

# OC Times

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

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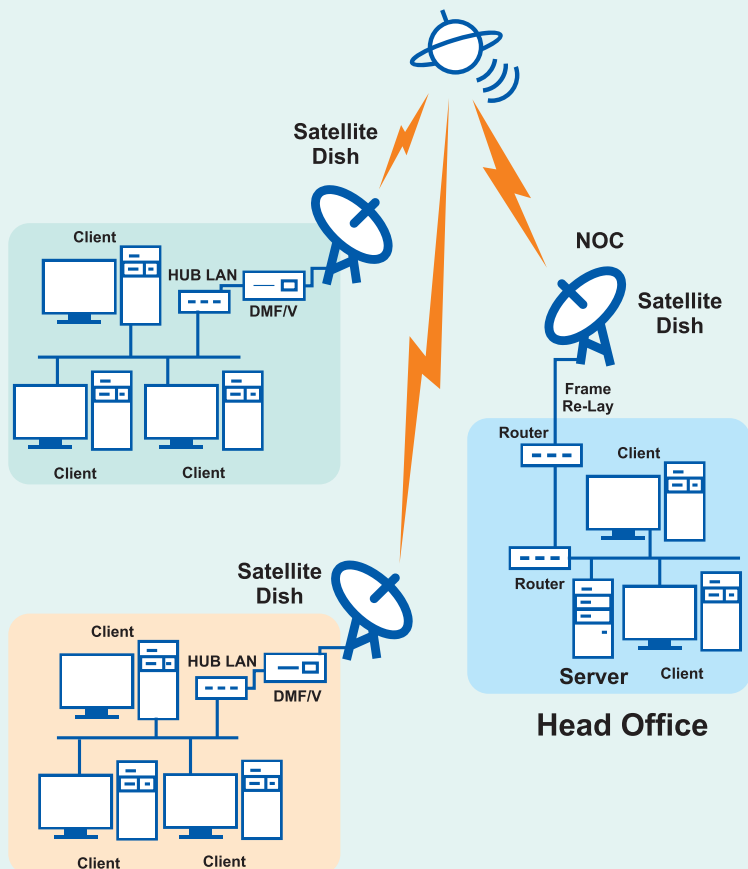
April - June 2010

## Inauguration of Roller Press

As a part our expansion plan to increase Cement capacity, a New Roller Press with existing Cement Mill was commissioned on 20<sup>th</sup> January, 2010. Our President Shri Bhagwat Pandey and Chief Operating Officer Shri M.C. Gautam performed the Pooja & Hawan and inaugurated the Roller Press.

## VSAT Connectivity

Information technology and communication network plays a vital role in supporting efforts to improve operational efficiency and customer service. In this regard Orient Cement has implemented VSAT (Very Small Aperture Terminal) technology to connect both the Devapur and Jalgaon plants with our Marketing Office at Hyderabad, to provide integrated real time information to the Management as well as Depot personnel.



## Dear Colleagues and Partners...



It is with immense pleasure that we welcome this New Season which is embedded in an augury of anticipation. Our industry is finally recovering from the clutches of recession which has shaken the foundations of massive enterprises across the world. But we have undauntedly stood the onslaught and successfully trod along. Our

organisation is known for its holistic approach to evaluating business from the grass-root level and, has consistently ensured productive results. The success of our company has been the resultant of the unified and untiring efforts of our workforce which has demonstrated adequate resilience across all constraining situations. Now we must continue to ensure further progress and look beyond the realms of higher productivity. I am glad to state that this Newsletter brings to you a summary of all the activities that were centered around our organisation over the last few months. Wishing you the very best for the forth coming season.

**Shri Bhagwat Pandey**  
President

## From the Editor's Desk

Cool greetings to all my dear colleagues and associates. Just as the winter's desolation gives way to the lovely spring bringing mirth and cheer to all life, the days of crisis seem to be thinning down across the world and are joyfully reflecting in the industry. Reflecting the same zeal for our brand Birla A1, we are presenting the new colourful face of OC Times with an all new format and content. This Newsletter now consists of various sections such as **Brand in Hand, Corporate Attitude, Tech Page, Colony Hustle and Bustle, Cackle**, and many others. A repertoire of events conducted by our company are covered in the relevant sections. We trust you would love this newness in your newsletter and encourage you to contribute to it by your valuable participation. Wishing you our warmest regards.

*May good times favour one and all !*

**Sushant Roy**  
AGM (Advt.)

## Our Brand in Action

The year 2009-10 has been successful to a great extent in establishing the brand image and brand recall for Birla A1 in the markets of Andhra Pradesh and Maharashtra. We have created a 360 degree visibility for our brand by opting for the right mix of various mediums of advertisement. Given below are the glimpses of some of our advertisement and sales promotion activities.

### Sponsorship of Aurangabad Industrial Contractors Association (AICA) Dairy

AICA (Aurangabad Industrial Contractors Association) is a group of professionals central to the construction industry of Aurangabad. ORIENT CEMENT has taken the privilege of sponsoring their Annual Engineering Diary. This diary will be distributed to professionals in the construction industry like architects, contractors, engineers etc., who influence decision makers for cement purchases.

This diary was released by Shri. Shri. Kantji Sawarkar, Commissioner of Police, Aurangabad and Shri. Ramchandrajji Bhogale, CMD Nirlep Group of industries. Also present were Shri. Yuvraaj Mahajan, Orient Cement, Shri. Milind Bapat, President, AICA and Shri. Gajanan Deshmukh, Treasurer, AICA.



In a day, when you don't come across any problems —you can be sure that you are traveling in a wrong path.  
If someone feels that they had never made a mistake in their life, then it means they had never tried anything new in their life...

– V.V. Srinivas Kumar (Staff No. 7547) Technical Cell



## Dealers Meet at Kerala – God's Own Country

Around 100 dealers from Mumbai, Kalyan and Surat regions were taken for a 4 day fun trip to Kerala. On 3rd March, 2010 they were transported to Hotel UDAY SAMUDRA for their stay. On the first night everyone was welcomed by the Traditional dance Kalaripattam followed by a delicious dinner. The 2nd day the group had beach games, Tug of war with real Elephants, Volley ball and Racing. The group was divided into three teams Red, Blue and Yellow. A visit to the Padmanabham temple was organized later. The next day was spent at Kanyakumari where a meet was conducted for rewarding, recognizing & appreciating efforts put in by individuals contributing to the success of Orient Cement. Gifts were given to top performers. The entire event was a grand success and Orient Cement's efforts were much appreciated.





### Laughing Away to Glory

#### OC conducts Mega Laughter Show

ORIENT CEMENT for the first time sponsored a mega "Laughter Show" in Nagpur. The event witnessed around 25000 captive audiences. Extensive coverage to our brand BIRLA A1 was given in this event with the presence of BIRLA A1 flexes all around the venue including the stage. The event was marked by the performance of popular comedy king Raju Shrivastava. A separate pavilion was allotted for 1000 guests from ORIENT CEMENT. This event was a huge success and featured in local print and the electronic media of Nagpur. Mr. Keshav Sharma, Mr. Sushant Roy and Mr. Abhay Deshpande of Orient Cement were present for the occasion.

Organised training programme on "Stress Management through Yoga" on 03-01-2010 by Smt. P Revathi, Hyderabad and Smt. Nayla El Mansab, New Zealand. 70 persons benefited from this programme.

Organized Annual Sports and Games such as Kabbaddi, Cricket, Volley Ball, Ball Badminton, Shuttle Badminton, Athletics for Employees, Basketing the Balls, Hitting the stumps, Throw Ball & Musical chair for Housewives, 50 M run, 100 M run, Long jump and Shot put throw for Children in connection with Republic Day 2010 celebrations.

An entertainment programme was organized by Orient Cement Amateur Artists Association on 31-01-2010 at Community Hall for Colony residents.

Orient Cement Organized World Water Day on 22-03-2010. Housewives and School Children participated in this programme. Smt. Beena Gautam- President, Ladies Club was the Chief Guest. Smt. Ashalatha & Shri. Jeeva Ratnam, Carmel Giri Convent High School faculty were present. Welcome Address and the Vote of Thanks were given by Shri. D.P Sarma of Environment Cell.

#### In-House Event Log

### Working Together is Success – Corporate Ideology

Every organisation is centered around a policy, a philosophy and a set work culture. The most successful organisations in the world imbibe a working concept that revolves around using best business practices. Standards that govern the enterprise act as the foundation of any company culture. The relational network across the functions of the enterprise and the line of communication adopted, creates possibilities to develop other layers of company culture based on these fundamentals.

Corporate culture is further defined by the attitude of everyone involved in an organisation. When managers, executives and the rest of the ranks blend well on basic corporate values, it is easy to have a general agreement which accurately reflects the desired objectives. At Orient Cement the entire line of policy makers works with the sole objective of

ensuring employee satisfaction across all levels. Every activity planned within the enterprise's framework is to ensure the maximization of employee happiness. It is an established fact



that employee productivity is invariably and directly proportional to the incentives offered and the welfare measures adopted for them by the company. Orient Cement has consistently endeavoured to incorporate dynamic working methods to reach every constituent of our workforce for betterment of the corporate's functioning.

We must be proud to state that over the years our brand has established standards for many other entrepreneurs to follow.

Our corporate culture has today metamorphosed into an exemplary model setting new trends by integrating the best of human and social values into its structure successfully.

#### Corporate Attitude

## At Our Plant

### Celebrations Galore

#### At Cement Grinding Unit, Jalgaon

##### Republic Day Celebration

Republic Day celebrations were held at Cement Grinding Unit, Jalgaon. Shri. HBS Parihar, Vice President (JGU) hoisted the National Flag and addressed employees and their family members on this occasion. Under motivation scheme, Mr. Vishnu Jadav has been honored as "Good Worker" for his sincerity in his duty.

Group and individual Games & Sports were organized for employees and their family members including children. Prizes were also distributed for winners and runners and the function was followed by Lunch.



##### Safety Week Celebrations

From 4<sup>th</sup> March, 2010 to 11<sup>th</sup> March, 2010 Safety Week celebrations were conducted at Cement Grinding Unit, Jalgaon. Various types of Slogans & Poster competitions were conducted at plant level in which Employees and workers enthusiastically participated. Various programmes were also conducted to inculcate Safety Culture among the employees. Prizes were distributed for winners on the concluding day of Safety Day celebrations. The entire celebrations were organized under the leadership of Mr. V.T Patel-Safety Officer and Mr. D.S. Sonawane-Sr. Officer (P&A).



##### Mines Safety Week Observed

The Mines Safety Week-2009 for heavy Mechanized Mines of Andhra Pradesh was celebrated at our Devapur Limestone Mines from 20<sup>th</sup> to 26<sup>th</sup> November, 2009. Our Devapur Limestone Mines received the following Prizes on the Final Day function celebrations-2009, held on 17<sup>th</sup> January, 2010 at M/s. Mancherial Cement Company, Adilabad Dist. Our Company's Officials received the following Prizes from Shri. Satish Puri, Dy. Director General of Mines Safety on the occasion.

Hazard Identification & Risk Management	1st Prize
Innovation, Publicity & Propaganda	1st Prize
Method Of Working	2nd Prize
Overall Performance	2nd Prize

Our Company had also put up an attractive stall at an exhibition conducted at M/s. Mancherial Cement Company, during final day celebrations. The exhibition was inaugurated by Shri. Satish Puri, Dy. Director General of Mines Safety. The stall was visited by DGMS Officials, mining staff, and a large gathering of people from all over the state. In addition to this, Mr. A. Madhusudhan Reddy, Emp No: 7986, Sr. Heavy Equipment Operator of our Devapur Limestone Mines, secured Second Prize in Dumper Operation Trade Test held in this connection.

### OC conducts Supervisory Development Program at Hyderabad

Supervisory Development Program 2010 was conducted by our company as per the advice of Director of Mines Safety, Hyderabad at Group Vocational Training Center, Hyderabad, on 25<sup>th</sup> & 26<sup>th</sup> March 2010. Total 25 participants from different Cement companies took part. The program was inaugurated by Shri. S. Krishna Murthy, Director of Mines Safety, Hyderabad. Lectures were conducted by Shri. S.Krishna Murthy, DMS-Region-2, Shri. K.S.Rao, Mines Agent, Shri. N.P.Sahare, DGM-Mines and Shri. L.Sainath Reddy, Dy. Manager- Maintenance. The initiative taken by M/s. Orient Cement for creating awareness, developing supervisory skills and safety was appreciated by the Director of Mines Safety. The valedictory function was conducted in the presence of Shri. Ranganatheswar, Director of Mines Safety, Region-1. Certificates were issued to the participants by DMS.

### Blood Donation Camp:

A Blood Donation camp was organized at Cement Grinding Unit, Jalgaon on 13<sup>th</sup> March, 2010 under the aegis of Indian Red Cross Society, Jalgaon. 51 employees voluntarily donated their blood in this camp. The Indian Red Cross Society, Jalgaon awarded a Trophy and an appreciation letter to our Cement Grinding Unit, Jalgaon for its noble work.





## Safety Wing



### Training Programme Organized

A Training programme cum "Emergency Preparedness Table Top Exercise" was conducted by the Safety Department on 04-02-2010 in which 32 employees participated. Shri. Satish Kumar, Fire Inspector, Bellampalli graced this programme with his presence.

### Fire Office Inaugurated

A Fire Office was inaugurated inside the plant in front of the Laboratory on 11-02-2010.

### Safety Slogan, Essay and Painting Competitions Held

Our employees participated in state level Safety Slogan, Essay and Painting competition held in connection with 39<sup>th</sup> National Safety Day Celebrations conducted by National Safety Council, AP Chapter. Our employees and their family members won prizes.

### 39<sup>th</sup> National Safety Day Celebrations

We celebrated 39<sup>th</sup> National Safety Day on 04<sup>th</sup> March, 2010. Shri. A. Balaji Sreedhar- Deputy Chief Inspector of Factories, Karimnagar and Smt. Srividya- Inspector of Factories, Karimnagar graced the Celebrations with their presence as Chief Guests.

To propagate the message of Safety Day, we displayed banners with safety messages and distributed safety badges to all the employees. Flag hoisting was done by Shri. M C Gautam, Chief Operating Officer at the Main Office followed by a Safety pledge in the Regional Language, National Language and English. Sapling plantation was done at the Community hall in which 20 saplings were planted. A Safety Exhibition was inaugurated by Shri. Pattu Singh- Factory Manager at 10.00 AM. Various firefighting equipments, personal protective equipments, photos of Safety Department activities & Safety Posters were displayed. Carmel Giri Convent School children explained about various exhibits to all the participants. The children displayed exhibits on the concept of Save Fuel.

The Closing ceremony cum Prize distribution function was inaugurated by Jyothi Prajvalan by Shri. M C Gautam- Chief Operating Officer, Shri. Balaji Sridhar- Dy.Chief Inspector of Factories, Karimnagar, Shri. Pattu Singh- Factory Manager, Smt. Srividya, Inspector of Factories, Karimnagar and Shri. D P Sarma- Safety Officer. Cultural programmes such as Solo Song, Group

Song, Solo Dance & Group Dance with a concept of safety were organized by employees and school children. Prizes were awarded to the winners of various Safety Competitions such as Essay Writing, Slogan Writing, Painting competition and Housekeeping audits. The Safety Programme was concluded with a vote of thanks by Shri. D P Sarma.

Name	Competition	Prize	Category
Shri Yadagiri Rao	Slogan Writing	2nd Prize	Employees Category
Smt Premalatha Jalan (W/o: Shri VK Jalan)	Essay Writing	2nd Prize	Housewives Category
Kumari. Srilaxmi Gayathri (D/o: Shri M S N Murthy)	Painting	3rd Prize	Children Category

### 39<sup>th</sup> National Safety Day/ Week Celebrations

#### Employees Category Prize Winning Slogans

Telugu First Prize Shri. G. Yadagiri Rao	కర్మాగారాల్లో భద్రత ప్రతి కార్మికుని అక్షయం చేయకుండు దానినెప్పుడు నిర్లక్ష్యం
Telugu Second Prize Shri. A.N. Murthy	జీవితానికి ఆధారం ఉద్యోగం నీ ప్రాణానికి ఆధారం భద్రత
Hindi First Prize Shri. Brijesh Kumar Yadav	आलस, नशा, क्रोध के नाते, दुर्घटना को है पन पाते ।।
Hindi Second Prize Shri. S.L. Jahangir	करे सुरक्षा की मिलकर तैयारी, सभीकी है जिम्मेदारी
English First Prize Shri. G. Prabhakar	Accident is not a mere mistake. It is completely a negligence and over confidence in work.
English Second Prize Shri. G. Yadagiri Rao	Salary is only one day in a month. But everyday is a safety day.

#### Housewives Category Prize Winning Slogans

Telugu First Prize Smt. G. Varudhini	అక్షర జ్ఞానం కన్నా భద్రత పరిజ్ఞానం మిన్న
Telugu Second Prize Smt. B. Prasanna	పొంచి వున్న ప్రమాదాన్ని మనం అశ్రద్ధ చేస్తే భద్రత మనల్ని అశ్రద్ధ చేస్తుంది
Hindi First Prize Smt. Seema Mundhra	वर्तमान का एक ही विचार बिना सुरक्षा श्रम बेकार
Hindi Second Prize Smt. Shanta Pareek	सौ बातों मे बात है, एक पते की बात, सुरक्षा और स्वास्थ्य का, कभी न छोडो साथ
English First Prize Smt. Reena N. Patel	Your safety is your protection Your protection is your success
English Second Prize Smt. G. Varudhini	Janmabhoomi ways make up the limited earth Sun rays wake up the partial earth but safety keys packup the evil accidents in the whole earth



## Computer Fundamentals - Made Easy



### Three Basic Computer Terminologies: 1) Hardware 2) Software 3) Program

For the last few years Computers have become part of our daily lives. We cannot imagine any business without Computers. Computers have added convenience, quickness in working and have made things handy.

In a Computer, three basic terminologies are often used: 1. Hardware 2. Software 3. Program

A person unfamiliar with computers gets often confused with these. To understand the terminologies and their broad functions, a computer can be compared with the human brain. Following is a simple analogy:

If you cut a human skull and reach the brain you can physically see it. This physical appearance of the **human brain can be compared with Computer Hardware**. Even after seeing the human brain you cannot see any knowledge/memory stored in the brain. This physically invisible **knowledge/memory can be compared with Computer Software**. In addition to the above, we provide education to humans. One can study medicine; another can study engineering and the next can study Law, etc. The Brain works on the basis of such studies and we get services of that particular discipline as per our requirement. **A Computer program can be compared with such education** as a Degree in Medicine is a program fed to the brain of doctors, Engineering is a program fed to the brains of engineers and these professionals function on the basis of such programs and provide us services. Similarly we can feed a computer with a specific program for getting services in the area of our choice as in when we switch to MS Word, it helps us in preparing and editing documents and likewise when we switch to MS Excel, it provides us the functionalities of data manipulation, calculations and formatting reports.

Not just in homes and offices, but computers can be used by professionals in every field like a photographer can use a program like Adobe Photoshop for picture editing purpose and a program designed for rendering advanced graphics can be used by a movie director. So, there is a program made for every purpose just like there are several educational studies designed for every area of human interest.

However, there lie some differences between a human brain and a computer. A human brain is capable of exhibiting intelligence, emotions and intuitions whereas computers work on the basis of a fixed set of knowledge (softwares/programs) fed into the system based on specific logics. Something which requires making decisions without any logic attached to it requires the skills of a human brain. A human brain can develop itself over a period of time and acquires new knowledge everyday which it applies later in life but a computer doesn't have this self-learning capability or in other words it cannot learn anything by itself.

From the above example any learner can easily understand the basic concept of computers and how they are similar as well as different from a human brain.

By **S.S. Shaktawat** Sr. General Manager (P&A)

## Tips To Design Earthquake Resistant Buildings

An earthquake is a sudden violent motion of the earth, which lasts for a short time, within a limited region. Most earthquakes last less than a minute, but sometimes shocks may last as long as 3 to 4 minutes. The place where an earthquake originates inside the earth is called its focus. The point vertically above this, on the surface of the earth, is called its epicentre.

*Some care should be taken while constructing a building in earthquake prone areas. Special attention should be given to Structural Design of the structure. Here are some tips for designing safer structures.*

1. Buildings should be of regular shapes. Cylindrical structures perform better in high-wind areas.
2. Architects should design the building as aerodynamically as possible. This reduces the effect of Wind load on tall structures. There should no odd shapes in elevation and the whole building should be in proper balance. The center of gravity of the building should not move.
3. Cantilever projections should be minimum and their length should not be more than 3 to 4 feet.
4. The span between the columns should be as small as possible. Point loads on load-carrying beams should be avoided. The dead loads on cottage-buildings should not be increased unnecessarily. For Example, Terrace garden or terrace swimming pools should be avoided, if possible.
5. The sunk portions of WCs and baths should be minimum.
6. Buildings should be Reinforced Concrete framed structures. They provide better stability and reliability in Earthquake-prone areas.
7. Cottage-building's foundation should be placed on hard and level ground.
8. There should not be very large overhead water tanks than required. If they are to have a larger capacity, they should be divided into two three smaller tanks and should be kept at different locations to maintain the balance of the cottage-building.
9. If the column length is more than 12 feet, then bracing beams should be provided in between the column at regular intervals. Bracing beams strengthen a column, and allow construction of multistoried buildings. The columns should be connected at each level.
10. For strengthening the brickwork, a sill or a lintel should be provided at every 3 feet level.
11. Cottage- buildings should not contain very large and heavy windows. They are bound to weaken the structure. Cottage-buildings' electrification should contain a main switch and circuit breakers so as to avoid fire hazards because of risks of short circuits in an earthquake.
12. Use of new and better materials like Fiber-reinforced Concrete and fiber-glass should be recommended. These new materials decrease dead load and increase the structure's strength.





## Rangoli Competition

On the occasion of Sankranthi Festival, a Rangoli Competition was conducted on 13<sup>th</sup> January, 2010 at our Community Hall for House Wives and Children. In this competition, 22 House Wives and 57 Children participated. In the House Wives category, Smt.P. Padma W/o. Mr. P. Madhusudhan Rao got the 1st Prize, Smt.S. Kalyani W/o.



Mr. S. Sudhakar got the 2nd Prize and Smt.Venkataramana W/o. Bhemalingu the 3rd. In the Children's category, Kum. S. Sandhya D/o. Mr. Sadananadam got the 1st Prize, Kum. D. Sarala D/o. Mr. D. Posham the 2<sup>nd</sup> and



Kum. M. Geetha D/o. Mr.M. Shankar the 3rd. Smt.Beena Gautam, President, Ladies Club distributed the Prizes to the winners and to all participants of the competition in the function held on the same day. A Special Prize was also awarded to Kum. Anusha D/o. Mr.Rajamouli of Police Dept, Devapur for her innovative Rangoli.

## Saraswathi Pooja Held

On the occasion of Vasantha Panchami festival, the Pooja of Goddess Saraswathi was performed on 20<sup>th</sup> January, 2010 at our Temple. After Pooja, the Temple Committee distributed Note Books and Pens to School and College going Children.

## Yoga Camp Organised

On 3<sup>rd</sup> January, 2010, a Training Programme on Stress Management through Yoga was organized in our Community Hall by Smt.P. Revathi, Hyderabad and Smt.Nayla El Mansa, New Zealand. 70 members participated and were benefited by this Camp.



## Republic Day Celebrations

61<sup>st</sup> Republic Day celebrations were held on 26<sup>th</sup> January, 2010 at our Foot Ball Ground on a cheerful note with patriotic speeches and songs, highlighting the significance of the sovereignty of our nation. Our Chief Operating Officer, Shri. M.C. Gautam hoisted the Flag.



This was then followed by School Band display, the colourful P.T display and culminated in an impressive Karate display by the students of Carmel Giri Convent High School. Our employees along with their family members, Security Personnel, Local Officials from Police,



Grama-panchayathi, Forest, Revenue, and Railways participated in the celebrations. The Carmel Giri Convent High School Principal, Teachers and Students also participated. Shri. M.C. Gautam, Chief Operating Officer and Smt.Beena Gautam, President, Ladies Club released two Doves as a mark of peace. A game of Tug-off-war and Cricket were also conducted for veterans. As an incentive, Shri. M.C. Gautam also gifted cash awards to all participants.

## Blood Donation Camp



On occasion of the 62<sup>nd</sup> Death Anniversary of Mahatma Gandhi, a Blood Donation Camp on 30<sup>th</sup> January, 2010 was conducted at our Company. Shri. S.S. Shaktawat, Sr. General Manager (P&A) inaugurated the camp. In this Camp 51 members including Five Women donated blood. The camp was organized under the aegis of Red Cross Society, Mancherial Chapter at our Occupational Health Centre under leadership of Dr. B. Rama Rao and Dr. Rajendra Prasad. Voluntary blood donation by five couples is the highlight of the Camp.

## Cultural Programme by OC Amateur Association

On 31<sup>st</sup> January, 2010, the Orient Cement Amateur Association organized a Cultural programme in our Community Hall. The local talented artists performed various cultural programmes. Employees and their family members participated in the programme.

## Seminar on Stress Management

M/s. VIKALPA, Nagpur an voluntary organization, organized a three day seminar on Stress Management through Naturopathy at our Community Hall from 22<sup>nd</sup> to 24<sup>th</sup> February, 2010. The programme was attended by about 250 Ladies, Men and School students of our Township.

## Awareness Programme on HIV and AIDS

An Awareness Programme on HIV and AIDS was conducted at our entry Gate on 18<sup>th</sup> February, 2010 to educate our Employees, Truck Drivers & Cleaners about the consequences of HIV and AIDS under the aegis of Adilabad Aadarsha HIV Positive People Welfare Society, and AP State AIDS Control Society (APSACS). About 200 employees, Contract Labour, Lorry Drivers & Cleaners participated in the event. During the programme, the organizers performed Plays, and Songs to attract public and the same were well received by audiences.

## Holi Celebrations



On the eve of Holi, celebrations started from 27<sup>th</sup> February, 2010 in our Township and in the Company. Some employees



# Our Colony - Hustle & Bustle

dressed up in fancy attires and drew humour. The Holi Rally started from the Mines area to the Company's Main Gate on 27<sup>th</sup> February, 2010 afternoon in a festooned tractor by troops dancing, singing songs and sprinkling colours on each other. In that spectacular procession, top executives of the Company participated along with Shri. M.C. Gautam, Chief Operating Officer.

### Rangoli Competition



On eve of Holi Festival, a Rangoli Competition was conducted on 28<sup>th</sup> February, 2010 evening at Foot Ball Ground. In this competition, 24 House Wives and 65 Children participated. In the House Wives category, Smt.P. Padma W/o. Mr. P. Madhusudhan Rao got 1st Prize, Smt.G. Shoba W/o. G. Maruthi got 2nd and Smt.S. Kalyani W/o. Mr. S. Sudhakar got the 3rd.

Further, in the Children's category, Kum. K. Anusha D/o. Mr. K. Rajamouli got the 1st Prize, Kum. G. Hari Priya D/o. Mr. G.Maruthi got 2<sup>nd</sup> Prize and Kum. G. Kavya Sri D/o. Mr.G. Malla Reddy got the 3<sup>rd</sup>. Shri. M.C. Gautam, Chief Operating Officer and Smt.Beena Gautam, President, Ladies Club distributed the Prizes to the winners and participation Prizes were also given to all the Rangoli contest participants.

### Bhutta Party

On occasion of Holi, a Bhutta party was organized for the families of D, C and B Type Quarters in the D Type area on 28<sup>th</sup> February, 2010. All employees and their families living in the Quarters participated. Shri. M.C. Gautam, Chief Operating Officer and Smt.Beena Gautam, President,



Ladies Club participated as the Chief Guest. The party was followed by a Tambola and a delicious Dinner.

### Holi Festival

On 1<sup>st</sup> March, 2010, the festival of colours Holi was celebrated in the Colony area. The Holi celebration's procession started from Bachelor's Hostel to B-1 Bungalow by sprinkling of colours. In the Holi celebrations,



employees and their families participated and enjoyed sprinkling colours on each other. The employees including Shri. M.C. Gautam, Chief Operating Officer were dipped in coloured water. Refreshments, sweets were distributed to all.

### Sri Rama Navami Celebrations

Sri Rama Navami Celebrations were conducted in our Temple Complex on 24<sup>th</sup> March, 2010 by the Temple Committee. Sita Rama Kalyanam was performed on that day. Employees and their family members participated



with devotion. About 700 devotees attended Sita Rama Kalyanam which was followed by Lunch.

### Holi Dahan

The Holi Dahan was performed at our Foot Ball Ground on 28<sup>th</sup> February, 2010 night to mark victory against evil. Smt. & Shri.



M.C. Gautam performed pooja and lighted the fire for Holi Dahan. The Employees and their family members participated and witnessed the Holi Dahan.

### World Water Day Observed

On 22<sup>nd</sup> March, 2010, World Water day was celebrated. Several activities were organized to bring awareness and importance of water in life. Employees, Housewives, School Teachers, Children participated



in these programmes. Smt.Beena Gautam- President of Ladies Club addressed the gathering.

### Games & Sports Meet

As a part of the encouragement of Games & Sports activities in our Company and to motivate our employees, we have conducted various Games and Sports like Cricket, Kabaddi, Volley Ball, Ball Badminton (Double & Singles), Shuttle (Double & Singles), Chess, 100 Mtrs Running Race, Long Jump, Shot Put, Veteran Cricket, Tug-of-War, Athletics etc., for all our employees including Women during November 2009 and January, 2010. The Sports & Games were also conducted for employees' children during this winter season.





## The Fairer Side



### Ladies Club

#### Picnic Programme

Mahila Mandal organized a Picnic for families of their Members on 10<sup>th</sup> January, 2010 at Mines Area. Various amusement Games and Sports were conducted for employees, ladies and children who participated in the Picnic. Lunch followed.

#### Kite Flying Contest

On the occasion of Pongal festival, the Ladies Club organized a Kite Flying Competition on 14<sup>th</sup> January, 2010 at our

Foot Ball ground. Ladies Club members along with their family members participated. Mr Sampath Palod won the First Prize and Mr. P.K. Bhomia won the Second Prize. Smt. & Shri. M.C. Gautam distributed the prizes to the Winners of the competition.

#### Devotional Trip to Dharmapuri

OC Ladies Club organized a devotional trip to the famous Temple Town of Dharmapuri, Karimnagar on 6<sup>th</sup> January, 2010. Ladies Club members along with

their family members participated and performed Pooja at the Narasimha Swamy Temple.

#### Drinking Water Stall at Devapur

On 30<sup>th</sup> March, 2010, the Ladies Club of Orient Cement installed a Drinking Water Supply Stall at our Company's Entry Gate to provide Drinking Water to needy public, passengers and pedestrians to quench their thirst during this hot summer season. Jaggery will also be provided along with Drinking Water. Smt.Beena Gautam, President- Ladies Club, inaugurated the stall.



## Our School - Carmel Giri

#### Annual Sports Day Conducted

On 12<sup>th</sup> January, 2010, the Annual Sports Day of Carmel Giri Convent High School was conducted. It was a spectacular event with many students participating, and bagging many prizes in the events held.

#### National Green Corps Programme

To create awareness about Air Management, Energy Management, Waste Management, Bio-Diversity Management etc., the Central Govt. has initiated a scheme of National Green Corps Programme for students on 5<sup>th</sup> February, 2010. As a part, the team of Carmel Giri Convent High School also made efforts to install awareness among students, parents and villagers. School team participated in several seminars on World Water Day, World Environment Day and World Health Day. Every Sunday, on an hourly basis,

School National Green Corps team, which comprises 50 students, underwent practice for the National Green Corps parade.

#### Bye Bye Kids... Farewell

A Farewell party was organized on 12<sup>th</sup> March, 2010 for 131 outgoing 10<sup>th</sup> Class students (EM & TM) of Carmel Giri Convent High School who were appearing for their final SSC exams, 2010, as a mark of appreciation.

**GOOD LUCK, STUDENTS !  
WE WISH YOU ALL THE BEST IN  
YOUR FUTURE ENDEAVOURS !**

## स्वप्न-कुछ मैला कुछ उजले

एक मुट्ठी भर सपने,  
तितली के पंखों की तरह तह कर  
किताब के पन्नों में दबा दिए जाए,  
और सोचने को रह जाए  
एक लंबी घुटन और हताशा के बाद,  
उन चंद सपनों के अस्तित्व पर प्रश्नचिन्ह लगाता  
लगातार बदरंग होता हुआ,  
अपना वर्तमान  
तो क्या शेष रह जाता है,  
सिवाय इसके  
कि एक बार फिर से,  
अंधेरे यातना के  
उसी लम्बे सफर पर,  
निकल पडा जाय,  
अपनी जिन्दगी की किताब  
खुद और सिर्फ खुद अपनी आत्मा के,  
हवाले कर ली जाय  
जो रोशनी और रंग,  
अंधेरे के उस सफर में मिले  
उनसे कुछ बाकी बचे पन्नों को,  
शौक से रंगे जाए  
और इस तरह,  
जो अवशिष्ट है,  
एवं बाकी रह गया है  
अर्थहीन होने से उसे,  
बचा लिया जाय  
क्यों कि अबतक के लिए हुए,  
इस छोटे से जीवन में  
बार बार पलायन के बावजूद,  
लौटना हुआ है  
और हर बार यही लगा है,  
कि जीवन का सच है  
इस की सार्थकता को जानना,  
मेरे जीवन को अर्थ देते,  
उसकी सम्पूर्णता का आश्वासन भरते  
मेरे ये थोड़े से सपने ही तो है,  
मेरी मुट्ठियों में बंधे हुए  
अब इन मुट्ठियों में,  
इतना दम आ गया है  
कि मैं टकरा जाता हूँ,  
हर मुसीबत से,  
और जीत जाता हूँ, हर बार...  
क्योंकि आत्मा नहीं मरती...

— Sushant

## Healthy Eating is Healthy Living

Healthy Food Groups - Since no single food group can nourish the body with all the vital ingredients it requires, it is important that we consume a variety of healthy foods to derive the nutrition our body needs.

There are five main food groups, they are:

Fruits, Vegetables, Cereals and Pulses, Dairy Products, Poultry, Fish and Meat products

A healthy balanced diet of these five food groups ensures essential vitamins, minerals and dietary fiber. The food group serving size will depend upon various factors like age, activity level, body size and gender. It is important that we eat a variety of foods from within and across the food groups as some foods from within a food group provide more nutrients than others. This will ensure that one gets the maximum recommended nutrition from the food group; besides the food variety will make for an interesting meal. It must be noted that allopathic medicine treats symptoms rather than the root cause of the disease, which is usually caused by wrong eating habits leading to an accumulation of toxins within the system. However a nutritious diet can rectify underlying causes of diseases and restore one to wholeness of mind and body. Once we realize the connection between a wholesome balanced diet and good health, our food will be our medicine and maintaining good health will be a matter of making the right food choices and leading a healthy lifestyle.

## Religion and Spirituality

The strong invisible force called God which governs our beliefs has been the single most important factor in directing the cause of history. For eons humanity has been guided by this staunch belief in the power of the supernatural and that has enabled us in understanding good and evil. God is a manifestation of faith expressed in varyingly different forms one of which is religion. More than God reigning supreme, tragically it is religion that has reigned so. Whatever his religion may be, an individual who follows some spiritual force inevitably gains some peace in his day when he seeks solace in the idol of his faith. The ability to distinguish between good and bad is more a religion than any other form of faith and when you nourish the fact, and do what is right, you can most certainly expect to find lasting peace and happiness in life.



## Mind - Elevating Thoughts

It is more shameful to mistrust one's friends than be deceived by them.  
 Keep a secret, it is your slave. Tell it, its your master  
 Laughter is the shortest distance between two people.  
 Man is the only animal that laughs and weeps.  
 Nothing is permanent except change.  
 Only a few men think but all have opinions.  
 Our fear of disasters that may never happen, robs us of the courage to meet even the common challenges of life.  
 Talkers are no good doers.  
 The desire for appearing clever often prevents us from becoming so.  
 The best thing to give  
 to your enemy - forgiveness.  
 to an opponent - tolerance  
 to a friend - your ear  
 to your child - good example.  
 to your father - reverence  
 to your mother - conduct that will make her proud of you  
 Two great talkers will not travel far together.  
 A human being never changes to others by argument.  
 Two men look out through the same prison bars but one man sees the mud and the other sees the stars.  
 When the mouse laughs at the car, there is a hole nearby.  
 When the defects of others are perceived with so much clarity, it is because one possesses them one self.

(Collected form anonymous authors)

J. B. Chandra Sekhar SNo. 7089, Jome Office Chines.

## Good Bye Drugs

*Drugs drugs go away  
 Turn your face and walk away  
 Never ever look this way  
 When you go  
 I won't stop your way  
 You are an enemy not a friend.  
 I'll never shake hands with you  
 For you life is a toy  
 Which you can easily destroy  
 You are destroying people's health  
 And leading the world toward death*

Vaibhav Mundhra, S/o Dilip Mundhra

## Play Safe

Safety is the primary concern for every industry as thousands of employees are under constant danger when operating complex and high risk machinery or when working at unsafe zones. Areas where there are leeching chemicals, slippery floors, extensive dust, heavy loading and unloading, high sound emanation, complex machinery, malodour and many others, are highly risk prone. A split second of conscious or unconscious carelessness could prove fatal and hence workers must exhibit adequate caution by strictly following stipulated safety standards to protect themselves against the risk of any injury. Safety should be an integral part of one's life whether at work or at home. While it is important for corporates small or big to educate and train their employees in safety, it is equally important to follow basic safety issues at home and educate children on its importance. Safety standards when carefully followed will take you a long way towards happy careers and fulfilling lives.

General Safety

## Welcome Aboard

ST No	Employee Name	Designation	Dept
8490	Dasari Srinivas	Management Trainee(QC)	Lab
8491	Avinandan Ghosh	Sr Assistant (int. Audit)	Internal Audit
8489	Jani Banti Jagdishbhai	Management Trainee	JCGU Marketing
8488	Sudhir Ashok Pendse	Sr Area Sales Manager	Marketing
8496	Sk Nala Heither	Trainee	Project
8492	N Ramakrishna	Sr Sales Officer	Marketing
8493	Krishna Kumar Kabra	Sr Sales Officer	Marketing
8495	S Krishnan	Jr Engineer (Elec)	Electrical
8497	Ts Gupte	D G M (Prod)	Production
8498	Sanjib Sahu	Management Trainee	JCGU Marketing
8499	Uppari Susheel Kumar	Trainee	Project
8500	Arukonda Bharath	Graduate Engineer Trainee	Electrical
8501	P Mohan Krishna	Trainee	Electrical
8502	M Debbe Sahadevudu	Asst Manager - Hr	Personnel
8503	Saurabh Ashok Mohindra	Graduate Engineer Trainee	J C G Unit
8504	Kuldeep Singh Solanki	Jr Assistant - Welfare	Despatch
8505	Manchikalapati Sunil	Jr. Engineer (Mines)	Mines
8506	Devi Priya	Graduate Engineer Trainee	EDP
8507	Patel Suraj Singh	Sr. Officer (Geology)	Hyd - Proj Office

### Success has a simple formula:

Do your best and people may like it.

– Sam Ewing

### For True success ask yourself four questions:

Why ? Why not ? Why not me ? Why not now ?

– James Allen

## NCC Achievement

Miss Anamika, D/o. Sri M.C. Shekhar has participated in the National Cadet Corps at Rajkot in the National Integration Camp. She won the first prize in Solo song and Second prize in Solo Dance in which she participated.

She also took part in the National Integration Camp held at Khandwa (M.P.) by Nehru Yuva Kendra Khandwa (M.P.).



## Travel and Tourism

### Vizag – A sea of natural resplendence

Visakhapatnam which is popularly known as Vizag is blessed with such scenic surroundings as it has monuments, scenic landscapes, fine accessible sand beaches and thickly wooded hills. It is the only place on the east coast where the Eastern Ghats meet the sea.

#### How to Reach This Place:

**Road:** Visakhapatnam is 650 km from Hyderabad and 400 km from Vijayawada. Regular bus services are available to Hyderabad, Vijayawada, Bhubaneswar, Chennai and Tirupati.

**Rail:** Visakhapatnam is a major junction on the commercially important Chennai - Kolkata rail line. As such the city is well connected by rail with New Delhi, Chennai, Kolkata and Hyderabad. Daily express trains are available to all these four major cities.

**Air:** Connected with Hyderabad, Chennai, Kolkata, New Delhi and Bhubaneswar, Indian Airlines flies daily to Hyderabad and five times a week to Chennai, New Delhi and Kolkata.

#### Places of Interest:

**Simhachalam:** One of the most exquisitely sculpted Shrines of Andhra Pradesh, Simhachalam temple is situated 16 km from Vizag among thickly wooded hills.

**Kailasagiri:** Kailasagiri Park located on a picturesque hill is truly an outstanding tourist spot in Visakhapatnam city. Located at an altitude of 130mtrs the ranges are appropriately named Kailasagiri owing to the presence of a statue of the celestial couple Siva-Parvathi.

**Rushikonda:** Rushikonda beach is a picture perfect setting with golden sands, surf, sea and hill cottages overlooking the grand vista.

**Bheemunipatnam:** The 25 Kms stretch of road literally hugging the coastline from Visakhapatnam is simply breathtaking. On the way one can venture into "Erramattidibbalu," beautiful formation of red sand, or the shallow waters of the unending beach. Bheemili a sleepy little town close by is the second oldest municipality in the country.

**Dolphin's Nose:** It is the most prominent landmark in Visakhapatnam being a single and massive hillock of more than 350mts height. It resembles a Dolphin's nose hence the name. It harbours the Head Quarters of Eastern Naval Command.

**Ramakrishna Beach:** It is one of the most prominent beaches on the East Cost and a major crowd puller.

**Araku Valley:** Araku a lovely summer resort is one of the most important tourist destinations in Andhra Pradesh. A pleasant hill station famous for its scenic lush green nature, valleys, waterfalls and streams it is situated at a distance of 112 km from Visakhapatnam. A major tourist attraction enroute are the famous **Borra Caves** which are world famous for housing stalactite and stalagmite formations millions of years old.

## Obituary

**Shri G.P. Birla,**  
the eminent  
industrialist and  
philanthropist  
passed away on  
the 5th of March  
2010 in Kolkata.



G.P. Birla was born in Benares on the 2nd August 1922. As a young man he set up a number of large industrial undertakings such as Orient Paper and Industries, Hyderabad Industries Ltd. and Nigeria Engineering Works. Other industries in the group include NEI, GMMCO, Hindustan Motors, Birlasoft, Avtec and Indian Smelting.

One of his guiding philosophies was that the role of industry was not just a means of wealth creation but in fact a way to improve the lives of the community. He is best known for creating large Educational, Medical Research and Charitable Trusts and Institutions. These include Birla Institute of Technology, Ranchi, Birla Institute of Scientific Research, Birla Archaeological and Cultural Research Institute, Calcutta Medical Research Institute (Calcutta Hospital), B.M. Birla Heart Research Centre, Modern High School for Girls and Rukmani Birla High School.

An all important facet of his personality was the empathy he shared for people. He painstakingly built magnificent temples in Hyderabad, Jaipur and Bhopal and liberally supported the renovation of places of historical, architectural and religious importance to preserve the cultural heritage of India.

In recognition of his outstanding services to the nation, he was awarded the Padma Bhushan in 2006 by the Government of India.

He was a deeply spiritual man with a passion and energy to constantly seek out innovation both in community service and industry. His spirit never flagged and it was impossible to come away from him without being touched by his humility.

He is survived by his wife Nirmala Birla, his son Chandra Kant Birla, his daughter Lekha Poddar and their families.



We would love to have your feed back on this issue.

Please do write to us at

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