



# TOP SPEAK

The Inhouse Journal of Topcem Cement

Inside

From Editor's Desk

CSR Activities

Top Drive

Top Events

Top Activities

Top Achievements

Top Jodi

Top Tribute

## From Editor's Desk



Dear Readers,

It is indeed a great pleasure to see Topcem grow at such a phenomenal pace. Today, the company has reached the pinnacle of success in just six years since its inception with the establishment of Topcem's first plant at Lumshnong to the present one in Gauripur. Overcoming the many deterrents and challenges was possible only because of your selfless efforts, their determination and the dedication with which you have supported Topcem.

I would like to take the opportunity in this edition to congratulate all of you for making Topcem one of the leading brands in this part of the country.

As a conscious corporate entity Topcem distributed 1,00,000 eco-friendly carry bags for a period of a month starting from 5th June the World Environment Day.

This was a maiden gesture from the only Green Cement company in the North East to join the movement of eradicating plastic carry bags from Guwahati and thus to make it a cleaner and healthier city. Thus, join with us to make and keep Guwahati clean and a better place to live in.

Sanjay Laha  
Assistant Editor

## CSR Activities Establishment of Hospital and School in Topcem Plant in Lumshnong

Topcem is concentrating vibrantly on CSR Activities in 2012, an honest effort to bring smile to as many faces as possible.

- The local people were gifted with an ambulance for their use during medical emergencies. This was very much required in Lumshnong and was highly appreciated by the local people.
- Topcem is establishing a school within the plant area in Lumshnong. The school will be operational by the end of 2012. This will help the children of the local area.
- A hospital is being constructed for the benefit of the local populace in Topcem plant in Lumshnong and the adjoining areas.





## Live Green is the Philosophy adopted by Topcem

To propagate this and to celebrate the World Environment Day, Topcem initiated a programme to distribute 1 lac eco friendly bio-degradable cotton shopping bags in Guwahati, this was symbolic, as plastic bags are very harmful for the environment and a responsible citizen must eradicate the bad habit of using something so hazardous and switch to using cloth or paper bags for regular shopping .....especially for food items.

Mr. Puru Gupta, Commissioner, Guwahati Municipal Corporation who has banned use of plastic in Guwahati and "SAVE GUWAHATI BUILD GUWAHATI" an NGO run by veteran activist Mr. Dhiven Baruah are conducting awareness campaigns to second the cause.

And as Topcem joins the league with them, the press conference that was held in the Guwahati Town Club on the 4th June 2012 was addressed jointly by Mr. Puru Gupta and Mr. Dhiven Baruah along with Mr. Bijang Lohia, Executive Director, Topcem. It was declared in the press conference that as a responsible corporate citizen Topcem has decided to distribute 1 lac eco friendly bio-degradable cotton shopping bags in honor of all main shopping zones of Guwahati like Fancy Bazar, Ganesh Guri and Beltola.

Canopies were set up in front of all these markets and bags were distributed religiously..... For the entire month of June 2012 and wherever this activity was done it was very well accepted. People coming out from the market with the goods in the plastic bag promptly started using the eco friendly bio-degradable cotton shopping bags .....

There was radio coverage by Ired FM and all the business were informed about the whole concept by the RJ's. Even the RJ teams visited the various locations for taking bytes from the people visiting the canopies.

We hope this humble gesture of Topcem towards the cause of eradicating the use of plastic bags will somewhere touch the lives of the people of Guwahati so we are definitely an active participant in Clean Guwahati Save Guwahati movement.



Mr. Dhiven Baruah, Mr. Bijang Lohia and Mr. Puru Gupta



Bag Distribution in Guwahati



# TOP Events . SPEAK

JANUARY 2012

## International Trade Fair at Sikkhar from 5th - 15th January 2012

Topcon participated in an international trade fair held in Sikkhar for 10 days. The company set up a kiosk at the event and it was a grand success.



Shillong dealer meet was held on 28th January 2012 at Hotel Puka Towers. The Gold, Silver and Bronze dealers were felicitated by Mr. Anil Kapur (VP Sales & Marketing), Mr. A.K. Goswami (GM Sales & Marketing) and Mr. Ritesh Agarwal (Sales Promoter Shillong).

## Shillong Dealers Meet



## Exhibition cum Seminar organized by the PWD and the National Highway Department

Topcon participated in an exhibition cum Seminar organized by the PWD and the National Highway Department on various kinds of construction material on 20th January 2012 at A II ground, Chandmari. Mr. Debeshish Hazarika and the entire technical team attended the exhibition. The event inaugurated by Mr. Tarun Gogoi, The Honorable Chief Minister of Assam, was a great success attended by many engineers and people from the industry.



## Calendar Distribution

Calendars were distributed amongst the common people in various locations of Guwahati. This was done with the help of the entire sales team.



FEBRUARY 2012

## North Bank, Lower Assam, Tura and Nagaon Dealer Meet

The Dealer Meet was held at Guwahati. The venue was Hotel Kinnorine Parko. The Gold, Silver and Bronze dealer were felicitated by Mr. Sachin Kumar (GM Sales & Marketing) and Mr. Vijay Kumar (AGM Sales & Marketing). The meeting was held on the 8th of Feb. 2012.



## Kamrup & Baska Dealer Meet



Dealer Meet for Kamrup and Baska was held at Kinnorine Parko on the 14th of Feb. 2012. All the dealers from the two areas were present. Mr. Brijesh Lohia (Executive Director), Mr. Sachin Kumar (GM Sales & Marketing), Mr. A.K. Goswami (GM Sales & Marketing), Mr. Vijay Kumar (AGM Sales & Marketing) and Mr. Abhishek Narayan (Sales Promoter) were present on the occasion. The Gold, Silver and Bronze dealers were felicitated on the occasion by Mr. Brijesh Lohia (Executive Director).

## Upper Assam Dealer Meet

The Upper Assam Dealer Meet was held at Kinnorine Parko, Guwahati on the 27th of February 2012. The Gold, Silver and Bronze dealers were felicitated by Mr. Anil Kapur (VP Sales & Marketing).



## Aizawl Dealer Meet



Dealer Meet for Aizawl was held on the 21st of February 2012 at Aizawl (Miz). The Gold, Silver and Bronze dealers were awarded their trophies by Mr. Anil Kapur (VP Sales & Marketing), Mr. A.K. Goswami (GM Sales & Marketing) and Lalitendra Hozoi (Sales Promoter) were also present on the occasion.

## Silchar Dealer Meet

Silchar Dealer Meet dealer was held on the 23rd of February 2012. The venue was Club. All the dealers from Silchar, Karimganj and Hailakandi were present on the occasion. Mr. Anil Kapur felicitated the Gold, Silver and Bronze dealers. Mr. A.K. Goswami (GM Sales & Marketing) was also present on the occasion.

## Agartala Dealer Meet

Agartala Dealer meet was held at Hotel Chandanvati in Agartala on the 16th February 2012. Dealers from entire Agartala and Dibrugarh were present on the event. Mr. Anil Kapur (VP Sales & Marketing) gave the trophies to the dealers. Mr. A.K. Goswami (GM Sales & Marketing)

## Blood Donation Camp



23rd April 2012

On the auspicious occasion of Bihu, a Blood Donation Camp was organized by Topcon in association with Guwahati Medical College and Hospital. Almost all the employees of Topcon participated in the event and donated blood. Mr. Narayan Agarwal (Managing Director) and Mr. Anil Agarwal (Executive Director) donated blood in the camp.

## MARCH 2012

Topcon participated in a seven-day event entitled EcoFest by putting up a display at the venue from 25th March to 1st April 2012 at Neel, a new environment friendly household products were displayed to increase awareness amongst the people. The event was very productive even though it did not attract many people, as the visitors were mainly Engineers, bankers and Media officials.



## APRIL 2012

### Maa Tujhe Salaam

Topcon sponsored Maa Tujhe Salaam a concert by Shreekrishna Dhan Log on 7th April 2012 at Sonapat. It was organized by The Assam Police Wives Welfare Association and had a good turnout even though it was interrupted by rain.



### Bihure Birina



A mega Bihu event was organized by Aomrya Prabha a newspaper based in Guwahati and was sponsored by Topcon cement. This was a month long event and participants from across Assam participated in it. There were two venues Guwahati and Siruaga. Branding was done in all the venues.

### Training Programme

Motivation is essential for growth, thus to motivate the sales team a management development programme was organized which was conducted by Mr. Ajay Agarwal a renowned motivational speaker from Kolkata.

The training programme was held from the 19th April 2012 - 23rd April 2012 the venue was recreation club in Topcon Plant in Lumbini and Hotel Vishwastha in Guwahati. All the Head of the Departments along with other employees participated in the occasion.

The programme was concluded by awarding Certificates to all the participants jointly by Mr. Anil Kapat (V/P Sales & Marketing) and Mr. Ajay Agarwal, who was then felicitated with a memento.



## MAY 2012

### Supervisors' Meet

Topcon organized a half-day event called Supervisors' Meet at Assam Police Housing Linked in the APH premises on 23rd May 2012 where Mr. Sanjay Sarmah (Service Engineer) made a presentation on construction techniques and cement features. The event was conducted by Joydeep Nath (AGM Technical), Debashish Hazarika (AGM Non trade) and Sanjay Sarmah (Service Engineer). Mr. Subhash Goswami (SPG, The CMO of APH), was present in the meeting.



## JUNE 2012

### Engineers Meet at Agartala



On 8th June 2012, an Engineers Meet was held at Agartala where Mr. Joydeep Nath (AGM Tech) gave a presentation on the techniques of cement production and other technical aspects of cement usage. Mr. Anil Kapat (V/P

along with the AGM (Non Trade) were present at the occasion. The meet was attended by more than 50 Engineers.

### Paint Your Planet-Art competition in association with The Times of India

An art competition entitled "Paint your planet" was held on the 17th of June 2012 in joint collaboration with the Times of India. More than 2000 students from various schools participated in the event. Branding activity was done at the venue and eco friendly bags were distributed among the participants and their parents.

The prize distribution was held at Hotel Gateway Grandeur on the 11th of July 2012. Noted Singer and Actor, Mr. Neelam Nili, Mr. Anuprasanna Dey (Bachchan) Head The Times of India (Guwahati) and Mrs. Tulika Hazarika were present on the occasion. Mr. Napan Nili, Mr. Anuprasanna Dey, Mrs. Tulika Hazarika and Mrs. Sudeshna Bhattacharya (AGM Marketing - Eastern Cement) gave away the prizes to the winners.



# TOP Activities

## SPEAK



### Mines Safety Day

Every year on the 4th March, Mines safety day is observed in Topcon cement. This year also it was observed in the plant in Lumshingong. All the seniors in Topcon plant were present to honour the occasion.



### Plant Day

Celebrated on the 15th of April 2012. This day marks the first lighting of the plant at Topcon in Lumshingong in the year 2006. Every year this day is celebrated in the Topcon Plant to mark that special day when the entire plant got it up for the first time.



### Fire Safety Training in Plant

Fire safety training was conducted by the SHIELDING FIRE SERVICE STATION, Fire Safety Department. It was a day long programme and all the employees participated in the event.



### Technical Training Session in plant

Taking in view of the working requirements in the Plant, a technical training session was conducted by the HR department to educate the employees with the ever changing technical requirements in the industry. The event was held on 18th February 2012.

# TOP Achievements

## TOP SPEAK



**Prateek Agarwal**, son of Mr. Mahendra Kumar Agarwal (Managing Director-Topcom Cement) and Mrs. Kiran Agarwal, a student of Le Mariville for Boys, Kolkata scored a 96.5% average in Indian School Certificate Examinations (ISC) 2012. He scored 100 in Mathematics and Computer Science and 99 in Physics and Chemistry each, claiming the top position in his school.



**Miss Henna Gogoi** - Miss Henna Gogoi scored 69% marks in Matriculation from Vivekananda Kandiya Vidyalaya Tingrai. She is the daughter of Mr. Kishanwar Gogoi and Mrs. Mouchumi Gogoi of "Charmista Traders" (Dealer of Topcom Cement) from Dalgajon.



**Miss Pooja Bihari** secured 88% marks in Matriculation from Holy Flower School, Jorhat. She is the daughter of Mr. Ram Anwar Bihari and Mrs. Ranjana Bihari of "Tajshil Prashad Gopi Kishor" (Dealer of Topcom Cement) from Teok Gohati.



**Umang Lohia**, son of Mr. Bijay Lal Lohia (Executive Director Topcom Cement) and Mrs. Anita Lohia, secured 94.5% in Higher Secondary Exam. He studied in Assam Valley School, Bongaigaon and has secured 100% marks in Mathematics.



## TOP Jodi

### TOP SPEAK

#### Congratulations & Celebrations

Topcom family congratulates **Mr. Rakhal Lohia** (Son of Mr. Kailash Chandra Lohia - Chairman Topcom Cement and Mrs. Sunita Lohia) and **Miss Neeraj Agarwal** (Daughter of Mr. Ram Anwar Agarwal- Managing Director - Topcom Cement and Mrs. Priyanka Agarwal) on their engagement ceremony held on the 13th of June 2012 at Sarajuji Stadium.

# TOP Tribute SPEAK

**Dr. Bhupen Hazarika**, born on 8 September 1926 to Nilakanta and Shantipriya Hazarika in Sadiya, Assam was a lyricist, musician, singer, poet and film-maker. His songs, written and sung mostly in Assamese, have been translated and sung in many languages, notably in Bengali and Hindi. Known for writing bold lyrics with themes of communal amity, universal justice and empathy, his songs have become popular among all sections of ethnic and religious communities in Assam, besides West Bengal and Bangladesh. He is acknowledged widely in the Hindi film industry for introducing the sounds and folk music of Assam and Northeast India.



**Dr. Bhupen Hazarika**  
1926 -2011

The eldest of ten children, Bhupen Hazarika was exposed to traditional Assamese music by his mother. At the age of 10, Bhupen Hazarika, was discovered by Jyotiprasad Agarwala and Binhu Prasad Rabha in Tezpur, where he sang a Borgeet at a public function. In 1936, Bhupen Hazarika accompanied them to Kolkata where he recorded his first song at the Aurora Studio for the Selena Company. His association with the icons of Assamese culture at Tezpur was the beginning of his artistic growth and credentials.

As a singer, Hazarika was known for his baritone voice and diction; as a lyricist, he was known for poetic compositions and parables which touched on themes ranging from romance to social and political commentary; and as a composer, for his use of folk music. Some of his most famous compositions were adaptations of American Black Gospel music that he had learned from Paul Robeson, whom he had befriended during his years in New York City in the early 1950s.

#### Awards and honors

Padma Shri - 1977  
Gold medal from the State Government of Assam for "Outstanding contribution towards tribal welfare, and uplift of tribal culture through cinema and music" - 1979  
All India Civic Association Award for Best Performing Folk Artist - 1979  
Bhaskar Ghatak Award for Best Music Director - 1979 & 1980  
Bengal Journalist's Association India Gandhi Sevika Puraskar - 1987  
Sangeet Natak Akademi Award - 1987  
Dadasaheb Phalke Award - 1992  
First Indian to win Best Music for the film *Rudrak* at the Asia Pacific International Film Festival in Japan - 1993

Padma Bhushan - 2011  
Honorary Degree from Tezpur University - 2001  
Kabuki Award for Lifetime Achievement - 2002  
Sangeet Natak Akademi Fellowship - 2008  
Assam Ratna - 2009  
Maitipodha Padak (posthumously) - The highest civilian award by Bangladesh Government - 2011  
Arun Subhito Sabha has honored him with the title "Biswa Ratna"  
Padma Vibhushan - 2012

