

# EXPERIENCES



Quarterly in-house journal of My Home Group  
April, 2015





## Chairman's Message

It gives me immense pleasure to write at the end of another momentous financial year at **"My Home Group"**.

The year 2014-15 noticed 35 years of our existence and this was celebrated by recording our best performance in terms of overall growth in all our business lines.

Our Construction business is continuing to grow by leaps and bounds, providing world class projects which live upto both national & international standards.

We started handover of My Home Abhra and not to mention, it's again before schedule, I appreciate the efforts take by Projects, Marketing and all the other teams for the momentous efforts for adding another jewel to the crown. To take this success story beyond boundaries, we are planning to launch 8 billion rupees worth **"Smart City"** project spread over 3000 acres in Shamshabad, expected to complete in 10 years is definitely formidable. Very soon a commercial tower spread across 3.2 million sft is expected to be launched in Hyderabad. This project is spread across 32 acres in Raidurgam which comprises residential apartments, multiplexes and shopping mall. My Home World we ensure and shall strive towards fulfilling the consumer's aspirations through quality projects.

Our Cement business made a formidable growth during the year with revenue of over Rs. 3000 crore which is a very positive sign for us. In view of the present cut throat competition, our company focussed on the strategic moves in the potential markets. With our brand growing strongly in 11 states we further strengthened our distribution network with international reach. **"Maha Cement"** which has achieved a phenomenal success and customer preference in the whole of Telangana & Andhra Pradesh further increased its footage in Karnataka, Tamilnadu, Kerala, Maharashtra, Orissa, Bihar, Jharkhand, Chhattisgarh and West Bengal and has great road ahead with projected business challenges. We will ensure to meet up the challenges with our inclined focus on the housing, infrastructure, commercial and industrial spheres which are the demand drivers in the cement industry. The demand for cement will continue to grow as the economic growth touches the lives of millions of people across India.

Our power line is also equally gearing up its momentum and we are able to sell out 30MW out of 70MW produced by our captive power plants.

Little Scholar School remains committed to create future leaders and visionary entrepreneurs to the society thereby contributing to the growth and building our Nation.

I would like to express gratitude to all of the staff members for their hard work to ensure that our flag is always flying high.

On behalf of the board of directors and the entire management team at My Home I want to thank all of our stake holders, business associates and customers for the continued support to our company.

I would like to assure you that our company would continue to deliver best results and be part of the country's growth story. We will work together and strive hard to be business leaders in all the business lines we are present.

*Dr. Jupally Rameswar Rao*  
Chairman - My Home Group





## Industry News

India has a lot of potential for development in the Infrastructure and Construction sector and the Cement Industry is expected to largely benefit from it.

The cement market in India is expected to grow at a compound annual growth rate (CAGR) of 8.96% during the period 2014-2019.

In India, the housing sector is the biggest demand driver of cement, accounting for about 67% of the total consumption. The other major consumers of cement include infrastructure at 13%, commercial construction at 11% and industrial construction at 9%.

### Road Ahead:

The eastern states of India along with the Border States will be the newer and virgin markets for cement companies and will contribute to their bottom line in future. It is expected in next 10 years, India will become the main exporter of clinker and gray cement to the Middle East, Africa, and other developing nations of the world. Cement plants near the ports, for instance plants in Gujarat and Visakhapatnam, will have an added advantage for exports and will logistically be well armed to face stiff competition from cement plants centrally placed in the country.

With help from the government in terms of friendlier laws, lower taxation and more infrastructure spending, the sector will grow and will take India's economy forward along with it.

"Maha Cement" having achieved phenomenal success and customer preference in South India, Odisha and West Bengal is now strongly taking over in other markets of Maharashtra, Bihar and Jharkhand. "Maha Cement" has great road ahead with projected business challenges.

*Source: Media Reports, India in Business, Cement Corporation of India, Department of Industrial Policy and Promotion (DIPP), Cement Manufacturers Association (CMA).*

## "Leadership in Safety" Award



My Home Group Chairman Dr. J. Rameshwar Rao and Mr. Ken Mcknight, MD, CRH-Europe handing over "Leadership in Safety" award to Mr. Uttam Kumar Roy, Vice President (works) MCW.

He received this award for safely completing Cooler project.

## Releasing "16 Life Saving Rules"



My Home Group Chairman Dr. J. Rameswar Rao and MD, CRH-Europe Mr. Ken Mcknight, releasing "16 Life Saving Rules" booklet.

Mr. V. S. Narang, Director – Technical and Mr. J. Ranjith Rao, MD-MHIPL part of inauguration program.





New Year Celebrations



Sports Day



Bramhostavalu at MCW







## Telangana Celebrity for Swachh Bharat.



From left to right: Former cricketer V.V.S Laxman, Dr. J. Rameswar Rao, promoter of My Home Group, Dr G.S. Rao, Group Managing director of Yashoda Hospitals, badminton coach Pullela Gopichand, singer S.P. Balasubramnium, director S.Raghava Rao, MP K. Kavita and Union minister M. Venkaiah Naidu at the Administrative Staff College, Jubilee Hills, on Monday.

- Deccan Chronicle

*Aiming at an objective of cleaner India and making a hygienic country, the Govt of India had initiated program "Swachh Bharat".*

Underlining the need for better urban governance through Prime Minister Shri Narendra Modi's Swachh Bharat programme, Union minister Shri Venkaiah Naidu recommended 18 prominent people including sport stars as brand ambassadors from Telangana and Andhra Pradesh.

Dr. J. Rajmeswar Rao (Chairman, My Home group) a distinguished personality was nominated as brand Ambassador to spread clean India word in Telangana Region.

**"My Home Group will always extend its support and encourage people towards Swachh Bharat campaign."**

**Dr. J. Rameswar Rao**  
Chairman-My Home Group



Swachh Bharath Programme at VGU

## International Women's Day 2015 Theme: **MAKE IT HAPPEN**



International Women's day Celebration at My Home Constructions



*All around the world, International Women's Day represents an opportunity to celebrate the achievements of women while calling for greater equality.*

*"Make It Happen" is the 2015 theme for our [www.internationalwomensday.com](http://www.internationalwomensday.com) global hub, encouraging effective action for advancing and recognising women.*

Each year International Women's Day (IWD) is celebrated on March 8. The first International Women's Day was held in 1911. Thousands of events occur to mark the economic, political and social achievements of women. Organisations, governments, charities, educational institutions, women's groups, corporations and the media celebrate the day.

Various organisations identify their own International Women's Day theme, specific to their local context and interests. Many charities, NGOs and Governments also adopt a relevant theme or campaign to mark the day. For example, organisations like the UN, Oxfam, Women for Women, Care International, Plan, World Association of Girl Guides & Girl Scouts (WAGGGS) and more - run exciting and powerful campaigns that raise awareness and encourage donations for good causes. The UN has been declaring an annual equality theme for many years.





## Annual Sales Conference -2015

The Annual Sales Conference festival was held at Leonia Resorts. The major agenda was to celebrate the achievements and to analyse what needs to be done to achieve the objectives for the year. This has been a part of company's culture for last 15 years.

The event started with the recitation of prayer, followed by the welcome of the delegates and introduction of the new entrants to the company fold during the last year. President Marketing shared the sales figures achieved till January 2015 and advised the gathering to focus on systemic issues. This was followed by the address by all the Directors. Everyone welcomed the initiative of inviting Finance personnel also to the conference. All the directors reiterated the company's focus on sustained growth and on the safeguards marketing personnel should have to ensure quality sales.

Managing Director said in very clear words that the company will not hesitate to invest any amount of resources and time to build the brand equity. He further said that everyone should work towards achieving the targets set by the company.





## Annual Sales Conference Contd...



Later, all the regional heads presented on the sales achieved so far. Company's efforts towards building the brand in Bangalore were discussed. Various advertisement and publicity activities carried out all across the eleven states were shared.

The second day was more of an interactive session. Finance and Marketing personnel sat together to thrash the thorny issues. Training was also imparted by Prof. V. Viswanadham to enthuse and energize the sales force. The Chairman also took time out of his busy schedule and talked about the company's growth.

The session ended with photo session, leading to happy smiles on the faces of all the delegates.



**Mr. Abhineesh Das**  
**MHIPL**





## Builders' Meet At Bengaluru



In recognition to the patronage extended by our existing builders and to improve brand awareness among other potential builder's segment, we have organized and conducted Builders' Meet at Bengaluru on 13<sup>th</sup> February, 2015 at Hotel Chancery Pavilion.

Our invitees for this programme were senior officials from reputed builders and techno commercials executives.

Welcome speech was given by Mr. Sudhindra-AGM, Marketing followed by corporate presentation pertaining to achievements and vision of our group companies by Vice- President Marketing-Mr. P.J. Mathai.

Further to entertain the guests during the event, we had planned for musical performance and hosted a live ghazal concert from a Bangalore based music troupe. Guests thoroughly enjoyed the line-up of events and expressed their gratitude for our invitation and hospitality provided. They were pleasantly surprised by our company return gift.

## Deminar-2015-at Bengaluru, Karnataka



As a part of our Company's continued patronage to Technical Seminars /Conferences on product knowhow aspects and knowledge transfer process this year too we have taken participation in Concrete PANORAMA and Deminar Organised by "Indian Concrete Institute, Bangalore – Karnataka Centre at Nimhans Convention Centre, Bengaluru on 24th and 25th February 2015. The two day National Seminar was focused on live product demonstration on "QUALITY ASSURANCE & INNOVATIONS IN READY-MIXED CONCRETE".

Our DGM-Customer Service-Mr S. S. Mouray gave the corporate presentation and Mr K. Sudhindra – AGM-Marketing was honored for active participation and sponsorship from MHIPL.

**Mr. Radhakrishna**  
Manager Branding - MHIPL

### Stapathya Exhibition, Sholapur



### World of Concrete, Hyderabad



### Expo Stall at Kurnool







## Maha Dealers trip to Bangkok



MHIPL has organised a foreign incentive scheme tour for our Tamil Nadu dealers to Thailand to motivate the dealers. The tour was for 2 nights & 3 days with complete sightseeing of Bangkok & Pattaya cities with a stay in 5 Star Hotel. A total of 35 persons have participated in this tour including their families & 3 of our managers have accompanied them. The tour was a great event for all the dealers with lots of fun and enjoyment. On their return trip to India, dealers have expressed their happiness and gratitude to MHIPL for organising such a wonderful trip to add to their treasure of memories.

**Mr. Ch. Ajay**  
MHIPL

## Personal Efficiency Training Program



Personal efficiency training program was conducted at Hotel Daspalla on 21<sup>st</sup> Feb '15 for head office employees. Employees of junior & middle management cadre from purchase, projects & technical, marketing, finance, secretarial, it and human resources departments have participated in this program.

**Mr. N Sastry**  
HR, MHIPL

## Builders day event Participation







## 44<sup>th</sup> National Safety Day Celebration at My Home Vihanga & Abhra

The National Safety Day, being started on 4<sup>th</sup> March, 1972, by Ministry of Labour, Govt. of India, is celebrated every year. This day has assumed the importance of major national campaign and is widely celebrated to create awareness and renew the commitments of Industrial & Construction managements, as well as the working class to Occupational Safety, Health and Environmental improvements at work place and other related areas throughout the year. Work force are the assets of the nation. On this Day we call upon all the safety professional to do everything possible to prevent incidents, accidents & occupational diseases at workplaces thereby improving health of workforce and increase productivity.

**Mr. Kaushik Chaudary**  
Sr. Manager HR-MHC

### My Home Vihanga



### My Home Abhra





# 5 THINGS TO FORGET

You are surely so much careful about yourself. You definitely love yourself so much that you take care of yourself more than anyone else in this world. So you must understand how to improve yourself in any field. Improving yourself and your life must be your primary choice. In the way of improvement, we take so many things seriously while there are many things we should be so much careful about. It is said that everyone in this world is selfish. But do you know that there are many things that you can forget about yourself? You don't even have to think about those things. If you have never thought about it, here is list that you can follow.

## **Forget if You Know Someone Hates You**

In life, there is no point to remember the people who don't love you. Your life is very important. You must live to be loved by others, not to be hated by people around you. Because you love yourself and want to improve your life. But it doesn't mean that you have to hate them. Everyone has their own choice. May be, they have found something in you to hate for. If you don't understand the reason why people don't love you, it is better not to think about that. It is a lot better to start living your life in your own way.

## **Forget if You Know That Someone is Angry on You**

Anger is an inseparable part of our personality. Your life will always keep bringing it in front of you. Actually, it is not actually possible to totally control your anger. But if you try hard to control your feelings and emotions it may be possible. Think about how many times you have been angry in your life till now. It doesn't matter how many times you got angry. What matters is that your anger got always reduced after a certain time. So if you know that a person is angry on you for any reason and you are being tense for that, there is no use. Improve your mentality and forget the fact that he ( she ) will always be angry on you. Think more about the fact that it will reduce after a certain time. You just need to wait for that time. If the person is very close to you, it is not possible to keep the anger for a long time. There is something to remember that generally, those who are close to you get angry on you. Those who are not close to you and have no connection with you will never even think about being angry on you. If you know that someone having no connection with you is angry on you, it is not actually anger, this is something more than that. Yes, life is really mysterious sometimes.

## **Forget if You Miss Someone so Much**

Do you miss someone you love? If yes, I would suggest you not to miss anyone just because he or she is not with you. Missing someone doesn't give any satisfaction of mind. Rather, it only increases your dissatisfaction of your mind. Life is to think about positive things, not to think about the negatives of life. If you are strongly connected with a person, there is no logic in missing that person. If you miss your life partner so much, think that somewhere in this world, your partner is still with you. Improve your understanding with your life partner. Then it will be a lot easier. However, I have to say that controlling this kind of feelings is a little difficult for people who are in love.

## **Forget the Fact if You are Alone in This World**

Being alone in this world is not something to regret for. If you are sad for it, let me tell you that there are so many other people who are alone in this world. They also live a lonely life. Being sad for this reason is not actually going to give you anything. But if you prepare yourself to build good and strong connection with the people around you, it is much better than only being sad. Life has so many things to be proud of. Even if you are alone in life, there is always someone with you. It is God. So it is better to forget it and think about building relationship with people around you. Try to improve your connection with people around you. Your life has to be easier.

## **Forget the Things You Cannot Do**

If you are totally unable to do something in your life, it is better to forget everything about it. If you only remember it and get sad without taking serious action to be able to do that, it is better to forget it. Sometimes, we become very much sad when we are unable to do something while people around us can do it. In such times, it is better to work on yourself to improve your ability rather thinking about what you cannot do in life. If you are sure that you will never be able to do that, it is better to totally forget it. Forget your inability to do that and also forget the time you failed. In the beginning, it may be a little difficult for you. But actually it is not. Keeping a thought about your inability to perform a job will only increase your mental dissatisfaction and reduce your self-confidence. Life must be lived proudly with full confidence, not by bending your head all the time. Always think about improving yourself and the quality of your life.

**Mr. G. Laxminarayana**  
**Sr. GM HR-MHIPL**



# Fixed Mindset vs. Growth Mindset: Which One Are You?

## Fixed Mindset

Intelligence is static. Leads to a desire to look smart and therefore have a less tendency to desire for a positive self-image than anyone else.

Avoid Challenges

Obstacles are given up

See effort as fruitless or worse

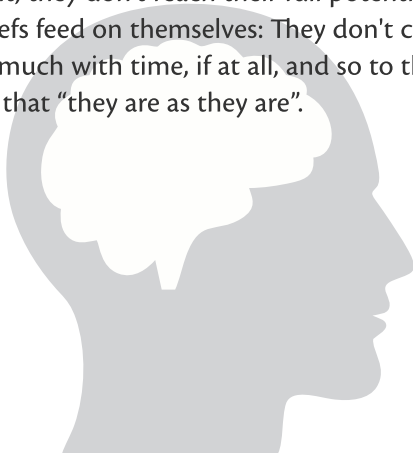
Criticism – Ignore all the negative feedback

Success of others – Feel threatened by the success of others

As a result, they may plateau early and achieve less than their full potential.

All this confirms a deterministic view of the world

As a result, they don't reach their full potential and their beliefs feed on themselves: They don't change or improve much with time, if at all, and so to them this confirms that "they are as they are".



## Growth Mindset

Intelligence can be developed. Leads to a desire to learn and therefore have desire tendency to improve.

Embrace Challenges

Persist in the face of setbacks

See effort as the path to mastery

Learn from Criticism

Find lessons and inspiration in the success of others.

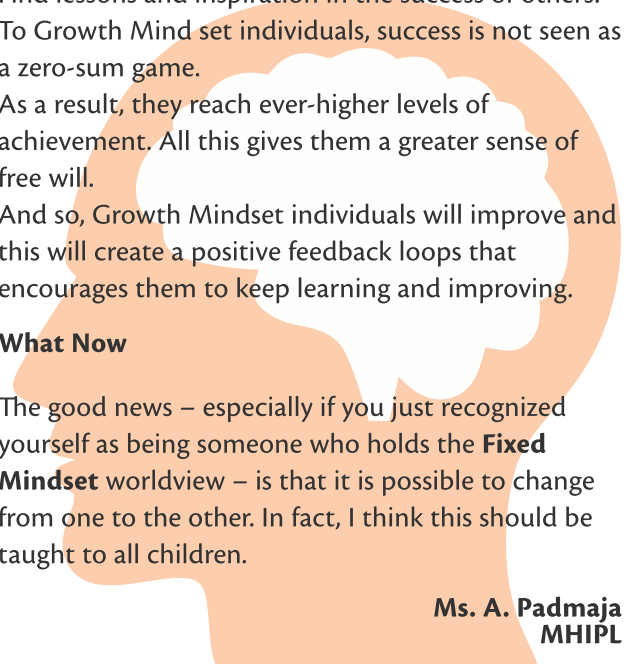
To Growth Mind set individuals, success is not seen as a zero-sum game.

As a result, they reach ever-higher levels of achievement. All this gives them a greater sense of free will.

And so, Growth Mindset individuals will improve and this will create a positive feedback loops that encourages them to keep learning and improving.

### What Now

The good news – especially if you just recognized yourself as being someone who holds the **Fixed Mindset** worldview – is that it is possible to change from one to the other. In fact, I think this should be taught to all children.



Ms. A. Padmaja  
MHIPL

## Let us check our breathing rate

"If I had to limit my advice on healthier living to just one tip, it would be simply to learn how to breathe correctly."

-Dr. Andrew Weil

"The perfect man breathes as if he is not breathing." - Lao-Tzu, circa 4th century BC

A Sanskrit proverb also says if you breathe well you will live long on earth. Breathing in an optimal way has an effect on longevity. Many studies have acknowledged that the rate of breath has a correlation with longevity. Animals that breathe fast have a shorter life span. Lower the breath rate, higher the life span.

For example, dogs breathe at a rate of 20-30 times per minute and can live for 10-20 years. The giant tortoise breathes at a rate of 4 times per minute and lives up to 150 years.

Human beings on an average breathe (one inhale and one exhale) about 15 times a minute i.e. 21,600 times in a day. In yogis, the average breath rate is much lower and this contributes to their long life.

Lower breath rate reduces the load on the heart and keeps it going for more years. The more the number of breathes, our energy levels reduce. The result is increased strain and stress. By reducing the number of breathes i.e. by slowing down the breathing we can increase longevity.

It is believed that at the rate of 15 breathes per minute a human can live for 120 years. Breathing exercises can be used as a method to train the body's reaction to stressful situations and check the production of harmful stress hormones.

This is to show the significance of breathing, and its contribution to longevity....

Ms. N. Hema  
Deputy Manager - My Home Power Trading



## Events at VGU & MCW



Road stoppers hand overed to Yellamanchalli Police Station, 2015



Tricycles hand overed to Purushothapurma Gram Panchayat.



The "16 Lifesaving Rules " safety campaign launched



Goda devi kalyanam



Gomatta pooja



Ladies Club inauguration



Kudurai pooja



Bhogi mantalu



Anand mela



Colony approach road inauguration at MCW



# Little Scholar's - Little Champs

Allowing the child to get involved into extracurricular activities at school is a wise choice. It is very important in helping them to develop working, people skills and many more.

One great benefit of children getting involved in extracurricular activities is that they learn about time management and prioritizing activities in their life.

These activities will provide them a platform to explore their innate talent and contribute in increasing their self-esteem. Little scholar school is always a step ahead in maintaining balance between study life and extracurricular activities, there by moulding a child as skilled individual.



Dashavatar at Annual day celbrations



Annual Day celebrations on 8.2.15. Dr. J. Rameshwar Rao, Chairman - My Home Group & Chief Guest Shri Jupally Krishna Rao, honourable minister for Industries, textiles & sugar for Telangana State.



Christmas celebration



Field trip to village by our students



Annual day celebrations



Krishna lelatu Dance at Annual day celebrations



Sports day



Sankranthi celebrations



Farewell to class Xth students



Health and Wellness campaign by panel of Doctors from Yashodha hospital



Republic day celebrations



Annual day celebrations



Career counselling for classX students



## Creativity



The ability to make or produce new things is creativity. We as an individual have new ideas & that's why we come first. Innovation is the process of taking new ideas. We can't create in that divine sense of making something out of nothing. God only creates--- Man rearranges. Creation is in the mind. Artists, Writers, Composers need skill & technique to form on paper or canvas what is conceived in the mind. Having an idea that is new to us is called creative.

This is a step in the right direction. But is it new to others? Has it been in market already?

**CREATIVITY arises from "THINKING PROCESS" Vertical**

**Thinking:**

Structured	Logical	Analytical
Critical	Predictable	

**Lateral Thinking:**

Imaginative	Un-patterned
Exploratory	Dreamlike

Artistic Lateral thinking is all about changing the boundary and the rules. Lateral thinking relies on insight, creativity & humour. Vertical thinking relies solely on deductive logic. Lateral thinking doesn't confront Vertical thinking, it just complements it.

We need both types of thinking to solve any problems **How to be more CREATIVE?** Take a Lateral Thinking approach, collect the ideas in intellectual bank, seek reduce Negative "or" inhibiting factors (barriers) which work against creativity.

**Deposit of ideas in intellectual bank:**

**Curiosity:** Ability to learn new

**Observation:** detail study & analysis

**Listening:** Input gathering

**Reading:** Detailed knowledge

**Travelling:** Frequent visit to problem site

**Recording:** Data & record keeping **Barriers to creative Thinking:**

**Lethargical block:** (lack of effort, status quo preference, complacency, tiredness to experiment)

**Social Block:** (conformance, subjugation, obedience, peer pressures)

**Perceptual Block:** (living in the past, excess of analogy, opinionated)

**Intellectual Block:** (tendency to take a 'step-by-step' approach, excludes imagination, intuition, feeling, humour, inability to restructure the problem, and to 'visualize' alternatives)

**Emotional Block:** (fear of looking 'foolish' & being laughed at, unwanted stress / anxiety, impatience) **Biggest barrier, however, is "BELIEVING WE ARE NOT CREATIVE" MORE CREATIVITY IS THE ONLY WAY TO MAKE TOMORROW BETTER**

## Get your thinking cap ON

Solve the Quiz and send to the below mail id before 31st May, 2015.

Mail us your smart answers at [expressions@myhomegroup.in](mailto:expressions@myhomegroup.in)

**Exciting gifts awaited for lucky winner.**

Guess the name of Indian state or city

- 1 - Face
- 2 - Unmarried Girl.
- 3 - No zip
- 4 - Go and Come
- 5 - Answer State
- 6 - Green Door
- 7 - Kings Coat
- 8 - Snake land
- 9 - Make Juice
- 10 - Mr. City
- 11 - Rhythm of eyes
- 12 - elephant night
- 13 - Large State
- 14 - Mummy's maid
- 15 - do acting



Ex: 1-Surat.

## Interesting Facts about India

### 1. A floating post office

India has the largest postal network in the world with over 1,55,015 post offices. A single post office on an average serves a population of 7,175 people. The floating post office in Dal Lake, Srinagar, was inaugurated in August 2011.

### 2. Kumbh Mela gathering visible from space

The 2011 Kumbh Mela was the largest gathering of people with over 75 million pilgrims. The gathering was so huge that the crowd was visible from space.

### 3. The wettest inhabited place in the world

Mawsynram, a village on the Khasi Hills, Meghalaya, receives the highest recorded average rainfall in the world. Cherrapunji, also a part of Meghalaya, holds the record for the most rainfall in the calendar year of 1861.

### 4. Bandra Worli Sealink has steel wires equal to the earth's circumference

It took a total of 2,57,00,000 man hours for completion and also weighs as much as 50,000 African elephants. A true engineering and architectural marvel.

### 5. The highest cricket ground in the world

At an altitude of 2,444 meters, the Chail Cricket Ground in Chail, Himachal Pradesh, is the highest in the world. It was built in 1893 and is a part of the Chail Military School.

More facts will be continue in the next edition

Mr. Anurag Swain  
Sr. DGM (E & I)

Ms. Jahnvi Reddy  
CCR-MHIPL



