

TOPSPEAK



2020



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FROM THE EDITOR'S DESK

The current world environment has changed many folds because of the Covid-19 Pandemic. Almost every aspect of life has gone through this crisis. But, this scenario has also provided us with an opportunity to show our strength in handling a situation of such an enormous magnitude. As I believe, "Tough time never last, Tough people do". So, we should work together for productive and environment friendly long-term planning. Let us build a Green Earth and let's stay strong and safe.

Bajrang Lohia
Director

EYE CHECK-UP CAMP AND FREE CATARACT OPERATION

Topcem Cement had taken an initiative in collaboration with Eye Doctors' Clinic in the month of January 2020 to conduct a free eye check-up camp in Ambher village, Jorabat, Assam. Two rounds of eye check-up camp were instituted, where more than 150 patients were catered. The cataract patients were identified and operated upon post check-ups. Topcem Cement conducts such camps on regular basis as a part of its CSR initiative.



SKILL DEVELOPMENT CERTIFICATION FOR MASONS



Topcem Cement and National Skill Development Council of India took a noble initiative of skill development programme for Masons in the region. The trainings & certification exams were conducted in Topcem India plant premise. The programme started in December 2019 and was completed in March 2020. The plant located at Gauripur, Amingaon, Guwahati. The masons were trained under NSDC, so they can emerge out in the market as a certified mason & achieve better opportunities.



In the month of March 2020, Topcem Cement joined hands with Mission Smile to conduct 30 cleft operation, with 15 patients each from the state of Assam and Meghalaya. Experts from "Mission Smile" and doctors from Mahendra Mohan Choudhury Hospital (MMCH) conducted the successful surgeries. This is the third consecutive year Topcem Cement has conducted this event along with "Mission Smile".

CLEFT OPERATION WITH MISSION SMILE



DURGA PUJA PARIKRAMA



TOPCEM Cement along with Times Of India conducted the Puja Parikrama 2019 to award the best Durga Pujas of Guwahati city in different categories.

ENGINEERS DAY CELEBRATION



PWD Engineers were invited to be the part of Engineer's Day celebration in Silchar on 15th September 2019.

WORLD ENVIRONMENT DAY CELEBRATION



A Sapling plantation drive was initiated at the Changsari Railway Station on 5th of June 2019 as a part of the World Environment Day.

SUPPORT FOR ARCTIC EXPEDITION



TOPCEM Cement invited Mr. Rituraj Phukon the only person who represented India to the Expedition in support of Climate Forces Arctic Expedition.

TRANSPORTER MEET



TOPCEM Cement organised a Transporter Meet at Hotel Shoolin Grand, Guwahati on 8th Feb' 2020.

ISL FACEBOOK QUIZ CONTEST



TOPCEM Cement initiated a Facebook Quiz Competition during the ISL season 2019-20. The winners were given exciting prizes & hampers.

TOPCEM ASJA T-20 INTER MEDIA CRICKET



TOPCEM Cement was a part of the Media T-20 Cricket Tournament 2019. There was a friendly match between TOPCEM Cement & ASJA.

ANNUAL DEALER CONFERENCE 2019

FUTURE IS HERE



One of the most awaited and important event of Topcem Cement family is the Annual Dealer Conference. This year, the gala event was held on 11th of August, 2019 at Hotel Kiranshree Grand, Guwahati. Our dealers and sales promoters from all over Northeast graced the occasion with their presence. The theme of this year's conference was - Future is Here. The event was inaugurated with lighting of the holy lamp by Mr. Kailash Chandra Lohia, Chairman, Mr. Ramawatar Agarwal, Managing Director, Mr. Bajrong Lohia, Director and Dr. Anil Kapur, President, Sales & Marketing.

Major highlights of the event

Annual Dealer Conference is a day dedicated to our dealers who, in truest of sense, are the backbone of Topcem Cement. It is an effort on our part to show how much we value and honour their association with us.

Our dealers were cordially invited to celebrate the day along with their family. Top three dealers in each of their areas were recognized according to performance and given the TOPCEM Achievement Award - in categories of TOPCEM Gold Dealer, TOPCEM Silver Dealer and TOPCEM Bronze Dealer.

The day long extravaganza saw a wide variety of performance and number of fulfilled activities. The evening was marked by the performance of Mind Reader cum Magician Mangesh Desai from Mumbai, Dance Troupe Performance from Kolkata and finally all were mesmerized by the Songs of Melody Queen Alka Yagnik.

The event was followed by a grand dinner and gift distribution.



ANNUAL DEALER CONFERENCE 2019



SOLID DHALAI CEMENT (SDC) LAUNCHING



SOLID DHALAI CEMENT

To cater to the increasing demand of high quality cement, TOPCEM came up with a more advance quality product named Solid Dhalai Cement. The need for a high quality cement was felt long back. After a prolong and dedicated R & D of one year, the company decided to come up with this special quality cement, which is ideal cement for dhalai. The product is fly ash based and it meets all the basic requirements of BIS standard. The product was launched on the 20th August 2020, by the honourable Chairman Mr. Kailash Ch. Lohia, Director Mr. Bajrang Lohia and President Dr. Anil Kapur in a launch ceremony along with Press Meet in the office premises of Topcem Cement.



FAREWELL OF MR. DLN SHARMA : DLN Sharma, affectionately called by all as DLN ji or DLN sir, joined MCL family in 2005 as 55 years young boy. Nourished in the family to become 70 years boy and allowed to join his social family on retiring from active service. DLN ji was Vice- President by service but a bundle of inspiration in the organization, catering to any need for solution for anyone. He followed the principle of VASUDHAIVA KUTUMBAKAM and everyone is his family members, training, teaching and chiding as teacher, senior, friend. His simple living, non controversial behaviour, soft by heart made MCL members feel DLN is there, no botheration for any solution. And respectful fear of his seniority is his asset. The Topcem family miss now his HALO around us, and remember his every word to continue the journey with confidence of his solutions in every turbulence. We wish DLN ji and Lakshmi ji (mentor of DLN) a healthy, happy retired life ahead.

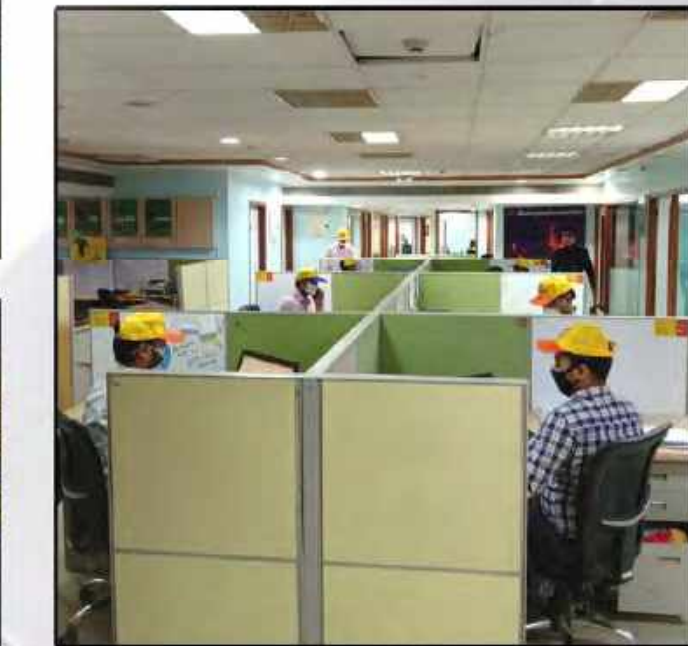


VISWAKARMA PUJA CELEBRATION WITH MASONS

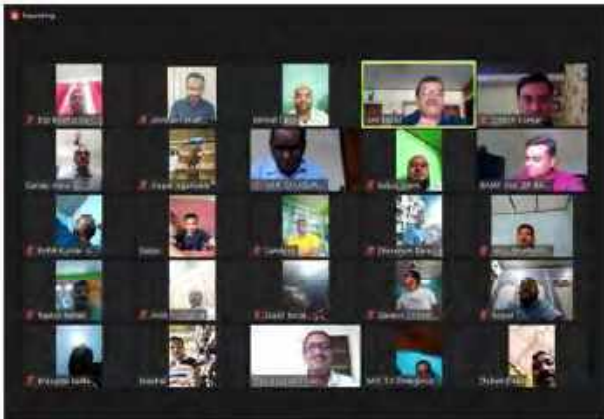


COVID-19

Topcem Cement believes in social obligation. During this pandemic situation of Covid-19, Topcem Cement has taken various initiatives for its employees & business associates to be healthy & safe during the period. Sanitization efforts were taken up in the office & plant premises, with adequate social distancing & necessary hygiene maintenance. The brand also distributed adequate sanitizers & masks among its dealers & sub-dealers. The company also provided financial relief packages to the various deprived classes of the society. Topcem Cement has always tried its best on giving the best towards the social cause.



COVID-19 AWARENESS WEBINAR IN ASSOCIATION WITH WADHWANI FOUNDATION



In view of the current pandemic situation, TOPCEM cement in association with Wadhwani Foundation conducted a Covid-19 awareness webinar for its dealers, sub-dealers, Sales Promoters and employees. The main purpose of the program was to make the people aware of the various ways to prevent all from getting effected with Covid-19. There were various steps which were discussed in the sessions. The program was inaugurated by Dr. Anil Kapur, President-Sales and Marketing Meghalaya Cements Ltd. and Mr. Sunil Dahiya, Associate Vice President Asia-Pacific Wadhwani Foundation. Speaking about the program, Dr. Kapur said, "TOPCEM has always taken initiative for the betterment of the society as a whole . We are really proud to be associated with Wadhwani Foundation for this novel cause. It has been a great helps for our dealers and other participants to understand the preventive measures to be taken in this pandemic situation. We are looking forward to many such program." The webinar was conducted in four phases. More

than 600 people participated in the sessions. Apart from the dealers, their family members also participated in these sessions. An online quiz on covid-19 was conducted to make the programme more enthralling. Certificates on behalf of Topcem Cement & Wadhwani Foundation were also provided to participants who successfully completed the quiz task during the session.





2021

Happy New Year




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GREEN**

