

OCTimes



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

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Best Management Award-2010

We have been awarded the 'Best Management Award-2010' by the Labour Department, Government of Andhra Pradesh, for maintaining Cordial Industrial Relations and for our best efforts towards Welfare of Employees. Shri **K. Rosaiah, Hon'ble Chief Minister of Andhra Pradesh**, presented this award in a function held on 1st May, 2010, at Hyderabad.



New Stock Point Opened at Bodhan

In the process of exploring new markets and identifying strategic locations we have recognized a new stock point at Bodhan. Logistically Bodhan is the ideal place to have a depot from where we can expect additional volumes. On 19th April, a Pooja was performed with all the formalities, it being a very auspicious day. Local dealers and retailers along with Sub-Dealers from surrounding villages were invited for the inauguration. A sumptuous lunch for all the attendee dealers was arranged on the occasion. At the end of the programme we distributed a compliment along with a sweet box to all the dealers.

- Murali Krishna, Marketing



Chanakya Neeti Vachan

- A Scholar and a king are never comparable. A king is worshiped in his country, but a scholar is worshiped everywhere.
- It is better for one, not to live in a place where wealthy people, scholars, kings, doctors, and rivers do not exist.
- Rain over the ocean is meaningless. Meaningless is feeding a well fed person. Extending welfare to a rich person is meaningless, so is lighting a lamp in daylight.
- One should be satisfied with three things that he already has – Wife, Food, and Wealth.
- One should never be satisfied with three things - Knowledge, Penance and Charity.
- A scent in flowers, oil in seeds, fire in wood, ghee in milk, sugar in sugarcane, and a soul in the body are not seen from outside.
- No drink is better than rain water and no power is equal to will power. No light is brighter than the vision of the eyes and no wealth is more satisfying than food.
- Revealed is the truth of a servant's loyalty in times of work, a friend's friendship in times of danger and wife's love in time of loss of wealth.

- Compiled by : A.K. Kejriwal, EVP-Marketing

From the Editor's Desk

Only yesterday it seems that we have released our previous issue and here we are yet again, bringing you this picturesque mélange of happenings in our great establishment. We have endeavoured to put these intermittent 'goings-on' of our organisation into this newsletter so that you as a vital component of our magnificent corporate would be abreast of the latest happenings within.

Every season brings in something different and this time we have had many colourful events which helped in excellent branding of our company products. This issue covers many such exercises which have been conducted over the last quarter along the country. A few exciting articles have also been contributed by a few passionate employees, which is very warm and welcoming. We encourage all our colleagues across all lines to contribute to this magazine more effectively in the future and more prolifically as well, so as to keep its appeal glossier and enrapturing as the seasons pass by. Do post your articles and suggestions on octimes@orientcement.in

Let us give the best to our company and then expect better. Warm wishes to you all!

- Sushant Roy DGM (Advt.)



Sengaoon



Sawargaon

Strengthening Relationships from the Grassroots - Mason Meets



Sengaoon

At Orient Cement it has been a steady belief that masons form the most critical component of the construction arena. It is undeniable that the mason forms the ultimate image in the whole process as the one who ensures that the actual construction takes shape. Orient Cement has steadily endeavoured to fortify the relationship that masons have with cement and has portrayed this effectively in all related activities. Masons form the grassroots of cement business and as a measure to encourage their association with our organisation we have conducted numerous Mason Meets across a number of places in and around the state. Mason Meets were conducted at Betul, Shahada, Kanolibara, Kandhar, Multai, Sawargaon, Senagaon and at Nagarkurnool, over the last season.



Kanolibara



Shahada

Our local Stockists and Dealers helped actively in organising the meets. Retailers and many civil contractors of the regions were also invited along with masons from the neighbourhood. As a standard, the venues were well lined with Birla A1 banners, danglers and our mammoth inflators, to create effective product imaging. Technical presentations were given by our Senior Technical Manager Mr. Amrut Damle, in most of these meets on various aspects of cement and on myths doing occasional rounds. Q&A sessions were conducted for all the attendees to enable better product understanding. Lucky Draws were conducted for the invitees on conclusion of the meets which were followed by sumptuous dinners. During dinner sessions the organizers would interact with all the invitees on a personal note and answer queries on our any related aspect. At all these meets the invitees were handed over token gifts as souvenirs of our company. Mason Meets are an essential part of ensuring lasting relationships with cement companies and assuredly these meets will always be given prime importance by our organisation as part of our corporate strategy.



Nagarkurnool



Kandhar



Multai



Multai

Architects and Engineers Meet



Architects and Engineers are intrinsic to construction and their role as a key influence in determining the profile of a structure is well established. Our company has always emphasized the importance of managing excellent relationships with this crucial order of professionals in our business. As part of this policy we frequently conduct events for Architects and Engineers at different places in the country. This time an Architects & Engineers meet was held on the 6th Aug, at Hotel Nikhil Sai International, Nizamabad.

The President of Architects & Engineers Association acted as the Chief Guest. He was invited along with DGM Technical, and Marketing Manager (Nizamabad). The Chief Guest and two senior architects and engineers were felicitated on the occasion. The Presentation was an interactive session with the Architects & Engineers with emphasis on continuing strong fraternity for mutual success.

A lucky dip was organised and prizes were distributed and the programme ended with a vote of thanks followed by a gala dinner.

The architect and engineer invitees assured us of complete support in promoting our product in their ventures.

V.Murali Krishna

Dealers Motivational Programs

- Gold Distribution

Sales success undoubtedly depends on how the product is routed to the market till it reaches the end consumer. The role of Dealers is therefore unquestionable in this marketing process. The relationship of our company with cement dealers has been constantly strengthening over time with new ideas and strategies being effectively introduced. In schedule of this policy a Dealers Gold Distribution Programme was held on 18th June 2010, at Hotel Nikhil Sai International. All our dealers of Nizamabad district were invited for the event.

The Gold Distribution Scheme details were clearly explained to dealers where focus was clear on how strong their role is in ensuring success of our company, and what wonderful prospects it entails them. The best dealers who could achieve the highest sales were listed out and Gold was distributed to them as a motivational incentive for their sparkling performance. The rest of the dealers took cue from the awardees and vouched to ensure better achievements in the near future to be enlisted in the awardees list. The program also involved discussions of our company plans for expansion which was, upon conclusion, followed by a service of dinner.

V.Murali Krishna

Consumer Camp-Aurangabad

Occasional Consumer Camps are an integral component of the mechanism laid out to evaluate product performance. Consumer camps facilitate direct contact with the end consumers and enable us to understand their requirements more precisely. These also help us to strengthen bondage between need and availability. We have planned a series of consumer camps as part of this strategy and one such camp was held this season at Aurangapura on 18-08-10 at New JK Agency.

An Ad film of Birla A1 and a presentation were shown to the assembly. Sr. Technical officer Sri. Santosh Hekde gave Technical presentations.

The main idea behind conducting the consumer camp was to create a brand preference for our products. We believe this programme has created adequate brand recall in the consumers considering its great response.

A Consumer Meet was also held at Mahendra Trade link, Nari Road, Nagpur on 4th August, 2010.

- Piyush Sharma Santosh Hekde

MDP on Rural Marketing

A Management Development Program on Rural Marketing was held in collaboration with Roots Business School. This was spread over as a two day event to impart case based knowledge on advertising. The participation took place across the hierarchy involving training of 14 marketing personnel in the first quarter of the year 2010-2011.



Consumer Meet-Nagpur

A Consumer Meet was held at Mahendra Trade link, Nari Road, Nagpur on 4th August, 2010. Our stockist Mr. Mahendra Kesharwani welcomed all the consumers and shared his business experience with Orient Cement. Shri Manish Bobhate gave a brief introduction. Mr. Amrut Damle gave a technical presentation. Shri Samir Mahurkar gave a vote of thanks.

Sales Review Meeting 8-5-10



Birla A1-Little Dhamal Masti

After reaping the benefits of sponsoring the Mega event-Laughter Express, we decided to go further & sponsor yet another mega event -'Little Champs Dhamal Masti.'

We sponsored a live program by **Sa Re Ga Ma Pa** Little Champs at Nagpur on 30th May, 2010. The fantastic five who emerged from Zee Marathi Talent hunt reality show **Sa Re Ga Ma Pa**, were Kartiki, Prathmesh, Arya, Mugdha, & Rohit. The program was organized by Sahitya Prasarak Mandal, Nagpur.

We invited all our stockists of Nagpur to witness this grand event. The publicity of this event was done through various advertising media. Auto stickers were put on 500 auto rickshaws, 200 banners put on 20 ticket counters & popular places in Nagpur including famous shopping malls. 48000 Newspaper Inserts & Radio Advertisements were also used for the publicity of event. As a result of this Birla A1 brand received excellent publicity.

The pre-event Press Conference was held at our Nagpur office. The Press Conference was addressed by Shri Abhay Deshpande. The little champ Prathmesh was also present in the press conference. Subsequently, Press coverage was done about the event in all the newspapers.

The stage of Birla A1 Little Champs was aesthetically decorated. to ensure maximum visibility of our brand.

A separate Birla A1 entrance gate was provided by organizers for our invitees.

Our officers welcomed our stockists and guided them to take their respective seats. A Snack Box and a water bottle was personally given to all Birla A1 invitees as a refreshment.

After getting an overwhelming response from the audience, the little champs sang old Hindi classics & Bollywood hits.

Miss Anuja a fame of ' **Sa Re Ga Ma Pa**' anchored the program and highlighted Birla A1 Premium Cement quite well during the entire program. Around 3500 music lovers enjoyed the program.



A Great Retail Identity Can Be Anything ...

Today, retail identity and branding should be stronger than ever. In an age of accelerating product proliferation, enormous customer choice, and growing clutter in the marketplace, a great identity is a necessity, not a luxury. This in turn will allow the Cement retailer to operate at the higher end of the spectrum.

A great identity can be anything and can transcend the boundaries of its narrow category by doing something unexpected.

Retail identity reaches out with a powerful connecting experience. It's an emotional connection point that transcends the total retail experience. This includes the exterior and interior of the store, the merchandise mix, the ambience in the store and the logo, which should be on everything including the business cards, invoices, signage, furniture, walls etc. Emotions also include the manner in which customers are treated and the respect they are given, as well as the services offered, to make their life as easy as possible.

Consumers are searching for something that makes them feel confident and grand; they are looking for value.

Orient Cement this season, has been experimenting with some novel ways to promote its brand by way of City Bus Branding, Aerobus Branding, Mumbai Local Trains Branding, Water Tanker Branding, Retail Outlets Interior/Exterior Branding etc.

About 14 buses in Nanded were hired for advertisements of our company to provide good visual impact of our brand.

Advertisements were also placed on Local Trains at Mumbai, on the Central Railway Local Train Route, from 13th June, 2010, for a period of three months. Each train contains 36 display panels, 18 on each side. This campaign is being planned in the future on Western Local Trains.

In order to take our brand into interiors of even remote villages, we sponsored supply of water to many villages which were suffering from acute water scarcity. While helping thirsty villagers we have also successfully created a visual impact by Branding the Tankers.

This to be a great advertising campaign on wheels and has received appreciation from all our stockists.

Further, some interesting experiments with Retail identity were done in Nagpur, where chairs, door-handles, doormats, stairs, pillars, oneway vision glass, ceiling, weighing machine and fans carried the Brand Logo



Drinking Water Stall

On 2nd April, 2010, our Company installed a Drinking Water Stall at Mancheril Railway Station to provide Drinking Water to needy passengers quenching their thirst during the hot summer season.



CSR-Meningitis Vaccination Camp : As part of our activities in Corporate Social Responsibility we organized a Meningitis Vaccination Camp for Children of Devapur and nearby Villages from 3rd June to 4th June, 2010, at our Occupational Health Centre and School. This camp was conducted in coordination with Health Dept., Govt. of Andhra Pradesh, in which 633 Children were vaccinated.

Opening of New Entry Gate

On 30th April, 2010, Sri Bhagwat Pandey, President inaugurated the New Gate for speedy movement of cement and raw materials.



Prize Distribution

On 29th June, 2010, Prizes were distributed for winners and runners of Sports and Games conducted during November, 2009 to January, 2010, for our employees and their family members. Sri. Bhagwat Pandey distributed Prizes to all the winners and runners. While addressing the gathering, he advised all employees and their family members to participate in all the Sports & Games activities conducted by the Company. He also stated that Sports & Games are most important for our physical and mental fitness and to ease out our stress. Sri. Baldev Punjabi, VP (Engg.), Sri. B.D. Damani, Chief Co-ordinator (Projects), Sri. V.K. Shukla, Chairman, Sports Committee, also participated and distributed the prizes to winners and the runners.



Teamwork & Teambuilding Essentials

Team building skills are critical for your effectiveness as a manager or entrepreneur. And even if you are not in a management or a leadership role yet, better understanding of team work can make you a more effective employee and give you an extra edge in your corporate.

A team building success is when your team accomplishes something much bigger; and works more effectively than a group of the same individuals working on their own.

You have strong synergy of individual contributions. But there are two critical factors in building a high performance team.

The first factor in team effectiveness is the diversity of skills and personalities; when people use their strengths in full, and can compensate for each other's weaknesses. Second, when different personality types balance and complement each other.

The other critical element of team work success is that all the team efforts are directed towards the same clear goals, the team goals. This relies heavily on good communication in the team and the harmony in member relationships.

In real life, team work success rarely happens without focused team building efforts and activities. There is simply too much space for problems. For example, different personalities, instead of complementing and balancing each other, may build up conflicts. Or even worse, some people with similar personalities may start fighting for authority and dominance in certain areas of expertise. Even if the team goals are clear and accepted

by everyone, there may be no team commitment to the group goals or no consensus on the means of achieving those goals: individuals in the team just follow their personal opinions and move in conflicting directions. There may be a lack of trust and openness that block critical communications and lead to loss of coordination in individual efforts. And on this is why every team needs a good leader who is able to deal with all such team work issues.

Here are some additional team building ideas, techniques, and tips you can try when managing teams in your situation.

Make sure that the team goals are totally clear and completely understood and accepted by each team member.

Make sure there is complete clarity on who is responsible for what, and avoid overlapping authority. For example, if there is a risk that two team members will be competing for control in certain area, try to divide that area into two distinct parts and give each more control in one of those parts, according to that individual's strengths and personal inclinations.

Build trust with your team members by spending one-on-one time in an atmosphere of honesty and openness.

Be loyal to your employees, if you expect the same.

Allow your office team members build trust and openness between each other in team building activities and events. Give them some opportunities of extra social time with each other in an atmosphere that encourages open communication; for example in a group lunch. However be careful with those corporate team building activities or events in which socializing competes too much with someone's family time.

For issues that rely heavily on the team consensus and commitment, try to involve the

whole team in the decision making process; for example, via group goal setting or group sessions with collective discussions of possible options or solution ideas.

What you want to achieve here is, that each team member feels his role in the final decision or solution. And the more he or she feels this way, the more likely he or she is to agree with, and commit to the decided line of action. Then the more you build team commitment to the goals and decisions.

When managing teams, make sure there are no blocked lines of communications and you and your people are kept fully informed.

Don't miss opportunities to empower your employees. Say thank you or show appreciation of an individual team player's work.

Don't limit yourself to negative feedback. Be fair. Whenever there is an opportunity, give positive feedback as well.

Finally, though team work and team building involve many challenges, the pay off from a high performance team is well worth it.

- B.RamaKrishna, Marketing



"Felicitation of National Teachers"

Shri. B.N. Gattani, Father of Mr. Mahesh Bankatlal Gattani (Shubham Trading Co., Stockist of Orient Cement, Baismath Dist: Parbhani) received a National Award at the hands of Smt. Pratibha Devisingh Patil, President of India for the Year – 2009.

Green Building - also known as green construction or sustainable building is the practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building's life-cycle: from siting to design, construction, operation, maintenance, renovation, and deconstruction. This practice expands and complements the classical building design concerns of economy, utility, durability, and comfort.

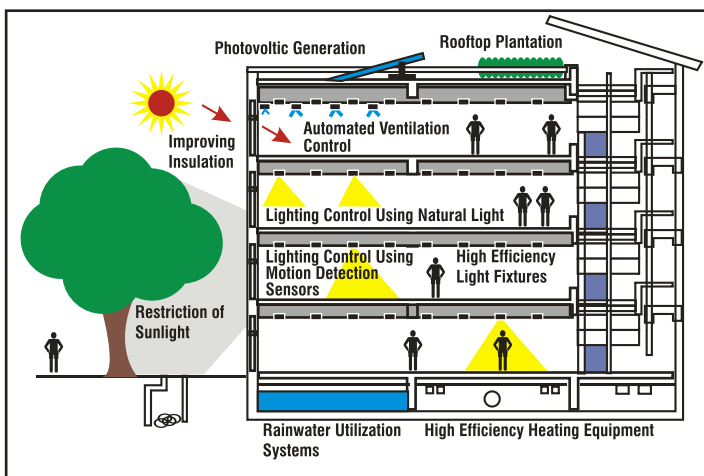
By preferring Green Building over a conventional building we help the planet earth and people to retain nature to the maximum extent possible and in three ways with reference to the location of the buildings.

1. Retain the external environment at the location of the building.
2. Improve internal environment for the occupants
3. Preserve the environment at places far away from the building

Green Buildings Retain the Environment at the location of the Building.

Suppose we propose a multistoried office complex to accommodate thousands of officers and staff, it requires a vast area. Therefore selection of a site for such a building complex should consider retention of local vegetation, wild life, natural water courses etc. Either a site with bio diversity should be avoided or the building should be planned to reduce site disturbance.

Concept cross section of a Green Building



Land: The landscaping and the exterior design in a green building shall be in such a way that there is more shaded area, that light trespass is eliminated and local species of plants are grown.

Water: The green building by its design and shape shall not disrupt the natural water flows, it should orient and stand just like a tree. Rain falling over the whole area of the complex shall be harvested in full either to replenish the ground water table in and around the building or

to be utilized in the services of the building. The toilets shall be fitted with low flush fixtures. The plumbing system should have separate lines for drinking and flushing. Grey water from kitchenette, bath and laundry shall be treated and reused for gardening or in cooling air conditioning towers.

Energy: The solar energy at the top of a green building is harvested to supplement conventional energy. Natural light is harvested in the intermediate floors to minimize the usage of electricity. Sunlight is restricted by the high grown trees outside the lower floors of the building. High efficiency light fixtures make a pleasant lighting apart from saving energy. High-efficiency windows and insulation in walls, ceilings, and floors are used for the benefit of better temperature control.

Green buildings improve internal environment for the occupants

Light: In a designed green building the occupants shall feel as if they are in an outdoor location. The interior and exterior designs shall go hand in hand by blending the natural and artificial lighting and presenting transparent views wherever possible.

Air: In an air conditioned environment, a green building is specially equipped to ensure Indoor Air Quality for a healthy atmosphere. Even breathing shall be pleasant, free from the odour of paints and furnishings.

A comfortable atmosphere at work stations improves the attendance of the staff and increases productivity.

- Use building industry practices that are friendlier to the environment
- Use latex paints only instead of solvents that will infiltrate our water sources
- Use low VOC (volatile organic compounds) so as to provide a safer work environment for painters and others in the building industry
- Use building materials that are regional or local so as to save fuel in long distance transport

Promote a healthy environment in the house to create a HEALTHY HOME

- Use oriented strand board (OSB) and other substrata wood products free of formaldehyde that may leach into your interior air for years to come.
- Seal the house well to reduce infiltration of humidity (particularly in humid climates) to prevent mold and dust mites and therefore asthma and respiratory diseases
- Install air extractors in wet areas such as kitchens, bathrooms and laundry rooms to remove excess humidity
- Incorporate a layer of air space in the exterior wall sandwich (outside of the sheathing) to let the walls breathe
- Use cleanable hard surfaces for floors, so as to be able to remove dust and particles from the house
- Change A/C filters once a month

Sources: www.wikipedia.org; www.truthdive.com

-Compiled by **J. Naresh**

సిమెంట్ చరిత్ర - ఖియోగం

“పదార్థాలను పట్టి రాంచి పటిష్ట పరచి, ఆ పటిష్టతను పదికాలాలపాటు నిలిపి రాంచే పదార్థమే. సిమెంట్”

ఈజిప్టు, రోమ్, గ్రీకు నిర్మాణ చరిత్రలో సున్నం+సున్నపు లక్షణాలున్న బాడిప+బంకమన్ను కలిపి వాడిన దాఖలాలనుప్పటికీ, ప్రప్రథమంగా సిమెంట్ లాంటి పదార్థాన్ని, రోమ్కు చెందిన జాన్ స్పిటూస్ కనిపెట్టి తయారు చేశారు. క్రీ.శ. 1796-1800 మధ్య కాలంలో బంకమన్నుతో కూడిన సున్నపురాళ్ళను కాల్చి పొడి చేసిన పదార్థాన్ని నిర్మాణానికి వాడటం జరిగింది. క్రీ.శ. 1800-1850 మధ్య 5 దశాబ్దాలపాటు ఈ పదార్థం రోమ్ సిమెంట్ పేరిట వాడుకలో రాంది.

ప్రస్తుతం వాడుకలో రాన్న పోర్టు లాండ్ సిమెంట్ ను కనుగొన్న ఘనత మాత్రం ఇంగ్లాండ్ లోని లీడ్స్ నగరానికి చెందిన “జోసెఫ్ అస్పిడిన్”కు దక్కుతుంది. ఆయన ఈ సిమెంట్ ను “పోర్ట్ లాండ్ సిమెంట్” పేరిట 21-10-1824 న పేటెంట్ చేయించారు. గట్టిపడిన ఈ సిమెంట్ ఇంగ్లాండ్ లోని “పోర్టులాండ్” వద్ద రాన్న సహజ సిద్ధమయిన రాయిని పోలి రాండటంతో దీనికి పోర్టులాండ్ సిమెంట్ అన్న బావనామం ఇవ్వబడింది.

భారతదేశంలో పోర్టువర్ వద్ద 1912-1913 సంవత్సరంలో ది ఇండియన్ సిమెంట్ కంపెనీ ప్రధమంగా పోర్ట్ లాండ్ సిమెంట్ తయారీ జరిగింది. ఇల్లు కట్టే ఆలోచన వచ్చినప్పటి నుంచి, ఇల్లు పూర్తయ్యే వరకు ఈ కార్యక్రమం గృహస్తుకి ఎన్నో విషయాలు ప్రసూలితం చేస్తాయి. స్థలనిర్ణయం,

ఇంటిపైను, ఆర్కిటెక్చరు, ఇంజనీర్లు, మున్సిపల్ ఆఫీసులు, లోన్లు ఇచ్చే సంస్థలతో వ్యవహరించడం. సరి అయిన నిర్మాణ పదార్థాలను నిర్ణయించడం, ఇంటికి లోపలబయట వేయవలసిన రంగులు, నగిషి పనులు, చెక్కపనులు మొదలగువన్నీ ఈ ప్రభావానికి లోనవుతాయి.

అయితే వీటిలో దేనిలో తేడా వచ్చినా ఆ లోపాన్ని వాడిన సిమెంట్ కు ఆపాదించటం జరుగుతుంది. ఇంటి మొత్తానికి అయ్యే ఖర్చులో సిమెంట్ కు ఖర్చు అయ్యేది. 15, 16% అయినప్పటికీ పైకి కనిపించేది ఇంటికి జవనత్వాలనిచ్చేది సిమెంట్ గనుక ఇట్టి ఆపాదన జరుగుతుంది. సమతుల్యత రసాయన మిశ్రమం రాన్న సిమెంట్ ను వాడామా లేదా?

ఇసుము, ఇసుక, కంకర, నీరు, మొదలగు వాటి నాణ్యత మిశ్రమం చేసిన నిపుత్తి, మిశ్రమ నాణ్యత కట్టబడిన తర్వాత చేసిన క్యూరింగ్ విధానం.

నేలలోని అప్పు క్షారాలు, ఇతర రసాయనాలు వాతావరణంలో కలుషితాలు. నీటిలోని క్షారాలు సల్ఫేట్, కాంక్రీటులోనికి గోడలు, లోపలి పొరలలోనికి చొచ్చుకొనిపోయి ఇంటిని బలహీన పరచి జీవిత కాలాన్ని తగ్గిస్తాయి. వీలన్నిటిని లోనికి చేరనివ్వని తత్వం సిమెంట్ గుణాన్ని బట్టి వుంటుందిగాని సిమెంట్ రంగును బట్టిగాని సిమెంట్ శక్తిని సుసంపించిగాని రాండడు.

మనుష్యులలో ప్రతి బలవంతుడు గుణవంతుడు కాకపోవచ్చు. అలాగే రంగును బట్టి బుద్ధిని నిర్ధారించలేము. కాని, ప్రవర్తనను బట్టి నిర్ణయించగలం సిమెంట్ విషయంలో ఇది అక్షర సత్యం.

సంకలన కర్త : బి. రామకృష్ణ, మార్కెటింగ్ ఆఫీసర్

Birla A1- Under 13 T-20 Trophy

The new mantra for creating successful branding is to associate with sports events. And if the sport is cricket...it is an opportunity worth exploring.

Sharad Bhake Sports Academy, a leading sports academy of the region, gave us an opportunity to sponsor Under 13 T-20 Tournament in Nagpur. The trophy was named "BIRLA A1 UNDER 13 T-20 CRICKET TROPHY".

It was a seven day tournament held from 23rd May 2010. 12 Leading Cricket Clubs from Nagpur participated in this prestigious tournament.

The prizes were Rs 4001 for the Winner and Rs 3001 for the Runners, along with the trophy. Apart from this there were individual prizes for Best Batsman,

Best Bowler, Man of the Match, and Man of the Series etc.

PRESS CONFERENCE

A pre event press conference was held on 20th May, 2010, at the beautiful and prestigious Vidya Vihar Ground. This was covered by all major newspapers in Nagpur. Daily press coverage of the matches appeared in all the leading newspapers of the region.

We also sponsored attractively coloured Birla A1 logo printed T-shirts to all the players. This turned out to be a major attraction for the players and spectators.

The matches were played at three different grounds in Nagpur in morning and evening sessions. We displayed Birla A1 Banners at all the grounds where the matches were being played.

Sri. Abhay Deshpande, Joint General Manager, and Prakash Dixit the Secretary of Vidarbha Cricket Association (VCA), inaugurated the tournament. The inaugural match was played between Muzumdar cricket club and DP Construction Company.

The final was played between Ambedkar Cricket Club and Reshimbagh Gymkhana. The final winners were Reshimbagh Gymkhana.

The highlights of each day were covered in the sports columns of all leading newspapers for all seven days; our brand received excellent publicity. The winners were honoured by Sri. Abhay Deshpande, Joint General Manager and Sri. Sudhir Dabhir the President of VCA. The coveted

"BIRLA A1 UNDER 13 T-20 CRICKET TROPHY" was handed over to the winners by Sri. Abhay Deshpande.

The organisers thanked the teams for the participation and congratulated the winning teams. They also thanked the sponsors for their support to carry out this tournament. Orient Cement was specially thanked for associating with this grand event taking this tournament to all cricket lovers.

By associating with this event, we have reached an elite class of consumers. All our promotional activities carried out during the event ensured a high visibility over an extended time around the places where the events took place.



Supporting a Spiritual Cause

In Vidarbha there are many followers of Sri Amma Bhagwan. A Mukhti Darshan programme was conducted on the 9th May, 2010. Advertisement of this program was done by eight hoardings at prominent locations in the city. This co-branding helped in publicity of the program and creating awareness of Birla A1 Premium Cement. About 20000 devotees from all over Vidharbha were present to take darshan of Sri Amma Bhagwan.

"We have sponsored such a Spiritual Program in Nagpur for the first time. This program has helped us to build our brand image and increase goodwill of our brand".



Retailers Meet at Nagpur

A dealers meet was held in Nagpur on 24-06-10. The main objective of conducting the meet was to interact with retailers on a personal level in order to enhance business relations with them and to motivate them to sell more of Birla A1 premium cement. During the meet, queries of stockists & retailers were answered. Information regarding our company, the existing infrastructure at Nagpur, and future plans for Nagpur was given to the dealers. The invitees were highly impressed by the way we conducted the event. They appreciated the 'Personal Touch' maintained by us throughout the event.



What Is An Audit ?

Once a shepherd was fending his sheep beside a deserted road. Suddenly a brand new Mercedes screeches to a halt. The driver, a man dressed in an Armani suit, Cerutti shoes, Ray-Ban Sun glasses, Tag-Heur wrist watch and a Pierre Cardin tie gets out and asks the Shepherd, "If I can tell you how many sheep you have, will you give me one of them ?" The shepherd looks at the young man, and then looks at the large flock of grazing sheep and replies, "okay."

The young man then parks the car, connect his laptop to the mobile web, enters a NASA website, scans the ground using his GPS, opens a database and 60 Excel tables filled with algorithms and Pivot tables. He then printed out a ISO – page report on his High tech mini printer, turns to the shepherd and says, "You have exactly 1586 sheep". The shepherd cheers, "That's correct, you can have your sheep". The young man take one of the animals from the flock and puts it in the back of his Mercedes.

The shepherd looks at him and asks, "If I guess your profession, will you return my animal to me?" The young man answers, "Yes, why not ?" The shepherd says, "You are an auditor".

"How did you know?" ask the young man. "very simple, Firstly you came here without being wanted. Secondly, you charged me a fee to tell me something. I already know. Thirdly, you don't understand anything about my business..."

"...Now can I have my animal back ?"

Compiled by **A.K. Kejriwal**, EVP-Marketing

The Effective Executive

There is an old proverb which I found to be largely true – "If you want something done, give it to a busy man to do." Down through the years I have found several such men among the ranks of management and have enjoyed the privilege of following them very closely to discover their understanding of time.

Most of them merely reaffirmed the value of planning and scheduling. In their planning they consistently revealed their determination to be constructively selective in the choice of what they would and would not do. They did not take lightly the promise to perform and always included realistic time demands and considered other commitments before accepting an assignment. Talking with such men about their activities regularly revealed the almost offhand ability to discuss at some length and in some detail what they had planned for themselves for many months ahead. Certain significant statements indicate their temper and approach. "I never join an organization simply to attend its monthly meetings and receive the journal. I expect to contribute to that organization and gain something definite from the association. If I do not, then I resign."

"I delegate, but I am careful to delegate things I know how to do, reserving to myself those things that I do not know how to do, in order to learn them myself. Asking a man to do something in vague uncertain terms, does nothing for him and also damages my operations."

Their planning and scheduling of time seemed to provide knowledge and conviction about managing time. An atmosphere of quiet effectiveness existed, measured by a range of activities, all deliberately selected and purposively pursued.....

-Yuvraaj Mahajan, AGM (Marketing)



Devjeet Saha

Devjeet Saha, a 24 year old, studying in Pune School of Business and Vartika Pande-22yrs are doing an ANTI-TOBACCO AWARENESS DRIVE, helping CANCER PATIENTS AID ASSOCIATION. They have covered the entire country on their bikes, along the Golden Quadrilateral, starting on 10th May. They arrived back at Mumbai covering 6000 Kms on 22nd May and were present at CPAA's Press conference on the event of World No Tobacco Day.

NOSTALGIA 1970's-Through Sepia Glass

For those who grew up during the 70s in middle class India, here are some things that you can identify with.



- ♥ Inspired by your idols from Bollywood, during the teen ages, you were very proud to wear your first "Bellbottom" or your first "Maxi". The most loud ones had a different patch or strip colored on the sides with a half chain at the bottom. The width of the bottoms depended on how loud you are.
- ♥ Phantom & Mandrake (Indrajal comics) were your only true heroes. The intelligent class read "Competition Success Review".
- ♥ Your "Camlin" geometry box & Natraj pencils were your prized possessions.
- ♥ "Holidays" strictly meant summer holidays and the destination to visit was grandparents' place where entirely you enjoyed the nights sleeping on the terrace under a mosquito net.
- ♥ The definition of Ice-cream was limited to either an orange stick or a vanilla stick.
- ♥ You proudly shared your neighbour's phone as your number with a 'c/o' written against it because your Dad had booked yours only 7 years ago and you were still waiting for your number to come.
- ♥ There is a celebration in the house when your dad brought his "Bajaj Scooter" booked 3 years ago, and was heard proudly saying . "just got it in 3 yrs waiting time".
- ♥ The most popular ad commercial was "Hamara Bajaj" and "Chal meri Luna," Luna being driven by the advanced girls of the town, rest restricted themselves to the ladies cycles.
- ♥ Fiat or an Ambassador was your first family car (and the only one). This often had to be pushed by the entire family to get going.
- ♥ The car windows had white laced curtains stitched by Your mom burning late night candles. They were tied in the middle and if your dad was the more for the extra comfort, you had a magnificent small fan near on the left / right window.
- ♥ You "earned" your HMT watch after SSC exams.
- ♥ You excitedly went to "Great Russian Circus" and had to hold your breath while the pretty young thing in the glittery skirt did acrobatics. You almost breathed out seeing the motorcyclist vrooming in the "Maut Ka Kuan". It was okay to laugh your heart out at dwarfs hitting each other's bottoms!
- ♥ You were a great fan of 'CIBACA Geet Mala' and were glued to the radio when you heard "Behno aur Bhaiyo" in most familiar voice of Amin Sayani.
- ♥ If you had a TV, it was normal to expect the neighborhood to gather around to watch the Chitrahaar or the Sunday movie. If you didn't have a TV, you just went to a house that did. It mattered little if you knew the owners or not.
- ♥ Sometimes the owners of these B&W TVs got very creative and got a bi or even a tri-coloured anti-glare screen to give a feel of a colour TV.
- ♥ The only "Gadgets" in the house were the TV, the Fridge and possibly a mixer. All the gadgets had to be duly covered with a crochet covers and sometimes even with ingenious, custom-fit plastic covers.
- ♥ Movies meant Rajesh Khanna or Amitabh Bachchan. Before the start of the movie you always had to watch the obligatory "Newsreel."
- ♥ Your hormones went crazy when you heard "Disco Deewane" by Naziya Hassan & Zoheb Hassan.
- ♥ Being Photographed was a big thing. You were lucky if your family owned HOTSHOT camera. A reel of 36 exposures was valuable hence it justified the half hour preparation & "setting" & the "posing" for each picture. Therefore, you have atleast one family picture where everyone is holding their breath and standing in attention!

I wonder...Jaane Kahan Gaye Woh Din...

SUSHANT ROY, DGM-ADVT

Daddy For A Daughter Over Ages

- At 4 years : My daddy is great.
 At 6 years : My daddy knows everybody.
 At 10 years : My daddy is good but short tempered.
 At 12 years : My daddy was very nice to me when I was young.
 At 14 years : My daddy is getting fussy.
 At 16 years : My daddy is not in line with the current times.
 At 18 years : My daddy is becoming increasingly cranky.
 At 20 years : Oh ! It's becoming difficult to tolerate my daddy.
 Wonder how mother puts up with him.
 At 25 years : Daddy is objecting to everything.
 At 30 years : It's becoming difficult to manage my son. I was so
 scared of my father when I was young.
 At 40 years : Daddy brought me up with so much discipline.
 Even I should do the same.
 At 45 years : I am baffled as to how my daddy brought us up.
 At 50 years : My daddy faced so many hardships to bring us up.
 I am unable to manage a single son.
 At 55 years : My daddy was so far sighted and planned so many
 things for us. He is one of his kind and unique.
 At 60 years : My daddy is great.

Thus, it took 56 years to complete the cycle and come back to the first stage.

-Keshav Sharma, AVP Marketing

My Hyderabad City

- | | |
|-----------------------------|---------------|
| 1. City of Knowledge | Vidyanagar |
| 2. Colony of Peace | Shantinagar |
| 3. Colony of Slaves | Habsiguda |
| 4. Colony of Nizam's Wife | Begumpet |
| 5. Heir's Colony | Warasiguda |
| 6. Residence of Lord Vishnu | Narayanaguda |
| 7. Richman's Stomach | Ameerpet |
| 8. Hands of Henna | Mehandipatnam |
| 9. Land of Army | Sainikpuri |
| 10. Innocent Man | Bolaram |
| 11. Old Fort | Purana Quila |
| 12. Wooden Bridge | Lakdi-ka-pool |
| 13. Happy Heart Colony | Dilsukh Nagar |
| 14. Doctor's Stomach | Hakimpet |
| 15. Place of Mosquitos | Domalguda |
- Sharda Maheshwari (Treasurer, Mahila Mandal, Devapur)

The Life We Trust

- Once some villagers decided to pray for rain. On the day of the prayer all the people gathered but only one boy came with an umbrella – That's Faith
- When you throw a baby in the air, she laughs because she knows you will hold her – That's Trust
- Every night we go to bed, without any assurance of being alive the next morning, but still we set the alarms to wake up – That's Hope
- We plan big things for tomorrow in spite of zero knowledge of the future – That's Confidence
- We see many couples in disarray. We know there is a possibility of similar things happening to us in our marriages. But we still get married!! – That's Over Confidence

– B. Sravan Kumar, EDP Dept

Carmel Giri Convent High School Events - April-June, 2010

World Earth Day – 22nd April, 2010

On the occasion of World Earth Day, members of the National Green Corps of our school organized a Cycle Rally, extending from the school campus to the main road, via OC colony. In this campaign, a distance of 4 Kms was covered by 300 students, along with the school staff and officers of the Safety Department. The Principal Sr. Annie, in her message emphasized the need to save our planet Earth from the ill-effects of water pollution and air pollution. The students were also urged to say "No" to polythene covers.

Academic Performance

A total of 131 candidates appeared for the SSC Exam 2009-2010. 123 students passed, with 12 students obtaining A1 Grade and 28 students securing A2. The average pass percentage was 94.

Top Scorers



S. Mamatha
 of XTM
 D/o Sri. S. Narasaiah
 541 Marks



Jyothi Sharma
 of XEM
 D/o Sri. Damodar Sharma
 529 Marks

Congratulations to you both from OC Family!!

HIT Admission

S. Mamatha (SSC Exam 2009-10 batch) D/o S. Narasaiah has been selected on merit basis to gain admission to the IIIT Rajiv Gandhi University of Knowledge and Technology, Kadapa, a renowned educational institute in A.P, to pursue her higher studies. Well done Mamatha!!





ताश के पत्ते



ताश में ५२ पत्ते क्यों होते हैं ?
 क्यों कि वर्ष मे ५२ सप्ताह होते हैं ।
 पत्ते चार रंग के क्यों होते हैं ?
 क्यों कि वर्ष मे ४ मौसम होते हैं ।
 एक रंग के १३ पत्ते क्यों होते हैं ?
 क्यों कि १ मौसम १३ सप्ताह होता है ।
 एक रंग के पत्ते में ९९ बिंदू क्यों होते हैं ?
 क्यों कि १ मौसम ९९ दिनों का होता है ।
 क्यों कि वर्ष में ३६५ दिन होते हैं, इसलिए
 सब पत्तों के बिंदुओं को जोड़कर (जोकर
 का एक पाइन्ट) ३६५ दिन होते हैं ।

ललित कुमार शर्मा
 असिस्टेंट मैनेजर (इन्टरनल ऑडिट)



ఆదిత్యోదయం

ఆదిత్యోదయమంటే
 ఆదమరచి నిద్రిస్తున్న ప్రకృతికి మేలు కొలుపు.
 ఆ కోనేటి తామరలవికసంపు
 ఆనాటి ఓటమికి మాన్యు
 ఆనంద విజయాలస్ఫూర్తి.
 ఆలయాలలో అర్చన
 ఆంధ్ర చర్చిలో ప్రార్థనా గీతం.
 ఆజాదులనమాజు కార్కం.

ఆకుపై నిద్రిస్తున్న మంచు బిందువును తాకినపుడు
 వికసించే పుష్పాలకు సుగంధి పరిమళం ఇస్తుంది.
 తెలుగింటి ఆడపడచు నుదుటి బొట్టులా నిలుస్తుంది.
 పచ్చని పంట చేళ్ళను చూచిన రైతు కళ్ళలో సంతృప్తినిస్తుంది.
 పసి పాపలపాలనప్పులు వాటిని చూసిన తల్లి ముఖానందం.
 కాలమానానికి మరో పేజీ చేర్చుతుంది.
 మార్నింగ్ వాక్కు సమయం ఇస్తుంది.
 సంగీత సాధనకు మేలు కొలుపు పాడుతుంది.
 యోగాసన సమయం ఆసన్నమైనట్లు తెలుపుతుంది.

వేడి వేడి తేనీరు తెచ్చి ఇస్తుంది.

అన్నిటిని మించి సమస్త ప్రకృతికి ఆహ్లాదపు అనుభూతికి పరాకాష్ఠ
 ఆదిత్యోదయం.

-రచయిత : బి.రామకృష్ణ

Your Eyes – What They Mean To You

Take care of your body with steadfast fidelity. The soul must see through these eyes alone, and if they are dim, the whole world is clouded - - Johann Wolfgang Von Goethe

Your eyes are an expression of 'YOU.' Everything that you experience in this world is first through your eyes. They are the most powerful organs that the human body possesses and without them our perception of life would be different. It is your eyes that convey a thousand emotions. They speak more language than you can realise. It is through your eyes that you are what you have become. So they need to be well taken care of, more than anything else.

- Effective eye care is not at the pharmacy it is with you. You know how you look and how you feel about your eyes. So follow these simple procedures and ensure that you see better and have clear and a consistent life.
- Eyes must always be protected from direct sunlight, artificial light, air, dust, smoke and any chemical fumes or vapours, since they are the most fragile of our organs.
- Eyes are naturally moist which keeps them safe. It is best to wear protective glasses when travelling so as to minimize the force of air on your eyes dry them.
- Long hours of working on your computer can cause tremendous strain to your eyes. So learn to relax them and give them short breaks by turning your eyes away to see some far away objects or open spaces or just close them awhile.
- Slices of cucumbers on your eyes cause your eyes to cool and give you a refreshing feeling.
- Ensure your diet is rich in Vitamin A, E, C, Zinc and Selenium. Have considerable natural fruits, leafy vegetables and other fresh vegetables which are excellent sources of these, as these will fortify your eyes and ensure their health.
- If you are a diabetic ensure regular medical checks with your doctors. Diabetic retinopathy is rampant in diabetics and can lead to permanent blindness if not taken care of.
- Place a small packet of cool water on your closed eyes to relieve them from stress.
- Do not use plain water to wash your eyes as they actually cause them to dry due to lack of natural salinity unlike tears. Use artificial tears from your medical stores to wash your eyes incase some dirt or particle gets into them. Or mix a teaspoon of salt in a litre of water and after it is completely dissolved, strain it and then use it wash your eyes.

Sleep well after your day and it will give your eyes plenty of rest to resuscitate you.

Good eye care will help you feel healthy, and fresh and ensures that you have an active life.

Religion and Spirituality

Millions of us rise each day with a prayer on our lips, thanking god for keeping us safe and alive and hoping he would give us a better day ahead. As we do our rituals and ablutions, eat and get back to work many of us carry with us conspicuous religious symbolisms. Being outwardly devout and being able to summon the scriptures at your fingertips is fine; it is alright to proclaim your devotion to the Supreme Being by portraying it through any visual means. But what is deficit in most of us, is the inability to follow our inner religion, which is righteousness.

It is not enough to preach or make a loud representation of faith; rather we must envelop dedication, humility and truthfulness into everything we do. It is immensely satisfying to pass a day where you have been faithful and loyal to your duties. On a regular recourse if you encounter a temptation to profiteer through dishonest means, or to deliberately postpone an essential responsibility out of sheer wantonness, yet firmly resisted and held your morals and duties high, wouldn't you feel truly wonderful....that you have been a true person that day?

A truthful person is always held in high esteem by everyone around and he becomes an inspiration to many while becoming a controlling force to the others who may randomly indulge in unnoticeable yet corrupt practices.

What we present outwardly as devotion and righteousness must encompass us fully from within. That is when we become true and exemplary human beings who could help remove evil, even in a small part, from the world we live in.

From Deep Down

Master Vanshdeep Bharadwaj

Winner of Second Prize for the Year 2010,

Life-Buoy Healthy Baby Contest arranged

by Lions Club Katihar(Bihar)

S/o Shri Srikanth & Meenakshi Bharadwaj,

son-in-law & daughter of Shri Lalit Kumar

Sharma, Asst.Manager, Internal Audit



Wedding Bells

Chi. Sow. Shruthi,
D/o. Smt. & Sri. P. Nagamaddaiah,
Manager (Mech.), Mech. Maint Dept.,
married

Chi. Pavan Kumar on 16th May, 2010 at
Devapur.

We Wish Them A Happy Married Life !!!!!



Welcome Aboard

ST No	Employee Name	Designation	Department
8508	Ashish Kumar	Graduate Engineer Trainee	Electrical
8511	Dharam Veer Pratap Singh	Sr Sales Officer	Sales
8513	E P Narayanan	Personal Secretary	J C G Unit
8514	P Naga Reddy	Sr Engineer (Mech)	Mechanical (Maint.)
8515	Manohara Malem	Asst Manager (Mines)	Mines
8516	Khadse Prafulla Liladharrao	Asst Manager (Tech Services)	Sales
8518	B Sudarshan Rao	Management Trainee	Personnel
8519	Vinod Kumar Pal	Draughtsman (Mech)	J C G Unit
8520	Manoj Kumar	Jr Officer Trainee	J C G Unit
8521	Prabhjyot Suri	Area Sales Manager	JCGU Sales
8522	Battula Rama Rao	Dy Manager (Mech)	Mechanical (Maint.)
8523	M Praveen	Jr Engineer (Mech)	Purchase
8524	Hemonta Hazarika	Area Sales Manager	JCGU Sales
8525	Deshmukh A Prakash Rao	Management Trainee	Sales
8527	Gurupreet Singh	Sr Sales Officer	Sales
8528	Jagatpal Singh Bawa	Sr Sales Officer	Sales
8529	Alok Siddharth	Sr Sales Officer	Sales
8530	Mohit Makhija	Management Trainee	Sales
8531	Kunal Singh Dhaddha	Management Trainee	Sales
8532	K Srinivas	Trainee	Project
8533	Priyank Shashiprakash Sharma	Management Trainee	JCGU Sales
8534	Mantosh Kumar Pandey	Area Sales Manager	Sales
8535	Venumadhav Mamidal	Graduate Engineer Trainee	Project
8536	Navneet Chandak	Sr Assistant - Accounts	Accounts
8537	Sharwan Singh Jodha	Sr Officer(Stores)	J C G Unit
8538	Pailani Lalit Jagdishlal	Management Trainee	JCGU Sales
8540	Jitendra Kumar Bajpai	Jr Officer	Hyd - Proj Office
8544	Nitin Karwa	Manager (A/Cs)	Sales
8545	Ganesh Subhash Warade	Graduate Engineer Trainee	J C G Unit
8546	Ankit Ajmera	Asst Manager (A/Cs)	Accounts
8547	Prakash Chandra Gupta	Asst Foreman	Mechanical (maint.)
8551	G Raju	Trainee	Laboratory

Jealousy is the only vice that gives no pleasure. -- Anonymous

The secret to creativity is knowing how to hide your sources. -- Albert Einstein

Wherever you have an efficient government you have a dictatorship. -- Harry S. Truman

*The principle of give and take is the principle of diplomacy
- give one and take ten.* -- Mark Twain

A Morning In Mumbai

Trrrrringg!! Trrrrringg!! Trrrrringg!! Suddenly the table clock rings in its irritating tone when you are still deep in your dreams, dreaming yourself to be Superman just on the verge of saving our world from the biggest disaster ever. But the table clock seems to be more powerful than Superman himself, as it gives you a solid kick, and you abruptly open your eyes realising that you are no Superman but a simple "Homosapien" with just a pair of legs that constrain walking beyond 7 km/hr unless you are USAIN BOLT. Its 6.30 am in the clock and you peep outside through the window slightly raising the curtain, but it's still a bit dark outside. Dawn is about to break the darkness. You are desperate to take a nap for atleast 15 more minutes. You close your eyes before you realise that your eyelids are heavier than the Olympic weightlifters' final attempts to go for the world records.

The next time you open your eyes you see that the 15 minutes has changed into an hour and it's now 7.30 am in the clock. You jump off from bed as if someone has given you a 10000 volt shock with live wires, and the first word that you utter is "Oh God, I am finished today!" Then you rush towards the bathroom as if it is the only place in the world that will give you NIRVANA. When you come out from the bathroom your heartbeat reaches over 80 beats/min as the clock indicates..... "dude it's over 8.00 am and you are going to miss the 8.15 am train for sure!"

Then you come out of your room and walk on as if you are a participant of a walkathon race. You increase your speed as you see the other person walking faster than you for getting a shared auto to the Railway station. When you reach the station you realise that you have missed the train just by 2 minutes. Then you start cursing the Auto-Wallah as if he is the culprit. You look up and say "Dearest God, please don't let my boss reach office before I do; just for today. From tomorrow on-wards I will be before time. I promise God!"

Then you wait for the next train to come, and as the train reaches the platform everyone around run towards it as if someone has just shot an airgun at the starting line for a 100 meter race. Then you try to get inside the train pulling and pushing everyone, asking the person in front of you to move inside despite knowing the fact that there is not an inch left for even an ant to crawl in. After travelling for 10 minutes you see most of the people still half asleep trying to get a nap hanging on a single hand and suddenly opening their eyes apologising when they realise they have hit the head of the person standing beside.

After travelling for 15 more minutes you surprisingly see everyone's phones start ringing simultaneously and people browsing, and when you start hearing words like "Kharidd looNai Nai Beech doo" without looking at your watch you know that it's over 9 o'clock. After travelling for half an hour more the train reaches Victoria terminus slowly. The big gigantic clock at the entry of the station indicates, "it's already 9.30 am dude!" Then you rush towards the cabs standing outside shouting "PointPoint" which means Nariman point. Then you finally reach office and open the door slowly expecting not see the Boss ...but he is already in the office, busy talking to someone over phone. You slowly move towards your work desk after wishing him. Then 'The Battle' starts for the day.....

Chandan Kalita

Asst Manager (Sales & Marketing) Mumbai

Travel and Tourism - Pushkar



The sleepy little town of Pushkar is a twin of Ajmer city located 11 kms away. The road to Pushkar goes criss-crossing over the Nagapahad (snake mountain), coiled and unfolding, truly like a giant snake turned to stone. The temple dedicated to Lord Brahma, is a one of its kind in the whole of Asia and is considered holiest by Hindus.

Legend has it that once when Lord Brahma was searching for a suitable place to conduct a yagna, a lotus flower dropped from his hands, and fell at the place, where a lake sprang to life, and got the name of Pushkar. There are 52 bathing ghats here, and every ghat is considered to be potent with healing powers and magical properties. For instance it is believed that a bath in the Naga Kund blesses one with fertility and offspring, and a

dip in the Roopa Teertha ensures better beauty, while bathing in the Kapil Vyaapi Kund eradicates leprosy.

The sun-set in the desert back-drop is a breathtaking spectacle. In this town, there are more than 400 temples. Pushkar is treated as sacred as the Manasarovar in Tibet. Many devotees take a life time vow to visit at least once, this sacred pilgrimage centre along with Kaasi and Rameswaram. The presiding deities in the important temples are Lord Brahma, Siva, Badri Narayana, Varaha, Gayatri and Savitri, to whom regular pujas are performed.

Surrounded on all sides by hill ranges and the Pushkar lake touching the edge of the desert, and with the snake mountain separating the twin famous places of Ajmer and Pushkar, the region beckons tourists and devotees as well, to experience the spirit of religious and rustic Rajasthan. On the Naga Pahad, situated are the Panchakund, and also the venue for a world famous Sanskrit master-piece the ABHIJNANA SAKUNTALAM by renowned poet Kalidasa.

These days the tiny town is in headlines of the world, not just as a sacred pilgrimage point but also for a unique "animal fair" (Pasu Mela) held in the month of kartika (NOVEMBER) every year. On all these 12 days Pushkar comes alive with the din of rural Rajasthan and the hustle and bustle of many villages which participate in the mela. This animal fair is most colourful, introducing the tourists to Rajasthani culture and the festive millicca. A night on decked up camels, into the enticing sands of the adjacent desert is the preferred choice of many a tourist. Located near Delhi, at the heart of Rajasthan, and shoulder to shoulder with the sprawling desert, the town of Pushkar is an important place to visit, and to retain beautiful memories of this sleepy little town of Hindu religious anience.

How to reach Pushkar

By Air - The nearest airport is at Jaipur, which is 131 km away.

By Rail - Ajmer, situated at a distance of 11 km from Pushkar, is the nearest railhead. Ajmer an important destination on its own right is well connected with major places in Rajasthan.

By Road - Pushkar is home to two bus stands. The Marwar bus stand in the north of town by the post office, has buses to some long distance places including Delhi, Jodhpur and Bikaner while the Ajmer bus stand located east of the Pushkar town offers bus services to Ajmer and Jaipur. Pushkar is well connected to Ajmer by bus.

- Seshu Kumar DGM (Systems)

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

Please do write to us at

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