



Quarterly in-house journal of My Home Group

Expressions

September - 2016

The BiG Change

Chairman's message



We at My Home Group believe that our businesses must touch the lives of people meaningfully.

Today, with different business lines under My Home Group umbrella, we have evolved as a multidimensional and diversified business entity with footprints in Construction, Cement, Power and Education verticals. It is a great honor to receive the best real-estate company award for construction vertical at the 'Service Quality Awards 2016'. I am delighted that we are now one among the top construction companies and ranked as a preferred choice for Home buyers.

I am happy to unveil our Group's new brand identity which was built on the same old trust. With our brand new outlook we aim to continue delivering highest standards of quality living, exceptional services and ethical business experiences.

Building on our reputation and success, My Home will continue to offer yet a wider variety of properties. We are firm believers in the idea of 'quality lifestyle' rather than constructing residential spaces. On July 8th we have launched another prestigious project "My Home Bhooja", a 36 floor landmark spread across 17.8 Acres which stands as an iconic project across Hyderabad. I feel this project would certainly fulfill the dreams of customers who desire for an ultra-luxury with a blend of smart living.

The Cement vertical continues to grow at good pace. With the commissioning of new plant at Tuticorin the total production capacity is set to touch 10 Million tones with an increased access to Southern markets. The focus on consistent quality of our products continues, with a clear vision on market leadership in our markets.

In conclusion, I would like to extend my appreciation to our stake holders for the confidence placed on us. I would also like to thank all the employees of My Home for their sustained contributions in collectively achieving the Groups goals.

Dr. J Rameswar Rao
Chairman-My Home Group

NATIONAL NEWS

Gigantic metal statue of Ramanuja Charya Swami



Sri Sri Sri Tridandi Srimannarayana Ramanuja Chinna Jeeyar swamiji with honorable Prime minister Narendra Modi, our chairman Dr. J Rameswar Rao and MLA Chintala Ramachandar Reddy

Tridandi Srimannarayana Ramanuja Chinna Jeeyar swamiji, who heads the Sri Tridandi Srimannarayana Ramanuja Mutt, invited our honourable Prime Minister Sri Narendra Modi in New Delhi to unveil the 216-feet metallic statue of philosopher-saint Ramanujacharya that is being put up to commemorate the 1,000th birth anniversary of the saint next year.

Called the 'Statue of Equality', it will be installed adjacent to the Jiva Ashramam in Sri-ramnagar, Shamshabad, near Hyderabad, by the Jeeyar Educational Trust Vedic University.

"The Panchaloha (five-metal) statue of Ramanuja in a sitting posture with 108 Divya Desams (stone construction) around it is meant to deliver the message of equality that has been preached by the saint.



1 The big change



Why My Home group is updating its brand identity?

We as a group are continuously evolving in the leadership sphere in line with modern day business. As every leader does, we too are evolving along with this scenario. To celebrate our dynamism, we have created and proudly unveiled our brand new identity which is built on the same old trust.

Why is the brand identity update important now?

My Home Group is built on the strong foundation of its set of core values and vision. It is a simple expression of our philosophy of nurturing and giving back to society. It is profound and highly relevant to today's world and it compels us to think and act for society. While quality, Reliability, integrity are our core values through the years we have been known for executing fast paced growth plans, timely delivery of projects, innovative approach to business, people focus, reliability and work ethics. To bring these out, the new identity is thoughtfully designed to include three striking, yet equally important visual elements that are integral to these.

What is the rationale behind each element in the new identity?

We have focused on the number 1 positioning basis and have built the rationale around it. Symbolising the sun, the red, dynamic circle is synonymous with its value of reliability – rising high up in the sky every day, come what may. The strong font and house depicts the Group's other values of integrity and a steadfast commitment to quality. The space around subtly reads as the number '1', denoting My Home Group's ambition to be the best in every industry it operates in. My Home group through its business in different sectors embodies the Group's grand vision-of developing solutions that continually raise the bar of quality living.

What's Your message to the viewers and stake holders with respect to the new identity?

With our brand new outlook we aim to continue delivering to you our highest quality, exceptional business services and ethical business experiences.

J. Meghana Rao
Director-Marketing

Cement news



- Nirma Ltd. has agreed to acquire Lafarge India's cement assets for about \$1.4 billion.
- The cement sector is expected to report healthy growth in earnings with strong improvement in price, moderated volume growth and continued benefit of lower power and fuel cost in the first quarter of 2017-18.
- The Centre has given environment clearance to the Chennai-based Ramco Cements for expansion of its captive power plant at Alathiyur in Tamil Nadu at a cost of about Rs 21.42 crore.
- UltraTech Cement strikes deal with Jaypee Group to bag its cement assets for Rs 16,189 crore
- The Hyderabad real estate sector's recovery, coupled with the announcement of several infrastructure projects by the state government, is raising hopes of a turnaround in the cement industry.
- Dalmia Cement (Bharat) Ltd., is keen on setting up its second unit in West Bengal after its first one began operations in June 2014.

Real-Estate News

- Telangana government is now planning to develop a new financial district spread over 50 acres in the next six to nine months
- Andhra Pradesh moves capital city, govt faces space shortage, high real estate prices
- Foreign property developers and investors are once again looking at India to invest in and co-develop real estate projects, relying heavily on government support and a more focused strategy
- The absorption or the occupancy of corporate real estate in India for the first quarter (Jan-Mar) of 2016 has been muted on the leasing front as most occupiers were seen strategizing their plans for the year, with only a few transactions closed during the quarter.
- With the allowing of 100 per cent foreign direct investment (FDI) into the real estate industry and India's rising stature amongst the global investment community, the country has become a hot favourite for developers from Japan and China.
- Japanese developers and private equity investors are looking to enter Indian property market and could invest at least USD 2 billion over the next three years in residential as well as industrial projects, says JLL.

Source: PR Reports



BRANDING CORNER

Solid HD⁺ Cement Launched in Bihar and Jharkhand



My Home Industries Pvt. Ltd. (MHIPL), announced the launch of Solid HD⁺, its new and specialized cement for Bihar & Jharkhand on 22nd June, 2016. Coming from its German state-of-the-art technology Grinding Unit in Vizag and with a balanced chemical composition, the product guarantees long term strength and superior resistance to corrosion from hazardous chemicals prevalent in the environment. Solid HD⁺ Cement is a highly workable cement that gives desired finish, catering to the increasing demand for beautiful and sustainable buildings. With proper water-cement ratio, Solid HD⁺ Cement can make amazing concrete structures. The structures formed are free from common defects like honey combing, surface cracks etc. Owing to its high performance, Solid HD⁺ can be used for all the applications - residential buildings, infrastructure projects and industrial usages.

Commenting on the occasion, Mr. P J Mathai (Sr. Vice President – Marketing) said, “Our Solid HD+ is the result of years of research on the construction needs of East India and the environment prevalent here”. Currently we are supplying in 18 districts in Bihar and the plan is to have a footprint in the entire state and grow at a rate of 100% year on year. With the launch of this product we aim at scaling new heights and enable our customers to accelerate their construction cycle, achieve aesthetic designs and consequently achieve better results. Company is confident that the brand is set to create new standards in the quality of this category product in the region.

The advantages of Solid HD+ are:

- Increased strength & ensures long life
- Denser Concrete
- Reduced Heat – Lesser cracks
- Better resistance to aggressive chemicals
- Low shrinkage after drying



My Home Group supports Snooker Tournament



The third Indian Open World Ranking Snooker Tournament was held in Hyderabad from July 5th to 9th, 2016 at HICC Novotel, Hyderabad and My Home Group is one of the largest sponsor for this tournament. This mega tournament was inaugurated by the honorable IT Minister KT Ramarao and the attended chief guest panel include Dr. J Rameswar Rao (Chairman-My Home Group), Konda Vishweshwar Reddy (MP), Vivek Mohan (BSFI President), Actor (Varun Tej) etc. Dr. J Rameswar Rao in his speech addressed that it is a privilege to have the International Snooker Tournament at Hyderabad as a platform and such tournaments have to be encouraged in this happening city.



Maha Cement at Installation ceremony



Maha Cement was the sponsor for **Installation Ceremony** of the office bearers of **Association of Consulting Civil Engineers** held at Hubli on 23rd July, 2016. It was a mega event with about 500 engineers, architects, contractors and cement dealers of Hubli and Dharwad. Ex CM of Karnataka, Mr. Jagdish Settar, Hubli MLA Mr. Joshi and many prominent leaders of this region form the event guests. This opportunity was utilized to maximize the Brand visibility. Display boards & kiosk were put up at venue as a part of product communication. Positive response was received from ACCE engineers on the event.

Maha Cement at VITS



Vivekananda Institute of Technology and Science, Karimnagar organized two day workshop on "Recent Technologies and Developments in Civil Engineering" at Karimnagar on 22nd and 23rd July, 2016. Maha Cement is the main sponsor for the event. Around 250 students from VITS and other engineering colleges have participated in the workshop. Eminent professors from JNTU and construction industry delivered lectures on recent technologies in infrastructure development like Highways, ports, high-rise buildings etc. Maha Cement presented on the Technological advancement of cement manufacturing highlighting the manufacturing facilities and processes.

Vice Chairman - Mr. Arvind Rao, Principal - Mr. TVV Sudhakar, HOD - Civil Engg. Dr. P. Sridhar of VITS were present at the workshop. Representing My Home, Sr. DGM - Mr. SS Mouray, Sr. GM-Marketing Mr. V Satyam and Sr. RM - Mr. Nagarjuna, were present in the event.

Creating spaces of Luxury at its greatest height: (BHOOJA: A life Above)

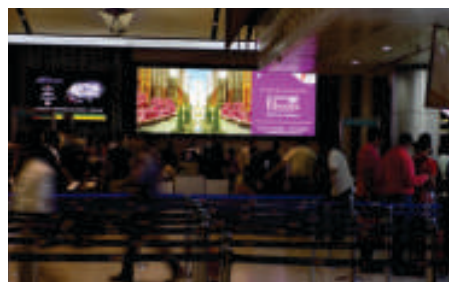


Today its not just style but a desire for luxury with a blend of smart living that makes My Home constructions plan an ambitious project like Bhooja at Hyderabad. This high-rise 36 floor project is spread across 17.8 Acres situated at Hyderabad's most premium address-Hitec city.

The iconic project is one of the tallest residential projects in Hyderabad. Its lavish ultra-luxury apartments range from 2595sft to 6580sft. My Home Bhooja just doesn't breathe luxury but also boast of a magnificent view of the Bio Diversity park on one side and twinkling city scape on the other. The project is IGBC pre certified platinum rated project for its sustainable attributes.

The brand promotion was designed in a strategic way to inform, remind, persuade and influence the public and respective stake holders for the project Bhooja. The objective of this strategic brand promotion is not only to promote the project Bhooja among all stake holders but also to build premium Brand equity and Image.

Few marketing communication activities targeting the premium customer pool of Bhooja include ads in Print Media, Airports, Magazines, Theatres and Outdoor media across the city.



Participation in Expos

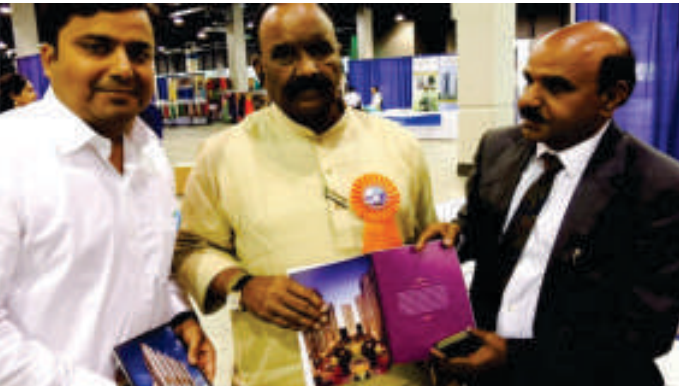
Indian Property show, Dubai (June 2nd, 3rd and 4th 2016)



Gruhapravesham Expo, Hyderabad (June 25th & 26th 2016)



25th ATA Conference, Chicago (July 1st-3rd 2016)



CREDAI Property show, Hyderabad (Aug 13th-15th 2016)



At kalasudha Chennai Ugaadi celebrations (April 8th 2016)



At JIC, Hyd Ugaadi celebrations (April 8th 2016)



The reach of My Home Constructions projects is targeted to all the privileged customers across globe through different mediums and platforms. property shows being one such strategic platform organized across different countries.

Few events in which My Home had shown its prominent presence include 25th American Telugu Association conference, Indian Property Show, in Dubai ,CREDAI property show & India Property's Gruhapravesham. The response received is phenomenal for the presence of My Home Constructions in all the participated events.

Maha Cement at RGIT



MHIPL participated in a symposium on “Durability based Design of Concrete” which was held on 29th June 2016 at Rajiv Gandhi Institute of Technology, Kottayam, Kerala. Prof. Manu Santhanam and Asst. Prof. Mr. Radhakrishna Pillai from IIT Madras, Prof. Bino I Koshy, HOD Civil Engineering, RGIT and Dr. Dhanya B.S. Asst. prof. RGIT were present on the occasion. A modern “Centre of Durability studies” was also inaugurated at RGIT on this occasion. About 100 engineers and students from in and around Kottayam participated in the event. Mr. Mouray-Sr.DGM, Technical Services shared a presentation on “Advancement in Cement manufacturing technology to improve strength and durability” in which latest technologies in production of PSC and PPC were discussed.

Sales Promotional Meets



Sales promotional meets conducted for Trade partners & Influencers in South Karnataka.

Bramhosthavalu at VGU



Sri Vyuha laxmi sametha Venkateshwara Swamy vari Kalyanotsavam was performed from 28th April to 1st May-16, Sri Sri Sri Tridandi Ramanuja Chinna Jeeyar Swamiji blessed the occasion with his presence. Our Chairman Dr. J Rameswar Rao along with family were present on this auspicious event at VGU.

Kiln-3 Pooja at MCW



Kiln-3 start up on 9th May'16 after its cooler up gradation project work.

AWARDS AND RECOGNITIONS

Lifetime Achievement Award

Dr. J Rameswar Rao (Chairman-My Home Group) has been awarded **“Lifetime Achievement Award”** for his immense contribution & achievements in the areas of Marketing & Brand Leadership instituted by CMO Asia in the Golden globe tiger Summit 2016 held on 11th of April 2016 at Kuala Lumpur City, Malaysia.

He has been recognised for his exemplary work in marketing, brand leadership, CSR, social innovation and education fields across leadership levels over last three decades.



Best Real Estate Construction Company

My Home Constructions Pvt Ltd” is awarded **“Best Real Estate Construction Company of the Year(Hyderabad)- 2016”** at the Service Quality Awards 2016 by APS Research & Media, New Delhi.

Best management award

My Home Industries received **“BEST MANAGEMENT AWARD”** for the year 2016 .The award was received from Sri Nayani Narsimha Reddy, Home and Labour Minister of Telangana State, on the occasion of **MAY DAY-2016** celebrations at Ravindra Bharathi Hyderabad



“5 Star rating” in Sustainable Mine Development from Ministry of Mines & Minerals



My Home Limestone Mine of MCW has been awarded **“5 Star rating”** in Sustainable Mine Development from Ministry of Mines & Minerals.

The Conclave on Mines and Minerals held on 4th July'16 at Raipur and was chaired by Minister for finance Mr. Arun Jaitley, Chief minister of Chhattisgarh Dr. Raman Singh, Union Minister of steel and mines Mr. Narendra Singh Tomar.

EMPLOYEE CONTRIBUTION

Internet Addiction



The phenomenon of addictive behaviour on the Internet first appeared in literature in 1995 in the text where an American psychiatrist Goldberg (1995) described it as a form of a new mental disorder.

Internet addiction bears similarities to drug addiction, and is therefore included with pathological gambling,

compulsive shopping, sex addiction, and eating disorders. Symptoms of other disorders, such as depression or obsessive-compulsive disorders. Some of the most typical online activities related to Internet addiction include: online gaming, excessive online communication (e-mail communication, chat-rooms, and social networking sites), cybersex activity overload (visiting online pornographic sites and initiating cybersex relationships, and online gambling (betting on the Internet).

Identification of Internet addiction

- The person is restless, moody, depressed, or irritable when attempting to cut down or end Internet use.
- The person stays online longer than originally intended.
- The person has lied to family members or others to conceal the extent of their involvement with the Internet.

Prevalence of addictive behaviour on the Internet

Study provides the results of general population survey in the Czech Republic. Regarding addictive behaviour on the Internet in general population 3.7% of Internet users were at risk and a total of 3.4% could be described as having developed addictive behaviour, giving a total of 7.1%, which is a quite high number of risky Internet users. The prevalence of addictive behaviour on the Internet in countries like USA, UK, AUSTRALIA, CHINA, INDIA, etc. The highest prevalence of addictive behaviour on the Internet is among younger population,. The lowest age group, which included young adolescents aged 12 – 15 years, Similar trend can be seen among behavioural addictions in general where prevalence is the highest in the young age categories where majority of participants belonged to the age category (15 – 35 years).

Correlates of Internet Addiction

Studies show that Internet addiction is accompanied by problems in other areas of the individual's life, such as study, work, relationships, health and also finance.

Treatment of Internet addiction

With the increasing popularization of Internet addiction, especially in the USA, Korea and China, health professionals have begun to develop specialized treatment facilities for this target group.

Most researches and authors agree that a lifelong abstinence from Internet is not a treatment option, particularly because the Internet has become an indispensable part of modern life. Instead, it is recommended to focus on the controlled use of the Internet. The aim is rather to interrupt the problematic use of online applications while continuing to use necessary ones for everyday functioning, e.g. e-mail or information. The main treatment approach should be psychosocial treatment, especially psychotherapy, which in more serious cases should be supplemented by pharmacotherapy. In treatment of Internet addiction, as is the case in other mental disorders, many psychotherapeutic approaches can be used, each of them stresses different aspects of the problem.

GP Patnaik, DGM-Legal, MHCPL

Mother's special



- Mother, don't find you another,
Free Love all the way,
No Noes Only Yes you say
find no words to gather further,
Mother,
I don't find you another.....

- Maa jeevan hai, maa Bandhan
hai,
Maa devi hai, maa pooja hai,
Maa hasi hai, maa khushi hai,
Maa ek hai, maa nek hai,
Maa Pyar hai, maa saagar hai,
Maa prarambh hai,
Maa antim hai...

P Anil Sagar, MHCPL

NEW ERA OF HIGHRISE TOWERS IN HYDERABAD-in the heart of Telangana



Indian cities are witnessing immense demographic expansion to migration from villages and towns, making it an urban sprawl. Hyderabadis can relax since the city has good climate, potential in terms of land and safe seismic zone II. The city's skyline has already started flourishing on the IT corridor areas. Most of Arabic gulf countries, Malaysia, Hongkong etc developed through economic

urban planning Process ,with due importance to High-rises /sky scrapers (multi dwelling units MDU/ Vertical City concepts).

The city of Hyderabad is still in the process of Evolution in structural systems and innovations.On a rough classification we are still on Type I as listed below

Type 1	Shear framed structure	Upto 30 floors
Type 2	Interacting systems	30-60 floors
Type 3	Partial tubular systems	60-80 floors
Type 4	Tubular system	80-110 floors

High-rise construction work is Precarious and the risk associated with quality control and quality assurance is even more challenging. Construction sites include building towers, roads and complex infrastructures.

The tasks involve heavy construction work with height, excavation, noise, concrete chemicals and other hazardous substances. More than their own lives, engineers have a responsibility of the safety of the multitude of people who will be staying in the magnificent towers.

The primary duty of the quality control department is to regulate the materials and methods so that they obtain a satisfactory outcome. In simple words they meet the standards set in the specifications to get the perfect product by controlling various bodies. Often, it is expected to improve production and maximize efficiency. They are expected to review, analyze and look out for hazardous circumstances throughout the construction.

My passion for High-rise /Skyscrapers started when I visited and looking atop few world famous Towers like Kingdom Towers-Riyadh KSA, Burj-Al-Arab and Burj Khalifa in Dubai. The essence of High-rise constructions is the coordination of Design Team and the Project Execution team through Quality assurance and quality control. As QA/QC Engineer I am proud to be associated with Avatar team and thankful for the management for giving this responsible opportunity to make my dream come true.

D Satish, AGM QA/QC, MHCPL

Nature - The Art of God



Bleeding Heart



Duck Orchid



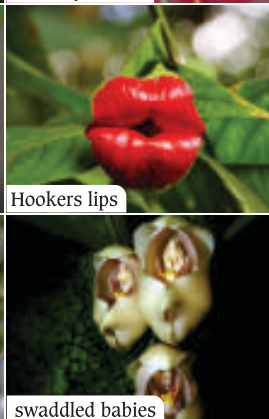
Monkey orchid



Ballerina Orchid



Dove Orchid



Hookers lips

Flowers, with their bright colors and unique shapes, are a wonder of the nature. They make the world a beautiful place. Be it the much known rose or the lesser known orchids, flowers are always mesmerizing. Let us look at some of the most beautiful and strange flowers that adorn the world around us.

1.Bleeding Heart(Siberia, northern China, Korea and Japan), 2. Duck Orchid(Queensland to South Australia, and even Tasmania.),3.Monkey orchid(cloud forests of south-eastern parts of Ecuador and Peru),4.Ballerina Orchid(Australia),5.Dove Orchid(South America),6.Hookers lips(tropic al rainforests of Central and Southern Africa,7.Parrot flower(Thailand, Burma and parts of India 8.swaddled babies(Columbian Andes).

K. Chaitanya, CCR, MHCPL

1 A Good Life Contains These 6 Essentials

Live a Good Life

The values that make up the foundation of a life well lived—and, no surprise, money isn't one of them. The ultimate expression of life is not a paycheck. The ultimate expression of life is not a Mercedes. The ultimate expression of life is not a million dollars or a bank account or a home. The ultimate expression of life is living a good life.

Here's what we must ask constantly, "What, for me, would be a good life?" And you have to keep going over and over the list—a list including areas such as spirituality, economics, health, relationships and recreation.

So, what would constitute a good life?

1. Productivity.

You won't be happy if you don't produce. The game of life is not rest. Yes, we must rest, but only long enough to gather strength to get back to productivity.

2. Good friends.

Friendship is probably the greatest support system in the world, so don't deny yourself the time to develop it. Nothing can match it. It's extraordinary in its benefit.

Friends are those wonderful people who know all about you and still like you.

You've got to have both real friends and casual friends.

3. Your culture.

Language, music, ceremonies, traditions, dress. All of that is so vitally important that you must keep it alive. The uniqueness of all of us, when blended together, brings vitality, energy, power, influence, and rightness to the world.

4. Spirituality.

It helps to form the foundation of the family that builds the nation. And make sure you study, practice and teach—don't be careless about the spiritual part of your nature because it's what makes us who we are, different from dogs, cats and birds.

5. Don't miss anything.

Go to everything you possibly can. Buy a ticket to everything you possibly can. Go see everything and experience all you possibly can.

Live a vital life. If you live well, you will earn well. If you live well, it will show in your face; it will show in the texture of your voice. There will be something unique and magical about you if you live well. It will infuse not only your personal life but also your business life. And it will give you a vitality nothing else can give.

6. Your family and the inner circle.

Invest in them, and they'll invest in you. Inspire them, and they'll inspire you. Take care of the details with your inner circle.

If a father walks out of the house and he can still feel his daughter's kiss on his face all day, he's a powerful man. If a husband walks out of the house and he can still feel the imprint of his wife's arms around his body, he's invincible all day. It's the special stuff with your inner circle that makes you strong and powerful and influential. So don't miss that opportunity.

"There are many virtues and values, but here's the greatest: one person caring for another." There is no greater value than love.

So make sure in your busy day to remember the true purpose and the reasons you do what you do. May you truly live the kind of life that will bring the fruit and rewards that you desire.

Padmaja A

Sr. Consultant(MM), MHCPL

Word Puzzle

Find all 13 sports in this cross word puzzle and send to the below mail id before 31st October, 2016. Exciting gifts awaited for lucky winner. Mail us your answers at expressions@myhomegroup.in

S	O	J	G	N	I	L	I	A	S
H	R	U	N	N	I	N	G	C	N
O	D	D	I	O	H	O	I	K	M
O	I	O	X	I	L	T	G	D	X
T	V	I	O	F	S	K	S	A	B
I	I	M	B	S	I	N	N	E	T
N	N	U	N	I	L	E	V	A	J
G	G	M	O	Y	E	K	C	O	H
C	Y	T	Y	R	E	H	C	R	A
G	G	N	I	L	T	S	E	R	W

Previous edition winner



Mr. C. K. Chandrasekharan
Sr. Manager,
Railway Consultant,
MHIPL

Answers for last edition quiz.

- Pakistan
- England
- China
- Japan
- Cuba
- Dubai
- Iran
- Iraq
- America
- Paris

లిటిల్ స్కాలర్ విద్యాసంస్థ సృష్టికర్తలైన శ్రీ డాక్టర్ రామేశ్వరరావుగారి,

స్కూల్లో నేనొక చిరు ఉద్యోగిని, ఇక్కడ దేవుళ్ళతో సమానమైన చిన్న పిల్లలకు సేవ చేసే అదృష్టము టైర్మెన్ గారి ద్వారా నాకు కలిగినందుకు సంతోషంగా ఉంది. ఎందుకంటే టైర్మెన్ గారి మనస్సు, చూపు, స్వర్ణ సాక్షాత్ భగవత్ స్వరూపము. ఎవరిని కోపగించుకోరు, బీద, ధనిక బేధము లేదు. గర్వము లేదు అందరినీ నమ్ముతారు ఉద్యోగులు కూడా అదే నమ్మకంతో పని చేస్తారు. అదే ఆయనకున్న ఐక్యత. ఆయన ఏది ముట్టినా, ఏది చేపట్టినా బంగారమవుతుంది, ఆయన చేయి అక్షయపాత్ర. అందుకే ఆయన వేలమందికి జీవన భృతిని కల్పిస్తున్నారు. వీరి వంశానికి ఎదుటి వారిని మంచి మనసుతో చూసే పద్ధతిమిది ఉత్తమ సుగుణాలున్నాయి. అందుకే వీరి సంస్థలన్నీ ఇంత ఉచ్చస్థితిలో ఉన్నాయి.

అతనికున్న ఉత్తమ గుణాలు :

బ్రాహ్మణ భక్తియు, పరహిత రక్తియు,
నిర్మల మతియు, సతీరతయు,
సత్యభాషణలో సాధు బోధణమును,
చిరు వితరణంబును, సేవ్యగుణంబును
బంధు సంప్రతియూ, భవ్య విభూతియూ,
శాస్త్రోపగమము, ఆస్కరితదము,
సజ్జన స్వమనీయసౌజన్యమును,
ధర్మసంవితమగు ధన ధాన్యమును,
అక్కలిత అక్షిణ పుణ్యదోహనుడు,
ధర్మ సూనుడున్న మహా -మహోన్నతుడు రామేశ్వరుడు పరమేశ్వరుడయ్యె.

ఇంకనూ అతని చతురత :

ధర్మ నిరూపకత్వమున ధైర్యమున్, మహనీయ వృత్తి సత్కర్మ విధిజ్ఞాతన్,
చతురామహిమన్, దృఢ బుద్ధిన్, దాత్రి ప్రసిద్ధిని గన్నయట్టి ఈతని కెవ్వ రూపాటగారనగ.
దాత్రిప్రసిద్ధిని గన్నయట్టి ఈతని కెవ్వరూపాటగారనగ

అన్న అడుగు జాడలలో లక్ష్యబుడు మా జగపతి ఎలాంటి వాడంటే :

అకుటిలుడు, ఆర్య సమ్మతుడు, అహం కృతితూరుడు
నీతి నిర్మలాత్మకుడు, అనవద్యశీలుడు, సధర్ముడు,
దాంతుడు, బాలమ్మ చిన్న కొడుకు, మేనల్తే, తన ఉల్లము మెత్తన,
ఇట్టి ఆతడు ఈ యుగాన జగపతియై నిలిచె.

అయ్యా,

ఇన్ని సుగుణాలు ఉన్న మీ దగ్గర పని చేస్తున్న మాకు అవే లక్షణాలు అలవడ్డాయి.
యథా రాజా - తథా ప్రజా
యథా యజమాని - తథా ఉద్యోగి
తథా ఉద్యోగి - యథా సేవ
అన్నట్లు మేము ఖచ్చితంగా, కృతజ్ఞతతో మీ బాటనే నడుస్తున్నాము.

ఇట్లు,

సేకరణ అనుకరణ ,

తోట .రాములు ,

లిటిల్ స్కాలర్ స్కూల్

Selfie craze is one of the most dominant causes of death: Report

Selfie craze is all time high across the world irrespective of the status of the country whether it belongs to the third world or developed. The word "Selfie" was not even found in Dictionaries four years ago. It was not much popular until 2014, but no one seems to be ignorant today. In parties, events and everywhere, we keep hearing people of all age groups saying, "Hey, let's take a selfie." Sony Ericsson was the first ever company to bring a selfie camera in a mobile phone, and now, almost every Smartphone features a front facing camera. While there are many advantages of capturing selfie, there certainly are disadvantages attached to it. Some recent reports suggest that the phenomenon has caused more damage to the social and mental lives of people than what they could gain in return. **How to overcome selfie craze, and how much selfie are normal?**

Psychologists say people have to stop thinking about their appearances too much. We should avoid using filters on our photos because filters are just fake. No matter how better you edit your selfie, it will always remain false. Posting a selfie without editing and applying filters will boost the confidence level of an individual. Selfie craze will automatically come to an end if you avoid thinking too much about your looks.

Source: <http://www.morenews.pk/2016/03/19/selfie-craze-one-dominant-causes-death-report/>

Sheik Imtiyaz, CCR, MHCPL

CARE FOR THE SOCIETY

For a social cause



MHCPL-Transport Division(Kodad)donated Stopper barricades to Kodad town police station.

Swachh Home @ Abhra



Segregation is the first step of waste management. While most people think that it starts once the garbage reaches the huge dustbin vans or the dumping grounds, it really starts right at your house. It is recommended to have two separate dustbins in the house to keep wet waste from mixing up with its dry counterpart. Bits of plastic, for instance, are dry waste components which if not disposed properly can become an environmental hazard.

This waste segregation initiative was effectively initiated at one of the residential projects of My Home “My Home Abhra” by distribution of dustbins to the residents. The awareness is created by putting up the collaterals of swachh home across the facility.

Maha Scholar by My Home



Maha Scholar, a CSR initiative by Maha cement aims towards support for education. Through this initiative sustainable support system for the students through improved infrastructure and better facilities has been implemented. In 2015-16, scholarship to 180 government aided school students of 10th standard across the two states were offered.

This year 2500 units of school kits were distributed to students across Tier 2 regions of Telangana and Andhra Pradesh as part of Maha Scholar initiative. School kits comprising of bags, note books, stationery and plastic boxes were distributed in three phases covering 30 government schools in Kurnool, Nalgonda, Kudikilla and Yelamanchalli.

World Environment day VGU



World Environment Day was celebrated on 5th June '16 at VGU and on this occasion, plantation program was carried out to increase the green cover to protect the environment.

World Environment day MCW



Plantation by President (Works) at MCW and at Mellacheruvu Police Station by MCW Employees on the occasion of Environment Day

National Fire Service Week



The "National Fire Service Week 2016" Celebrations held at MCW along with day wise fire safety campaign activities carried out on Fire Safety throughout the week from 14th to 20th April 2016.

Swachh Bharat at MCW



Employees actively participated in Swachh Bharat Abhiyan at MCW-colony successfully.

EMPLOYEE ENGAGEMENT

Fun at work



Healthy and happy employee is more productive employee. My Home keeping the objective of fun at work place has organized a Trade show run by new Hyderabad's radio station Fever FM at Head office. All the employees are engaged with fun activities like singing, dancing, interactions which made the employees experience a fun and stress free work environment.

HR Training for employee excellence



Learning and upgrading employee skills starts from day one, and becomes successive as the employees grow. At My Home, regular training programs are conducted to the employees who will help the company succeed.

Eye camp for employees



My Home in association with Medivision has conducted an Eye care camp at My Home premises in contribution towards the employee welfare. All the employees have actively participated in the camp and have got benefited out of this initiative.

Commitment towards environment protection



My Home employees have contributed towards "Harita Haram" drive undertaken by the state Government where the plantation happened at JIMS (Jeeyar Integrative Medical Services), Hyderabad. Employees of My Home have shown their interest and commitment towards their responsibility to protect the environment. The participants in this green initiative include the employees and the top level management as well.

ANNUAL SCHOLAR SCHOOL

Heal The Earth - Earth Day Celebrations at Little Scholar School



Earth Day is a good time to make a commitment to learn more about the environment and how we can help to protect it. On 22nd of April The Earth Day was observed at Little Scholar School by the enthusiastic staff members in bringing about awareness among the people of the society about the ecological and environmental problems they are facing in today's world, to assist its preservation from global warming & environmental destruction. School staff members marched towards the Necklace road & the colonies of Sanathnagar distributing saplings to the people, encouraging them to plant and to care and help them to grow, to make our surroundings green & beautiful. It helped to focus about how to keep the city clean, to avoid the use & reuse of plastics by presenting jute bags and stressed the importance of water and to save it.

Telangana formation day



On the eve of Telangana formation Day Little Scholars school had put up a grand show. The programmes commenced with prayers followed by Flag hoisting, National Anthem, melodious songs by the music department in praise of the state. The social science department did a commendable job by presenting the historical events that led to a separate state. The science department presented the current technological and scientific happenings in the state. The highlight was the folk dance on the music of Telangana depicting the festival of Batkamma. The events concluded on a happy note.



Yoga Day



Yoga has been a part of the curriculum at Little Scholar School for over a decade. On the eve of international day of Yoga for Health and Harmony. Students of classes I to X performed asanas and few of them displayed advanced asanas. The importance & influence of yoga in daily life, especially health, was highlighted with the display of each & every posture, among the chanting of Shanthi mantra at the backdrop.

రామానుజ ఉత్సవాలకు హాజరుకండి

సామంతి సమితి సమన్వయక కమిటీ

సామంతి సమితి సమన్వయక కమిటీ

సామంతి సమితి సమన్వయక కమిటీ

జిందాయన్ కిమన్ మూకర్

జిందాయన్ కిమన్ మూకర్

జిందాయన్ కిమన్ మూకర్

కరీం నేతనం 10 వేల పైస

కరీం నేతనం 10 వేల పైస

కరీం నేతనం 10 వేల పైస

My Home to hit 10-m tonne cement capacity

My Home to hit 10-m tonne cement capacity

My Home to hit 10-m tonne cement capacity

మామూలీ బోర్డు ప్రారంభించిన మంత్రి శ్రీకృష్ణ

మామూలీ బోర్డు ప్రారంభించిన మంత్రి శ్రీకృష్ణ

మామూలీ బోర్డు ప్రారంభించిన మంత్రి శ్రీకృష్ణ

కరీం నేతనం 10 వేల పైస

కరీం నేతనం 10 వేల పైస

కరీం నేతనం 10 వేల పైస

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

మొదటి రోజు వార్తాపరం పరిరక్షణ

మొదటి రోజు వార్తాపరం పరిరక్షణ

మొదటి రోజు వార్తాపరం పరిరక్షణ

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

హాకి ఆస్థానీయషన్కు మైపాళం చేయాలి

My Home Group Working on 40k cr Smart City Project

My Home Group Working on 40k cr Smart City Project

My Home Group Working on 40k cr Smart City Project

Bonds of spirituality and camaraderie

Bonds of spirituality and camaraderie

Bonds of spirituality and camaraderie

School kits distributed

School kits distributed

School kits distributed

మైపాళం సమితిలో జాతీయ స్థాయి సమన్వయక కమిటీ

మైపాళం సమితిలో జాతీయ స్థాయి సమన్వయక కమిటీ

మైపాళం సమితిలో జాతీయ స్థాయి సమన్వయక కమిటీ

విద్యార్థులకు బ్యాగులు, నోట్ బుక్స్ పంపిణీ

విద్యార్థులకు బ్యాగులు, నోట్ బుక్స్ పంపిణీ

విద్యార్థులకు బ్యాగులు, నోట్ బుక్స్ పంపిణీ

విద్యార్థులకు బ్యాగులు, నోట్ బుక్స్ పంపిణీ

విద్యార్థులకు బ్యాగులు, నోట్ బుక్స్ పంపిణీ

విద్యార్థులకు బ్యాగులు, నోట్ బుక్స్ పంపిణీ