

# Gajgamiini

April 2015

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Gajgamiini: the graceful gait of an elephant. Strong, sure-footed and alert, the positive characteristics of this majestic animal are also qualities found in the Mehta Group.

THE HOUSE JOURNAL OF  
THE MEHTA GROUP



THE  
**MEHTA**  
GROUP



Our Hon'ble Chairman, Shri Mahendra N. Mehta receives the highest Indian honour, **"Pravasi Bharatiya Samman Award 2015"** by the Hon'ble President of India, Shri Pranab Mukherjee

It was a proud moment for all of us when our Chairman, Shri Mahendra N. Mehta, was conferred upon the most prestigious **"Pravasi Bharatiya Samman Award"** by Hon. Vice President of India, Shri Hamid Ansari on behalf of Hon. Shri Pranab Mukherjee, the President of India, on January 09, 2015, at the 13th Pravasi Bharatiya Divas, Gandhinagar, Ahmedabad. At this historical event organized by Ministry of Overseas Indian Affairs, Hon. Foreign Affairs Minister, Smt. Sushma Swaraj, Hon. Chief Minister of Gujarat, Smt. Anandiben Patel and Hon. Governor of Gujarat, Shri O.P. Kohli were also present amongst other dignitaries.



(L-R): Hon. Shri. M.N. Mehta with our Hon. Prime Minister, Shri Narendra Modi at the Pravasi Bhartiya Diwas at Ahmedabad



[Read more...](#)



Seen in the pic: Shri M. N. Mehta second from right with other dignitaries on the occasion of Pravasi Bharati Divas 2015



(L-R): Ms. Juhi  
congratulating Shri M.N. Mehta

The **13th Pravasi Bharatiya Divas 2015** had a special significance as it commemorates the 100th anniversary of the return of Mahatma Gandhi from South Africa to India. The **Pravasi Bharatiya Samman Award** was given to Mr. Mehta for his outstanding contribution to economic and social development of thousands of people in East Africa. The **Pravasi Bharatiya Samman Award** is the highest honour conferred by the Government of India on overseas Indians and Persons of Indian Origin living abroad for their contribution to progress and development of their respective countries and for fostering their relations with India. This year the award has been given to 15 members of the Indian diaspora worldwide. It is notable that Mr. Mehta receives this award among the other recipients of the award like Guyana President, Donald Ramotar and Mr. Satya Nadela, CEO, Microsoft.

## Felicitations ceremony held in the honour of Shri M. N. Mehta

### Lugazi, Uganda



(L-R): Mrs. Nihita Khatau,  
Mrs. Sunayana Mehta,  
Shri M.N. Mehta, Ms. Radha Mehta  
and Mr. Hemnabh Khatau



National Media of  
Uganda-New Vision & Monitor  
interviewing Shri M.N. Mehta  
for the news coverage at Uganda.

A felicitations ceremony was organized at Mehta Bungalow, Lugazi, Uganda. All the senior staff amidst presence of Mrs. Sunayana Mehta, Ms. Radha Mehta, Mr. Hemnabh Khatau and Mrs. Nihita Khatau, gathered to congratulate Mr. M. N. Mehta. In his speech, Mr. Mehta expressed his honest intention of doing more for bringing positive change in the life of underprivileged by providing them shelter, health care and education. The event was covered by National Media of Uganda-New Vision and Monitor.

**We all congratulate Mr. Mehta for this great achievement and are proud to be the member of The Mehta Group family.**

### Corporate Office, Mumbai



(L-R): Shri D.N. Mehta giving flower  
bouquet to Mr. M.N. Mehta



Mr. M.S. Gilotra presenting  
Congratulatory Card on behalf of the  
Corporate office staff to Shri M.N. Mehta



# COMPANY BUZZ

# Gajamini

October - December, 2014

## CONGRATULATIONS!!!

### Record Performance by GSCL

Sidheegram has achieved highest Raw Mill Grinding of 211,148 tons and highest Clinker Production of 138,493 tons.



**The Monarch Group** is a proud recipient of the “Partner in Excellence Award” for the second time. This recognition from Tricor Braun is presented to their top vendors in Canada and USA.

Tricor Braun and Monarch have had a wonderful working relationship for over 12 years and this history makes us appreciate their recognition all the more.

Tricor is a national \$800 million packaging supply organization providing packaging solutions to branded and private label consumer goods companies in North America.

The Monarch Team continues to provide innovative solutions and exemplary service to their customers and build relationships based on outstanding performance.



### "Shree Shram" Award at GSCL

Mr. Devsi Vira Bhola, Contract Workman of M/s. Bhola Jadav Sardul, working with Gujarat Sidhee Cement Limited was awarded the prestigious Shram Shree Award for his unforgettable efforts to prevent an accident in the Plant by his alertness and quick action. He was awarded by Smt. Vasuben Trivedi, Minister of State of Education, Women and Child Welfare (Independent).



### Long years of Service Awards' 2014 to the Employees of Monarch Plastics Limited, Brampton, Ontario, Canada

Monarch Plastics Limited was extremely proud to celebrate the Long Term Service Awards this year.

The awards ceremony began with a touching speech from Chief Operating Officer, Mr. Elroy De Xavier, who spoke of the loyalty and dedication that is outstanding amongst the workforce at Monarch Plastics Limited.



### Training Programme held at Corporate Office, Mumbai



One day workshop was held on 'Business Writing Skills' by Mr. Vincent D'Silva which was held on 13th October, 2014. This workshop was conducted to help the employees to sharpen their communication skills.

### Training Programmes held at SCL and GSCL Plants

#### At SCL and GSCL Plants:

- Transactional Analysis (Interpersonal Relations) by Mr. Sethuraman
- Total Wellness-Holistic Approach by Dr. Yasodha Sethuraman
- Environment, Health & Safety Issues in Cement Industry & its Remedial Measures by Dr. D J Parikh

#### SCL Plant:

- Lubrication & Application by Mr. Bhawesh Kumar Sharma, Sr. Manager – MIPS
- Basic Principles and Operation of Thermal Power Plant by Mr. Rajesh Talavia, Manager – TPP and Mr. Pankaj Chavda, Engineer – Mech(TPP)

### Welcoming the New Joinees at-

#### CORPORATE OFFICE, MUMBAI

Mr. Ashwani Kumar, DGM - Admin.

#### SCL, RANAVAV

Mr. Nisarg D. Upadhyay, Senior Officer-I.T.

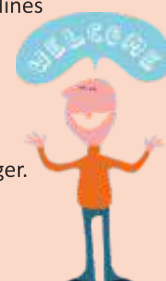
#### GSCL, SIDHEEGRAM

Mr. Yuvrajsinh Jadeja, GET- Mines

Mr. Abhishek Vyas, Assistant-Logistics

Mr. Mahendra Prajapati, Jr. Supervisor- Packing Plant

Mr. Manubhai Jakhotra, Gauger.



## MARKETING UPDATES

October - December, 2014

### Deepotsav at Rajkot

Deepotsav (Diwali Carnival) was celebrated on 20th October'14 at Rajkot. Saurashtra Region dealers wholeheartedly participated with their families to make it memorable. The event was full of various exciting games, activities, and dance sequence followed by Maha Aarti, which everyone enjoyed.



*Maha Aarti offered during Diwali Carnival, praying for the auspicious New Year.*



*Dancing with their favorite super hero Chhota Bhim and displaying their talent on stage at the Deepotsav.*

### Technical Assistance Van - Rajkot

Initiated Technical Assistance Van in Rajkot in order to provide Cement Testing Facility at the site of the customers and potential users. Information and knowledge shall be shared on proper usage of cement & good construction practices. The effort focuses on building premium image for our Brand.



*Seen in the pictures: Mr. D.C. Trivedi, General Manager-Sales, Ms. Arpana Shah, Sr. Manager-Accounts, Mr. Kokil Vora, Asst. Vice President-Sales, Mr. Nishit Naik, Sr. Manager-Sales and other Rajkot office staff.*



*Dance performance by professional dance troupe*



*All participants and winners were felicitated with awards*





## Innovative Brand Displays



Attractive branded Shop gate adds to our Brand visibility



Attractive Brand displayed on High-Rise Water Tanks ensures visibility

Apart from the above brand displays, Vertical Display boards were also put up in all major dealer outlets in Gujarat.

## Reaching out to Consumers



Ahmedabad Municipal Transport Services (AMTS) Bus Branding – Sidhee

## Engineers' Meet - Rajkot

Engineers' Meet was organized for ACCE (Association on Consulting Civil Engineers) at Rajkot. The occasion was used to connect with 150 Engineers to share information on the technical aspects of cement, highlighting its chemistry and the importance of limestone source and quality control and monitoring processes in production of cement.



(L-R): Mr. Pravin N. Ghodasara, Secretary-ACCE (Association of Consulting Civil Engineers), Rajkot, Mr. Kokil Vora, Asst. Vice President-Sales (The Mehta Group), Mr. Nilesh Karia, IPP-ACCE, Rajkot and Mr. Manish Sarupria, Sr. General Manager-Business Development (The Mehta Group)



Seen in the pic: Members of ACCE (Association of Consulting Civil Engineers), Rajkot.

## Market Organizers' Conclave at Mount Abu



Market Organizers meet was organized at Mount Abu in December'14 to involve them in Strategic Planning Process.

## Contractors Meet at Ahmedabad



To strengthen association with potential contractors, regular meets were organized across all regions in Gujarat.



## Dussehra Celebration at GSCL Plant

After Navratri, Dussehra was also celebrated at GSCL, Sidheegram with lots of joy. The celebrations were followed by "Dussehra Pooja" & "Raavan Dahan". All employees with their family members & colony residents actively participated at the event. Large gathering from nearby villages also witnessed Ravan Dahan.



## Health Check Up & Deworming Camp for Angadvadi Children

Under the Corporate Social Responsibility activities, Gujarat Sidhee organized Health Check-up Camps for Chhagiya Angadvadi village children on 09th December 2014 at Sidhee Healthcare Centre. Total 42 children went through the General check-up during this camp.



## New Year Celebrations at GSCL Plant

Sidhee Recreation Club celebrated the New Year by organizing a Musical Orchestra party for all the club members and their families. All the participants enjoyed the event.



*President-Works, Mr. S. N. Junnarkar wished all a very Happy & Prosperous New Year.*

## Swachh Bharat Abhiyan at GSCL Plant

As part of the "Swachh Bharat Mission" announced by the Hon. Prime Minister, Shri Narendra Modi, Gujarat Sidhee organized a massive special 'Cleanliness Campaign' on Gandhi Jayanti Diwas on 2nd October, 2014, involving 'Shramdaan' and awareness activities at Sidheegram Colony. Mr. S.N. Junnarkar – President (Works) GSCL inaugurated the Cleanliness Campaign by taking an oath with colony residents. On this occasion, Mr. Junnarkar requested all colony residents, officers and staff to involve in this mission on daily basis and keep the entire colony neat, clean & green.



## Husbands' Dinner at GSCL



Sidhee Ladies Club celebrated Husbands' Dinner with lots of joy and enthusiasm. All the members of Ladies Club welcomed their husbands in a traditional manner and celebrated the occasion. Theme of the celebration was "Colourful Evening for a Wonderful Husband". The celebration had activities like games, romantic songs, followed by dinner.

## Navratri Celebrations At SCL Plant

SCL Officers Club, Ranavav, celebrated Navratri with Garba & Dandiya Raas in a traditional way. Competitions for best Traditional Dress and Best Garba Dancer was organized during the festival, followed by prize distribution ceremony.



*Dussehra Yagna (Hawan Ashtami)*



*Navratri Celebrations*

## Laxmi Poojan – Prayer for Prosperity

On the eve of Diwali, "Laxmi Poojan" was performed at SCL – Ranavav by Mr. Narendra Singh, President-Works, with full solemnity for prosperity of the company & its stakeholders. Next day, a get-together was organized to welcome the New Year at Shiv Temple in the colony.



## Fancy Dress competition of Saurashtra Cement Vidhya Vihar School

Saurashtra Cement Vidhya Vihar School organized Fancy Dress competition for their school children. Participants in their colorful clothes & ornaments gave message to the Society to live life like a rainbow through their splendid performance.



## New Year Celebrations At SCL Plant

The Officers' Club members organised New Year Eve for the employees and their families to welcome the New Year. The participants enjoyed dancing to the melodious & foot-tapping music by Melody Makers. The colorful decoration and beautiful ambience with lively music added vibrancy to the environment.







## Silver Jubilee of Nanji Kalidas D.A.V. Public School, Sidheegram (1989-2014)

NK DAV School at our Sidhee plant, set up in 1989, recently celebrated its Silver Jubilee. The school, one of the best in the area, owes its magnificent success to the far-sighted vision and philanthropic approach of our Chairman, Shri Mahendrabhai Mehta.

The recently renovated and expanded school had organized several important events to commemorate the milestone. Mr. Jay Mehta was the distinguished Chief Guest, who graced the



Mr. Jay Mehta addressing the audience

occasion with his presence. He released a souvenir, "SPECTRUM", which showcased the remarkable journey of 25 years through articles written by the students. There were several topical and theme based short plays, vibrant songs and regional dances, all enacted by the students of all ages and ably supported by the teachers & staff, which made the distinguished members of the community, the parents and the teachers very proud.

In his Key Note address, Mr. Mehta urged the school to expand its horizons, and renewed the family's commitment to the cause of education. He thanked all the alumni and office bearers for their valuable contribution to the success of the school. Students were delighted to receive their trophies and certificates for outstanding achievements in the field of sports and education from Mr. Jay Mehta.

## Three Cheers to SCL Team!!!

### 5th Mettalliferous Mines Safety Week - 2014 (Ahmedabad Region)

SCL Mines received 1st Rank in Mines Lighting & Electrical Installation, 2nd Rank in Mine Working & Implementation of 10th Conference, 3rd Rank in Mining Machinery improvements & Innovations and 3rd Rank in overall performance of Mines in Ahmedabad region during the 5th Mettalliferous Mines Safety Week - 2014.



### Workshop on 'Empowerment of Teachers' at GSCL, Sidheegram

Teachers are torchbearers of the new generation. To enlighten the minds of Teachers, GSCL had organized a workshop on 'Empowerment of Teachers'. The resource persons were Mr. S. K. Bhagvan and Mr. Yogesh P. Kosta from Marwadi Education Foundation. They enlightened the Teachers on the following topics:-

- Building School Brand, Creating Schools with a Difference, How to Run the School Effectively and Continuous Comprehensive Evaluation. The Teachers found this interactive session very useful.

### Trainings at Corporate Office, Mumbai

Wellness Programme on 'Sahaja Yoga Meditation' developed by Shri Mataji Nirmala Devi (Spiritual Guru) was conducted. It involves the awakening of a subtle spiritual energy known as the Kundalini and the inner journey of self discovery known as Enlightenment (Self-realization). It is a simple, time-honored technique. It helps reduce stress and increase wellness. It brings better focus and helps us to become more centered and better balanced.

## "SCL makes highest records during the Financial Year 2014-15 -

1. Kiln No-4 Clinker Production :- 13.22 Lakh Tons
2. Kiln No-4 Run days :- 333.29 Days
3. Kin No-4 TPD :- 3968 TPD
4. Total Cement Production :- 14.70 Lakh Tons
5. Lowest, Specific Thermal Energy Consumption :- 780 K cal/ Kg clinker
6. Lowest, Electrical Energy Consumption :- 95.6 Units / Tons of Cement
7. PPC Cement Production :- 3.17 Lakh Tons
8. Fly ash Consumption in PPC cement :- 23.32 %
9. Total Cement Dispatches :- 14.71 Lakh Tons
10. Local Bulk Cement Dispatches :- 1.72 Lakh Tons
11. Uninterrupted Run Days of Power Plant :- 187 Days

## Customer Conference held at Sugar Corporation of Uganda Limited(SCOUL), Lugazi, Uganda

SCOUL had its 13th Sugar Conference on 18th March, 2015. During this Mega Event, our Hon Chairman, Shri M.N. Mehta launched the new brand look of **Lugazi Sugar**. The unveiling of the new brand was followed by customer conference, entertainment and lunch to the customers.

Customers were taken to a factory tour to the new Mill House which was recently commissioned. They were also taken to a tour to Distillery and CO2 Plants. During this Mega Event, Mr. Mehta unveiled the new brand look of **Lugazi Sugar**, along with the Regional Director, Mr. S.C. Sharma and Director, Mr. Hemnabh Khatau. Speaking at the grand ceremony, Mr. Mehta said, "We are one of the pioneers and also the trend-setters in the business. I am pleased to be here to witness and to be a part of this amazing journey of a whole new identity again. This is not only a major milestone for us at The Mehta Group but also a tremendous achievement for **Lugazi Sugar** which has remained a household name in Uganda since its establishment in 1924".

Mr. S. C. Sharma said "the new identity of **Lugazi Sugar** was meant to keep them at the helm and also identify with every Ugandan, as they were truly an indigenous company providing quality products to Ugandans. Our slogan of '100 percent pure Ugandan' speaks for itself. We have been committed to providing quality and it is the same quality product we are giving to all

Ugandans yet again in a whole new look".



Shri M. N. Mehta unveiling the new brand "Lugazi Sugar"

Speaking at the conference, our Director, Mr. Hemnabh Khatau pointed out that with a strong brand identity and proposition of 'making lives sweeter', the people of Uganda voted **Lugazi Sugar** as the 'Best Sugar' in Uganda, in the recently concluded nationwide poll: 'The Peoples' Choice Awards'.

A health camp was also organized by our Dr. S. Mishra for all the Sugar distributors. Risk Assessment was done by checking the Body Mass Index (BMI) and blood pressure and counselling was given to them during the conference.

Mr. Senthil Kumar, Head of Marketing, thanked each and every customer who had made this function, a great success, which will be remembered for a long time. This event was fun-filled with lots of entertainment, food and drinks. All the customers were given goodies as a token of appreciation.

## Monarch Plastics Inc., U.S.A.

On April 1st, 2015, Monarch Plastics Inc. was proud to honour their longest serving employees. The Company appreciated such employees for their devotion, dedication, loyalty and hard work that reflect in their long service.

## Healthcare activities at The Mehta Hospital, Uganda:

In order to strengthen and outreach healthcare activities for remotely located SCOUT employees and their families, CSR Director, Mrs. Nihita Khatau, on behalf of Mehta Hospital launched a pilot project, Project Mehta Health Care Angels-Phase-1, in Lugazi & Wagala sections in early 2014. At the end of 6 months, with the support of nominated camp resident trained Angels, they have achieved 94% HIV testing (72-Positive), 514 circumcision & significant success in other health care activities.

It has also helped all camp residents to be aware of the benefits available at the Mehta Hospital services.

The success achieved in the pilot project in enhancing the outreach health care, reaching larger number of employees & their families in remote sections, motivated to take the same forward in remaining sections and camps of SCOUT. Hence on 16th January, 2015, the Phase -2 of Project Mehta Health Care Angels in the Seven sections having 29 camps was launched in Mehta Hospital by Directors, Ms. Radha Mehta and Mrs. Nihita Khatau.

The Mehta Group Directors, Ms. Radha Mehta & Mrs. Nihita Khatau graced the occasion where 60 'Angels' participated in the 'In-house' training session. The certificates were given away to the participants.



Front row(L-R): Djuan Towner, Valente Carrillo and Armondo Huizar  
Not pictured, but still recognized and greatly appreciated: Clarence Clark, Clara Fisher, Christon Taylor and Frank Gelmi  
Middle row(L-R): Eva Castaneda, Sissy Aguilar, Yolanda Garcia and Rosenda Mares  
Back row(L-R): Elroy de Xavier, Lynette Carrillo, Dan Newman, Phil Wilson, Francisco Castaneda, Mike Gruenberg and Raj Desai



Director, Ms. Radha Mehta giving away the Certificate to the participant.



Director, Mrs. Nihita Khatau giving away the Certificate to the participant.

## Hospital at Lugazi conducted a Programme on Integrated HCT Outreach – Mass HIV Testing – MCT – Total Fuel Pump

On 30th January, 2015, as part of Integrated 'HCT Outreach Programme', Mehta Hospital organized a mass HIV VCT camp at MCT 'Total Pump' of Sugar Corporation of Uganda Limited. The target group was mostly the visiting truckers & staff.

Thanks to Mr. Loganathan of MCT department for his total support and guidance.

The outcome of the event is given below.

Total no of people tested – 122

Positive - 03

Prevalence rate: 2.45%

HIV Prevalence- National Average - 7%

'Mehta Health Care ANGEL Project' goal- HIV Prevalence - Less than 2% by 2016

## Welcoming the New Joinees at SCL, Ranavav:

Mr. Ajay Kumar Tripathi, Jr. Engineer-Process  
Mr. Sanjay Kumar Shukla, Supervisor in Mech. Dept  
Mr. Kapil P. Chandarana, Officer (P&A)  
Mr. Prakash Mishra, Asst. Manager (Purchase)  
Mr. Hiren M. Abhani, Sr. Officer (Accounts)

SCOUT, Uganda Awards for "The Best Hospital" and "Best Medical Superintendent"



Dr S. Mishra



The Mehta Hospital Team at Lugazi

The Mehta Hospital at Lugazi, Uganda has received the "Best Hospital" Award for the year 2014 and Dr. S. Mishra, the 'Best Medical Superintendent' by the Local Government Directorate of Medical Services, Buikwe, Uganda. the presiding Doctor, Dr. S. Mishra expressed that the credit goes to the Top Management for their continued support and encouragement.

This award has given to the team of Mehta Hospital, a powerful source of motivation to keep going strong in their commitment towards 'Community Health Services', apart from dealing with day to day challenges and reaching out to achieve newer heights through persistence and perseverance.

Kudos to Dr. S. Mishra and his team and we wish him and his team all the best for the future!



# MARKETING UPDATES

# Gajamini

January - March, 2015

## Patangotsav at Ahmedabad

Fun filled Hathi-Sidhee Patangotsav was organized at Ahmedabad, Gujarat, on January 2015. The event was intended for establishing socio-connect and bonding with our Channel Partners and their families.

The carnival comprised of kite competition, fun & fare, dance sequence, orchestra and exciting games & activities, engaging all age groups.

Mr. Randhir Singh, President (M&S) offered vote of thanks to the Dealers and their family members for making Patangotsav a memorable event!!



## Hathi-Sidhee Premier League (HSPL) – Cricket Tournament - 2015

Hathi-Sidhee Premier League (HSPL), the signature tournament by the The Mehta Group was organized for our Channel Partners every year, to encourage the spirit of sportsmanship and unity within the Group.

Qualifying rounds were played in each region. Ahmedabad Attackers and Rajkot Rockets played the final round, wherein Ahmedabad Attackers won the HSPL Trophy in a heart throbbing Day-Night match. **Congratulations!!!**

Ahmedabad Attackers won the prestigious Trophy of HSPL Cricket Tournament - 2015 and the gift cheque.

## E-Commerce Launch

India has large internet user base and E-commerce is growing @ 8% to 10% monthly. The Mehta Group has launched its E-commerce portal on the website, [www.BuyCementOnline.com](http://www.BuyCementOnline.com) that would make cement available to all the buyers in Gujarat. The initiative is first of its kind in the Indian Cement Industry.

All our communications are developed around the theme - Click, Buy, Build. The website is positioned at 'Buy Anywhere' and served directly from the company. The soft launch meet was held on 23rd February, 2015 at Hotel Novotel, Ahmedabad with our eminent Market Organizers & Sales Promoters. The site was inaugurated by Mr. Randhir Singh, President (Marketing & Sales). A series of successive announcement meets were organized with our leading Channel Partners across all the regions.

The launch was supported by Digital Campaign: SMS, E-Mailers, Google AdWords and Offline Campaign: Radio, Hoardings and Press Release.



E-commerce launch meet audience being addressed by Mr. Randhir Singh, President-Marketing & Sales



## E-Commerce: Program Snapshots



### Sales Promotion @ Rajkot

As a special sales promotion initiative, end consumers were offered coupons with the sale of cement bags. The lucky draw of coupon numbers were rewarded with exciting prizes like Hero Splendour Mobike, Honda Activa, LED TV, Refrigerator, Washing Machine and several other attractive prizes gifted to the winners. The event created buzz amongst users in the market.

### Inauguration of Exclusive Retail Store: Hathi Buniyaad at Bhavnagar

On March 23rd, The Mehta Group inaugurated its second Hathi Buniyaad Retail Store at Bhavnagar under the Franchisee Model. Hathi Buniyaad stores are aimed at superior brand visibility and positioning into premium category. The store will focus on building relationship with the end users, contractors and influencers in order to gain their preference.

The store offers a unique shopping experience for the customers in terms of its look and feel, attitude, service, billing and presentation. More such stores are on agenda this year.

*Mr. Randhir Singh, President – Marketing and Sales inaugurated HathiBuniyad Store at Bhavnagar*







### 66th Republic Day Celebration at SCL, Ranavav

Republic Day was celebrated on 26th January, 2015, in the Cricket ground of SCL, Ranavav by all staff and their family members. Chief Guest for the function, Mr S. C. Kabra, Vice-President-Commercial unfurled the National Flag, amidst the singing of National Anthem by the school children of Shri Saurashtra Cement Vidya Vihar.



Mr. S.C. Kabra unfurling  
the National Flag on Republic day

### SCL Cricket Tournament – 2015

SCL Plant organized SCL Cricket Tournament-2015 from 4th January, 2015 to 01st March, 2015. Six teams participated in this tournament. The final match was played between Rathore Riders and Jagetiya Stars. Rathore Riders emerged as the winners. Mr Narendra Singh, President-Works congratulated all the teams who participated and presented the awards.



Cricket Team

### Road Safety Week – 2015

The Road Safety Week was celebrated from 11th to 17th January, 2015 at SCL plant. SCL Plant management, Occupational Health safety & Housekeeping Committee and Employees organized the Road Safety Week to bring in awareness on road safety.



### Safety Day at SCL Plant

On 4th March, 2015, the 44th National Safety Day was celebrated at SCL - Ranavav. The day started with auspicious "Gayatri Yagna", followed by "Safety Flag hoisting" and lighting of "Safety Mashal" by Mr. S.C. Khanna, Executive Director (Ops. & Proj.). SCL team gave theatrical performance on safety. Mr. Khanna congratulated SCL team on achieving good results in the area of safety and also emphasized the need to put more efforts to achieve zero accident target. The program concluded with prize distribution & safety exhibition.



Mr. S.C. Khanna lighting a lamp  
on National Safety Day at SCL, Ranavav



A theatrical drama performance on  
Plant Safety theme by employees of SCL Plant

### Arts & Crafts Education Exhibition- 2015 in Saurashtra Cement Vidhya Vihar School

In order to motivate students to bring out their inner potential, an Arts & Crafts Educational Exhibition was organized by Saurashtra Cement Vidhya Vihar School. Mr. Narendra Singh, President-Works inaugurated the exhibition by lighting a lamp. More than 125 students participated in this exhibition.

Mr. Narendra Singh inaugurating  
the Exhibition by lighting the lamp





## Annual Tennis Ball Cricket Tournament at GSCL, Sidheeegram

In line with the objective of team building and motivation, Annual Tennis Ball Cricket Tournament was organized at G.S.C.L., Sidheeegram. Among all the departments, 6 teams were formed and matches were played on league. Employees from all the departments participated in the tournament with great zeal and enthusiasm.

Grand finale was played on Sunday, 18th January, 2015, which was won by Sidhee Indian team by 9 wickets. Sidhee Warriors were declared runners-ups.

## Holi Celebrations at SCL/GSCL Plants

"HOLI", the festival of colours was celebrated with joy & togetherness. A bonfire was lit on the grounds, employees assembled around the bonfire and prayed to God. This day is called as Holika Dahan and it not only represents the victory of good over evil but also the triumph of devotion to God.

The next day on Dhuleti, employees and their families sprayed water and applied colours to each other. Balloons filled with water were splashed on one another. Like every year, all colony residents participated in this joyous and colourful festival with great fervour.



Bonfire was lit during Holika Dahan

## Friendship Cricket Match at SCL, Ranavav between Sidhee and Saurashtra Teams

A Friendship Cricket Match was organized by SCL at Ranavav on 22nd March, 2015. Sidhee and Saurashtra Cricket Teams participated in the match. Both the teams played the match with the spirit of unity and friendship with greater zeal and SCL won the match.



Friendship Cricket Match played between SCL & GSCL teams

## Dream Run

The Corporate Office, Mumbai, participated in the Standard Chartered Mumbai Marathon held on January 18, 2015 and hit the ground walking for 6 kms.

This is an annual event organized by Standard Chartered Bank, where the whole atmosphere is created like a carnival, with performances happening on either sides of the road while the participants walk the Marathon. The event drew huge crowd and all the 40 participants of the Corporate Office who took part in the 'Dream Run' managed to finish the Marathon and were awarded certificates.



## Road Safety Week Celebration at GSCL, Sidheeegram

GSCL, Sidheeegram, celebrated the 26th Road Safety Week from 11th January, 2015 to 17th January, 2015 at Main Gate to improve the road safety consciousness among the Sidhee family. Mr. S.N. Junnarkar, Plant Head, chaired the programme. Road Safety Skit, Quiz Competition, Safety Flag Hoisting, Road Safety Speech, Prize Distribution and Eye check-up Camp for drivers were part of the programme.

## Republic Day Celebrations – 26th January, 2015 at Corporate Office

To mark the patriotic spirit, Corporate Office, Mumbai decorated the office with Tri-Colour National flags and balloons. A small flag was pinned by all the employees with one thought and one goal – that of being a true Indian. Jai Hind!





## New Year Party celebrations at Corporate Office:

Corporate Office, Mumbai, celebrated the New Year at Matunga Gymkhana, Mumbai, with loads of fun & excitement. The employees' joined in with their spouses and participated in interesting games. Everyone let their hair down, moved and grooved to famous hit music together.

The joyful evening ended with sumptuous buffet dinner and high spirits.



## Valentine's Day:

On 13th February 2015, The Mehta Group Employees' Club, Mumbai, celebrated Valentine's Day. All the members were welcomed with red colour pouches containing heart-shaped chocolates. There was a surprise chit for the lucky ones. The office was decorated with heart-shaped balloons and the staff wore beautiful hues of red and pink outfits. The evening ended on a pleasant note when the winners got their surprise gifts.



## Mr. Jay Mehta's Birthday Celebrations

Mr. Jay Mehta's birthday was celebrated on 19th January 2015 by cutting an impressive cake marking all his milestones till date.





## Monarch Plastics Limited, Brampton, Canada

Monarch Plastics Limited celebrated the holiday season with an abundance of delicious food; enjoying good laugh and great company.



## Congratulations, Rachel!!!

Rachel, Executive Assistant to the Chief Operating Officer, celebrated her baby shower with Monarch Plastics Limited. The office had a delicious meal and played fun baby shower games. Rachel welcomed her baby boy Callen. Monarch Plastics Limited wishes her all the best during this exciting time.







## Tree Planting Day at SCL Plant

Ms. Juhi has been championing several social causes and increasing the green cover is one of them. She visited the Ranavav plant in the first week of March 15 to monitor the progress of tree planting undertaken by the company in the mines area. SCL has planted more than 1 lakh trees with survival rate of more than 80% in the last decade. She surveyed the mines and lauded the efforts being made by the team in conservation and propagation of rare species of trees, increasing forest cover and creating a fruit garden. She planted a sapling in the new area now being developed for afforestation and urged the team to double their annual targets by extending their efforts to the colony in addition to the mines. She braved the hot sun for over three hours and visited new as well as old planted areas. Two Research Scholars from Baroda University, who are doing a full time research project in the bio-diversity area, also joined in and explained the finer nuances of conservation and propagation of the rare species.

*Ms. Juhi planting the tree at SCL Plant*



## Keep it up Rohan!!!

Rohan, son of Mr. Ramchandra Pawar, working in the Administration Department, Corporate Office, Mumbai has won the "Man of the Match & Best Batsman" award in The Mayor Cricket Tournament (under 21 years) organized by the Thane Municipal Corporation at Dadaji Konddev Stadium, Thane, Maharashtra. He scored 87 runs in 15 overs and bowled 1 wicket for 20 runs. The award was given to him by former Indian Captain, Mr. Ajit Wadekar.



## Cricket Without Boundaries at Uganda

A four day HIV/AIDS initiative in partnership with Cricket Without Boundaries & FASBEC(NGO) was initiated by The Mehta Group, CSR, at Lugazi, Uganda, on AIDS Day to spread the awareness about AIDS. Dr. S. Mishra organized medical camp and street dramas were performed by the NGO-FASBEC.

Uganda Cricket Association (UCA) had brought coaches to train the kids on cricket. The entire event was organized at Lugazi stadium.



## Shrimad Bhagwat Saptah held at Sugar Corporation of Uganda Ltd. (SCOUL), Lugazi, Uganda:

Shrimad Bhagwat Saptah Katha was organized at SCOUL in the month of March'15 for 7 days. Our Hon. Chairman, Shri M.N. Mehta and his family graced this occasion. Shri Mukund Maharaj from India recited the Bhagwat Puran and blessed the gathering.

*L-R: Mr. Hemnabh Khatau, Mrs. Nihita Khatau, Ms. Radha Mehta, Mr. & Mrs. M.N. Mehta during the Bhagwat Saptah*





## The Santokba Nanji Kalidas Mehta Nursery School – Mombasa

The school participated in the ASK Congress Art, Drama competition and in the Aga Khan Nursery School art competition. In the ASK competition, the school won in the Drama and Singing categories and was given a commendation in the Art category. Teachers were awarded the certificate by H.E. The President of Kenya. The school thanked Imperial Bank for continuing to support the winner's trophy. Medals were given out to winners for the events.



H.E. The President of the Republic of Kenya Uhuru Kenyatta with teachers, Clementinah Njaka & Carol Mundiah as they receive a Trophy for best singing game during the Official Opening of the 2014 ASK Mombasa. Seen standing from behind: Governor Ali Hassan Joho-Mombasa County.



Teachers Receiving Awards From H.E. the President of The Republic of Kenya Uhuru Kenyatta for winning at the ASK Congress Arts Competitions

## Family FUN

### How Flyer Miles are being stolen



### New Trend Happening

Keep an eye out for someone hacking your airline miles accounts.

With so many hacks out there recently, your first instinct might be to look at your credit cards and bank accounts after a breach. If you've racked up tons of frequent flyer miles, you should check those accounts also.

The average person might not think to check a frequent flier account. That's why they're a great target for hackers. You might not find out the account was hacked until someone goes on a joy ride at your expense.

You can also protect your account by protecting your boarding pass. Don't put that in the seat pocket when you're done. Treat it like a credit card receipt and dispose off it securely.

### Facts and Figures

The first correct answers received from each branch will get attractive prizes. Please mail your entries to [neetam@mehtagroup.com](mailto:neetam@mehtagroup.com) at the earliest.

1. Who has directed the Oscar winning film Schindler's List?
2. Where does the Gobi Desert lies in the shadow of the mountain chain?
3. What was Cathy Freeman associated with?
4. Who is Ian Fleming's famous hero who featured in many successful films?
5. Which famous Hollywood star turned politician was elected as Governor of California in 2003?
6. What was Katherine Hepburn associated with?
7. Which famous fictional detective lived at 221B, Baker Street, London?