinforcement due to corroding process. Iron oxide (Rust) in reinforced concrete structures and their effect induces internal stresses in the concrete, which may lead to cracking or even spalling of concrete.

## Induced Cracking of the Concrete

Corrosion also may reduce the steel elongation at maximum load, affecting the structure.

Accordingly, reduction of structural capacity of reinforced concrete elements affected by rebar corrosion is mainly due to the following three main phenomena, which are direct consequence of corrosion:

- Reduction of rebars section due to corrosion.
- Reduction of bond strength.
- Loss of concrete integrity due to cover cracking and spalling.

However corrosion of reinforcing steel can occur by two major factors. They include Carbonation & Chloride Contamination.

**Carbonation:** Carbonation is a process in which carbon dioxide from the atmosphere diffuses through the porous concrete and neutralizes the alkalinity of concrete. The carbonation process will reduce the pH to approximately 8 to 9 in which the passive film formed due to alkaline environment is no longer stable. With adequate supply of oxygen and moisture, corrosion will start. The penetration of concrete structures by carbonation is a slow process, the rate of which is determined by the rate at which carbon dioxide penetrates into the concrete. The rate of penetration primarily depends on the porosity and permeability of the concrete. It is rarely a problem on structures that are built with good quality concrete with adequate depth of cover for the reinforcing steel.

Cover to the reinforcement is most important to reduce carbonation and also to improve the life time of the structure.

**Chloride Contamination:** Chloride ions can enter into the concrete from the chloride containing admixtures that are used to accelerate curing or from seawater in marine environment. If the chlorides are present in sufficient quantity, they disrupt the passive film and subject reinforcing steel to corrosion. The levels of chloride required to initiate corrosion are extremely low. Field experience and research have shown that on existing structures subjected to chloride ions, a threshold concentration of about 0.026% (by weight of concrete) is sufficient to break down the passive film and subject the reinforcing steel to corrosion. This equals to 260-ppm chloride.

The removal of the passive film from reinforcing

steel leads to the corrosion process. Chloride ions within the concrete are usually not distributed uniformly. The steel areas exposed to higher concentrations of chlorides start to corrode, and breakdown of the oxide film eventually occurs. In other areas the steel remains passive.

The rate of carbonation in concrete is directly dependent on the water cement ratio of the concrete i.e., the higher the ratio the greater is the depth of carbonation in the concrete. Low water cement ratio reduces chloride contamination.

## Causes for failures:

The following are the major causes for failures of structures:

Structural deficiency due to defects in construction, use of inferior and substandard materials, poor workmanship, and negligence in quality control and supervision.

Damages caused due to fire, floods, earthquakes, etc.

Chemical deterioration and / due to marine environments

Damages caused due to abrasion, wear and tear impact, dampness, etc,

Movements of concrete caused due to settlements of foundation, thermal expansion etc.

## MATERIALS FOR REPAIR

The materials used for concert repair are generally cement based or Epoxy based. They are,

- Cement/Sand mortars
- Polymer Latex
- Epoxy Resins
- Polyester Resins

## STRUCTURAL REPAIR BASED ON EXTENT OF DAMAGE

The structural repairs to be carried out in corrosion affected reinforced concrete structures to enhance its service life can be classified as follows:

- Repairs to spallen concrete portions (steel and concrete)
  - Cement based repairs
  - Resin based repairs
- Large volume repair
  - Poured concrete
  - Prep laced concrete
- Sealing of cracks
  - Cracks with no further movements expected
  - Cracks with further movements expected
- Surface coatings
- Dry packing



# THE TECHIE POINT

**Repair of a severely corrosion damaged member, where cover\_Concrete has spalled and reinforcement (reduced in cross-sectional area) has been exposed.**

## Step 1

The repair process is started by cutting away all the loose and deteriorated concrete until the hard core is reached preferably behind the corroding reinforcement.

## Step 2

All exposed reinforcements must be thoroughly cleaned. Loose rust or any contamination is removed by sand blasting. Wire brushing by hand is not usually effective.

## Step 3

The portions of steel bars severely corroded require replacement. This is achieved by cutting away the corroded portions and replacing with new bars of the same type and size, either welded or tied to the existing bars.

## Step 4

After the corrosion affected bars are replaced in position, immediately a protective primer (Zinc, neat resin or any other suitable coating) is applied. The primer chosen should be such that it should have good adhesive strength and facilitate good adhesion to subsequent repair layers.

## Step 5

In order to build up the section, either cement based repair, or Resin based repair can be carried out.

**Typical repair procedure for corrosion damaged concrete**

**Cement based repairs:**

## Step 6

i) The slurry (bonding coat) is applied to all concrete surfaces to which bond is required and the patching mortar (readily available in pre-weighed packets) is applied, while the slurry is still tacky. (Care should be taken to wet the concrete surface before the application of the material but there must be no standing water left on the surfaces).

ii) After the prepared surfaces have been coated with bonding agent or a coating of neat cement slurry, the repair material consisting of 1:3(cement and sand) is applied in layers not exceeding 20mm thickness. Each layer is to be keyed to receive the succeeding layers. The outer layers of cement should not be thicker than the inner layers. This is required, in order to prevent failure due to shrinkage stresses.

It should be ensured that the cement-based materials used in repairs do not dry out quickly. The method in curing depends on the local conditions. Water soaked covers and curing membranes are common ways of protection.

**Resin based repairs**

## Step 7

As usual, the priming coat is applied over the prepared surfaces to protect the surfaces. The interval between coats should not be too long;

otherwise there will be bond failure.

Resin-based materials cure by exothermic chemical reaction immediately, when the constituents are mixed. It is essential that the materials should be well compacted to become impermeable, because they do not protect the steel by alkalinity.

**Large volume repair**

When a large volume of repair material is to be placed in members that have been extensively damaged, it becomes necessary to fix some kind of formwork and fill it with concrete or grout. The concrete is usually placed in conventional ways (poured concrete) or it may be formed by injecting grout into a mass of dry aggregate (under water work concrete).

**Poured Concrete**

Defective concrete is first removed and loose concrete is chipped away from the face and around the reinforcement. Additional reinforcement can be provided by securely fastening it to the existing bars. It is necessary to protect the reinforcement by applying coating in the form of corrosion inhibiting paint like cement based polymer slurry or a resin based slurry. The formwork is so designed that the concrete fills it completely without leaving any air pockets. The joints in the formwork are sealed completely to avoid any leakage. Depending on the thickness to be poured, an aggregate of maximum 20mm size (for thickness greater than 100mm) is adopted in the concrete mix, with suitable shrinkage compensating agent. In order to ensure good compaction of concrete, material vibration or external vibration using a mechanical hammer on the formwork can be imparted.

**Replaced Concrete**

The technique is best suited for certain types of repair, particularly in under water work. In this method the formwork is erected in the normal way but it is first filled with clean specified (depending on thickness) coarse aggregate. Later cement grout is pumped into the forms from bottom until all the voids are filled as the air or water is vented at the top. It is essential that the formwork is watertight and is designed to withstand the full hydrostatic head of grout. This method offers quality concrete without segregation with minimum during shrinkage. This disadvantage is that the injected cement paste is prone to bleeding.

**Sealing of Cracks**

Sealing of cracks by repair materials will be effective only when proper materials are injected. For this, the cause of crack has to be determined. If the cause of the crack is such that it is unlikely to recur, then it can be filled with a rigid material. But, if the crack is caused due to movement and that is likely to continue then any attempt to seal the crack against further movement may cause a new crack along the side of the old one.

Repair of cracks (where no further movement is expected)

Such cracks can be sealed to prevent moisture

penetration by simply brushing latex emulsion of low viscosity or cement paste containing fine quartz powder filler. The procedure for carrying out this type of repair is as follows:

## Step 1

The crack is thoroughly cleaned using compressed air.

## Step 2

Superficial seal is applied over the crack at the surface by using a fast setting polyester resin or a thermoplastic material into which injection nipples are fixed at intervals.

## Step 3

Injection is started at the lowest point and when resin reaches the next higher point, the injection gun is moved up to the next and the lower point is sealed. The process is continued until the whole crack gets sealed. The pressure used is carefully controlled to avoid bursting of the seal and concrete scale work.

Repair of Cracks (where further movement is expected)

When a crack is subjected to continuing movement, it is absolutely necessary to reduce the strain in it to a reasonable amount. This can be easily done by widening the crack at the surface and sealing it with an elastic material such as polysulphide rubber or a performed neoprene strip.

**Surface Coatings**

It is necessary after the completion of repair work, to treat both the repaired areas and the rest of the structure with some coatings, principally, to reduce the permeability of concrete, to moisture, carbon dioxide, and other aggressive agents. The coatings further can also give aesthetic looks to the structure by containing the patches, discolouration and stains and match colours and textures.

Several coatings are available in the market, which can be readily used on the repaired surfaces as per the instructions of the manufacturer. Siloxene based coatings prove to be effective.

**Dry packing**

Dry packing or plugging is the hand placement of a low w/c ratio mortar followed by ramming or tamping of mortar into place producing an intimate contact between new and existing work. The method is applicable to dormant cracks in a structure. Shrinkage is considerably reduced and it provides good strength and water tightness increasing the durability. Care is to be taken to use well-graded sand in the mortar mix.

Source:<http://civil-resources.blogspot.com/2010/06/repair-of-corrosion-affected-reinforced.html>

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# Merit

Certificate of Merit from M/s ITD Cementation India Ltd. for the service rendered by our company in the construction of Rs.408 Cr Sripadasagar Irrigation Project in AP. The company has praised "Birla A1" as a consistent and exceptional product.



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### Certificate of Merit

We hereby communicate our sincere Thanks and Appreciation to 'M/s Orient Cement' for the commendable service rendered to our organization, in the construction of our prestigious 408.00 Crore Sripadasagar Irrigation project, on river Godavari in Adilabad District of Andhra Pradesh. This is one of the prestigious projects for Govt. of Andhra Pradesh.

It is further stated that, for this project maximum concrete (around 90%) was produced from Birla A1 Premium Cement, which is the flagship Brand of M/s Orient Cement. We found this Brand exceptional in quality and consistency.

We once again thank everyone in 'Orient Cement' for their sincerity and commitment towards customer service, which was very instrumental in the progress of this project.

We look forward to associate with M/s Orient Cement and wish to patronize 'Birla A1 Premium Cement Brand' for our upcoming projects too.

  
(S.N. PATIL)  
SR. GENERAL MANAGER

