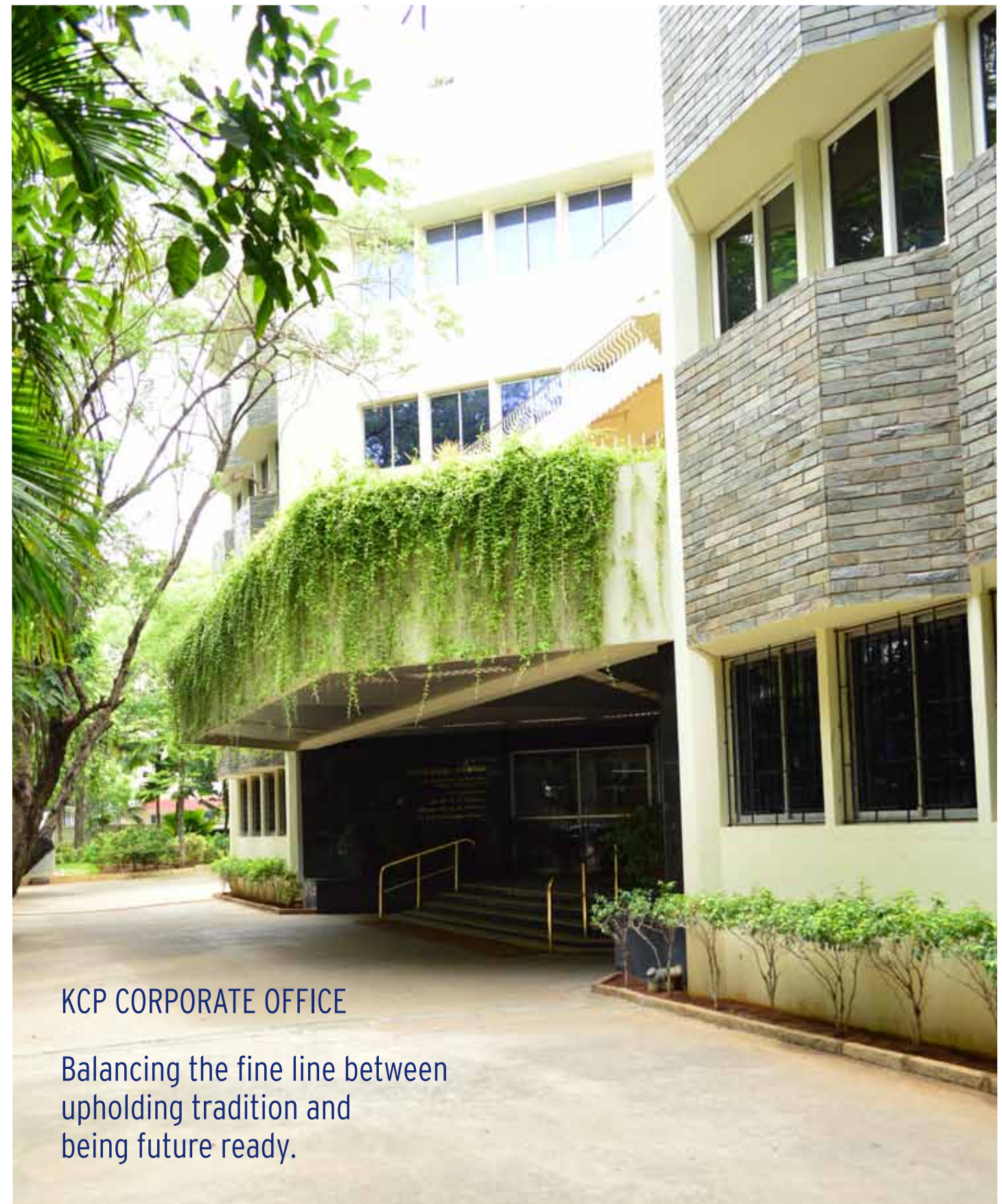


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# KCPEERS

One Peerless Family



KCP CORPORATE OFFICE

Balancing the fine line between  
upholding tradition and  
being future ready.

## Editorial

As we fast approach our 75th Anniversary, it is time to look back, reminisce of our Group's amazing history, and resolve to look forward. Values have been our signature component through the decades and as we program ourselves to uphold those values in the coming decades, we have moulded this edition of KCPeers as a precursor to our 75th birthday. As we grow from strength to strength, our past accomplishments inspire us to aim higher as we enter the future decades.

We are as excited about our 75th Anniversary falling next year as you are. We did feel proud putting up this issue with the cover story on our Corporate Office. A brief backgrounder of its inception and construction is included in this issue. During the course of collecting material for this issue's cover story, we were fortunate enough to interact with some of the oldest employees still serving the organization. Their trip down the memory lane was an eye-opener to us on many well-known and some quite unknown facets of KCP. We are sure you would agree with us once you are done with reading this issue.

The next issue of KCPeers would be a Special 75th Anniversary Edition, a sort of collector's volume for all KCPeers. As we plan to celebrate the occasion, it is only befitting that we include each and every employee in not only the celebrations, but also the preparations. As such we encourage all of you to get involved and interact with us, send us your write-ups, memories and tidbits and what not. Nothing is too small or insignificant when it is from you, the KCPeer.

Let us all make our 75th Anniversary a grand gala memorable event.

## Editorial Team

Kavitha D. Chitturi  
Executive Director

Usha Reddy  
B.S. Shailender  
Ravi Chitturi  
Azra Panthaki

## Events



**18 MW Power Plant commissioned**  
18 MW Captive Power Plant (Thermal) was successfully commissioned at Muktyala on 1st January, 2015. This Power Plant will provide uninterrupted low cost power to Muktyala Cement Works and export surplus power to AT Grid. State-of-the-art Siemens Turbine Generator and KCP HE built Boiler were installed.



**'Indian Missile Lady'**  
Dr. Tessy Thomas, Director, ASL, visited KCP Heavy Engineering on Mar 28, 2015.



**JMD heads delegation to Vietnam**  
Andhra Chamber of Commerce Business Delegation, headed by our JMD, visited The Indian Business Chamber and the Vietnam Chamber of Commerce and Industry, Ho Chi Minh City, Vietnam on July 13-14, 2015.



Labor Medal of 3rd Level Award to KCP Vietnam's contribution to Social Development and Nations Protection for the period 2009 - 2013.



**Building Material Division inaugurated by JMD**  
KCP Solid Bricks was launched on Mar 29, 2015. This is the first phase, leading to the launch of similar products including Hollow Bricks, Hollow Blocks, Coloured, Plain, Course Pavers and more.



**Fostering Sustainability**  
Executive President, Dr. G. V. K. Prasad spoke on fostering sustainable development of the cement sector at Green Cementech 2015 held in Hyderabad organised by CII in association with CMA (Cement Manufacturers Association) in May 2015.



**Congratulations!**

It is a matter of great pride for us KCPeers that our Executive President - HRD & Services, Dr. A.V. Sivarama Prasad has been elected Chairman of the Tamil Nadu Committee of Employers Federation of Southern India, for the year 2015-2016.

KCPeers congratulates Dr. Prasad and wishes him many more such laurels in the years to come.

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## Corporate Office

Coexistence of modernity and tradition fused into a symbiotic relationship. A unique feel of harmony as little pieces of contemporary are injected into concomitant convention. Visitors to KCP's Corporate Office at 2 P.V. Cherian Crescent are greeted with these and more mixed feelings that are paradoxical in nature – giving one a feeling of being in the glorious present while at the same time being transported to the equally glorious bygone decades.

Balancing the fine line between upholding tradition and being futuristic comes naturally to KCP. As the company grew, the almost impossible task of retaining core values while leading the industry with its technological advances and innovation was accomplished. And nothing portrays this than the heart of the KCP operations – The Corporate Office.

Since inception KCP Corporate Office was located at the landmark 183 Mount Road. Over time as the company grew, both in operations and joint ventures, a requirement grew for a larger and centralized corporate office.

Mr. S. Sankaran, Senior Manager (Legal) - one of the oldest employees at KCP who joined the Group fresh out of college is filled with nostalgia as well as a fierce pride, as he recalls a large order in 1982, for a million ton cement plant that jumpstarted the growth.



Mr. S. Gopalakrishnan, (Gopi to KCPeers), Manager – Chairman's Office, is another long-term employee who recalls the shift to the current corporate office. He reminisces about the days when the employees at the Corporate Office numbered just enough to sit around a dining table for lunch. He reiterates KCP's core values and the stellar corporate culture that helps retain talent in the company. The warmth of a family run business without the resistance to change and innovation is another quality that is echoed.

The site, No. 2 Victoria Crescent (as it was known) originally home to Burmah Shell Oil Company, was situated in a quiet bylane near the famous Ethiraj College along the River Cooum and behind the central Business district of Mount Road. The avenue lined driveway lead to a colonial styled 2 storied heritage building which was in existence from the British era. This was preserved as is, while the Corporate Office grew aside it organically.

Chitale & Sons a highly reputed firm with Mr. S.L. Chitale the Chief Architect at the helm, was entrusted the task of designing the next generation Corporate Centre. Their many landmark architectural projects since before Independence spanned Chennai skyline - from the LIC Building on Mount Road, Child Trust Hospital and many more. Tarapore & Co a well known construction company was chosen to construct the new KCP Corporate office. The first steps to start construction was taken by end of 1984 and was completed by 1987. The Corporate Office was formally inaugurated and began functioning from 1st May 1987.

A building was created that soars up to 4 floors with modern aesthetics. Even before green buildings were in vogue, KCP led the

way with a corporate office that emphasized on retaining the greenery at the original site and creating a building that used natural light and ventilation to its advantage.

One of the unique features of the building is the octagonal shape with a centralized space for the staircase, lifts and all utilities. This ingenious design helped maximize the light and ventilation for the spaces occupied by the employees at the outer ring of the octagon while the Air conditioning, Power, Utilities etc. were relegated to the interior. There was no skimping of space, with a spacious welcoming foyer that leads to the atrium at the middle of the structure. Sweeping staircases connected the various floors. Works of contemporary and modern art adorn the walls and give an even more impetus to creating a lively, comfortable yet disciplined workplace. The building is surrounded by lush trees and grass with a tropical rain forest ambience.

Protection of environment, as can be seen globally, is gradually emerging as a mainstream activity where it was once practiced just as a tokenism. The rapid societal changes in the era of globalisation and the incumbent challenges that need immediate attention have been making it imperative on corporations to take up environmental protection in a big way. While that being the emerging scenario, KCP has always been in the forefront in this long before this trend caught up with others. In line with this policy, KCP's Corporate Office was one of the earliest to adopt solar energy which caters to more than 15% of its total power requirement.

*B.S. Shailender  
The KCP Limited*

# Cement

## Macherla Cement Works

Macherla



The aeration system at Silo 3 was modified to enable free flow of the cement, removing the need for frequent cleaning and reducing dead stock.



The latest Hot dipped Galvanised Bracket (HDG) ring was installed at the cooling tower neck in April 2015 to reduce vibration and damage to the FRP blades.



Training Programmes were conducted on various topics like "Supervisory Skills and Development Strategies" in January, "Alignment of shaft" by Centre for Management & Technology Development, Chennai, in March and a workshop called "UttamaKarmikulu" at Macherla Cement Works.



Labour Dept. conducted Zonal level 'May Day' Sports events in Brahmananda Reddy Stadium, Guntur on Feb 24 & 25, 2015. The employees were placed 2nd in Volley Ball Tournament & Ball Badminton and 1st in Mono acting and Singing competition. State Level Competitions were held at Rajahmundry on Mar 29 & 30, 2015.



New water treatment plant was installed (replacing the old plant) for reducing water hardness from 300 TDS to 50 TDS, which helps increase the reality of Heat Exchangers and Bearings.



Mr. K. S Ramanujachary, the H.R. Head of Macherla Cement Works presented "Industrial Relations & Human Relations in the ERA Globalization" and published a paper on Employee Welfare & Social Security Scheme and Workers Participation in the International Seminar IRHRG-2015 Souvenir. He was also awarded Best Resource Person at the seminar.



Macherla Cement Works was awarded the prestigious "Best Management Award for Outstanding Industrial Relations, 2014-15". Shri N. Chandra Babu Naidu Chief Minister of Andhra Pradesh presented the award.



The employees were 1st in Mono action and 2nd in the singing competition. Mr.K.Saida Rao, Engineer (WHR) & Mr. Veeraiah, Security Guard received their prizes from the Hon'ble Chief Minister of Andhra Pradesh Sri Nara Chandrababu Naidu.

## Muktyala Cement Works

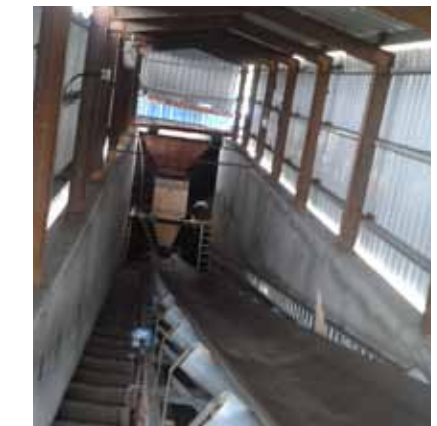
Ramakrishnapuram



Boiler bed ash coolers and handling system was commissioned in January 2015. The system taps air from the boiler fans for cooling and is then rerouted to the boiler after removing the heat from the bed ash. The handling system ensures that the machinery will remove the need for hazardous and uncomfortable sorting work and will lead to lesser manual errors.



A ground hopper and its tunnel was constructed in a record 40 days.



A primary crusher and coal feeding system were added to the present system to handle coal of more than 200mm.



The total CAAQMS (Continuous Ambient Air Quality Monitoring System) was successfully commissioned as per the revised regulation of PCB to meet 100 % statutory compliance.



A new 2-wheeler parking shed was constructed to accommodate the rising number of new vehicles with energy saving solar lamps installed.



GKS Training Solutions organized a training programme at Muktyala Cement Works on "Personal Effectiveness" and "Performance Improvement" in February.



Building Material Division in Muktyala Cement Works was inaugurated by our Hon'ble JMD on Mar 29, 2015.



## Efficiency Software

An in-house software was developed for precise control of power export to grid, by which the deviations of power export in each 15 minutes block were minimized from 4% to < 1% during Feb-May 2015.

Another software was developed to summarise power generation and loads with load flow indication available at a glance for operators.



A team of 12 Sri Lankan Cement Dealers visited the plant on 23<sup>rd</sup> and 24<sup>th</sup>, March 2015.



Employees from the Purchase Department of Muktyala Cement Works attended a 2 day program 'Advanced Negotiating Skills for Today's Business Environment' conducted by International Business Conferences in the month of June.



Muktyala Cement Works undertook the Andhra Pradesh "Nava Nirmana Deeksha" pledge on the first anniversary of the division of Andhra Pradesh.



To improve the capacity of Raw Mill, the central feed pipe size was reduced and 2 hoppers were installed at the inlet of hot air chute to remove unground material. New multi stage pumps were installed in place of old pumps to increase flow rate and water injection nozzles were replaced with high efficiency nozzles.



## Tripping problem Solved

To remove the recurring tripping problem above 35 Deg inclination of the stacker boom belt conveyor, a snub pulley was installed to ensure proper belt tensioning. This innovative idea not only removed the tripping issue, but also increased production.



## Distinguished Visitors from Somalia

Muktyala Cement Works had many distinguished visitors including Mohamed A Abdi; Secretary General, Somali Real Estate Association and Mr. Babu Bantipuli, Director, General Exports, Delhi to facilitate export to Mogadishu.

To mitigate air pollution, state of the art bag houses, Electro Static Precipitators and innovative hybrid bag filters were installed. Three online Ambient Air Quality Monitoring stations were installed and connected to both Andhra Pradesh state pollution control board as well as the Central Pollution Control Board.

## Cement Marketing

Hyderabad



KCP Cement Dealers Conference were conducted in February and March, 2015 respectively.



Coimbatore



Chennai



Vizag



Vizag



Telangana

KCP Sreshtaa Success Meet for AP was conducted in February, and for Telangana in March, 2015.



Vijaywada



Vijaywada



Hyderabad CY



Hyderabad CY

Mason Meetings on Dealer Networks were conducted at Bhubaneswar, Pedanandipadu, Parachuru, Siddipet, Machilipatnam, Tulluru and Gajwel from January to March 2015.

# Heavy Engineering

Thiruvottriyur

## Kawasaki Heavy Industries Limited (KHI)

Heavy Engineering Unit has been awarded a contract for Design, Procurement, Manufacture and Supply of Air Purification Vessels from M/s. Air Liquide Global E&C Solutions France S.A. for their Air Separation Unit in Turkmenistan, End User/Client M/s. Kawasaki Heavy Industries Limited (KHI).

## L&T MHPS Boiler, India

L&T MHPS Boiler Pvt. Ltd placed an order to manufacture and Supply Coal Pulveriser Mill Components for their various Projects.

## Polysius AG – Germany

Polysius AG –Germany for Supply of End Wall Castings for their Spare requirements.

## LNV Technologies, India

LNV Technologies has placed a first time the order for the Supply of Girth Gear & Pinion for their M/s. Manglam Cement Grinding Unit.

## Thyssenkrupp, India

Thyssenkrupp Industries India also placed orders for the manufacture and Supply of Girth Gears & Kiln Support rollers for their Arabian Cement Project & Shoyana Cement Project in Africa.

## ISRO, Bangalore

LPSC, Bangalore, part of ISRO, sourced the machining and supply of Pressure Vessels equipments for Propellant Tanks used for ISRO satellites.

Mr. Gary Haynes – Global Outsourcing Head, GE Power (UK), visited in April 2015 for their Generator Stator Frame Export requirement. Seen below Mr. Haynes planting a sapling along with Mr. V. Gandhi, Technical Director and Mr. V.R. Udhayakumar, Marketing Head, The KCP Limited.



## Successful delivery to DRDO (Ministry of Defence, India)

Metallic Canisters for Agni A5 Missiles was manufactured and handed over to DRDO Advanced Systems Laboratory (Minister of Defence, Hyderabad) – June 2015.



Handing over function of Agni-5 Metallic Canister Assembly to Rear Admiral Sanjay Misra, ADG, SSQAG (Advance System Laboratory) by Mr. V. Gandhi, Technical Director, The KCP Limited.



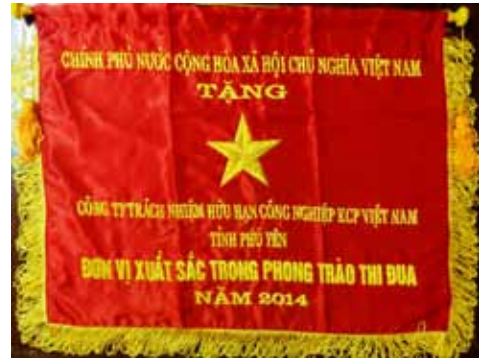
'Indian Missile Lady', Dr. Tessy Thomas, Director, ASL Hyderabad, visit to KCP HE - March 2015.



Team of officials from Iran Biarjamand Cement, Iran, with OEM KHD Humboldt, India, visited in March 2015 for their new upcoming Cement Plant in Iran.

# KCP Vietnam

Son Hoa  
Don Xuan



Emulation Flag for the year 2014 for the Company awarded by Honorable Prime Minister of S.R.Vietnam



Certificate for Labor Medal of the 3rd level for the Company awarded by Honorable President of S.R. Vietnam



Certificate for Labor Medal of the 3rd level to Mr. K.V.S.R. Subbaiah, General Director, awarded by Honorable President of S.R. Vietnam



Labor Medal of the 3rd level for the company awarded by Honorable President of S.R. Vietnam.

This award is for KCP Vietnam's contribution to Social Development and Nations Protection for the period 2009 - 2013.

The Labor Medal is the award of highest honor given by Honorable President of Vietnam.



Volleyball match held on the occasion of the Company's Formation Day



Sports activities held on KCP Vietnam Industries Limited's Formation Day



The 1st International Yoga Day held at KCP Vietnam Industries Limited



Mr. Hoang Quoc Vuong's, Honorable Central Minister (Vice Minister for Ministry of Trade) visit to KCP Vietnam Industries Limited

## Mrs. V.L. Indira Dutt, Joint Managing Director of KCP's Visit to Vietnam: with the General Director, Mr. K.V.S.R Subbaiah and team

### At Son Hoa Sugar Plant



STG Building & Boiler Erection Site



New Engineering office Building



Bio Fertilizer Yard



New Boiler & Turbine House under erection for Season 2015 - 2016

### At Don Xuan Sugar Plant



Processing House



Milling House

# Fives Cail - KCP

Chennai



A team of 6 members from FC-KCP had participated in the joint seminar on "EFFICIENT METHODS OF JUICE EXTRACTION", organized by M/s. National Sugar Institute, Kanpur and M/s. Nijalingappa Sugar Institute, Belgavi on Apr 18, 2015.

Mr. N. Gopalakrishnan, Manager-Projects and Mr. D. V. Giri Prasaath, Manager-Designs from Sugar Division have made a presentation on "THE INNOVATIVE TECHNOLOGY FOR BETTER JUICE EXTRACTION".

More than 80 delegates were present in the seminar.



Mr. R. Watnal, Technical Director of M/s. Nirani Sugars Ltd. and Mr. Swain, Head of Department for Sugar Engineering from National Sugar Institute are seen sitting from left to right. Standing at the Dias is Mr. N. Gopalakrishnan, Manager-Projects (Sugar Division), FC-KCP and standing at back is Mr. D. V. Giri Prasaath, Manager-Designs (Sugar Division), FC-KCP.



At the Sugar convention-Bharatiya Sugar, Fives Cail-KCP Limited was awarded the "Best Machinery Manufacturing (Sugar) Award" during its 3rd Annual Convention held from May 27 to 29, 2015.



Mr. N. Gopalakrishnan, Manager-Projects (Sugar Division) received the "Best Chief Chemist Award" for his outstanding performance in the sugar industry.

FC-KCP's team comprising of 8 members participated in the 45th Annual Convention of The South Indian Sugarcane & Sugar Technologists' Association held at Taj Vivanta, Bangalore on Jul 24 & 25, 2015.

FC-KCP have kept 2 Nos. 2 x 2 meters stalls in the Convention.

Paper presentation was made by FC-KCP on topics such as

- A Success Story of FC-KCP Make Spent Wash Incineration Boiler at Rajshree Sugars
- The Most Modern and Highly Efficient Cane Juice Extraction Technology
- A Practical Approach to control the Pollution Problems And Solving Sugar Complex during Operations

More than 300 delegates participated in the Convention.



Mr. N Prabhakar, President of SISSTA, Mr. Murugesh Nirani, Managing Director of Nirani Group of Companies, Mr. Ch. Sreerama Prasad, Head-Marketing (Sugar Division) of FC-KCP, Mr. Pawan Kumar, ICL (Vice President) & SISMA President for Karnataka & Mr. R. Watnal, Technical Director of Nirani Sugars Ltd. are seen from left to right in front row with other delegates from FC-KCP at the back.

Fives Cail - KCP team comprising of 9 members had participated in the IX Joint Convention & Sugar Expo organized by SUGAR TECHNOLOGISTS ASSOCIATION OF INDIA (STAI), New Delhi & The DECCAN SUGAR TECHNOLOGISTS ASSOCIATION OF INDIA held at Dr. Shyama Prasad Mukherjee Indoor Stadium, Goa from Sep 4 to 6, 2015.

Fives Cail - KCP maintained 2 3 x 3 meters stalls with our product panels for exhibition.



Mr. Shripat Naik, Central Minister for Health Sciences inaugurating the Convention



Mr. Ch. Sreerama Prasad and Mr. B Sankar with Chief Guest Mr. Murugesh Nirani, Managing Director of Nirani Group



Seen from Left to Right are Mr. N Gopalakrishnan, Manager-Projects of FC-KCP Ltd., Mr. Belsare, Managing Director of M/s. Indiana Sucrotech, Mr. Sanjay Awasthi, Business Head of ISGEC and President of STAI, Mr. B. Sankar, Chief Operating Officer (Energy Division) of FC-KCP and Mr. Ch. Sreerama Prasad, Head-Marketing (Sugar Division) of FC-KCP

M/s. National Sugar Institute, Kanpur & M/s. Nijalingappa Sugar Institute, Belgavi conducted a Joint Seminar on "MODERN TECHNIQUES TO IMPROVE THE OVERALL PLANT EFFICIENCY" ON Sept 29, 2015 at Nijalingappa Sugar Institute, Belgavi.

More than 100 delegates from the Sugar Factories in the Region of Karnataka have participated in this 1 day seminar. FC-KCP made presentation on topics –

- ★ A Boon To Distillery Industry Fives Cail-kcp Make Spent Wash Incinerator
- ★ High Pressure Boiler
- ★ The Innovative Technology For Better Juice Extraction
- ★ Modern Techniques For Operation Of Better Juice Extraction With Cane Diffuser To Improve Overall Plant Efficiency – An Experience In E.I.D Parry At Haliyal In Karnataka
- ★ Steam Saving Equipments In Process House
- ★ Batch Centrifugal Machine



Mr. Sankar, COO (Energy) had inaugurated one day seminar by lighting the KOOTHU VILAKKU



Seen from Left to Right are Mr. J Siva Shankaran, General Manager of Balaji Sugars Ltd., Mr. B Sankar, Chief Operating Officer (Energy Division) of FC-KCP, Dr. Kandagave, Director of Nijalingappa Institute, Mr. M.B. Malur, Joint Director of Co-Operative Societies & Managing Director of HSSK & Markandeya Sugars Ltd. and Mr. R.Watnal, Managing Director of Nirani Sugars Ltd.

## CHAIR PERSONS

1. **Mr. Sankar**  
COO (ENERGY)
2. **Mr. R. Watnal**  
Technical Director, M/s. Nirani Sugar Ltd.
3. **Mr. Dr. Kandagave**  
Director of Nijalingappa Institute
4. **Mr. M.B. Malur**  
Joint director of co-operative societies & MD for M/s. HSSK & M/s. Markandeya Sugars Ltd.
5. **Mr. J. Siva Shankaran**  
GM (Balaji Sugars Ltd.)





Mr. M.B. Malur, Joint director of Co-operative societies & MD for M/s. HSSK & M/s. Markendeya Sugars Ltd. had given a speech about M/s. Nijalingappa sugars & M/s. FC-KCP Ltd.



Mr. B. Sankar, COO (ENERGY) is presenting Fives Cail-KCP Limited.



Mr. K. Prakash Marketing Head (Energy) receiving memento from Mr. Watnal, Technical Director, M/s. Nirani Sugar Ltd. for paper presentation



Mr. Ch. Sree Rama Prasad, Marketing Head (Sugar) receiving memento from Mr. Dr. Kandagave, Director of Nijalingappa Institute for paper presentation



## Annual Events Roundup



Road Safety Week was celebrated at both units, starting Jan 15, 2015 and included a seminar on road safety and various esteemed guests.



Republic Day Celebrations at Muktyala Cement Works



Republic Day Celebrations at Macherla Cement Works

Muktyala Cement works, Macherla Cement Works and the Educational institutions celebrated the 66th Republic Day.



119th Founder's Day Celebrations in Muktyala Cement Works was conducted on Mar 4, 2015.



The anniversary of Sri Vijayaganapathi Temple, located on our CPU premises was celebrated on Feb 14, 2015.



119th Founder's Day Celebrations was conducted in Macherla Cement Works on Mar 4, 2015.



44th National Safety Day at Muktyala Cement Works



The statue of SRI VELAGAPUDI RAMAKRISHNA, C.I.E. I.C.S. (FOUNDER CHAIRMAN) (04-03-1896 - 28-11-1968) was unveiled on Feb 18, 2015 at CPP plant area.



44th National Safety Day at Macherla Cement Works

44th National Safety Day was celebrated in both Units with esteemed guests and safety programs. Implementation of compulsory Crash Helmets while riding a two-wheeler was also part of the safety celebrations.

## Safety Week

Safety week celebrations in March 2015 included Electrical Safety week with a safety oath and a speech with valuable tips. Power Medicine and a First Aid training class was also conducted as part of the week long celebrations. A thorough Fire Drill and a Fire Tender practical demo training program was given to around 96 members while Karam Industries conducted a Work at Height safety practical demo program.



Fire Fighting drill at Macherla Cement Works



Fire Tending drill at Macherla Cement Works



Height Work Safety drill at Macherla Cement Works



Water Mist drill at Macherla Cement Works



Electrical Safety Day at Muktyala Cement Works



Electrical Safety Day at Macherla Cement Works



First Aid and CPR training at Macherla Cement Works



The Telugu New Year was celebrated on Mar 21, 2015 (Ugadi) at Sri Vijaya Ganapathi Temple.



On the occasion of Srirama Navami Festival, Sri Sitarama Swamy Kalyanam was conducted at the CPU Staff Colony on Mar 28, 2015.

## Corporate Social Responsibilities (CSR)

### The Ramakrishna Club (RCWC) Activities



Embroidery Training was conducted for 16 Samstithi members by Spoorthi Foundation, Hyderabad in Jan, 2015.



A sewing and knitting workshop was conducted for 30 women who are part of the Muktyala village SHG's by Indian Emporium Hyderabad on Jan 28, 2015.



RCWC and Rotary Club of Macherla jointly organized a pulse polio immunization programme on Jan 18 and Feb 22, 2015 in the villages of Macherla, Veldurthy, Durgi Mandals and Macherla Town.



Samasthithi conducted Women's Day activities on Mar 8, 2015 at the canteen premises.



RCWC organised a tour to "Hailand" at Chinakakani near Guntur on Mar 29, 2015.

Support to celebrate local festival of Sri Brahmamgari Tirunala in Mandadi Village on Feb 12, 2015. Donation of Rice, Redgram and Tent facilities to celebrate Maha Sivaratri Festival at Sri Siddeswara Swamy Temple, Terala on Feb 17, 2015 and Chariot festival of Lord Sri Lakshmi Chennakesava Swamy on Apr 9, 2015 was provided.

RCWC provided drinking water facilities (Chalivendram) at Ambedkar Centre in Macherla on Apr 1, 2015.

Chief Minister Chandra Babu Naidu inaugurated AP Revenue Services Sports Meets sponsored by KCP to encourage games and sports in Andhra Pradesh on the of Mar 28, 2015.



RCWC distributed butter milk during Lord Sri Lakshmi Chennakesava Swamy Radhotsavam on Mar 9, 2015 in Macherla Cement Works.



A Buffer zone was planted at the northern side of the Muktyala Limestone mine area on world environment day. 250 saplings were planted.



On the occasion of World Environment Day, Muktyala Cement Works planted Raavi, Vepa and other environmental friendly plants at Mines 132 KV line area on Jun 5, 2015.



Drip irrigation was introduced to the green belt area between the plant and residential zone in Muktyala Cement Works, using treated domestic effluent connected to the sewage treatment plant. This helps to reduce the use of water tankers and increase plant survival rate.



Cooking utensils and furniture were distributed to Anganawadi Centres in Muktyala Village.



A drinking water pipeline from S.T. Colony to Panchayat Office near KCP R.O. water plant, Terala was installed using KCP support.

## Kids Patasala High School, Macherla



Macherla Private School Association held an inter school sports competition in the month of January and the students won 2nd place in chess, 1st place in Cricket.



Bapanapalli Aiswarya Lakshmi won the A.P. State Pratibha Award Scholarship for securing highest grade/marks in SSC Examination March 2014.

56 students appeared for S.S.C March-2015 Public Examinations and all passed. 12 students got 10/10 Grade Point Average. 47 students had more than 9.0 GPA.

Class 10 students Y. Siva Krishna, R. Pavan, R.V.V. Lohit, A. Girishai, K. Srihari Reddy and M. Balasaikiran participated and won 2nd and 3rd places at Durgi Educational Trust's quiz competition.



M. Saketa Sarvabhooma of Class 9 was selected from Guntur district to participate in a show called "CHAMPION" conducted by Eenadu Television Private Limited, and stood 1st in the show.



K. Victoria Joyce (Class 8) achieved state 2nd rank in Hindi talent examination.



K. Srihari Reddy (Class 10) achieved state 3rd rank in Telugu talent search Examination conducted by National Educational Institute (NEI).

**V. Ramakrishna Higher Secondary School,**  
Thiruvottriyur

**Science & Maths Expo**

A joyful January of 2015 brought a splendid opportunity to reveal the Maths and scientific facts in day to day life. Our students participated in Science Exhibition held at Dr. Abdur Rehman University. Our experiments got one 1st place and one consolation prize also Rs.1500/- cash award under the guidance of Mrs. Sridevi Baskaran.

**Rays of Cultural Events**

In commemoration of Swami Vivekananda various cultural and literary contests took place on Jan 12, 2015 at GRTM Vivekananda Vidhyalaya Junior College, Manali New Town. 4 students stood as prize winners. And our team of 12 students selected to participate in IMCT traditional games. Mrs. SrideviBaskaran and Mrs.V.Mahalakshmi motivated the students.

**Echoes Through AIR**

A chorus on Cancer free voiced on Feb 1, 2015 to draw thematic paintings of ill effects of junk food and tobacco, conducted by Vasantha Cancer Institutions in Chennai. Students from High school and Hr. Sec participated Karthic of X A got great applause for his skillful drawing.

As in sequence of presenting variety literary forms in Telugu, 30 minutes program was recorded on Mar 12, 2015 Skits, Poems, Moral stories, Patriotic songs etc. The concept of SWACHCHA BHARATH-clean and green, awareness of disease Ebola, Vaidyo Narayano Hari had a great stress. The entire episode scripted and presented by Mrs.P. Ruthamma. Along with the 15 students Mrs.Vimala took part. It was broad casted on Mar 28, 2015.

On Mar 21, 2015 Ugadi Telugu Festival our students received the cash awards around Rs.6000/- for their excellence in elocutions, essay writing, singing and poem recitations conducted by Kalasavanthi Cultural Associations. Our kids from primary got prizes of cash Rs.500/- each. Mrs.P.Ruthamma motivated and guided their cultural team.

**A Step Forward Clean and Green**

Our students step forward the SWACHCHA BHARATH & presented models on environmental issue "ill effects of plastics". And claimed Rs.1000/- cash awards as 3rd Prize. The students Pavani, Balaji of VII B led by Mrs. Sridevi Baskaran.

Our collector Sri.Veera Raghavulu IAS has a great plan of creating a record of Guinness Book by planting 1 lakhs trees on oneday in August. Our Eco club started planting 20 saplings in school premises as a part of introduction to this event on 12/03/2015.

**Scholastic Achievements**

Good efforts of staff, co-operation from parents and management hiked the result up to 94% with 3 centum in Science and Social Science in SSLC Board Exam. With ambitions and expectations we entered the new academic year to touch the heights in curricular and co-curricular academic syllabi.



Training and demonstration of fire extinguishers.



Winners at Andhra Kalasavanthi



Yoga at school.

**V. Ramakrishna Polytechnic College,**  
Thiruvottriyur



Department of Electronics and Communication Engineering put into practice a new initiative - Peer Education. A portion of the syllabus for 1st years was taught by a small group of Final year students successfully.



A free online self-learning facility for open source programming, supported by IIT Mumbai is being extensively used by students particularly ECE and Computer Science students. Around 61 students qualified for certification in C Programming, Java and Linux.



On Campus Recruitment was conducted successfully with 80 – 95% placement in various departments.



V. Ramakrishna Polytechnic College was one of the 10 Polytechnic Colleges selected by the Directorate of Technical Education, Tamil Nadu for conducting skills training to rural unemployed youth, sponsored by Tamil Nadu Skill Development Corporation. Electrical wiring, UPS and Inverter servicing and General Fitter courses were conducted.



Inter-polytechnic workshop on 'Career Guidance And Soft Skill Development' was organised on behalf of NSS on Feb 27, 2015.



Yoga at the college.

# Andhra Chamber of Commerce Business Delegation Visit to Vietnam

Meet with Indian Chamber of Commerce on July 13, 2015



A 16 Member - Andhra Chamber of Commerce Business Delegation Team under the leadership of our JMD visited Indian Business Chamber in Vietnam and Vietnam Chamber of Commerce & Industry, Ho Chi Minh City between Jul 13 and 14, 2015.



Mr. Ashok Sen, Member Board of Governors, INCHAM welcomed the team leader, delegation members and the invitees present.



Mrs. V.L. Indira Dutt, Joint Managing Director of KCP at INCHAM – Andhra Chamber Networking Night



The Delegate Members met the Members of the Indian Business Chamber in Vietnam between 5 P.M and 7 P.M on Monday, Jul 13, 2015 in the Networking Meeting.



H.E. Mrs. Smitha Pant, Consul General of India addressed the members of the business delegation and members of the INCHAM.



H.E. Mrs. Smitha Pant, Consul General of India with the members of the business delegation and members of the INHCAM.

## Meet with Vietnam Chamber of Commerce on July 14, 2015



On Jul 14, 2015, the Andhra Chamber business delegation members met the members of the Vietnam Chamber of Commerce & Industry VCCI at a meeting as well as at B2B meeting.



Mr. Vo Tan Thanh, Vice-Chairman of VCCI and General Director of VCCI HCM welcomed the team leader & business delegation members and the invitees.



Our JMD, President, ACC addressed the press at VCCI conference hall.

*The detailed note is being published in the Information Bulletin and also placed in our Website for information of Members and Readers.*

# The World of Logistics

“The line between disorder and order lies in logistics...”

- Sun Tzu,  
Chinese Military General, Strategist & Philosopher.

A popular joke goes that a man went to buy an ice cream cone from a push cart. The push cart vendor told him: “please give me your hand...I’ve run out of cones!” Situations like this happen regularly, even if not to this exaggerated level. The great equalizer in every such case is Logistics...

What then is Logistics? Simply put, it is the process of planning, implementing and controlling the storage of goods and services from the point of origin to the point of consumption. In other words, it is the art (many say science!) of reaching a product of any kind from the point of manufacture to the ultimate consumer of the same.

Let’s then take for example an article like Coal. Who needs Coal? Power industry, Cement industry, Steel Industry and others would be the answer. If we consider logistics, the coal is reclaimed from mines and is taken to Industries through transportation like Rail, Road and Water. The gamut of logistic starts from Coal mines and ends with its consumption at various plants.

Logistics not only involves the physical activities at various stages -

it also involves integrating information flow. The complexity of logistics can be modelled, analysed, visualized & optimised by dedicated simulation software, ensuring real time information to both the manufacturer and buyer.

Logistics Management entails identifying potential suppliers & distributors; evaluating their accessibility & effectiveness; establishing relationships & signing Contracts with those who offer the best price and service. Wherever possible, Companies can also choose to handle their own logistics.

Given the need for Companies to increase their markets by negating geographic boundaries, the role of Logistics has increased exponentially and has moved from being a cost centre to a profit centre

Logistics has evolved over a period of time: from a simple, straight-forward relationship between 1PL (1st Party Logistics Provider) & 2PL (2nd Party Logistics Provider), the same has grown to encompass 3PL, 4PL and recently, 5PL! . Given below are the details of the various “PL” mentioned above.



PROVIDER TYPE	MEANING	EXAMPLE
<b>1st Party Logistics (1PL)</b>	Manufacturers, Traders, Importers, Exporters.	Hyundai, KCP, TVS, L&T.
<b>2nd Party Logistics (2PL)</b>	Asset-based operators, critical to 1PL needs Eg. Aeroplane, Ship, Truck or Rail owners.	Maersk, MSC, TCI, NTC, Hind Rail, Boxxo.
<b>3rd Party Logistics (3PL)</b>	Provide outsourced services (mostly non-asset based) for various logistics functions like Customs Clearance, Stevedoring, Survey, etc.	International Clearing & Shipping, JB Boda, Viking, JM Baxi, Lemuir, Chakiat.
<b>4th Party Logistics (4PL)</b>	Independent, singularly accountable integrators assembling resources, technology & capabilities (owned or outsourced) to run a Supply Chain Solutions for clients.	Schenkers, DSV, Panalpina, Expeditors, Ahlers, St. John, Indev Shipping.
<b>5th Party Logistics (5PL)</b>	Aggregates the market demands of 3PL & 4PL into bulk volumes for negotiating favourable rates with 2PL.	Damco, APL Logistics, DHL, FEDEX, UPS, Kuehne & Nagel.

With massive developments taking place in the market place, the expectations from logistics can best be illustrated by the following imaginary phone call handed by the logistics department:

**“So, as per our discussion, you want us to delay time; break the law and perform three miracles – all by next Tuesday. Fine! Please dial extension 101 and ask for the Logistics Head !!”**

In conclusion, Logistics is a small part of Supply Chain Management. The evolvement & finetuning of logistics ensures that customers get maximum savings along with excellent quality of service. Maximum savings with best services?! Sounds like an oxymoron?! That’s logistics for you!

**R. Srikant**  
Vice President (Logistics)  
The KCP Limited

