



Gajgamini: 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.

October-December 2018



Giving it Back to the Society

Our CSR Journey Takes a Giant Step Forward by

Being Water Wise

It has been said that future wars would be fought for water! This alone should help us understand the importance of water and where we stand today as far as water conservation is concerned. No place on earth today can boast of having enough water for itself.

Deforestation has led to dramatic climate change which has had a direct impact on our water bodies, not to mention a drastic drop in rainfall as well. Where we have been quick to adapt to technological changes, we are lacking behind in adopting means and methods for water conservation.

In India, the situation is far worse. We have had states fighting with each other for water and every year we have farmers ending up taking their own lives due to failed crop. Water conservation methods are our only saviour and it is high time we all pull up our socks and do our bit to save and conserve water.

Led by the vision of our founder Shri Nanji Kalidas Mehta, The Mehta Group has actively been diverting its Corporate Social Responsibility initiatives towards the cause of water conservation.





We have been taking keen interest in finding innovative solutions to not just save and conserve water for its use in our Plants but we are closely working with various housing societies in and around the vicinity of our Plants to spread the message of water conservation. We have our expert team of horticulturalists finding out new methods for watering trees and plants inspite of the challenge of water scarcity being faced due to meagre rainfall since the last three years.

This New Year's issue of Gajgamini gives you a glimpse of the various initiatives being taken by us that have set standards for many to follow. We welcome suggestions from all our readers on any innovative solutions that they may have to save and conserve the most sacred resource on earth today - water!



WATER CONSERVATION INITIATIVES AT SAURASHTRA CEMENT LTD. (SCL), RANAVAV



SCL Ranavav braves not just the hot and semi-arid climate but also extreme water scarcity due to its location. Monsoon here remains erratic and in the last six years, the average rainfall was just around 652 millimeters.

But then as the saying goes – where there is a will there is a way, at SCL, the team has endlessly been working towards optimizing its efforts to reduce the process of water consumption. Additionally, we have taken various initiatives to conserve rainwater through rainwater harvesting and rainwater recharge techniques.

SOME KEY INITIATIVES

Rainwater Harvesting in Mining Pit

SCL is conserving rain water in the excavated mining pits, having a large water reservoir area of around 80.50 hectare with an approximate volume of 60 lakhs M3. This helps us cater to the need of the cement plant process consumption and running the Captive Thermal Power Plant.

The reserved water is also put to use to for dust suppression, plantation in and around mining area, the Plant and the colony.





What makes this initiative special is that besides helping the cement unit, the water reservoir is a very important biological resource for the ecological web management during drought period for the sustenance of the animals of Barda Wildlife Sanctuary.

Artificial Recharge of Storm Water through Recharging Pits

SCL takes pride in sharing that in 2018, we constructed 12 rainwater recharging pits at Plant and colony areas. The technique is well proven to recharge rainwater and storm water. This is done by designated borewells at selected locations in the Plant, Colony and Mines.

The increased groundwater levels also facilitate proper growth of green cover as plants have access to easily available water throughout the year rather than just in monsoon and winter.

Recycling and Reuse of Treated Waste Water

SCL has optimized efforts to reduce the process of water consumption. This has been done to treat the sewage generated in the colony/plant and which is then used in plantation and green belt development. Since 2017, SCL is also utilizing the effluent generated at the Power Plant in the cement manufacturing process and dust suppression. This helps to reduce the fresh water consumption further.



Water Sprinklers and Drip Irrigation

To reduce water consumption in the dust suppression and green belt development, SCL has implemented water sprinklers at various locations and drip irrigation system in the plantation areas with minimum wastage.

Initiatives to Preserve the Trees Inspite of Long Spells of Draught

Trees and Plants can enliven the surroundings but when there is scarcity of water, they are the ones that suffer the most. Though unintentionally, we neglect their well-being considering all our attention is diverted towards ensuring we have enough water for ourselves. A small step is all it takes to ensure a win-win for all.

The situation at our SCL plant was getting from bad to worse with rainfall falling short each year. Maintaining the required water levels for running the plant was proving to be a challenge in itself and this made it all the more difficult then to maintain the little greenery we have in and around our plant area. But then The Mehta Group has always met with challenges heads on. Prominent members from The Mehta family have been personally engaging themselves to spearhead the water conservation techniques to save the trees in and around our Plant/factories in Saurashtra.

A few initiatives that have borne fruits include -

- Convincing residents to adopt a tree close to their home. All they need to do is water the tree with a mug of water every morning/evening at their convenience.
- Educating school children on minimum water wastage. A huge drum is put outside the schools. Before heading for home, the children are directed to empty their water bottles in the drum. The water thus collected is used to water the plants and trees.
- Installation of sprinklers to effectively water plants with minimum wastage.
- Adopting the technique of mulching to water the plants/trees with minimum water.

With all the above initiatives in place, we are gradually witnessing a change





In our quest to conserve water resources, GSCL has been building robust and effective water resource management approaches in and around its operation areas. This includes, renovation of traditional water reservoirs, pond deepening, use of mining pits as reservoirs, installation of rainwater harvesting structures on open wells, construction of garland drain around mining lease, collection of rainwater from Plant and township area to mine through systematic drain structures and construction of Sewage Treatment Plant (STP) to recycle and reuse waste water. These initiatives have changed the landscape in the regions besides improving the livelihoods and lifestyle of the inhabitants in the region.

Water-Over Two Times Water Positive

The Company defines 'Water Balance Index' as the ratio of water credit over water debit at each site. 'Water debit' denotes the total volume of water consumed; and 'water credit' is the summation of the volume of recycled/ reused water, harvested rain water, recharged groundwater etc. If the water balance index is greater than one, it indicates a positive water balance. A combination of various water harvesting programmes and revolutionary techniques were employed. Through rainwater harvesting, large quantity of water was collected that would have otherwise gone unused. Even used quarries were given a new life by converting them into man-made lakes and wetlands.

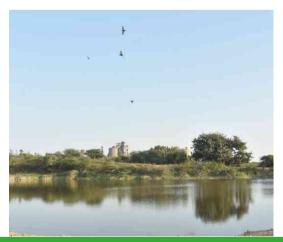
KEY ACHIEVEMENTS IN WATER CONSERVATION AND GROUNDWATER RECHARGE

Water Harvesting in Mined-Out Area



Through our various water conservation initiatives, we noticed an incredible increment in the ground water storage in the mined-out areas.

This was determined by recording the water levels in the wells in the lease, plant and colony areas as well as mine pits during pre and post monsoon periods of 2017 and 2018.





Deepening of Lake at Khodiyar Mataji Temple near **Township and Desalting of Pond in Chhagiya Village**

This old lake was deepened to conserve more than 2 lakhs KL water during the year 2016-17. The water from the colony and nearby farms is now diverted into lake by proper drainage system.

GSCL has been taking active steps to create awareness by educating people from the rural region. Initiatives have been undertaken to deepen and desalt the village lake by engaging Heavy Earth Moving equipment and developing of water reservoir in two hectares area to conserve rainwater at Chhagiya village. This water can be used for domestic purpose and to recharge the water table in villages.

Installation of Water Harvesting Module

The rain water runoff is scientifically collected and ground water recharge is done through open well.





Construction of Piezometric Well for Monitoring of Water Table and **Water Quality and Construction of Three Sewage Treatment Plants**

There are significant advantages to sewage treatment accruing both to humans and the natural environment. With regard to people, the most significant benefit is a major decrease in incidence of waterborne diseases, since most effluent streams have the potential to enter drinking water supplies as well as dermal contact.

There are also tangible improvements in the aesthetics of natural receiving water leading to more odor free and clearer water. Removal of large quantities of suspended solids preserves the ability of sunlight to reach parts of the water column necessary for normal aquatic ecosystem.

The major benefit will be conservation of water by using of treated water for gardening/plantation and water spraying system.

And to Conclude...

With all the above initiatives in place, we are extremely happy to state that we are committed to conserve and use water resources in a responsible manner for long-term water sustainability.

Monthly Water Management Reports (WMRs) are generated by our Plants to track water withdrawal, consumption, discharge and water harvesting practices.





Mission: to strengthen water governance for a prosperous and



October - December 2018 6

From talking about the champions winning various sport competitions to celebration of festivities, here we chronicle all those events that have won accolades for our company and our team!

SCL NIGHT CRICKET TOURNAMENT



"Singh Scorchers" won the SPCL 2018 Tournament organized at SCL. The first runner up trophy was won by "Shukla Stars".



SPORTS DAY CELEBRATION BY SIDHEE LADIES CLUB







An Awareness March was organized at the onset of World Unity Day, to spread the message of unity and peace.





ANNUAL DAY FUNCTION AT SIDHEEGRAM





The Annual Day celebration was held on 30th December 2018, which had a power packed performance by children in form of dance and drama. Director-Works, GSCL, Mr.Dinesh G. Randad along with Senior employees of L.M.C. committee and the villagers marked were present for the celebration.



Mr. Randad's motivational speech inspired one and all. He also briefed those present on the steps taken by Company Management and School Management for the benefit of the students.





BIDDING ADIEU TO MR HARI SAHU

Having completed 38 years of service in the Corporate Office, Mumbai as Office Help, Mr. Hari Sahu retired in 2017 though he continued working for a year and it was in December 2018 that he bid a final adieu to the company.

We wish him all the very

ACCOLADES TO MEHTA MARINES CHAMPIONS OF EAST AFRICA **CLUB CHAMPIONSHIP 2018, UGANDA**



The Mehta Marines children won the championship in the categories Senior, Under 12 and Under 14 East Africa Club Championship 2018. We are indeed proud to state that six of our boys have made it to the Uganda National Golf Men's team qualifiers with Joel Basalaine being voted as the National Captain! The other players from the list include -Ibrahim Aliga, Godfrey Nsubuga, Rogers Eyoyo, Reagan Akena and Joseph Kanonera. It is indeed a matter of pride to have our six players from the Mehta Golf Course, Lugazi as part of the National Team of 20 players.

NAVRATRI & DUSSEHRA

Navratri and Dussehra was celebrated enthusiastically at all our offices.

Students of NKDAV Public School at Sidheegram too cherished the Raas-Garba celebration. It was heartwarming to see the excitement and the bond being displayed between the teachers and children. In Corporate Office, Mumbai, The Mehta Group Employees' Club celebrated Navratri at the Radio Club in an extremely unique way. The Navratri Pooja was conducted in on a huge audio-visual screen and making the ambiance surreal was the complete blackout with just the lights from the diyas illuminating the space.



















DIWALI



The Corporate Office in Mumbai celebrated Diwali with Rangoli competition which saw everyone contributing their bit towards designing adorable rangolis on the floor.

"Lakshmi Pooja and Chopda Pooja" was performed on the auspicious day of Diwali at all our offices. Games, distribution of gifts and prizes followed by lip smacking dinner made the celebration all the more joyfull!



Corporate Office







Winners of 1st Prize and 2nd Prize Rangoli Competition at Corporate Office







Sidhee Ladies Club

GSCL Plant

SCL Plant

NEW YEAR CELEBRATIONS

Keeping up with the tradition, Sidhee Recreation Club celebrated the 2019 New Year with a party at a water resort near Keshod. All the members were accompanied by their family members. The highlight of the evening was a live orchestra and delicious dinner! Sidhee Ladies Club also welcomed the New Year with games and a host of other activities.





We take pride in sharing key marketing initiatives undertaken in the last quarter which were directed to help our channel partners feel one with our company.

REVAMP OF HATHI & SIDHEE CEMENT OUTLETS

From revamping our outlets with attractive hoardings to adding one more LPP packaging variant, we have taken a 360 degree approach and introduced branded outlets of Hathi & Sidhee Cement of our Channel Partners in Ahmedabad.

The other branding initiatives include advertising on radio, buses and newspapers as well. All of the activities undertaken are done so keeping the customers in mind.

Further, we started one dedicated technical van for Ahmedabad area as a part of on site technical support to satisfy customer queries and concerns.











DEALERS & CHANNEL PARTNERS INTERACTIONS

Our Channel Partners play a very important role and we recognize their efforts towards helping us grow and strengthen our business. Keeping this in mind, we organised a Business Meet at Rajkot inviting the Market Organizers and Key Dealers of Saurashtra region for a direct interaction with our Director (Marketing & Sales) and Sales Executives.





The gathering had all the stakeholders discuss and deliberate upon the current market scenario, competitive status and business roadmap for coming months.

HATHI

Sidhee

BUSINESS MEET AT AHMEDABAD

The launch of the revamped Hathi & Sidhee Cement outlets in Ahmedabad was pompously announced on October 19, 2018 on the auspicious occasion of Dussehra and an event was organised later where the Channel Partners along with their families were welcomed by Mr. & Mrs. M S Gilotra, Managing Director.

Director (Marketing & Sales) shared a presentation citing the objectives and a roadmap to showcase how best to enrich consumer purchase experience.

This was followed by an enthralling entertainment programme which was thoroughly enjoyed by all.



HATHI

L to R: Mr. Dharmesh Trivedi, Mr. Randhir Singh,



SALES TRAINING FOR MARKETING TEAM

A full day training session for our sales staff was organised at Rajkot and Ahmedabad locations on 5th and 6th December 2018. The objective was to impart structured training to marketing team on various aspects, required for their effective daily working.

A printed booklet covering crucial points was provided to all participants for future reference.





The last quarter of 2018 remained abuzz with a host of activities across all our verticals at Saurashtra Cement Limited and Gujarat Sidhee Cement Limited. We sincerely wish to thank you all for actively and enthusiastically participating in all these initiatives and making each of these a success.

THE KEY INITIATIVES INCLUDE -

- Celebration of the 9th Gujarat Metalliferous Mines Safety, Swachhta & Silicosis Awareness Week (GMMSS&SW) - 2018, Ahmedabad Region
- 26th Mines Environment & Mineral Conservation Week (MEMCW) 2018 - 2019 Gandhinagar Region



The 9th --GMMSS & SW 2018 & 26th MEMCW 2018-19 was celebrated jointly by the Adityana Limestone and Marl Mines & Ran Bauxite Mine. The celebration took place between November 24-December 03, 2018 under the aegis of Directorate General of Mines Safety-Ahmedabad & Indian Bureau of Mines-Gandhinagar Region.

The event had an enthusiastic team, set up by DGMS & IBM who visited the mining set at our

They inspected our Adityana Limestone, Marl Mine, Ran Bauxite Mine at Ranavav and Sidhee Limestone Mine at Sidheegram and observed the various practices as per the given standards and evaluated the performance of the mines



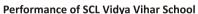






Mr Amit Shukla, Dy. Manager-Survey of GSCL addressing the audience during the event







Mrs Narendra Singh giving away the prize

Besides, this they also reviewed the basic criteria of mine working and various initiatives undertaken as part of sustainable development. The event further had power packed performance by the students of SCL Vidya Vihar School.

■ Improvement and Innovation for Reduction of Power Cost at GSCL

The Team of Electrical Department achieved highest ever Power Factor to get maximum rebate on Energy Bill in the month of December 2018 i.e. 98.6 % and rebate of 1.8 % on energy bills.

Reduction in Discom Tariff by 03 Paise per unit resulted in saving the bill amount of Discom Power and Open Access Power.

By switching off Power Transformer 1(18000/22000 KVA) and taking total load of Plant on Transformer 2, transformer losses on account of copper and core was saved by 97.5 KW and thereby saving close to Rs. 59.36 lakhs per annum. Auxiliary consumption of Waste Heat Recovery System (WHRS) is reduced by 1.43% by taking all auxiliary load of Waste Heat Captive Power Plant on Transformer 2 and Transformer 1 is switched off to save itself losses of 6.81 KW.



RECEIVED BY SAURASHTRA CEMENT LIMITED (SCL)

SCL has been a proud recipient of an appreciation certificate by the Rotary Club of Madras East Chennai towards our contribution for Better Education and Training Initiatives (BETI) to the Ramakrishna Mission Sarada Vidyalaya Group of School, T. Nagar, Chennai.



NEW JOINEES

Welcoming our New Team Members and wishing them All the Very Best!

CORPORATE OFFICE, MUMBAI

SCL, RANAVAV

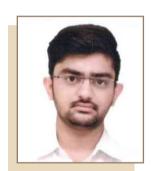


Ms. Shraddha Patel Secretary to Executive Vice Chairman

GSCL, SIDHEEGRAM



Mr. Ram Ashish Singh **Deputy Manager-Mines**



Mr. Jignesh Hamirbhai Kachhot Engineer (Mines)



Mr. Rahul Rambhai Ram Engineer (MEM)



Mr. Gautamkumar Jain Dy. Manager (Process)



Mr Mayank Ashewani Nanda Sr. Engineer (Mech.)



Mr Arpit Tiwari G.E.T. (Mech.)



Mr Ranabhai J Ratadiya Jr. Engineer (Mines)



Mr Vipul Mishra Chemist



Mr Rahul Arunbhai Bamania Trainee (Process)



Mr Bhavesh Keshu Kadchha (D.E.T.-Stores)

Last issue Contest winners on Swachh Bharat of Mahatma Gandhi

Eric Nazareth, son of Ms. Priscilla Nazareth,

Senior Officer-Accounts, Corporate Office, Mumbai

Swachh Bharat Campaign is a dream of Mahatma Gandhi. It was implemented in 2014 on the Mahatma's birth anniversary (October 02) by India's Prime Minister Shri Narendra Modi. This was especially done with the objective of fulfilling the Mahatma's dream of a clean India. Inspite of all his efforts, the Mahatma had failed to motivate people to observe and practice cleanliness not just within their home but outdoors as well. His erstwhile message 'Sanitation is more important than independence' failed to bring in the desired results.

Taking ahead the Mahatma's dream, Shri Modi launched the Swachh Bharat Mission. He strengthened this initiative by speaking to various groups of influential people - from religious leaders to politicians to icons from Bollywood.

Another initiative launched by the Prime Minister is that of building toilets in the remotest of towns and villages.

Efforts of all the people put together are bearing fruits, slowly but steadily. To cite an example, the people of a remote village in Madhya Pradesh practically lived in dirt. Even the banks of Narmada were filled with piles of garbage and the villagers had no clue that the water they were drinking was extremely polluted. But things have changed for this village post the onset of the Swachh Bharat Abhiyaan by the Prime Minister. The villagers have come together to clean the river banks and the village now has access to clean drinking water, the garbage piles have been removed and open defecation has come to an end.

As per a UNICEF Report, half of India's population defecates in the open. The situation in rural India is far worse. This again is witnessing a gradual change with the ongoing Swachh Bharat Abhiyaan. Some villages have stopped open defecation and villagers have constructed individual toilets within their homes. This initiative by the government is being carried out keeping in mind the mission of making India free of open defecation by 2019.

These success stories reinforce the belief that Swachh Bharat is truly possible if each and every individual come together and make possible efforts to keep their surrounding clean and sanitary.

Nimesh Khergamkar, son of Mr.Ramesh Khergamkar,

Retainer, Corporate Office, Mumbai

Mahatma Gandhi who was an icon of Swachh Bharat, promoted cleanliness and sanitation during his lifetime, as a part of every Indian's life which are commendable and worth praising. He personally took the torch of sanitation drives in his hands in India as well as abroad to attain the revolution he wanted to see. Mahatma Gandhi had cleanliness and sanitation closest to his heart. The 'Swachh Bharat Abhiyan' scheme came into force on 2nd October 2014 as nationwide sanitation campaign, by our Prime Minister Shri Narendra Modi to make India an absolute swachh country by 2019.

As part of the Swachh Bharat Abhiyaan narrative, I would like to share with our readers an instance from a village I know which showed utmost commitment towards this mission. At the forefront were the women from this village who came together for a unique cause called 'Sanitation Crusade'. Open defecation had been a long standing problem in this village and the women here decided to end this. They formed groups and began patrolling the open grounds and fields to fend off anyone who came to relieve themselves. Tasks were assigned to women who would do their duty with utmost sincerity — be it in the early hours of morning or late in the evening. They used to patrol in groups on the road that connects to their villages in a bid to stop people from relieving themselves in the open. Next on their agenda was to motivate families to build a toilet within their homes and also put them to good use. They took to campaigning from door-to-door to create awareness habits and the advantages of using a toilet.

To share another very interesting initiative, recently, the Brihanmumbai Municipal Corporation (BMC) also has come up with a brilliant idea for the pet owners 'Scoop the Poop or Pay'. They have made it mandatory to carry a poop scooper. If the pet owner is found to be without the scooper then they are liable to be punished. Also, the pets license could be stripped off. Pet owners must ensure proper disposal of their pet's litter.

There have also been instances in some villages where posters have been put up stating - "No Toilet, No Bride" and "No Loo, No I Do". This marketing campaign encourages families with marriageable girls to demand construction of a toilet in the prospective groom's family as a precondition for marriage.

As the 150th birth anniversary of Mahatma Gandhi is approaching on 2nd October, 2019, it is the responsibility of each and every Indian to awaken from their slumber and be aware of the importance of maintaining proper hygiene and sanitation to ensure good health for preservation of the environment and for a healthy future. We should join hands to resolve to fulfill Gandhiji's dream of 'Clean India'by eradicating unhygienic living and bring in behavioural change amongst the people by carrying out continuous motivational campaigns in the form of posters, street plays, music, dance, advertisements etc. so that it is ever ingrained in people's mind.



A man was wheeling himself frantically down the hall of the hospital in his wheelchair, just before his operation.

A nurse stopped him and asked, "What's the matter?"

He said, "I heard the nurse say, It's a very simple operation, don't worry. I'm sure it will be all right." Nurse said, "She was just trying to comfort you. What's so frightening about that?"

He said, "She wasn't talking to me. She was talking to the doctor!"--

A guy is sitting at home when he hears a knock at the door. He opens the door and sees a snail on the porch. He picks up the snail and throws it as far as he

Three years later, there is a knock on the door. He opens it and sees the same snail.

The snail says, "What the hell was that all about?"



contributed by Mitesh Bhanushali, grandson of Mr. Natubhai Dhoyda, Retainer, Corporate Office, Mumbai

Gajgamini wishes all our readers a bright new beginning for 2019



May the year ahead bring in love, peace, happiness and good health for us all!

Hurray! Gajgamini gets its first ever poem penned!



We thank, Manoj Wadhwani, Executive Secretary to MD, Corporate Office for bestowing us with so much love!

Read the latest issue of the in-house magazine of Gajgamini

Showing realistic achievements of each department and their CSR.

Wish other companies could follow the way in which the Group functions,

Taking care of Environment, Safety of Employees and Celebrate their success,

Perfect colour combination, layout, contents are some of the things which make interesting reading,

Complete informative, thought provoking and full of beautiful pictures,

> It's not only an in-house magazine but success story of a Group.

A Twist in Actual Meanings!

Superstition - The error of putting faith in the wrong things

A traffic jam of opinions Argument -

Civilization - A slow process of getting rid of our prejudices

Committee - A body that keeps minutes and wastes hours

A banker provided by God Father -

Wisdom -Common sense in an uncommon degree



A blind boy sat on the steps of a building with a hat by his feet. He held up a sign which said: "I am blind, please help." There were only a few coins in the hat.

A man was walking by. He took a few coins from his pocket and dropped them into the hat. He then took the sign, turned it around, and wrote some words. He put the sign back so that everyone who walked by would see the new words.

Soon the hat began to fill up. A lot more people were giving money to the blind boy. That afternoon the man who had changed the sign came to see how things were.

The boy recognized his footsteps and asked, "Were you the one who changed my sign this morning? What did you write?" The man said, "I only wrote the truth. I said what you said but in a different way."

I wrote: "Today is a beautiful day but I cannot see it."

Both signs told people that the boy was blind. But the first sign simply said the boy was blind. The second sign told people that they were so lucky that they were not blind. Should we be surprised that the second sign was more effective?

Moral: When life gives you a 100 reasons to cry, show life that you have 1000 reasons to smile.



Put on your Thinking Caps! It's Contest Time!

Share with us your innovative products prepared out of recycled waste and do not forget to accompany a few photographs to help our readers follow your instructions. The three best entries shall receive gifts from us! Please send your entries to

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