

OC Times

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

Contents

Page 2

Face to Face

Page 3-7

Brand in Hand-Crossing hands

Page 8

Team Triumph

Page 9-11

Devapur News

Page 12-13

Revels

Page 14

CSR

Page 15

Carmel Giri School

Page 16

Welcome, Soul Feast

Page 17

Fairer Side

Page 18

Cackle

Page 19

Wedding Bells

Page 20

Improving IQ

Page 21

Techie Point

Page 22

Case Studies

Page 23

The Book Worm Cafe

Page 24

Liesure

Volume III, Issue 1

Discipline Ensures Higher Productivity



It is said that road to Hell is paved with good intentions. It is not enough to have intentions to do good things. It is essential that our performance is consistent and replicable. Only then can we achieve good results that maximise productivity and ensure corporate profitability. The consistent adherence to parameters of performance across all sections are the basis of corporate governance. Employees of every department - Finance, HR, Manufacturing and Marketing - have to perform consistently. It is only when we can deliver the same output under every circumstance that the company gets on the path of profitability. Consistent quality is achieved only when we follow a standard process. This requires both self-discipline and also discipline in the work area, including the market. Discipline

ensures smooth operations that deliver consistent quality every time. A disciplined workforce delivers a double bonus to the company as it not only maximises productivity but also cuts down wasteful expenditure. Let us all collaborate to take Orient Cement to greater heights with our disciplined dedicated work ethics, on and off the work area.

-Keshav Sharma, AVP

Editorial



The new year has commenced on a positive note for us. The festivities in the countryside added sparkle to our celebration of enhancing positioning of the brand - Birla A1 cement. We have to thank the incessant efforts of our team that has tirelessly worked with all the stakeholders in the construction industry to heighten our brand presence for our cup of joy. This newsletter reflects the resilience of our company and the brand. The innovative strategies of our marketing and advertising departments have successfully impressed upon the buyers the values our brand reflects - quality and durability. Our teams are constantly reinventing themselves and working on new strategies to ensure maximum brand recall among all the stakeholders in the construction industry, including engineers, architects, developers and also masons. OC Times this season is here to narrate new stories and new experiences and to celebrate our achievements with zeal.

- Sushant

People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can't find them, make them.

-George Bernard Shaw

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



octimes@orientcement.in





Shri N.C. Gupta

Senior Vice President
(Commercial)

- Born on 23rd May, 1958 in UP
- Completed schooling from Kolkata
- Completed degree from Kolkata
- Fellow of Institute of Chartered Accountants of India

What interested you to take up Finance as a career?

In our family there are many who have become Chartered Accountants. Looking at them and the fact that they are all well off encouraged me to follow the same path. Further, the course itself is not expensive to pursue.

How did you enter the cement industry?

After qualifying as a Chartered Accountant I was fortunate to meet a very senior person of the Birla Group. It was he who encouraged me to join the cement industry.

What are the essentials of Financial Discipline?

Financial decisions are very cost sensitive. Cost reversal in the event of a wrong judgement is likely to cost the company heavily.

Financial discipline requires a high degree of mental firmness, a strong analytical and calculative frame of mind. You also require understanding the processes and so should be open to learning from other disciplines.

Foremost is faith in yourself.

What should every employee know about Financial Discipline?

Everyone is required to exercise some degree of financial discipline in his life. It is only the degree of applicability, which varies with the area of operations one is in. Even the housewives and children are required to practice financial discipline to some extent.

What are the cost centres in the company and which are the revenue centres?

I believe that the cost centres in the company are basically processes like the Limestone Mining and Crushing, Rawmeal Preparation, Clinkerisation, Cement

Grinding, Packing and Dispatch. However, for the sake of optimizing revenues, it is found to be beneficial to go by the variety of cement – OPC and PPC.

Is employee welfare a cost centre or an investment?

Employee welfare can never be considered a cost. It is in fact an investment, as its fruits accrue to the company in the long term.

What keeps you motivated to perform at peak level?

It is the desire to achieve happiness for self and for family members that continues to keep me motivated to perform at peak level.

How do you balance your professional and personal life?

I generally do not mix my professional and personal life. I even hesitate to carry professional matters home and vice versa.

Your message to employees and other managers?

Irrespective of one's area of working, one should try to understand some basics of Finance. These are not at all difficult to learn. Only some amount of common sense exercised for some period with a view to find some comfort in one's short term and long term financial requirement and commitments will set the learning process right. This will go a long way in providing comfort to one's own life as well as to the life of their family members.

What is your favorite book?

Corporate Chanakya by Radhakrishnan Pillai

- As told to the Editor



Brand in Hand

Crossing Hands



Birla A1 on Sky...

A brilliantly designed television spot with 3D graphics promoting Birla A1 Cement was aired on national satellite channels at prime time. It was for the first time that the brand was shown on the national channels, including Times Now, NDTV 24x7, Aaj Tak, Star News, TV9, T News and IBN-Lokmat channels, among others. The viewers and our associates appreciated the creative efforts that effectively showcased the values of our product.

Brand in Motion - Padayatra

The popular ritual of 12Km padyatra from workshop corner to Satya Ganapathi temple in Nanded provided us an opportunity to project Birla A1 brand prominently. Nanded team organized water distribution kiosks through the 12 km route of the 54th annual padyatra on the occasion of Sankasht Chaturthi. The padyatra had many prominent and renowned citizens participating in it.



Birla A1 sponsors Akhila Bharatiya Kavi Sammelan at Hyderabad Exhibition Grounds



Station Branding

Nanded is not only a major spiritual centre but also a major railway junction. It is the busiest railway station in Marathwada and is connected to all major cities like Delhi, Mumbai, Nagpur, Hyderabad, Bangalore and Pune, among others. Nanded is a major pilgrimage centre for Sikhs and throughout the year devotees throng the Gurudwara here.

For many years we have been leveraging its strategic location to effectively promote our brand among the large volume of travelers who pass through the important junction.

Our advertisements are placed at the busiest part of the station where it commands excellent attention.



Consumer Meets

In our ongoing promotional activity and in the course of extending our brand reach we conducted 15 consumer meets in and around Adilabad in the first half of the current calendar year. The emphasis at the meets was to strengthen the bond of 'Trust' with our existing customers and attract new customers by gaining their confidence with the same goodwill. The customer meets were organized at locations selected strategically to maximize the reach.

Important personalities like Sarpanch, Gram Sevaks and local heads, among others, were the main invitees.

The consumer meets helped us successfully

communicate the message of our high quality to our end users and opinion leaders. Our technical managers could convince the audience about the product quality, its strength and durability. These meets, conducted by the local managers, helped reiterate Birla A1 as a premium quality product among the consumers. Our technical teams also disseminated information on different types of cement and the do's and don'ts to be followed during construction. The audience actively participated in the meets and got their doubts clarified. They were happy with the company's initiative in dissemination of technical knowledge at the sessions.

Consumer Meets Diary

- 08.01.11 Adilabad
- 22.01.11 Asifabad
- 27.01.11 Bhainsa
- 05.02.11 Mancherial
- 07.02.11 Kagaz Nagar
- 15.02.11 Nirmal
- 15.03.11 Khanapur
- 16.04.11 Mancherial
- 18.04.11 CCC
- 26.04.11 Adilabad
- 29.04.11 Mancherial
- 18.05.11 Adilabad
- 24.05.11 Utnoor
- 24.05.11 Kallur
- 31.05.11 Kallur



Bhainsa



Adilabad



Nirmal



Khanapur



Adilabad



Utnoor



Kallur

New Depot at Pusad (Nanded Region)



Orient Cement team, keeping with its commitment to the customers, opened a new depot at Pusad (Yavatmal district) on the auspicious Gudipadwa day on April 4, 2011. The depot was inaugurated by DGM Marketing, Shri Pramod M Patni. He observed that the new depot will strengthen our distribution capabilities in the area and help in better market penetration in the region.

Retailer Meet

Kalyan Depot organized Retailers Meet at Ulhasnagar on June 25, 2011 and at Vasai on June 29, 2011. The meet aimed at improving market penetration in Thane district which is mainly covered by manufacturers in Gujarat and Rajasthan. The retailers were convinced with the Birla A1 brand strength and evinced keen interest in becoming stockists of our brand. The schemes for retailers and willingness to do fragmented instant small deliveries went down well with the retailers.



Stockists' Meet Jalgaon



Orient Cements organized a get together for the stockists' family at Hotel Maitreya in Jalgaon. The meet, presided over by Senior General Manager Marketing Shri Sanjay Siriah, saw a number of prominent stockists participate along with their families. The meet went down exceedingly well with the participants who enjoyed every moment of it. The official welcome address by P Kishore and technical session by Sachin Sakharkar was well received. Shri Sanjay Siriah addressed the gathering and elucidated on the CK Birla Group of Industries, capacity expansion, growth, its network, market share and about the importance of the stockists in positioning of the brand - Birla A1.

Architects & Engineers Meet Adilabad - 26th April 2011



Architects Meet

Orient Cement, Karimnagar Depot, organized "Architects and Engineers Meet" for the Architects and Engineers of Karimnagar and Godavarikhani areas on February 23, 2011 at Hotel Comfort Inn-Swetha, Karimnagar. Senior Manager Marketing Mr Anil Kumar Soma explained the values of the brand Birla A1 and the initiatives taken by the company to ensure smooth supply. ASM Mr Srinivas Rao welcomed the gathering. Deputy General Manager (Technical Service) Mr. AVSN Panthullu spoke about the technical parameters of cement and highlighted the qualities of Birla A1 that made it the most-sought-after brand in the region.

This session was very well received and appreciated by Architects and Engineers. Vote of Thanks was proposed by Assistant Manager (Technical) Mr R Ramesh .

Sri Rama Navami Adilabad



Team Triumph

Sales Review & Goal Setting Conference

Team Vidarbha & Marathwada



The Management of Orient Cement conducted Sales Review and Goal Setting Meets for various Marketing Teams across Telangana, Marathwada & Vidharba and Khandesh.

The review meet for Telangana was held on March 24th, at Hotel Green Park, Hyderabad.

The meet for teams from Marathwada and Vidharba was held at Katriya Hotel and Towers, Hyderabad on May 2nd and 3rd.

The review of performance of teams from Khandesh was also held at Katriya Hotel and Towers, Hyderabad on May 24th and 25th.

The Sales Teams from all the regions gave presentations on the last year's performance. The Management reviewed the past performance and took note of the prevailing circumstances of different regions while setting the goals and 'Action-Plan' for the Financial Year 2011-12.

The teams that achieved their targets and successfully promoted the brand were lauded.

Team Khandesh



Devapur News



CC Road Completed

The CC road taken up in Devapur Village, Kasipet Mandal, in December 2010 was completed at a cost of Rs 15.75 lakh in January.

The Management of Orient Cement has taken up the laying of one km road as a part of its CSR activities.

Phase-II Water Reservoir Inauguration

Excavation for Phase II Water Reservoir began in Devapur Limestone Mines with a puja on March 9, 2011. The puja for the beginning of 7th Bench excavation was done by President (Works) Shri P K Tripathy, Vice President (Engineering) Shri B D Panjabi and other Officers and mines staff. The Water Reservoir Phase-II will have storage capacity of 16.35 lac cum. For that 11.11 million tonnes of limestone is to be excavated. The targeted date of completion of excavation is March 31, 2014. This Reservoir will meet the water requirement for all the three cement plants and power plant.



Andhra Bank ATM Inaugurated

Senior Vice President (Commercial) Sri N C Gupta inaugurated Andhra Bank's ATM in Devapur on January 19. Zonal Chief Manager of Andhra Bank Mr M Madanmohan, who attended the function, praised the contribution of Orient Cement to the development of the remote village Devapur. Sri Gupta, further elaborated that the presence of Orient Cement has changed the landscape of Devapur village.

Eagles In A Storm

Did you know that an eagle knows when a storm is approaching long before it breaks?

The eagle will fly to some high spot and wait for the winds to come. When the storm hits, it sets its wings so that the wind will pick it up and lift it above the storm. While the storm rages below, the eagle is soaring above it.

The eagle does not escape the storm. It simply uses the storm to lift it higher. It rises on the winds that bring the storm.

When the storms of life come upon us - and all of us experience them - we can rise above them by setting our minds and our belief in God. The storms do not have to overcome us. We can allow God's power to lift us above them.

God enables us to ride the winds of the storm that bring sickness, tragedy, failure and disappointment in our lives. We can soar far above them.

Remember, it is not the burdens of life that weigh us down but how we handle them.

- Avtaar Singh Bhogal

Orient Cement to host Mines Safety Week

Annual Mines Safety Week is conducted under the aegis of Director General of Mines Safety. This year Orient Cement Devapur has the opportunity to conduct the activity across the State. The Safety Week, from November 21st to 27th this year, would conclude with a prize distribution ceremony at Devapur. A first General Body meeting was conducted in Hyderabad on July 04, 2011, chaired by Mr. P K Tripathy, President (Works). Mr. Tripathy emphasized on the importance of the safety in the mining activity, training and workers' participation.



(from left) NP Sahare, President (Works) PK Tripathy, DMS S.Krishnamurthy, DMS Ranganatheswar Rao, Unit Head CCI-Tandur VK Pandey, Mines Agent KS Rao



The monthly gate meetings on Safety & Environment are being conducted near the Administrative Building regularly on the first of every month, since January 1st, 2011, to address the issues related to Safety and Environment. Six Gate meetings on Safety and Environment have been conducted so far to have a better clarity, control and openness on Safety & Environment operations in the plant.

At the Gate Meetings, a senior employee hoists the Safety Flag and another senior employee administers the Safety Oath in Telugu, and Hindi. After Assistant Manager (Safety) Mr. P. Ganesh reads out the monthly report on safety, the department with Zero Accidents gets a round of applause. Deputy Manager (Environment and Process) Mr. D.P. Sharma submits a report on environment and Assistant General Manager (HR) Mr. K.V. Subba Rao talks about the training programs taken up on safety apart from listing out the suggestions made by employees on safety under the "Manchi Alochana Manchi Bahumati" scheme. President (Works) Shri P K Tripathy exhorts the employees to follow safety measures diligently and hands over cash awards for the best employee suggestion received in the preceding month.

Safety

40th National Safety Day Celebrations

40th National Safety Week Celebrations were held from February 26 to March 4, 2011. Banners promoting safety were prominently displayed and all employees and contract workmen wore safety badges. Safety training program was conducted for children at the Carmel School, Zilla Praja Parishad School and Girls Ashram High School. Some 1400 children participated in this awareness program.

On the occasion of 40th National Safety Day, our company has celebrated a number of programs, including:

A Safety Rally in the township, safety movie shows organized for school children and an Awareness program on usage of Fire Extinguishers, organized by Shri P K Mallick at our Training Centre.

On the Safety Day, the Flag was hoisted by President (Works) Shri. P.K.Tripathy. Safety Oath was taken by all the Employees and contract workmen in Regional and National languages. Tree plantation program was also taken up where 25 saplings were planted by the senior executives of the Company.



Winners of the Safety Competitions were awarded First and Second Prizes in each category. Entries of the winners of various competitions were forwarded to National Safety Council, AP Chapter, for State Level Competitions. The Safety Department has also organized a Quiz Competition on Safety for the contract workmen. The prizes for winners were distributed on the spot.

WINNERS OF SAFETY SLOGANS - EMPLOYEES CATEGORY			
Prize	Slogan	Winner	Department
First	శ్రమించి పని చేయి దేశం కోసం భద్రతగా వచ్చేయి కుటుంబం కోసం	P.Madhusudhan Rao	Workshop
Second	నిరంతరం భద్రతను పాటించటమే మనం మన సంస్థకు, కుటుంబానికి ఇచ్చే వరాలు	B.VBrahmachary	Stores
First	जो बचाए अपना अंग, सारी खुशिया उसके संग	Ashwani Kumar Soni	Process
Second	पेड लगाओ, जीवन बचाओ, इस धरा को स्वर्ग बनाओ	Vinay S Chitale	Mines
First	Accident bleeds life, but safety breeds life	A.N.Murthy	Personnel &Admin
Second	Be a safety hero, score an accident zero	J.B.H Prasad	Laboratory
WINNERS OF SAFETY SLOGANS - HOUSEWIVES CATEGORY			
Prize	Slogan	Winner	W/o
First	నిద్రపోతూ కలలు కనకు జీవితం సుందరమని భద్రత పాటిస్తూ కలలు కంటే జీవితం సుందరంగా ఉంటుంది	Mrs.B.L.Prasanna Kumari	B.V.B.Chary
Second	బాధ్యత లేని జీవితము భద్రత లేని కుటుంబం	Mrs.P.Padma	P.Madhusudhan Rao
First	हजारों फूल कम है, एक दुल्हन सजाने के लिए एक दुर्घटना ही काफी है, जिंदगी भर रुलाने के लिए	Mrs.Manisha Palod	S.K.Palod
Second	सुरक्षा का वरदान, चिर आयु इन्सान	Mrs.Vanashree V Chitale	Vinay S Chitale
First	Safety is a state of mind, Accidents are absence of mind	Mrs.Vanashree V Chitale	Vinay S Chitale
Second	Keep safety to the dream of thy life	Mrs.B.L.Prasanna Kumari	B.V.B.Chary

The Festival of Colours

The festival of colours – Holi – turned the township colourful as all the employees and staff participated in the celebrations. The Holi Dahan on the previous night was organized at the Football Ground. On the day of Holi, the revelers took out a procession from the Bachelor's Hostel to B-1 Bungalow sprinkling colours on each other and other residents. All the employees, executives and their families, including Shri P K Tripathy and Baldev Punjabi, participated in the revelry.





Rangoli Contest

The new year started off on a colourful note with a Rangoli competition on the occasion of Sankranti at the Community Hall for the housewives and children of the colony area. Of the 32 housewives and 82 children who participated, Smt P Padma, w/o Mr P Madhusudhan got the First prize and Smt V Swarna d/o Mr V Shankar got the Second prize and Smt G Divya d/o G Malla Reddy got the Third prize. Ms S Swapna d/o Mr G Sridhar and Ms Ananda Somal d/o Mr Anirudh got consolation prizes. Among the children, Kum Ch Pavani d/o Mr Appa Rao got the First prize, Kum S Rajitha d/o Mr R Sathi Reddy got the Second prize and Kum Kavyasri d/o Mr G Malla Reddy got the Third prize. Kum Pushpa Latha d/o. Mr.A. Chandraiah, and Kum. T.Sravthi d/o. Mr. T. Gangaram got consolation prizes.

The kite flying competition organized by the Ladies Club on the occasion of Sankranti at the Football Grounds saw Smt and Sri K Vijay Gopal win the First prize and Smt and Sri Ch V Raghava Rao win the Second Prize.



Republic Day

President (Works) Shri P K Tripathy hoisted the National Flag on the occasion of the 62nd Republic Day at the Football Grounds. The School Band gave the beat to the Parade, acrobatic feats and drill by the primary and high school students of Carmel Giri Convent High School.

Smt and Shri PK Tripathy felicitated 116 employees who completed 25 years of service with the Orient Cement Company with a silver medal, shawl and a certificate. Shri Tripathy also gave away Kaizen awards to 58 employees in recognition of their efforts in Kaizen work done in their departments.



Manchi Alochana - Manchi Bahumathi Yojana

To encourage participation from the employees in the affairs of the company, the Management of the Orient Cement introduced a feedback system – Manchi Alochana – Manchi Bahumathi Yojana, introduced on March 1. It gives an opportunity to all levels of employees to contribute new ideas for improving company's efficiency, reduction of wastage, enhancing the productivity and getting them implemented for achieving business excellence. The persons whose ideas have been accepted are: B.Pawan Kumar (8637), Dy. Manager (Mech.); S.Srinivas (8449), Officer (Process) Production; Fared Meer (8417), Sr. Mason Civil Engg; T.S. Gupte (8497), Dy. GM (Prodn.) Production.



Safe Drinking Water

The company has started supplying purified drinking water to the residents of the Colony area and has installed a Reverse Osmosis based water purification plant on May 18



World Environment Day

Saplings were planted on the Factory premises to mark the World Environment Day on June 5 by President (Works) Shri PK Tripathy, Vice President (Engg) Shri Baldev Punjabi and Senior General Manager (PD) Shri C Manohar.



CSR Health Awareness Camps

As part of Corporate Social Responsibility the company is organizing weekly Health Awareness camps in villages near Devapur. The first camp was held on February 3, and will be held every Thursday. The camp was organized by Medical Officer of our Occupational Health Centre Dr.Shakunthala, Welfare Officer Mr K Tirupathi in association with the members of our Ladies Club. Sarpanch of Devapur Grampanchayat Smt Madavi Vijay Laxmi has been helping us in organizing the health awareness camps.



Drinking Water at Mancherial Rly Station

With the advent of summer, our company sponsored a drinking water stall at the Mancherial Railway Station, to quench the thirst of the passengers.

Annual Sports Meet

The students of all classes participated with enthusiasm and gusto in the Annual Sports Meet of the Carmel Giri Convent High School, Devapur, which was conducted on January 12, 2011.

Picnic

Students accompanied by their teachers had days of fun and frolic at the picnics held for children from primary and high school at the School Park. The picnics held from January 27th to 29th ensured that the children had a whale of a time away from the toil of books and curriculum.

School Band

The School Band team, ably supported by the spectacular display by the agile and nimble students of the High School, at the District Cultural Meet in Mancherla on February 12th, 2011 earned much praise and accolades from the District Collector and other audience.

Academic Performance

A total of 121 candidates appeared for the SSC Exams during March, 2011 for the academic year 2010-11. Out of them, 114 students passed and two students secured A1 Grade (above 550 Marks) and 24 students obtained A2 Grade (500 marks). The average pass percentage is 94 per cent.



The Top Scorers



S. Ramya

D/o. Mr. S. Kista Swamy,
X (E.M) Marks scored: 557/600



P. Swetha

D/o.Mr. P. Damodar,
X (T.M) Marks scored: 554/600



K. Sai Teja

S/o. Mr. K. Sudhakar Reddy,
X (E.M) Marks scored: 555/600

Well done, dear ones!

Keep up the good work. Hearty congratulations for your achievement

Welcome Aboard

ST No	Employee Name	Designation	Department
8615	P Sandesh	Graduate Engineer Trainee	Mechanical (Maint.)
8622	Raj Kumar Shahi	Sr Engineer (Mech)	J C G Unit
8625	Akhilesh P. Srivastava	Management Trainee	J C G Unit
8623	Nirmal Bharatbhai Bhatt	Asst Manager (Process)	J C G Unit
8616	S Kumar Varma Mudunuri	Sr Officer (Mrkt Research)	Sales
8624	Vishal Ramesh Dhoke	Jr Engineer (Mech)	J C G Unit
8617	Suryakanth Khandelwal	Area Sales Manager	Sales
8618	Deshpande Kanak Ramesh	Sr Sales Officer	Sales
8619	Moon Sandesh Meghraj	Sr Sales Officer	Sales
8621	M Srinivasa Rao	Sr Engineer (Mech)	Mechanical (Maint.)
8620	M Rajender Reddy	Sr Sales Officer	Sales
8626	Mahesh A Nandurkar	Sr Sales Officer	Sales
8632	Kapil Narendra Chaudhari	Trainee	J C G Unit
8627	V D S Nandamuri	Sr Sales Officer	Sales
8628	Dheeraj Adepu	Sr Sales Officer	Sales
8629	Ravi Ranjan Prakash	Graduate Engineer Trainee	Mechanical (Maint.)
8631	B Bharat Reddy	Sr Sales Officer	JCGU Sales
8633	E Thirupathi	Trainee (Process)	Production
8532	K Srinivas	Trainee Jr Officer (qc)	Laboratory
8634	Tarun R Pal	Sr Sales Officer	JCGU Sales
8635	D Ravinder	Trainee (Process)	Production
8637	B Pavan Kumar	Dy Manager(Mech)	Mechanical (Maint.)
8636	V Pavan Kumar	Trainee (Process)	Production
8638	Atul Kumar Dixit	Dy Manager(Mech)	J C G Unit
8639	E Satyanarayana	Sr Officer(Process)	Production
8674	Brijesh Kumar Rai	Management Trainee	Sales
8640	B Sasidhar	Jr Engineer (Chem)	Production
8641	Prasad B Kulkarni	Sr Area Sales Manager	Sales
8642	Jai Prakash Chauhan	Asst Manager(Mech)	Mechanical (Maint.)
8643	Saket Deepak Tidke	Sr Sales Officer	JCGU Sales
8648	K Srihari	Asst Officer(HR)	Personnel
8647	Oslin Sarma	Sr Area Sales Manager	Sales
8329	B Prasad	Jr Officer	Hyd - Proj Office
8190	G Ganesh Kumar	Trainee	Time Office
8665	Chaudhari Amol Vilas	Trainee	J C G Unit
8656	T Mahesh Kumar	Graduate Engineer Trainee	Power Plant
8657	P Rajendar	Trainee (Process)	Production
8658	B Ramesh Babu	Asst Manager (Tech.Services)	Sales
8659	Sunil Rattawa	Asst Vice President (Oper)	Technical
8660	J Pradeep	Sr Engineer (Mines)	Mines
8662	E Arun Kumar	Graduate Engineer Trainee	Mechanical (Maint.)
8663	K Ravinder	Graduate Engineer Trainee	Mechanical (Maint.)
8664	Girish Agarwal	Management Trainee	Sales
8666	Shiv Prakash Nema	Joint Vice President-JCGN	J C G Unit
8667	G Avinash Goud	Asst Manager (Tech.Serv)	Sales
8669	B Rama Rao	Manager - Mechanical	Mechanical (Maint.)
8668	Sandeep S Lakka	Sr Sales Officer	Sales
8671	Basawaraj Hiremath	Engineer - Civil	Karnataka Project
8670	Bhushan Digambar Kurve	Management Trainee	Sales
8672	M Thirumala Chary	Sr Engineer - Civil	Civil
8673	Stkks Venkateswarlu	Officer (Geology)	Karnataka Project
8675	Parashuram A Banne	Graduate Engineer Trainee	Karnataka Project
8678	B Kasieswarudu	Graduate Engineer Trainee	Electrical
8679	Bisen Vikram Singh	Management Trainee	Sales
8680	Debasish Mitra	Graduate Engineer Trainee	Electrical
8681	M Naga Lakshman Rao	Graduate Engineer Trainee	Electrical
8682	M Phanindra Kumar Raju	Sr Sales Officer	Sales
8683	S Sambhu Prakash	Graduate Engineer Trainee	Mechanical (Maint.)
8684	C Karthik Kumar	Graduate Engineer Trainee	Mechanical (Maint.)
8685	P Vijaya Sai Teja	Graduate Engineer Trainee	Mechanical (Maint.)

Dissatisfaction Leads to Progress

The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man.

The unreasonable man is the one who thinks of how to make things different, explained famous English writer and critic George Bernard Shaw. Just imagine, if Thomas Alva Edison was content with candles for lighting and did not invent the electric bulb, would we have been able to enjoy the artificial lighting? Would we have been able to read/ work in the night? Simply put, if our ancestors were satisfied with hunting and eating raw meat and fruits, we would not have to do cooking today. Because someone felt that cooking was a better option than eating raw, that progress has happened. Similarly if no one had invented the wheel, we would still be carrying loads on our back and not have the speedsters on the road. In fact wheel is the key to all operations we see today.

The unreasonable man could not have changed the world if he had stayed content only talking about it. He took steps to change the world to suit his own thinking, maybe sometimes it may end in disasters, but it also is true of every progress.

-Sushant

Young Achiever



Ankit Bagaria

S/o Alok Bagaria,
A.G.M. (Prodn.), JGU, scored 95 % in 10th Std. (CBSE 2011). As he aspires to become an engineer, he has travelled to Kota in Rajasthan to prepare for IIT-JEE.

We wish him all the best.

-Editor

The Fairer Side



District-level Cultural Competitions: The members of the Ladies Club won laurels at the District-level Competitions of Dance, Fancy Dress and Elecution, held at Mancherial on February 12 and 13 by District Cultural Federation. President (Works) Shri PK Tripathy and his wife were felicitated at the program as the Best Industrialist. Mr DP Sharma of the Safety and Environment Department was felicitated for his social work. Mr K Venkateshwar Rao of Stores Department and Mr R Vljayan of the Carmel Convent High School were felicitated for their contribution in the field of cultural activities.

Toppers Felicitated: The Ladies Club felicitated Miss Jyothi Sharma d/o Ram Kumar Sharma (Maharaj), and her parents, for scoring 444/500 in intermediate examination. President of Ladies Club Smt Arathi Tripathy gave away a cash prize of Rs 2100 to Jyothi for her academic excellence.



Shata Chandi Yaga

A three-day Shatha Chandi Yaga was organized on the premises of the Orient Cements Factory on a massive scale at a specially prepared yagashala. The ritual, conducted under the supervision of Veda Pandit Yagnacharya Sri Doddila Manohara Sharma Avadhanulu, prayed for overall development of the factory and universal peace. Smt Arathi Tripathy and Shri P.K.Tripathy, Smt Annapurna and Sri Raman Murthy, Smt Kiran Saran and Sri Rakesh Sharan participated in the Yagnam.



Earth Hour

All the lights were switched off and a candle-light rally taken out at 8:30 p.m. on March 26 to mark the World Earth Hour. A program was conducted at the Community Hall to mark the importance of Earth Hour and to conserve energy. President (Works) Shri. P.K. Tripathy, Senior Vice President (Commercial) Shri N C Gupta, Vice President (Engg) Shri Baldev Punjabi, senior executives, officers, members of Ladies Club and other family members participated.



Annual Games & Sports Meet

Through the winter months, from December 5, 2010 to February 6, 2011, sports and games were conducted for executives, staff and employees and their children. On May 4th, President (Works) Shri PK Tripathi gave away the prizes to the winners and runners-up of sports and games. VP (Engg) Shri. Baldev Punjabi and Chairman of Sports Committee Sri G P Yadav, also participated and gave away the prizes.

Blood Donation Camp

A blood donation camp was organized by the Red Cross Society, Mancherial branch, at Occupational Health Centre, Devapur on June 4. Over 50 members, including three women, donated blood at the camp inaugurated by President (Works) Shri P K Tripathy. The camp was organised by Dr.B.Rama Rao, Dr.Rajendera Pasad and Dr (Smt.)Shankunthala.



“విజ్ఞత గలవ్యక్తి వివాదాలకు దూరం”
 “జీవితంలో ఏలక్ష్యం లేని వ్యక్తి అందరిలో పేదవాడు”

“పరోపకారం”

“పరోపకారాయ ఫలంతి వృక్షాః
 పరోపకారాయ వహంతి నద్యః
 పరోపకారాయ దుహంతి గావః
 పరోపకారాయర్థమిదం శరీరం”

తా|| వృక్షాలు ఫలాలను, నదులు జలాలను, గోవులు క్షీరాన్ని
 అందిస్తున్నాయి. పరోపకారమనే ప్రకృతి ధర్మానికి తన శరీరమును
 అంకితం చేసి మానవుడు జన్మను సార్థకం చేసుకోవాలి.

“నేటి విద్య తెలివితేటలనే పెంచు
 కొంచెమైన గుణము పెంచబోదు
 కోటి విద్యలుండి గుణము లేకున్నచో
 అట్టి విద్య కన్న ముట్టి మిన్న”

M.Prakash, Patel, Electrical Dept., Works

Attitude

It is our own mental attitude which makes the world what it is for us. Our thoughts make things beautiful, our thoughts make things ugly. The whole world is in our own minds. Learn to see things in the proper light. First, believe in this world, that's all.

- Swami Vivekananda

Compiled by B Sraavan Kumar,
 EDP Dept, Devapur

- M Priyanka

Fill the Day With Love

Start the day with love
 Fill the day with love
 Spend the day with love
 End the day with love
 One minute of smiling
 Makes many friends
 One minute of anger
 Makes many enemies
 So enjoy your life
 With a cute smile always

- M Sudhamayi w/o Prakash Patel

Life Is A Dance For You To Dance

Life is everywhere
 Life is a challenge
 Life is a gift
 Life is a chance
 Life is a tragedy
 Life is lonely
 Life is a pain
 Life is full of frustration
 Life is a mystery
 Life is love
 Life is made of hurt
 Life is not a bed of roses
 Life is a dance for you to dance
 Life is every state of mind
 What's life!
 Life is a puzzle, solve it
 Life is full of unexpected
 Life is unexplainable

Did you know?

- If a statue of a person in the park on a horse has both front legs in the air, the person died in battle.
- If the horse has one front leg in the air, the person died as a result of wounds received in battle.
- If the horse has all four legs on the ground, the person died of natural causes.
- Mao Zedong of China never brushed his teeth in his lifetime.
- When Elizabeth-I of Russia died in 1762, there were 15,000 dresses in her closets.
- During World War II, the Japanese used shark liver oil in the engines of their fighter planes.
- J. P. Blanchard, a Frenchman, is credited with having been the first person to use a parachute. In 1785, from a balloon high in the air, he dropped a dog in a basket to which a parachute was attached. Blanchard also claimed to have descended from a balloon in a parachute in 1793.
- Letters 'a', 'b', 'c' & 'd' do not appear anywhere in the spellings of 1 to 99 (Letter 'd' comes for the first time in Hundred)
- Letters 'a', 'b' & 'c' do not appear anywhere in the spellings of 1 to 999 (Letter 'a' comes for the first time in Thousand)
- Letters 'b' & 'c' donot appear anywhere in the spellings of 1 to 999,999,999 (Letter 'b' only comes for the first time in Billion)
- Letter 'c' does not appear anywhere in the spellings of entire English counting

- Lalit Pailani

Wedding Bells

Prudynath
got married to
Chi.Sow Pallavi
on 10-06-2011



Chi.S. Rohan Ram,
S/o. Smt. & Sri. S.Ragu Ram
Sr. Manager (Process)
of Production Dept.
got Married to
Chi. Sow. Aparna
on 7th March, 2011.

Ganesh
got married to
Chi.Sow Lavanya
on 21-03-2011



Kiran
got married to
Chi.Sow Sobhana
on 28-02-2011

*OC Times Wishes
The Couples
A Happy
Married Life.*

- Editor

Improving



Those of you who know that intelligence is not just one ability but an aggregate of many abilities have a reason to be optimistic. There is always a hope that one can improve some of his abilities and thereby achieve better IQ grades. Intelligence is something with which we have been programmed at the time of our birth. Intelligence is like a seed. The seed will determine the quality of the plant, its height, strength, its flowers and fruits. However, the seed can become that plant (or a tree) only if it is nurtured by its environment. No matter how fine a seed you may have, unless it gets good nourishment in the form of good soil, sunlight, minerals, water, etc., it will not result in the best of its quality in terms of its size or its yield of flowers or fruits. On the other hand, even if the quality of the seed is just average and it gets optimal environmental support, the resultant plant may be more productive compared to the better quality seed not nurtured properly. This precisely is the case with intelligence.

Your friend may be more intelligent than you. But you have no reason to feel depressed about your own self. A little insight into the whole process and some effort on your part can easily bring you on par with him. Obviously you will ask, how? "How do I improve my results or outcome and make it on par with those who have inherited better capacity than me?" the answer is simple: enrich your environment.

Recent psychological research shows that one can improve his IQ by enriching his environment. Anyone who wants to improve his measured

intelligence or IQ can do it without spending much. Talk to people who interest you, listen to them, try to analyze and understand them; see their positive aspects and try to gain from them. Surprisingly, you learn a great deal, lot more with such interactions than from reading volumes of books.

Your friends, books, TV programs that you see, and the kind of people you interact with, constitute your environment. Reading more books and articles is good but not just sufficient for growth. One must expose himself to various kinds of people and situations. Any association should add to your intellectual growth. One always grows with continuous interaction with his environment. That is why your environment should be carefully organized in tune with your goals. If you are poor in a particular language, expose yourself more to people who speak that language. If you are not able to solve arithmetic problems with ease, do more practice with such problems. Remember failure is the first step towards success. Practice makes a man perfect. The most successful people in the world are mostly of the same intelligence as you - it is just that they practice more and work harder for their goals.

Having a healthy, intellectual and an enlivening environment can go a great way to imbibe a higher degree of intelligence in most of us and help us feel stronger in many ways leading to higher success and consistent happiness.

- Keshav Sharma
AVP Marketing

Soundless Ventilation System

We all are aware of the importance of a properly designed ventilation system to improve the quality of indoor environment. However, the noise factor dissuades us from setting it up.

We are willing to bear the stuffy, humid and smelly interiors of our homes than install a ventilation system. To help combat the noise problems, we turn to acoustic ventilation. This process helps us bring fresh air into our homes, remove pollutants and control humidity levels, all while it is invisible to the ears, eyes, nose and touch. We shouldn't feel air from ventilation systems creating drafts. It shouldn't blow papers off the desk or billow the drapes. We shouldn't be able to smell exhaust fumes or outside odors. And we shouldn't be able to hear the fresh air being distributed through our homes while the stale air is being removed. To understand why ventilation systems tend to create noise and how we can control it, we must first understand how sound travels and what sound control technologies are available.

The sound is generated when an object moves creating vibration in the air around it. This vibration forces air particles in the surrounding area to move away from the source of the vibration. These air particles, in turn, travel in the form of sound waves. When they reach your ear, they transfer the initial vibration to your eardrums, which the mind translates into sound. Everything from the size and shape to the speed of the waves determines how they will sound when they reach our ears.

In order to control sounds, we must slow down or block the sound waves as they travel through the air, before they can reach our ears. We can either trap the sound waves in the ventilation shafts using absorbent insulation or reduce noise levels by controlling vibration from the equipment we use. The biggest secret to noise control, however, is to reduce the need for it in the first place.

There are three major ways that ventilation systems create noise. First, the fans and other mechanical equipment can create vibration and noise as they operate. Second, air moving through duct work creates noise and vibration. Third, for ventilation systems to bring fresh air into the home, there must be air intake grilles on the home's exterior. These grilles not only bring in air, but also noise from the outside, including traffic and pedestrian noises, wind and background noise. We can use more tightly constructed fans to minimize rattling and vibrations that create sound. The ventilation shafts can be lined with sound absorbent material to control the noise of the passing air apart from using the largest duct that can fit into the available space to slow down the airflow, further reducing noise. Use sound dampers on grilles at the fresh air intake units.

Ventilation systems require very little actual maintenance, but you can prolong the life of your equipment and protect your investment by cleaning fan blades, cabinets and intake grilles semi-annually.

Transparent Cement

The Italian Pavilion at last year's Expo in Shanghai is the only building constructed with 'transparent' cement to date.

A team of architects have created a 'transparent cement' that lets light pour into a room so that the walls look like giant windows. The material, called 'i.light', has dozens of tiny holes in it which lets light through without compromising the structural integrity. Up close, the 2-3 mm gaps make a startling pattern and from certain angles or at a distance appear exactly the same as normal concrete.

- Bharat Reddy



Life's Roller Coaster - By Sanjay Siriah

Life is full of ups and downs. It is how you learn and get up when you are down that differentiates you from the weak. Right from Henry Ford, Bill Gates, Walt Disney, Soichiro Honda to Phaneesh Murthy, Nitish Kumar, Priyanka Chopra and Sourav Ganguly they have all been there and done that. It is not about their success that we are talking, but about the sledgehammer called failure that more or less trashed them before they picked up the pieces and rebuilt themselves to be what they are – role models of success.

We are presenting a series of tales of success, albeit with a difference. Each of these people will talk about their failures and what they learnt from it and how it helped them become successful. The time-worn truism that failure is a stepping stone to success is true only when we are willing to learn from failure. Previous victories may encourage you to tread the beaten path. The value of learning from previous mistakes, on the other hand, lies in not repeating them, and finding new ways of making things work. Read on.

Captain GR Gopinath, Founder, Deccan Aviation and Deccan 360

"You are not a failure as long as you are trying"

When I failed:

It was 2008. Air Deccan had become a Rs 2,000-crore company with 3,500 employees and a market capitalisation of \$1.1 billion. With Air Deccan big and stable, I began incubating Deccan Express Logistics, a door-to-door multimodal air and ground logistics company. I decided to bring in a strategic investor and raise some capital. Investors and bankers lined up. I was on cloud nine.

Two of my earlier investors gave me a few million dollars. I returned the money, partly out of arrogance, partly out of my optimism and stupidity. I thought they were not recognising my contribution and being unfair to me. Then global markets crashed. The radiant cloud I was sailing on evaporated and I realised I had no parachute. Investors, credit lines dried up. With 150 staff and advance payments made for aircraft, cash was being burned. Call it hubris but we kept chasing more private equity players.

What I learnt:

When you are successful you become arrogant and complacency sets in. When you are knocked down you realise that humility is important. I also learnt that you are not a failure until you quit. I learnt to be optimistic through difficult times. You have to push yourself to act and not despair. It is difficult to take decisions but indecision is worse. You need to listen to people and hear their views but there is a time when you go with your intuition and take the tough decisions.

How it helped me succeed:

I realised if I did not act with speed, we would come to grief. I took drastic decisions. I re-jigged the entire business plan, switched from doing everything to a franchise model and cut pay. Things started falling into place. The economy started looking up. Doors started opening banks like the State Bank of India gave credit. The response from franchisees was overwhelming, 2,800 joined up. What would have taken us 20 years with our own funds was done in under six months. We launched Deccan 360 in November 2009 from Nagpur.

Bitter is the Fruit of Hatred

Adolf Hitler was in great stress and called for a clairvoyant and asked him to predict his future. He was particularly interested in when he would die.

The clairvoyant looked into his crystal ball and said: "Mein Fuhrer, I see that you are going to die on a 'Jewish holiday'."

Hitler was shocked, he shouted: "Impossible!"

The clairvoyant shrugged and said: "That's what my vision said."

"If it is true, which Jewish holiday would that be?" Hitler demanded.

The clairvoyant answered: "Any day you die will be a Jewish holiday!"

AK Kejriwal
EVP Marketing

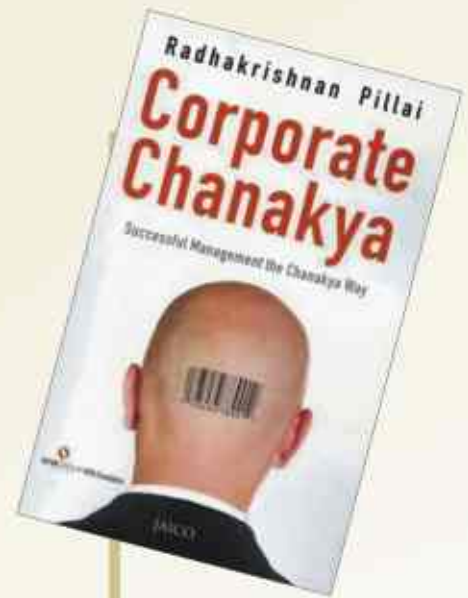
The Bookworm Cafe

Corporate Chanakya Successful Management The Chanakya Way

About the Book

The Author, Radhakrishnan Pillai is the recipient of the Sardar Patel International Award, 2009.

Chanakya, who lived in the 3rd Century BC, was a leadership guru par excellence. His ideas on how to identify leaders and groom them to govern a country have been well documented in his book Kautilya's Arthashastra. In the present book, the author simplifies the age-old formula of success for leaders of the corporate world. Divided into 3 sections of Leadership, Management and Training, Corporate Chanakya includes tips on various topics like – organizing and conducting effective meetings, dealing with tricky situations, managing time, decision making and responsibilities and powers of a leader. Call it your guide for corporate success or a book that brings back ancient Indian management wisdom in a modern format – you just cannot let go of the Chanakya wisdom contained on each page. Read on to discover the 'Corporate Chanakya' in you...



The Immortals of Meluha

About the Book

The land is Meluha (which we know as the Indus Valley civilization). The time is 1900 B.C. Meluha still lives by the ideals of Lord Ram, who lived many many years ago, and set up the way of life for these noble minded and honest people.

Meluhans (Suryavanshis) are waiting for an ancient legend to become true and save them from Chandravanshis and Nagas who are terrorizing Meluha.

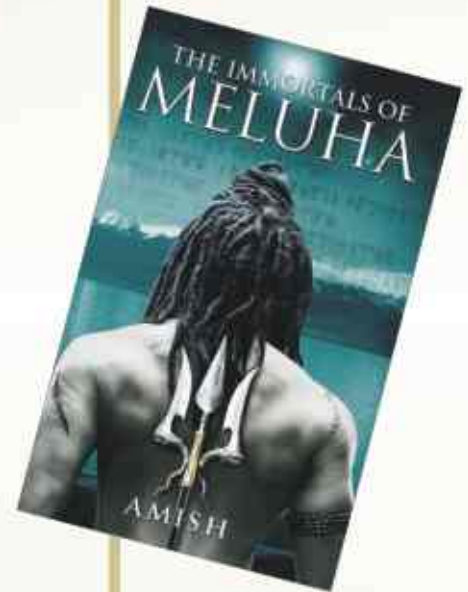
A young tribal from Mount Kailash is invited to visit the great country. His name is Shiva.

How did Shiva become Mahadev, the destroyer of evil, Neelkanth?

Myths say, when evil becomes uncontrollable, when all hopes seem to have disappeared, then appears the saviour, the destroyer of evil.

"Immortals of Meluha" is the first in the trilogy, that speaks about how Shiva became the saviour and was immortalised as God.

Do read it. For just Rs.300, you have a treasure in your hand.



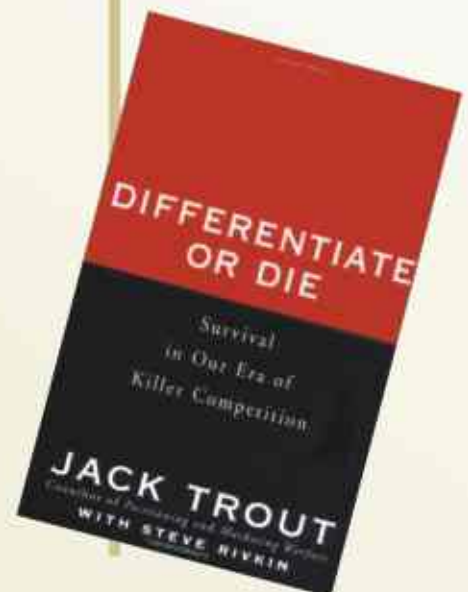
Differentiate or Die

About the Book

Knowing how to differentiate your product or service in these challenging times is not only increasingly important; it is vital to the survival of your business.

"Differentiate or Die" includes up-to-date information and tactics on how businesses can survive in an "era of killer competition." More than ever before, business owners and managers – regardless of the size of your organization – must have a strongly defined competitive positioning, and author Jack Trout explains what warrants 'differentiation' and how to position a differentiating or unique idea.

This book – and it's a simple message – is a must read for all marketers and entrepreneurs. It is a rather quick read, but chock full of great insight and ideas to help refine your competitive positioning. Pick up a copy to discover which differentiating ideas really have staying power and are most effective for your business.



Munnar

Munnar, is one of India's most iconic travel destinations and home to an amazing array of sights, activities and events.

Munnar is located on the eastern side of the Indian state of Kerala, high in the Kannan Devan Hills. Time Magazine has in the past recommended Munnar as "one of the best destinations in the world."

Munnar is only 130 kms from Kochi, one of India's major port towns, and 140 kms from Kottayam. One of the most striking yet calming features of the area is the colour green.

Outdoor retreats and adventure sports are the main activities here. Nature treks, trails and retreats at the lakes, reservoirs and the forest, offer the perfect outdoor trip for groups and families. For those who love enjoying nature from a slightly more adventurous perspective, paragliding provides a breathtaking way to take in the landscape.

The climate of Munnar is often a fabulous respite from the high humidity, soaring temperatures and surrounding pollution of the lower lying cities such as Kochi. In the winter months, temperatures can fall quite dramatically. Winter is a great time to travel to the area.

Monsoon season in Munnar should be avoided if at all possible. The months of June to September see the heaviest rainfall.

The Free Travel Information Service is one of the best in town for personal service and trustworthy advice on the area. The District Tourism Office and DTPC Information Centre also offer good services for various matters in Munnar.

Munnar does not have an airport, and must be reached by road. The nearest airport to the area is located in Kochi. International flights from around Asia and domestic flights from across India fly directly to Kochi. Other airports are located farther away at:

Madurai - 142kms; Thiruvananthapuram - 302kms; Coimbatore - 156kms; and Kozhikode - 287kms. Munnar is only accessible by road. Both state-run and private bus companies go to Munnar from Kochi, Kottayam, Kunily and Madurai. Train routes, as is the case with flights, will only take you as far as the neighbouring cities, from which car or bus transfer are the only means of getting to Munnar.

Destination - Munnar



News from CGU, Jalgaon

Republic Day Celebrations

At Orient Cement (CGU) Jalgaon, the Republic Day was celebrated with great enthusiasm and zeal. The Vice President (CGU) Mr. HBS Parihar hoisted the Flag. Prizes were distributed to winners of various contests.



World Environment Day

On June 5, 2011, the World Environment Day was celebrated at our Cement Grinding Unit, Jalgaon. Staff and employees participated in the program. Joint General Manager (QC) Mr. V. K. Shukla, Assistant Vice President (Production) Mr. Sunil Rattawa participated in the program and Assistant General Manager (HR) of OCC, Devapur, Mr. K.V. Subba Rao was the guest of honor. Joint Vice President (JCGU) Mr. S.P. Nema, while addressing the gathering, advised all to protect the environment by planting sapling and taking care of them till they grow up.

