

NOT FOR SALE. FOR PRIVATE CIRCULATION ONLY

# OC TIMES

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

VOL V | ISSUE 4

## EDITORIAL

This edition of the OC Times comes to you – in a completely refurbished and refreshing design, in tune with our new and vibrant Corporate Identity – at a time when winter is in the air and a new year is around the corner, just two months away.

We are sure all of our readers are still pleasantly remembering the festive season, and we would like to wish you a very Happy Diwali! May the festival of lights usher in new beginnings and all round prosperity and peace for you and your near and dear ones.

Like most patriotic citizens (and corporate citizens) we hope that all round growth powers the Indian economy in the days to come and India takes its destined position as a superpower on the world stage. As an established brand from an excellence-driven company of renown in the cement sector, we at Orient Cement are poised to contribute to this national surge by powering the progress of the construction and infrastructure sectors.

The need of the hour for India is to target urban renewal on a massive scale – to plan and build satellite cities that help decongest our metropolises, while meeting the housing, transportation and recreational demands of our ever growing urban multitudes, and to offer living standards on par with the developed world. The need of the hour is also to reinvent India into a manufacturing hub, to invite the world to “Make in India”, and this calls for a massive effort as well – to build factories and manufacturing centers that are world class!

Needless to say then, the future of India needs to be built. And therein lies a massive opportunity for us.

After all, be it a humble block of two bedroom apartments or a giant flyover; be it a small unit manufacturing packaging materials or a mega industrial project for turbines; an all weather road through a village or a causeway across the sea, nothing can be built without cement.

With a proven track record and acknowledged brilliance to back us, we are today well poised to capitalize on the opportunities ahead of us and contribute to building a better India!

Jai Hind!

-Sushant

## GreenTech Safety Award-2014

A notable thing that has always set apart winners in the manufacturing sector is Safety Management, the standards, procedures and paradigms followed by a company to ensure safety as a way of work (and life) for both man and machinery.

For us at Orient Cement, Safety Management has always been a cornerstone of our ethos. As such it is no wonder that we have been adjudged a winner in the 13th Annual Greentech Safety Award 2014 in Silver Category in Cement Sector.

Let us all strive to keep our standards of Safety Management high and aim at winning many more such awards.



**In the few weeks that you have been here, what major differences have you observed in Orient Cement from the last company that you were at?**

My tenure with FLSmidth has been over 20 years and I have seen it growing from just 150 employees at the time of Fuller KCP to over 3000 plus today. FLSmidth is a MNC and Orient Cement is part of the MNC, C.K. Birla Group. I do not see any difference. Both companies have professional structures and zero tolerance when it comes to compliance and performance.

**How do you feel about the organizational culture at Orient Cement, and how appropriate do you think it is on the national business front?**

I was fortunate to observe the organizational culture from the viewpoint of an outsider before joining. My decision to join Orient Cement was largely influenced by this factor. At Orient Cement, we have professional freedom to contribute towards growth with openness. All your suggestions are welcomed warmly and most importantly, all good work is appreciated and recognized.

**Do you feel that the change of governance at the centre has affected the industry in any way? If yes, how?**

Cement Industry is a cyclical business. Industry has seen many ups and downs. Political stability is a big driver to support growth for any country. Good governance will accelerate growth. Industry had very low growth of 3% last year and I hope it has bottomed out. Traditionally, our industry has been growing 2 points above GDP growth. I trust the stability at the centre will bring back traditional growth and also accelerate India's transformation into a developed nation.

**With your vast experience in different sectors of business, what do you believe are the biggest elements of organizational success?**

I strongly believe that organizational success comes when all stake holders are connected and committed to each other. By stakeholders, I mean everyone – from all our valued customers to mines mates. Our process of doing business has to be simple, lean, transparent, value driven and we need to ensure that we create no waste.

**How do sales impact a company's performance; what factors play the most important role in promoting product sales?**

Product promotion is part of 4Ps of Marketing. Sales performance can be easily seen by growth in numbers both top line and bottom line. It will depend on how good our sales team is in being able to differentiate Birla.A1 from other brands in the market. When I say sales, I mean the entire value driven process of production, quality, despatch, branding, technical services and sales. Sales delivers our top quality, frontline customer friendly service. The product Birla.A1 just cements the relationship between our customer and us.

**What are the most current global strategies in sales promotion?**

4Ps of sales promotion is a well-known sales and marketing strategy. During my Executive MBA days I learned about additional 2Ps - People and Process. The success in strategy implementation will depend upon right people in right place. As I mentioned earlier we need organizational processes for creating highest value in the mind of customers to differentiate Birla.A1 from other brands.

**Is the present business strategy at Orient Cement consistent with the performance forecast of the company?**

Performance of Orient Cement has been consistent and successful in past and we have been very good in our forecast. The forecast needs to be looking at growth in the industry and also our ability to create growth by value driven systems. We are building a new plant in Chittapur which is the best example of our business strategy after we have successfully expanded in Devapur and Jalgaon. We will continue to expand in Devapur and Jalgaon to make best utilization of resources available with us. We have good support from both State and Central Governments and we contribute to development of communities associated with us. Our Chairman's vision of growth is an inspiring part of our strategy.

**How is Orient Cement faring on the technological front in comparison with its peers?**

Being part of the cement machinery manufacturing sector for the last 23 years of my career, I can only compliment all my predecessors for constantly adapting to new technologies at Orient Cement. From our first plant to the latest at Chittapur, we have adapted best technologies from different OEMs in the Industry. Our teams at various plant locations have developed special multi-tasking skills to successfully operate various technologies. We are constantly working towards improving our own benchmark standards.

**What do you see as the biggest strengths and weaknesses of Orient Cement as a new comer to this mega corporate?**

Our Group and Orient Cement have been successful and have a proven track record. This is the biggest corporate strength today. Many corporates have not managed growth and had their challenges. We at Orient Cement will cement our growth on a sustainable platform. We need to improve our processes to be the best in the industry and I would say that is our scope for improvement, rather than a weakness.

**Tell us how you balance your personal life with your role as a responsible COO at Orient Cement?**

For everyone today work-life balance is a key success factor. I am a sports fan in general. I like to watch and even play all kinds of sports and games and I believe in sportsmanship. In today's corporate world, leadership is also about balancing weak and best performances and how you stand for it along with your Team.

-As told to the Editor

## Brief Profile

Mr. Rahul Deshmukh has an excellence track record of over 23 years dealing with the Cement Industry in India and overseas. He is a Bachelor of Engineering (Production) from University of Mumbai and Executive MBA from Copenhagen, Denmark.

Prior to joining Orient Cement he was associated with FL Smidth Private Limited as Vice President and Business Head of Cement Project Division. During his professional career, he has also held leading positions such as Vice President – Customer Service and MD & CEO, EEL India Limited (Cement Packaging).

**Rahul Deshmukh**  
Chief Operating Officer



## From The COO's Desk



Dear Birla.A1 Associate,

As we go through different stages of development, we learn new things, implement new technologies, and improve our methods to become more and more successful in terms of bringing you a quality product. Orient Cement has remodeled, reinvented to get along with times and become tough and easy.

We work hard to contribute towards our community and provide best possible support. Our school in Devapur has been adding value to children's education to make them tall in all walks of life. Our plant management is involved in various welfare activities as guided by our Board.

We are progressing with new ventures, new strategies and new concepts. We are devotedly working towards the brand enhancement of our products. Our team has cohesively worked for our success and we envision our brand to get a stronger mind space with each passing day.

As Charles Darwin famously said "It is not the strongest of the species that survive, but the one most responsive to change"; responsiveness and adaptability while being resilient is the key to survival. On this note, on behalf of Team Orient, I wish you a Happy Diwali and a great year ahead.

Yours sincerely,  
Rahul Deshmukh



Hyderabad



Hyderabad



Hyderabad



Tirupati



# Engineers Day Marathon

Aurangabad



Orient Cement was the main sponsor for the Engineers' Day Marathon held on 15th September, 2014 by Sharadchandraji Pawar Polytechnic College at Aurangabad. The event was named "Birla.A1 Engineers' Marathon 2014", saw a very good turnout, with the

runners attired in Tee shirts prominently displaying the Birla.A1 logo. Orient Cement and Birla.A1 benefitted from valuable exposure by sponsoring this event as it was widely covered by media like Aurangabad Today, Lokpatr, Divya Marathi, Lokmat, Maharashtra Times and Sakal.

# TechnoFest-2014

Latur



Orient Cement was a key sponsor and participant at the Sir Vishweshwarayya Technofest 2014, a state level technical event organized by [www.laturengineers.com](http://www.laturengineers.com) at Latur from 13th - 15th September, 2014. The event

was very successful and attracted high participation and substantial footfalls on all three days. Apart from benefiting from valuable visibility as a key sponsor (on the event backdrops and other important signage) to a target audience comprising of potential employees and associates, Orient Cement's outreach at the event was supplemented by a stall put up to welcome delegates.



# Tanhapola

Chandrapur

In keeping with our commitment to celebrating culture and being part of the festivities of the communities where we work and live, Orient Cement was associated with the Tanhapola festivities held at Chandrapur in the month of August 2014. The event was a traditional affair and saw very good participation from people dressed in their ethnic best! Needless to say, the colourful banners put up by us added to the atmosphere of pomp of the event.



# Engineers Day

Nizamabad



BRAND IN HAND

Sponsored Events

# Yuvashakti Durgautsav

Wani



# Chak De Dandiya

Hyderabad



For Sharad Purnima "Chak De Dandiya" held on October, 2014 at Hyderabad, Orient Cement was the sponsor of the Dandiya and Garba events. Present at the event on this occasion were – Mr. Rahul Deshmukh (Chief Operating Officer), Mr. Vishal Sood (Sr. Vice President – Sales & Marketing), Mr. Tejender Gohel (Vice President – Commercial), Mr. Keshav Sharma (Jt. Vice President – Marketing), Mr. DD Gaur (Sr. General Manager – Finance) and Ms. Krithika S and Ms. Namrata Agarwal.

# Navratri

Parbhani

Orient Cement was involved as a sponsor at the Navratri celebrations held at Durga Mata Mandir, Kalyan Nagar, Vasmat Road, Parbhani during September - October, 2014. We benefitted from visibility (through a welcome arch and banners) for Birla.A1 throughout all the nine days of the celebrations.

Orient Cement was a sponsor at the Dandiya Event organized by Yuvashakti Durgautsav Mandal at Wani, during Dussehra in October 2014.

Additionally, Orient Cement also distributed snacks and clothes at an orphanage on Ashtami.

The Dandiya celebrations were telecast on the local TV Channel and in a business town like Wani, Orient Cement benefited from excellent mileage for nine days as the crowd and garba participants consisted of the families of elite class, further enhancing the brand image of Birla .A1.

# Ganjpara Utsav

Durg



Orient Cement was a sponsor of 'Shri Ganjpara Durgautsav' celebration held in Durg in September to October 2014. This year, a 'Ramkatha' discourse by the famous saint Shri Morari Babu was the highlight of celebrations. The turnout comprised of approximately 25000 to 30000 visitors at the venue every day for 9 days (from 25th September, 2014 to 3rd October, 2014).

Orient Cement benefited by the opportunity to promote Birla.A1 by use of banners and pamphlets. We also showcased our newly launched technical van - Concrete Engineer during the event.



BRAND IN HAND

Sponsored Events

# Key highlights of the MD and CEO, Mr. Deepak Khetrapal's interview with CNBC on 17th September 2014



Strong Q2 margins seen, modest volume growth: Orient Cement Mr. Deepak Khetrapal, Managing Director, CEO, Orient Cement expects to see strong margins in the upcoming Q2 Results (Jul-Sept). Mr. Khetrapal says the company has seen good demand in the past few days owing to late rains and there has been a marginal softening of cement prices by Rs 10 per bag. "The benefit of better pricing came in June, so Q2 will post better numbers," he adds. Below is the edited transcript of Mr. Deepak Khetrapal's interview with Ms. Ekta Batra and Mr. Anuj Singhal on CNBC-TV18.

**Mr. Anuj:** The market has been having high hopes from Orient Cement but Q1 numbers were slightly disappointing especially on the Net Profit front. Do you think it was one-off and would you resume your growth projected from Q2 or would Q2 also be tough?

**Mr. Deepak Khetrapal:** I personally do not believe that the Q1 numbers were disappointing. If you look at our company per se the capacity utilisation that we always had even last year, even now has been very high. When you are already using your capacity so high, the room for growth to come from existing operations is that much small. So people who understood and watched our company very closely, I don't think anybody would say that our Q1 was disappointing. We did capacity utilisation of 86 percent with EBITDA margins which are completely in line with the industry if not better.

Based on that when we spoke last when we were asked about the outlook for the current year, we were very clear that given the very high existing capacity utilisation the volume growth for our company this year would remain modest because there is not too much room to grow, there is no headroom. Our growth story will actually kick in when we have the new capacity under construction. When that starts hitting the market we will see market growth. With 86 percent or thereabouts of capacity utilisation there is not too much of volume growth that we can deliver to the market.

**Ms. Ekta:** So when you say modest volume growth, what you are envisaging for FY15?

**Mr. Deepak Khetrapal:** About 2-2.5 percent.

**Ms. Ekta:** What would your realisations be and what is the capacity utilisation that you are currently working at?

**Mr. Deepak Khetrapal:** The first Quarter capacity utilisation is 86 percent. Second Quarter typically is a Quarter when because of the monsoon impact most of us at cement plants we actually schedule all over maintenance activity, the annual shutdowns of kiln or of the boilers in the captive power plants, we actually schedule in this Quarter. Given that we had planned and we will be having capacity utilisation in high 70s, 77-78-79 percent thereabout for the current Q2.

**Mr. Anuj:** What's been the trend in cement pricing in the regions that you operate in?

**Mr. Deepak Khetrapal:** We have seen fairly steady prices, given the very heavy rainfall in Telangana region in last two weeks. It's been a bit of dampener on demand. July-August remained strong because the rains were delayed but the arrivals of rains in late August; early September definitely has reduced the demand a little bit in the market and we are seeing marginal softening of prices of about, let say Rs 10 per bag.

**Ms. Ekta:** Can you just give us a sense in terms of the power and fuel cost for the company then. Is that still trending higher because in the previous quarter it was up 9 percent on year on year basis? What would it trend that in Q2 for you or what must it have trended at or any sort of indicators you can share with us?

**Mr. Deepak Khetrapal:** Power and fuel costs are actually only going up by the increase in coal prices that we get from the market. We are buying coal through e-auction and when the coal prices go up that impacts our power and fuel cost because fuel directly is coal and power again we are buying coal to generate our own power. So having registered the large increase in cost in the Q1 we are not seeing a similarly increase beyond the Q1 but whatever hit us in Q1 obviously that continuous in this Quarter as well.

**Ms. Ekta:** So your margins would trend at around 17 percent odd if not for Q2 then may be for the fiscal as a whole as well.

**Mr. Deepak Khetrapal:** Margins should get better because in Q1 the benefit of better prices came to us only for 1 month that was month of June and that also not the whole month. Whereas in the second Quarter in July and August the prices have remained reasonably firm for most of the Quarter we are talking today on the September 15, only two weeks to go. With the improved prices in the market our margins should look significantly better.

-Source: www.moneycontrol.com

The hardest part in life is when it's time to say goodbye. As much as we might like things to stay the same, change is an inevitable part of life ...



**(1) Mr.A.K.Kejriwal**  
EVP, Marketing.  
After an eventful, three decades plus career starting in 1982, Mr. A K Kejriwal retires this year. But as can be expected from a veteran like him, he continues to be associated with the company as a Consultant.

**(2) Mr.MN Murthy**  
GM (Distribution & Logistics)  
Retires this year after almost two decades (since 1996) of pioneering service.

**(3) Mr.E.L.Hemanth Kumar** -  
With us since 2010, retires this year



2



3

## HCL India Executive Forum



Mr. D V Seshu Kumar (seen here in the front row, 9th from the left), Sr. GM (Systems) was invited to participate in the HCL India Executive Forum summit, held at Oberoi Udai Vilas, Udaipur during 17th - 19th July, 2014.

HCL India Executive Forum is an exclusive conclave designed for CIOs and IT leaders from across the country and a strategic initiative that enables IT leaders to share insights on industry trends with their peers.

# Concrete Engineer In Action In Warangal

Many a time, a brand is nothing but a promise of consistency. And when it comes to a product like cement, it is consistency – in terms of quality, strength and technical parameters that separates the winner from the also-ran's. At Orient Cement, we have always understood this and as such, our Concrete Engineer vehicles are in the thick of action, reaching out to our customers and stakeholders in the field and meeting them right on the construction sites-to offer valuable technical support free of cost and ensure quality through on-the-spot inspection ( on compressive testing machines and slump-cone apparatus) of concrete wet mixes.

BRAND IN HAND  
Crossing Horizons



250 Flats GMR Brindavan



Bondavaagu Bridge



Jakotia's Grand Central



Kingsway Restaurant



KUC Shopping Complex



Lahari Estates



VMR Krishna Residency Gated Community



Quality Check



# Concrete Engineer-Launch Chhattisgarh

As part of expansion plans in Chhattisgarh, Orient Cement launched its Concrete Engineer technical van in Durg on 5th September, 2014. The launch function was attended by eminent personalities like Mr.Sewa Singh Oberoi, Mr.N.C Nahar, Mr.Yogesh Chandak, Mr.Bhagchand Jain, Mr.Nandkishore Khandelwal & Mr. Gurjit Singh Gulati.

The honorable guests were overwhelmed by the warmth and detailed attention of the welcome ceremony. A personal profile brief and bouquet was given as greeting on the arrival of dignitaries. The C&F Agents of the region were given the honor of performing the Tilak ceremony of the van and the Ribbon-cutting by the Hon. Chief Guest, Mr.Sewa Singh Oberoi.

Speaking on the occasion, Mr.Samir Mahurkar, Sr. Marketing Manager, Birla.A1, gave a brief introduction about C.K Birla group, its existing capacities and future expansion plans. He especially emphasized on the Individual House Builders (IHB) in Chhattisgarh market and how good construction practices are important in this segment – keeping which in view, Birla.A1 has launched the premium Concrete Engineer technical van.

Mr.Yogesh Chandak, an eminent architect of Chhattisgarh spoke about some of the current myths of construction practices and how it is of utmost importance that companies nowadays provide services that help in removing them. He thanked Birla.A1 for being a pioneer in doing so.

Mr.Amrut Damle, Sr. Manager, Technical Services explained in brief about the good construction practices in the market. He took a brief of the facilities which Concrete Engineer technical van would be providing and how it can help in customer satisfaction when it comes to quality of the cement. Explaining to the audience about the gadgets in Concrete Engineer and seeing their curiosity level, he arranged a live demo of the Rebound Hammer and explained its readings and their significance in good construction practice.

The Concrete Engineer Technical Van of Birla.A1 is a unique van with compressive testing machines and slump-cone apparatus used for concrete testing. The factor which makes it unique is its live testing facilities not only for cement but also for sand, metal, aggregates, bricks, tiles etc., right on site. The service van facilities are free of cost for all existing and prospective Birla.A1 customers.

# New Retail Counter

Tiosa, Vidarbha



A new retail counter of Birla A1 was opened at Tiosa on 22nd July, 2014. The counter was inaugurated by Mr.P.Kishore Kumar, AGM, Marketing.



Flagging off Concrete Engineer at Durg



Chief guest, Mr. Sewa Singh Oberoi cutting the ribbon of the new Concrete Engineer



Mr.Yogesh Chandak, an eminent architect in Chhattisgarh speaking on the occasion

# Aagadu Screening Warangal



A special screening of the hit Telugu movie, Aagadu was organized for 60 dealers and their families in Warangal on 23rd September, 2014.

# Site Engineers Meet

Orient Cement has always laid supreme emphasis on active and ongoing interactions with Site Engineers – the qualified and capable Civil Engineers and Supervisors who are at the epicenter and ultimately responsible for the day to day activities and quality at construction sites. Conducted periodically and across various locations, our Site Engineers Meets enable us to collect valuable feedback and also share critical knowledge on latest technologies and good construction practices.



Buldhana



Warud



Warora



Chandrapur



Gonde



Nashik



Bellampally



Yavatmal

BRAND IN HAND  
Crossing Horizons

Jun-Sep'14

# Consumer Camps

Our Consumer Camps are meant for our primary and secondary consumers and aim at disseminating information dealing with product features. They also communicate our salient brand attributes-product quality, strength and durability.

Held periodically across locations chosen to maximize outreach to our key audiences, these camps address key questions raised by consumers, while simultaneously building goodwill and entrenching trust across consumer mind space. A variety of activities ranging from QA sessions to screening of our Corporate film ensure that these meets are interesting and highly interactive.



Nasik



Hanumakonda Town



Beed



Borgaon



Gaur



Latur



Moreshwar



Nazra



Rameshwar



Patoda

## Consumer Camps Diary

- Ahmednagar
- Beed
- Borgaon
- Erandol
- Gadchiroli
- Gaur
- Hanumakonda Town
- Hinganghat
- Jalgaon
- Khandwa
- Latur
- Lonar
- Luxettipet
- Moreshwar
- Narayangaon
- Nazra
- Patoda
- Rahuri
- Rameshwar
- Shirsoli
- Wani

BRAND IN HAND  
Crossing Horizons

Jun-Sep'14

# Mason Meets

Targeted at the end consumer and meant to ensure last mile connectivity to our brand's outreach, our Mason Meets help us establish and build our brand image at the very bottom of the construction pyramid. Highly interactive and vibrant events comprising of interactions with experts, QA sessions, knowledge sharing, technical training, etc., they ensure that we enjoy a good visibility and exposure where it matters the most - at the very grass roots level.



Deolgaonraja



Kasoda



Khamgaon



Silod



Gadderagadi Village



Nirmal Town



Masons watching Corporate Film at Nirmal



Tiosa



Samudrapur

- Mason Meets Diary**
- Aurangabad
  - Buldhana
  - Deolgaonraja
  - Gadderagadi Village
  - Jalgaon
  - Kagahznagar Town
  - Kannad
  - Kasoda
  - Khamgaon
  - Mancherial
  - Nagthane
  - Nasik
  - Nirmal Town
  - Samudrapur
  - Sillod
  - Solapur
  - Tiosa
  - Warangal Town

BRAND IN HAND  
Crossing Horizons

Jun-Sep'14

# Customer Interaction-Nasik

BRAND IN HAND  
Crossing Horizons





## Orient Cement Limited Devapur Cricket Team is Runners Up in the Corporate Champions Tournament at Hyderabad.

Orient Cement Limited Devapur Cricket Team emerged Runners Up in the finals of the Corporate Champions Tournament held at Hyderabad on 28th September, 2014. Our team made it to the semi-finals by winning 3 out of its 5 league matches and thereafter stormed into the finals by beating Friends XI Mixed Corporate Cricket Team by 4 wickets.

The Gearz Corporate Cricket team was the winners in the Finals but it was the OCL Devapur Cricket Team that ran away with all the accolades from the organizers, officiating umpires and other participating cricket teams; such was our brilliance and agility in the cricket field!

### Match - 1

#### Date

16.08.2014

#### Location

Sujatha Turf Wicket Ground, Hyderabad

#### Teams

OCL Devapur versus Green Gold Animation

#### Result

OCL Devapur won by 46 runs.

OCL Devapur: 154/8 in 20 Overs

Green Gold Animation: 108 all out in 19.4 overs.

#### Man of the Match

Chandrasekhar Reddy



### Match-2

#### Date

17.08.2014

#### Location

Sujatha Turf Wicket Ground, Hyderabad

#### Teams

OCL Devapur versus Smiline Corporate Team

#### Result

OCL Devapur won by 1 wicket.

Smiline - 112/9 in 20 overs

OCL Devapur - 116/9 in 19.5 overs.

#### Man of the Match

Chandrasekhar Reddy

### Match -3

#### Date

13.09.2014

#### Location

VG Rao Ground, Hyderabad

#### Teams

OCL Devapur versus Accelletors Corporate Team

#### Result

OCL Devapur won by 19 runs

OCL Devapur - 103/9 in 16 Overs

Accelletors - 84/7 in 16 overs.

#### Man of the Match

Chandrasekhar Reddy

**Ganesh Pooja**



**Durga Pooja**



**Dassera**



**Batukamma**



**Independence Day Celebrations**



**Swachh Bharath**

In response to the call given by Mr.Narendra Modi - Honorable Prime Minister of India, OCL Devapur also took part in the Swachh Bharath programme. Mr.Shiva Kant Pandey- President (Works) inaugurated and participated in the Swachh Bharath programme held on 2nd October, 2014 at Gramapanchayathi office premises, Devapur. We are continuing the same in our colony and nearby villages also.



**Fire Service Week**

A Fire Service Week campaign was organized at Devapur plant from 14th to 20th April, 2014. As part of the campaign, firefighting equipment was displayed, training programmes were conducted, and live fire fighting skill techniques demonstrated.

The Fire Service Week campaign started on 14th June, 2014 with the inauguration of Fire Safety Exhibition at the entrance of main gate by Mr.P K Tripathy (President-Works).

A workshop cum hydrant demonstration was organized at the Garage in association with Bellampally Fire Brigade Team of Andhra Pradesh State Disaster Response and Fire Service Department. Printed Fire PASS cards were distributed to workers during this week.

Onsite fire fighting demonstrations were organized at Cement Mill, Workshop, Kiln, Garage & Line 3 areas in which all the workers participated actively.

**Electrical Safety Week**

To inculcate awareness about electrical safety, an Electrical Safety Week was organized in our plant as per the guidelines of Dy. Chief Electrical Inspector from 1st May, 2014 to 7th May, 2014.

As a part of the campaign, electrical safety equipment was displayed in various departments. Various Electrical Hazards and Electrical Do's & Don'ts were demonstrated with live examples. Displays were organized at Packing Plant, MRSS, Kilns, Rawmill & Stores.

All the workers actively participated in this programme and witnessed the live exhibits and their functioning. A First Aid demonstration was also done.

Electrical Safety Tips pamphlets were printed and displayed and Safety movies were also screened.

**Distribution of Street Lights**

As a part of its CSR initiative, OCL Devapur provided 200 High Mast Lights to Gramapanchayathi, Devapur for fixing on street poles of Devapur Panchayathi. Mr. Shiva Kant Pandey- President (Works) handed over the light sets to Sarpanch and Panchayath Secretary of Devapur village in the Gramasabha held on 2nd October, 2014, on the occasion of Gandhi Jayanthi. The cost of the lights is about Rs. 4 lakhs.

**Gifts for OCECCS Members**

The Orient Cement Employees' Co-Operative Credit Society Ltd, Devapur distributed Trolley Bags as a gift to its members on 7th October, 2014 as a good gesture for the year 2013-14.





Independence Day celebrations were very eventful with flag hoisting, singing of patriotic songs, planting trees, sports and games and paying respects to Bharat Maata.

Orient cement Ltd, CGU-Jalgaon Independence Day Celebrations Sports Activity - Aug 2014		
Indoor Games	Winner	Runner
Carrom (Single)	Mr. N C Shekhar	Mr. Nirmal Bhatt
Carrom (Double)	Mr. Nirmal Bhatt & Mr. N C Shekhar	Mr. Atul Dixit & Mr. Sushil M
Chess	Mr. N C Shekhar	Mr. Nirmal Bhatt
Out door Games	Winner	Runner
Volley Ball	Team : Mechanical	Team : E & I

Farewell



A farewell party was organized for Mr. A Raghuraman, who retired after long and distinguished service of 32 years.



### Fencing For School

Iron barbed fencing work done around Vikas Vidyalaya English Medium School, nearby Jalgaon Khurd.



### Raincoats For Police

Raincoats were distributed to the entire police personnel of Nashirabad Police Station. Mr. Sunil Rattawa, inaugurate the official distribution by handing the raincoat to the PSI, Nashirabad.



### Ganesh Chaturthi

Ganesh Puja celebrations were held at our factory premises from 29th September 2014 to 8th October 2014. Bhajans were organized daily during the puja festival; Aarti was done daily twice a day. Each day, an employee's (staff / workmen) family was invited to do the morning Aarti.



World Environment Day Vibronics Camp For Employees



Vishwakarma Pooja was performed at CGU, Jalgaon. On this occasion a Havan was performed for the peace and prosperity of the employees and the unit.

**CHITTAPUR**  
**Independence Day Celebrations**



**GANESH PUJA**



**UDAAN**  
**UDAAN - Destination SRILANKA**  
**Dealer Incentive**



**CAKLE**  
Yours Synonymously

# Click Mania



Akhilesh Takale

Deepavali



Saket Tidke

Good-Morning



Yes...?

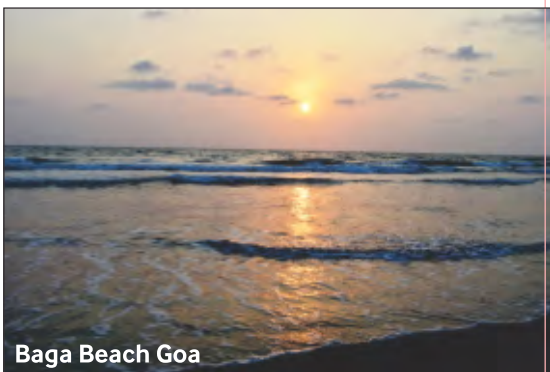


Donapola Beach Goa

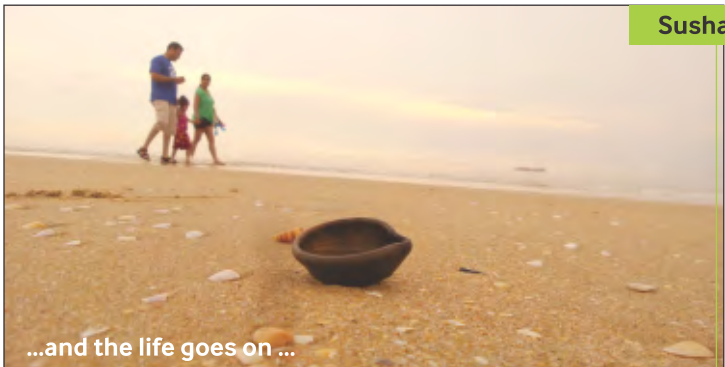


Santosh Hekde

Indian Naigara - Someshwar falls



Baga Beach Goa

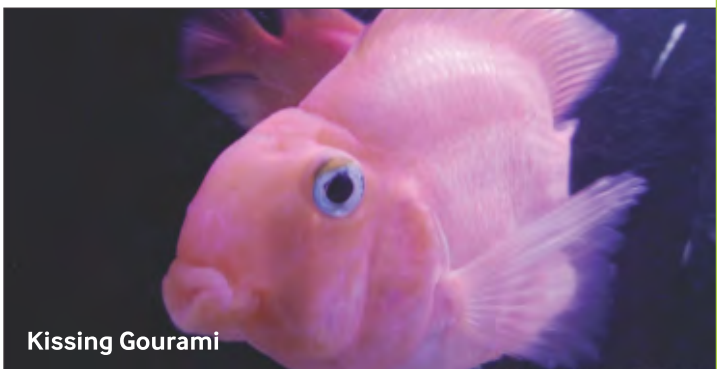


Sushant Roy

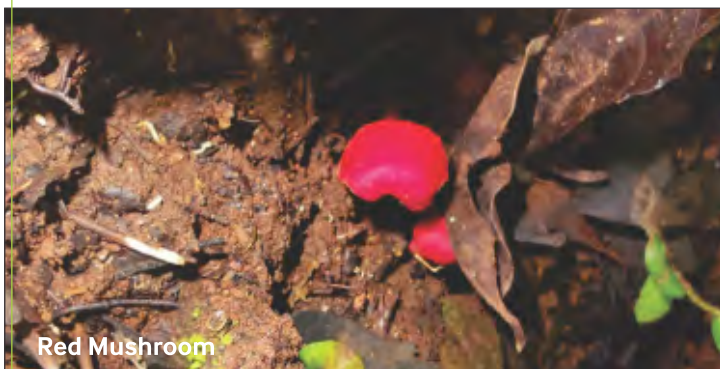
...and the life goes on ...



Green Vine Snake



Kissing Gourami



Red Mushroom

We invite readers to send interesting photographs clicked by them

# Ganesh Chaturthi

Nizamabad



William David (ASM), married Lydia on 18th May 2014. OC Times wishes the beautiful couple a very happy married life

## If You Want To ...

- If you want to *cultivate*  
Cultivate manners
- If you want to *dress*  
Dress yourself with sympathy
- If you want to *kill*  
Kill your bad intentions
- If you want to *leave*  
Leave sinning
- If you want to *love*  
Love books
- If you want to *see*  
See yourself as you are
- If you want to *wear*  
Wear goodness
- If you want to *win*  
Win ambitions
- If you want to *speak*  
Speak the truth
- If you want to become *good*  
Be good to other

- Pramod Salve

### Food For Thought

Ask yourself :  
Do you do things right ?  
OR  
Do you make things right ?

-DD Gaur

God is in everyone! But all are not in God!  
That is the reason they suffer - Sri Ramakrishna



Team-Orient distributing Laddoos and Prasadam to the devotees during Ganesh Chaturthi celebrations in Nizamabad

Yours Synonymously

CAKLE

## These Three

- Be with these three - Truth, Hardship & Loyalty
- Like these three - Kindness, Sympathy & Cordiality
- Hate these three - Injustice, Pride & Faithlessness
- Esteem these three - Religion, Justice & Humility
- Leave these three - Laziness, Anger & Ego
- Preserve these three - Bravery, Affection & Gentility

- Pramod Salve, Jalgaon

# Speech Of Angels

On a school day early in the morning someone murmurs in my ears. "It's time to wake up and go to the bathroom." I get irritated by this voice because it breaks my sweet dreams. The voice disappears and comes back, with its vocals changed from a high pitch to a deep bass. It's my Dad. I pretend to wake up, and as he goes away I get back to bed. This goes on until a cold wet thing hits my face and sometimes the whole of my upper body. It's Mom and she has poured a big jug of water on me. I wanted to go back to sleep so after coming out from the bathroom many excuses overlapped in my mind. Though, I no longer wanted to sleep now, it was an excuse for waking up late. This ended up with a long lecture. The beginning of the day with a nice cold bath on the bed and then I was asleep till some boring detective show. That was a bad day.

The next day the same thing was on but I had made up my mind not to wake up until I wished to, no matter what happened. Surprisingly, there was no bed bath or lectures. I rubbed my eyes and as I saw the clock I rushed to the bathroom and I fell in the bathroom. It was already 8:30AM. I came out and wore my uniform; I rushed for the books and notes because I had forgotten to do my homework. Now, I was sure it is a TOUGH day. Too late to eat breakfast, I hurriedly grabbed my bag and dashed to school. To my consternation, I saw my classmates in the sports uniform while I was in the regular one. I realized that I had even forgotten to cut my nails and was appearing very untidy. That was a strange day, all the tough things were happening together. My homework was not done, I forgot to bring a book – enough for a Diary Remark! Then, it is time for lunch and I am ravenously hungry but I have forgotten to get my lunch box. "I hope, that's all for today!" I thought how the heck all bad things can happen together.

I got back home and thought, if I had awakened early, this day wouldn't have been so bad. I repented for not having listened to my parents. I thought about the previous day, though it was a boring day everything was fine. I did everything routinely and didn't get any remarks. Yesterday was a fine day because I woke up early and did all I had to; it was all because of my parents. I didn't realize that that harsh and irritating scolding was the speech of angels. Now I knew that it doesn't have to be fairy appearing before you from the sky. It doesn't have to have wings on its back or a big white halo behind its head. Its voice must not always sound like the musical notes floating the air. It doesn't have to be in a proper scale or sound like Do.....Re.....Mi.....Fa..... I now believe the speeches of my parents are the Speeches of Angels.

- K. Devadas, Devapur

## 3 Golden Rules Of Life

1. Do not promise when you are Happy.
2. Do not react when you are Angry.
3. Do not decide when you are Sad.

## Successful people

have 2 things on their face – Silence and Smile  
Silence to avoid problems & Smile to solve problems

## When life

puts you in tough situations  
Don't say WHY ME, rather say TRY ME

- DD Gaur

# 5 Life Lessons...

...to learn from Azim Premji

Azim Premji, the fourth richest person in India, is credited for diversifying Wipro, which was originally a manufacturer of vegetable and refined oils in Amalner, district Jalgaon in Maharashtra.

The 69-year-old business tycoon took charge at a young age of 21 and since then has been imparting many of the lessons he learnt during his career with India's youth.

We have put together 5 life lessons that every budding entrepreneur can learn from him.

### Know your strength

While it is important to know one's weaknesses, it is equally important to know one's strengths as well.

Azim Premji has followed this throughout his life and turned what was then a \$2 million hydrogenated cooking fat company into the \$7 billion company that Wipro is today, with a presence in 60 countries.

At an event organized by AIMA and Bombay Management Association, he had said that it important to cherish the good in us because it is only our strengths that help us correct our weaknesses.

### Stay grounded

Every entrepreneur can become successful. But what is important is to not let success go to your head. Or so says Premji.

He has always advised young entrepreneurs to remain down to earth because the moment one lets success get to the head, he is already on his way to failure.

He has also stressed on the fact that failure is as much a natural phenomenon as success is. So, when you encounter failure, always learn your lessons and move on!

### Be far-sighted

The 69-year-old philanthropist believes change is inevitable. And so he advises everyone to develop their own early warning system, which sets the alarm and prepares one for the changes ahead.

He believes 'being forewarned is being forearmed' even when things are going right.

### Stick to your values

He has believed that one's value system forms the core of the business. Premji has time and again emphasized on the need for sticking to values because he firmly believes that success in business eventually but inevitably follows.

He has said that once you stand by what you believe and don't compromise with it under any circumstances; you becomes resilient to stand up to crisis, a quality much adored in entrepreneurs!

### Have faith

Azim Premji has always believed that it is important to have faith in one's own ideas, even when everyone around tells you it is impossible.

It is this faith that has helped him diversify Wipro and make it an IT giant, not just in the country but across the globe. (Source: TOI September '14)

- Compiled by : Keshav Sharma

## Mahatma Gandhi

### Inspiring Quotes

- 01 Live as if you were to die tomorrow.  
Learn as if you were to live forever.
- 02 A man is but a product of his thoughts.  
What he thinks he becomes.
- 03 Be the change that you want to see in the world.
- 04 The weak can never forgive.  
Forgiveness is an attribute of the strong.
- 05 I will not let anyone walk through my mind  
with their dirty feet.
- 06 Strength does not come from physical capacity.  
It comes from an indomitable will.
- 07 An ounce of patience is worth more than a tonne of  
preaching.
- 08 Change yourself – you are in control.
- 09 See the good in people and help them.
- 10 Without action, you aren't going anywhere.
- 11 Take care of this moment.
- 12 Be congruent, be authentic, be your true self.
- 13 Continue to grow and evolve.
- 14 A no uttered from the deepest conviction is better than a  
'Yes' uttered merely to please, or worse, to avoid trouble.
- 15 Glory lies in the attempt to reach one's goal and not in  
reaching it.
- 16 An eye for an eye will make the whole world blind.
- 17 Happiness is when what you think, what you say, and what  
you do are in harmony.
- 18 A coward is incapable of exhibiting love;  
it is the prerogative of the brave.
- 19 Nobody can hurt me without my permission.
- 20 In a gentle way, you can shake the world.

## Swami Vivekananda

### Inspiring Quotes

- 01 Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success.
- 02 We are what our thoughts have made us; so take care about what you think. Words are secondary. Thoughts live; they travel far.
- 03 The more we come out and do good to others, the more our hearts will be purified, and God will be in them.
- 04 Our duty is to encourage everyone in his struggle to live up to his own highest idea, and strive at the same time to make the ideal as near as possible to the Truth.
- 05 The world is the great gymnasium where we come to make ourselves strong.
- 06 If money help a man to do good to others, it is of some value; but if not, it is simply a mass of evil, and the sooner it is got rid of, the better.
- 07 Do not figure out big plans at first, but, begin slowly, feel your ground and proceed up and up.
- 08 Do not wait for anybody or anything. Do whatever you can. Build your hope on none.
- 09 Infinite patience, infinite purity, and infinite perseverance are the secret of success in a good cause.
- 10 Truth can be stated in a thousand different ways, yet each one can be true.

## Humanity

Earth has no dearth of communities, which have different principles but in all the communities, Human being is the common factor and to protect the existence of the entire human community, a single principle is required that is – “HUMANITY”.

Humanity is an inseparable inbuilt quality and characteristic of a Human being and even the Inhumanity also roars and indicates the positivity to us that “it is in the purview of Humanity” but still Human beings leave the Humanity and own the Brutality.

Humanity is only the element of scarcity in the sincerity of the majority of people of the Society, which sometimes becomes the humidity to the vested priests of the Human Temples.

For avoiding the sole element of Humanity, it had been visualized in the following different categories of Human beings –

- Politicians became pathetic
- Charitable trusts lost people's trust
- Religious societies became prestigious
- Friends became trend-setters
- Parents became barren
- Children became warrants
- Neighbors became stabbers
- Employers became exploiters
- Strangers became gangsters
- Faith became the wraith
- Welfare became fun-fare

Humanity is not at all the charity but it is the basic necessity of Human Life.

- Kamalakar

## PP Workshop



The Performance Planning Workshops were conducted across the organization covering over 600 Management Staff. These workshops aimed to help employees set SMART goals for themselves and their team members in line with the business objectives. Along with the goal setting, each employee prepared their personal SWOT analysis to identify his/her areas of development in consultation with his manager which translated into his Development Action Plan (DAP). With the aim to foster 'Learning Culture' at Orient Cement, we have developed the Annual Training Calendar that has been compiled based on the inputs taken from Development Action Plan (DAPs) and business priorities.

## Campus 2 Corporate



Our fresh batch of MTs and GETs joined us with all positive energy. They all underwent a detailed induction which was focused to give them insights on The C K Birla Group history, Orient Cement Ltd.'s profile, company policies, market dynamics. Our senior leadership team interacted and motivated the young talent to develop a self-starter attitude, pay attention to details and develop an open attitude to absorb whatever comes to them through their journey into the corporate life. The fresh talent underwent a two day 'Campus 2 Corporate' workshop to facilitate their easy transition from campus to corporate and groom them for a bright future ahead.

## Birthday Bash

All work and no play makes Jack a dull boy ! With this principle, we gather as a family at the end of every month to wish our friends who have celebrated their birthdays



## Welcome Aboard

S.No	Employee Name	Designation	Department
9052	U.Purushotham	Sr.Engineer-Instrumentation	Karnataka Project
9053	M.Mallikarjuna Reddy	Asst. Manager-Electrical	Karnataka Project
9054	A. Vijay Narasimha Raju	Asst. Manager-Electrical	Karnataka Project
9055	Vinjanampati Balaji	Senior Officer - Accounts	Hyd-Project Office
9056	Pankaj Gupta	Manager - Electrical	Hyd-Project Office
9057	Kalpesh A Sonkul	Management Trainee	JCGU Sales
9058	Sumit Namdeorao Warbhe	Management Trainee	Sales
9059	Vijay Prakash Yadav	Management Trainee	JCGU Sales
9060	Prashant Kumar	Management Trainee	Sales
9061	Rangepalli L N Kaushik	Management Trainee	Sales
9062	Amit Panjwani	Management Trainee	Sales
9063	P. Gajanand	Management Trainee	Sales
9064	Ranu Pramanick	Management Trainee	Sales
9065	Nandini Bhattacharjee	Management Trainee	Sales
9066	Tarun Gupta	GM- Accounts	Accounts
9088	P. Bala Muralidhar	AGM - Procurement	Purchase
9089	Rohit S Anashetty	Manager-Instrumentation	Karnataka Project
9090	Rahul R. Deshmukh	Chief Operating Officer	General
9091	Bhoyar Sachin Dhanraj	Deputy Manager (Surveyor)	Mines
9092	Vikas Singh Thakur	DGM-Procurement	JCGU
9093	Vema Dhaarmesh	Graduate Engineer Trainee	Karnataka Project
9094	Pravin Bobde	Graduate Engineer Trainee	JCGU
9095	Swapnil Dukhdeo Gore	Graduate Engineer Trainee	JCGU
9096	T. Deekshith Kumar	Graduate Engineer Trainee	Karnataka Project
9097	G. Manuja	Graduate Engineer Trainee	JCGU
9098	Rajeev Ranjan Verma	Graduate Engineer Trainee	Karnataka Project
9099	A. C. Kiranmayee	Graduate Engineer Trainee	Karnataka Project
9100	N. Sai Krishna	Graduate Engineer Trainee	JCGU
9101	Sushant Shiv	Graduate Engineer Trainee	JCGU
9102	Sukanto Chakraborty	Graduate Engineer Trainee	Karnataka Project
9103	A.T.Shashidhar Reddy	Graduate Engineer Trainee	JCGU
9104	V. Varun Kumar	Graduate Engineer Trainee	Karnataka Project
9105	D. Dilip Kumar	Graduate Engineer Trainee	Karnataka Project
9106	B. Sasidhar	Graduate Engineer Trainee	Karnataka Project
9107	R. Vennela	Graduate Engineer Trainee	Karnataka Project
9108	K. Abhirup	Graduate Engineer Trainee	JCGU
9109	P. Saiteja	Graduate Engineer Trainee	Karnataka Project
9110	R. Dhenuka Bhargavi	Graduate Engineer Trainee	Karnataka Project
9111	Raja Rajeswar	Graduate Engineer Trainee	Karnataka Project
9112	M. Tarun Tejasvi	Graduate Engineer Trainee	Karnataka Project
9113	Ch. Rajendra Prasad	Graduate Engineer Trainee	Karnataka Project
9114	K. Yugandhar Reddy	Graduate Engineer Trainee	Karnataka Project
9115	Ramya Saroja	Graduate Engineer Trainee	Jalgaon C. G. Unit
9116	Neeta Malkan	Asst Manager - Accounts	JCGU
9117	Shiva Kant Pandey	President - Works	General
9118	Sanjay B Gaikwad	AGM - Procurement	Purchase
9120	K. Maheswara Reddy	Sr Engineer-Instrumentation	Karnataka Project
	Sushil Gupta	Chief Financial Officer	General
9121	Vijay Kumar Gupta	Senior Manager - Logistics	Despatch
9124	Rajan N Naik	Asst Manager - Security	JCGU
9125	Surendra P Padole	Asst Manager-Tech.Servs	JCGU Sales
9126	Vishal Sood	Sr VP-Sales & Marketing	Sales&Marketing



It was just a thought of unwinding after a hectic week. We all got wondering what to do in the weekend, when a friend from Kolkata came up complaining that there are not many happening places in and around Hyderabad. Being a Hyderabadi could I just accept that? I had done some research on Paapi hills previously and thought this was the time to roll out a plan and show the said friend a good time. We were a group of 6.

Paapi Kondalu is a hill range distributed among Khammam, East Godavari and West Godavari districts. The entrance of Papikondalu can be seen from Koruturu (West Godavari District). The original name for this hill range was 'Papidi Kondalu', roughly translated as partition in Telugu, since this range looks like a well designed partition that splits river Godavari. In due course, it was shortened to 'Paapi Kondalu'.

Many private tourism corporations operate boat journeys on the Godavari River which passes through Paapi Hills. There is also a night stay facility in Kolluru village which is located amidst hills completely covered by forests. The scenery, including the waterfalls at Munivaatam, and the peaceful atmosphere at this tribal area make this area a choice tourist attraction. The months just after the rainy season and till the beginning of summer – from September to February – are best for visiting this place.

We reached Rajamundry early in morning and got a room to freshen up and from there a pickup took us to the river bank 15 kms from the city where we boarded a boat (all included in the package). The countryside road is at its greenest with farmlands on one side and the river on the other.

At 9am, once aboard the boat, we excitedly gulped down our breakfast, bought some raw guavas and waited for the ride on the Godavari to begin. It would be 2 hours before we had our first glimpse of the Paapi-kondalu range. Our steamer-boat "Jabili", served breakfast and lunch on the deck which is again included in the package. There were a few entertainment programmes arranged on the deck in which we actively participated amidst much dancing and laughter.

The Godavari was muddy as just a day before, some of the places had got flooded. On the way we saw little temples, small villages dotting the river banks and people fishing in their small fishing boats; small children playing in the water. Elsewhere, the vistas comprised of the majestic range of Paapi Kondalu hills with dense foliage right until they plunged into the muddy waters of Godavari. I had a great photography session; some of the pictures came out splendidly against the vivid backdrop.

The actual fun started when we arrived at the sandy Kolluru Island. We were simply amazed seeing the almost isolated island from where the Godavari

traversed into a 'Y'. As soon as we alighted from the boat we saw around 50 bamboo huts and just beyond it there was a hillock on which a nice villa kind of building was perched. This was to be our cafeteria.

We simply threw our bags into two of the bamboo huts allotted to us, freshened up and ran out for our many outdoor activities....yes we played volleyball, football and also went hiking to explore the hillock and beyond. There was a slight drizzle which only made us want to play more. I discovered a swing tied to a huge tree and immediately took complete ownership of it, we had befriended a Great Dane who seemed to be the villa's caretaker, my friend was happy strolling on the sand, enjoying the calm and scenery around us. When we checked the time, it was just 5.30 pm! Time seemed to stand still here. It was so good, feeling this relaxed without any restrictions or deadlines – there is no Mobile Phone or Internet Reception, which meant we were in absolute seclusion from the rest of the world with only nature and fun to indulge in. We were then in for a treat: steamed bamboo chicken, a yummy Kolluru delicacy.

After dinner we had a jam session sitting on the sand. There was absolute silence except for the noise of insects... fully sound and air pollution free. The cold sand was our bed and we could see the clear sky with lots of stars. We chitchatted for 2 long hours and then we went to our respective bamboo huts to sleep.

The next day post-breakfast, we were in for a surprise trek and this time we walked downhill for around 3 kms until we reached the Godavari flowing in a steady stream over small boulders where it is very safe to get in the water. The water was cold, but once we entered, slowly our bodies adapted to the temperature. It was like having our own private Jacuzzi with the boulders serving as back rests with a ready back-rub. Four hours later we realized that we had a long trek back and reluctantly got out of the water.

After getting back, we had a sumptuous lunch of fresh river fish, country chicken and rice and then proceeded to change and board our boats. By 8:00pm we reached Rajamundry and boarded the bus back to Hyderabad after our dinner. We were totally exhausted and slept through the night.

The next day, we were back to the humdrum of our concrete lives.

-Pooja Srivastava