



**MAHA** Annual Sports & Games, 2012

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# EXPRESSIONS

*Quarterly in-house journal of My Home Group*

# MAHA STORY .... MY HOME INDUSTRIES LTD.



Dr. J Rameswar Rao  
Chairman - My Home Group



**A** robust success story has no end point, any more than an eternal journey has any destination. The script of the meteoric rise of the My Home Group is still being written and will be written for ever. Dr. J Rameswar Rao, the architect and presiding genius of the Group, is today one of the leading business icons of Andhra Pradesh, not by luck or the dispensation of Lady Fortune but by sheer hard work and relentless pursuit of life's mission set by him. A medical doctor by profession but an entrepreneur by conviction Dr. Rao knew where his destiny lay. Medical profession and real estate business are poles apart, yet for a person like Dr. Rao the transition was as effortless as it was natural. He set his eyes on real estate business since Hyderabad was going to be happening city. He struck gold with his very first housing venture, and the rest is history. My Home Constructions Pvt Ltd. which Dr. Rameswar Rao set up as an instrument to pursue his dreams soon established itself as a leading construction company in Hyderabad with a number of residential and commercial complexes. These are poems in concrete; with their elegance and architectural splendor they have created a new idiom in the art of construction.

Dr. Rao thought that it would make eminent business sense to own a cement plant as a measure of backward integration. Excelling in Cement industry is about executing thousands of processes right. In the year 1996, Dr. J Rameswar Rao dared and founded the company – My Home Industries Ltd. as Mini Cement factory at Mellacheruvu. However, it was not the best of times for Mini-cement plants as their viability was in serious doubt. Hence, Dr. Rao moved ahead with his plans to scale up the plant's installed capacity in phased manner.

In this daunting exercise, he was ably supported by Mr. S. Sambasiva Rao, Director (Finance & Commercial) and Mr. V. S. Narang, Director (Technical). The trio laid a road map for the company to become a dominant player in Cement industry in due course. While Mr. S. Sambasiva Rao played an important role in procuring finance for all the expansions and new projects, developing marketing and commercial functions and finalizing the joint venture with CRH PLC, Ireland, Mr. V. S. Narang on the other hand skillfully developed the much needed technical base for the company ensuring quality cement and has been mainly responsible for timely implementation of expansions and new projects. Mr. K. V. Kesava Rao, one of the earlier Directors of the company played an important role in overcoming legal and other hurdles in the initial days of the company.

The company's growth trajectory has been excellent. The production capacity of first unit was expanded from 1.98 lacs tpa to 8.25 lacs tpa by the year end of 2000. A second unit with the capacity of 10 lacs tpa went on stream at Mellacheruvu in 2002, raising the total production capacity to 18.25 lacs tpa, which translated to a turnover of Rs. 502 crore during FY 2005-06. A third unit was commissioned in 2007 which added a further capacity of 14 lacs tpa. Thanks to its well executed marketing strategy, sales touched Rs. 907 crores in FYs 2007-08 and Rs.1110 crores in 2008-09. In order to cater to the growing eastern market, a grinding unit with capacity to produce 20 lacs tpa of slag cement (PSC) was set up near Visakhapatnam during FY 2009-10 by utilizing the available slag at Vizag steel plant. Today My Home Industries Ltd. is a proud member of the big league with an aggregate capacity of 57 lacs tpa and expected turnover of Rs. 1600 crore per annum in 2012-13. The company sells its products under the brand name of Maha Cement.

In order to beat the vagaries of power supply and achieve self-sufficiency in this regard the company set up two captive power plants, one with a capacity of 15 MW in 2006 and another with a capacity of 60 MW in 2011-12. Apart from overcoming uncertainties in power availability, the company is generating income through sale of surplus power to third parties. As a corollary to its impressive growth record, the company has strengthened its financial muscle by repaying all its institutional loans. Today it is a debt free company.

It is a measure of the company's huge potential for growth and its robust financial position that CRH plc., the Ireland based 20 billion euro global player in construction materials invested in its equity in 2008-09 to become its strategic partner.

By way of forward integration the company set up two ready mix concrete plants at Patancheru and Nacharam in Hyderabad employing the latest technology.

The company's growth is also amply reflected in the increase of its staff which grew ten times to 1200 between 1998 and 2013. Another dimension of its growth story is the extent of its logistical reach and dealer network. A dedicated fleet of over 1200 trucks/bulkers, more than 4000 dealers, eighteen regional offices and one hundred and fifteen sales depots have ensured a pan-India presence for the company. The company is the recipient of an award from the Central Excise Department for payment of the highest excise duty and maintenance of perfect records.

Backed by a glorious past and led by a beckoning future, My Home Industries Ltd. continues to march ahead in pursuit of more peaks and territories.



## VISIT BY CHAIRMAN OF CRH



Mr. Nicky Hartery, Chairman, CRH paid a visit to MHIL head office & MCW on Jan, 2013 along with Mr. Albert Manifold, COO, CRH PLC; Mr. Ken Mcknight, Managing Director- Asia, CRH; Mr. Oliver Mahon, Country Director, CRH INDIA; Mr. Atul Khosla, Managing Director, CRH INDIA; Mr. Richard Cunningham, Director, CRH and Mr. G Parthasarathi, COO, CRH INDIA.

Also present on this occasion from MHIL were Dr. J Rameswar Rao, Chairman; Mr. J Ranjith Rao, Managing Director; Mr. J Ramu Rao, Wholetime Director; Mr. K Vijay Vardhan Rao, President (Marketing); Mr. S Sambasiva Rao, Executive Director; Mr. V S Narang, Director(Technical); Mr. Vineet Kapoor, Director(Finance & Commercial); and Mr. P Anantham, President(Operations).

## HR DICTIONARY

**Job Description:** A list of jobs, duties, responsibilities, reporting relationships, working conditions and supervisory responsibilities - one product of a job analysis.

**Job Analysis:** The procedure for determining the duties and skills requirements of a job and the kind of person who should be hired for it.

**Job Specification:** List of job's human requirements, that is, the requisite education, skills personality and so on - another product of a job analysis.

**Trend Analysis:** Study of a firm's past employment needs over a period of years to predict future needs.

**Job Evaluation:** A systematic comparison done in order to determine the worth of one job relative to another.

**Ratio Analysis:** A forecast technique for determining future staff needs by using ratio between sales volume and no. of employees needed.

**Performance Analysis:** Careful study of performance to identify a deficiency and correct it with new equipment, a new employee, a training program or some other skill set.

**Simulated or Vestibule Learning:** Training employee on special off the job equipment, as in airplane pilot training, whereby training costs and hazards can be reduced.

**Management Development:** Any attempt to improve current or future management performance by imparting knowledge, changing attitude, increasing skills.

**Succession Planning:** A process through which senior level openings are planned for and eventually filled.

**Cultural Change:** A change in company's shared values and aims.

**Organizational Development (OD):** A method aimed at changing attitudes, values and beliefs of employees so that employees can improve the organization.

**Total Quality Management (TQM):** A type of program aimed at maximizing customer satisfaction through continuous improvements.

**Behaviorally Anchored Rating Scale (BARS):** An appraisal method that aims at combining the benefits of narrative and quantified ratings by anchoring a quantified scale with specific narrative examples of good and poor performance.

**Management By Objectives (MBO):** Involves setting specific measurable goals with each employee and then periodically reviewing the progress made.

**Career Planning and Development:** The deliberate process through which a person becomes aware of personal career related attributes and the lifelong series of stages that contribute to his or her career fulfillment.

**Top Down Programs:** Communication activities, discussions, in-house newsletters that provide continuing opportunities for the firm to let all employees be updated on important matters regarding the firm.

G. Laxminarayana  
GM - HR

My Home Industries Ltd.

## THE PRESENT MATTERS

**A**s I drive along the road to Madhapur I feel the tug of a nagging thought: the past has been too much with me like a guest who has overstayed his welcome. The highs and lows of yesteryear keep arrowing home bringing with them nostalgic memories and painful thoughts rendering the present moment sterile of any creative impulses. How then to take off the albatross of history? Should the present remain hostage to a past that has no relevance? These are the issues that need to be sorted out if one is to get ahead in life; these are the questions that should be addressed if one is to assign any meaning to one's life. In any case the present should be salvaged from an obtrusive past and an uncertain future in order to make it yield happiness of the mind and pleasure of achievement.

In his masterpiece 'The Power of Now: A Guide to Spiritual Enlightenment' Eckhart Tolle exhorts us: "Don't look for any other state than the one you are in now; otherwise, you will set up conflict and unconscious resistance. The moment you completely accept your non-peace, your non-peace becomes transmuted into peace. Anything you accept fully will get you there, will take you into peace. This is the miracle of surrender". What a wealth of wisdom! Again, "To offer no resistance to life is to be in state of grace, ease, and lightness". Thus the writer's advice is intensely focused on to-day's problems and possibilities and is directed at persons as we are to-day. As we continue our journey through the book we bump into ideas that take us out of the boxes of conventional thought patterns and into ways of finding viable solutions to existential dilemmas. At the heart of Eckhart's philosophy is the need of man to come to terms with all that the present means and soften his dislike for it. His incisive analysis of man's discomfiture at the deviousness of fate and his feeble attempts to acquit himself well in all situations has an enduring message: problems have a definite timeframe and the more we live in the present, neither harking back to the past nor looking wistfully to the future, the less we give life to them. To put it differently, the present if lived fully will act as the solvent of the regrets of the past and the unreasonable expectations of the future. The walls of Jericho surrounding your success in life will dissolve provided the present is fully exploited.

This again is reflective of the quality of thinking associated with the modern mind, a thinking that is shorn of quality and depth. The advance of science and technology has pushed contemplative life to the periphery and the time tested values have almost been consigned to the limbo. There is good news, however. As Martin Seligman writes in 'Learned Optimism': "Habits of thinking are not forever". He adds, "Individuals can choose the way

## USED VS LOVED



**W**hile a man was polishing his new car, his 4 yr old son picked up a stone and scratched lines on the side of the car.

In anger, the man took the child's hand and hit it many times not realizing that he was using a wrench. At the hospital, the child lost all his fingers due to multiple fractures.



they think". So we need not be hostage to the present patterns of thinking, conditioned as they have been by the shifting socio-economic contours and the impact of scientific outlook. Driven mostly by impulses and the imperatives of a fast life without the benefit of wisdom the modern man is rudderless on the sea of life.

The present is throbbing life, a living experience. It may have evolved from the past, but it is refreshingly different. It is like the day's morn with the night's shadows lifted by the sun's dazzling rays. It is like the spring when the trees put forth their young shoots, the nightingale regales the stressful man with its enchanting notes and nature unveils its wealth of colour. Hopes reach new heights and man's divinity takes on a new coherence.

The present is the opportune moment to find one's North Star. It is, however, both an opportunity and a challenge: it is an opportunity for man to live to his full potential and reach higher levels of mental evolution and a challenge to his intuitive faculties and accumulated wisdom to redeem him from an unrelenting fate of spiritual oblivion. Unless man stretches to the full reach of his personality, expands his consciousness to comprehend reality in its totality - an unchanging noumenon and an evanescent phenomenon - and subjects to a life of spiritual regimen, the past will overtake the present with the future remaining an alluring will-o'-the-wisp.

I can offer no better conclusion to this essay than to produce a famous quote of Robin Sharma: "The past is water under the bridge and the future is a distant sun on the horizon of your imagination. The most important moment is now. Learn to live in it and savour it fully".

K.V. Kesava Rao  
My Home Group

When the child saw his father.....with painful eyes he asked, 'Dad when will my fingers grow back?'

The man was so hurt and speechless; he went back to his car and kicked it a lot of times.

Devastated by his own actions.....sitting in front of that car he looked at the scratches; the child had written 'LOVE YOU DAD'. The next day that man committed suicide.

Anger and Love have no limits; choose the latter to have a beautiful, lovely life & remember this:

Things are to be used and people are to be loved.

The problem in today's world is that ..... people are used, while things are loved.

Let's try always to keep this thought in mind:

Things are to be used,  
People are to be loved.

B. Chandrasekhar  
Sr. Marketing Executive  
My Home Constructions Pvt Ltd.



## HUMILITY

**H**umility is a quality of keeping one's self under control. A person who possesses this quality is humble, meek and master of himself. He is not stubborn and he admits his mistakes and short-comings politely.

On the other hand a proud person gets angry easily, when something offends him. He does not admit his faults easily and gets annoyed and blames others for his own mistakes. He does not value other person's suggestions and ideas.

There is one story of Mahatma Gandhi who was in Puri to get the glimpse of Lord Jagannatha and in the crowd one handicap poor boy leaped to get placed him on the shoulder of Gandhi for a better glance of deity. That was the humility of Mahatma Gandhi who allowed the poor boy to sit on his shoulder. But most of us will never like to be touched by a poor.

I just want to draw the attention to the fact that if we get something in our life achieved by struggle then we want to be treated as someone special. In the rat race to be a winner and someone special we lose to become a common man.

Humility implies gentleness and kindness. You treat others as your equals and see their worth. You give proper importance and consideration to the views of the others. A proud person is selfish and self-centered. He does not care for the views of the others. He is inclined to thrust his own point of view. He treats other people's views and ideas as threat to himself and reacts violently or angrily. A proud or haughty person becomes unpleasant and unapproachable. On the other hand, humility and meekness teach gentleness and kindness. A humble person is not hot-headed and he can be approached easily.

Humility does not mean  
you think less of yourself.

It means you  
think of yourself less.

~ Ken Blanchard ~

In fact pride and anger, meekness and humility are human attitudes. Attitudes are the expressions of a person and are developed or cultivated slowly over a number of years. They indicate the mental makeup and the upbringing of a person.

Also, in case you do something wrong to another person deliberately, only saying sorry will not be enough. You have to make amends. When you make up for it sincerely, it shows to the other person that you are really humble in admitting your fault. The other person comes round to forgive you. But if you do not realize your fault, a grudge remains in the minds of other people. It spoils friendship and embitters relations. A humble or modest person has a humble and objective estimate about himself. By his humility and meekness he averts ill feeling and its consequences. A humble person is optimist and always sees the brighter side of the things.

Shamsundar Mouray  
AGM - Customer Service  
My Home Industries Ltd.

## TRAINING PROGRAM



Training programmes on Professional Selling Skills were conducted for Maha Cement employees at Hotel Fortune Vallabha, Hyderabad on 18th & 19th Jan, 2013; at Hotel Suryansh, Bhubaneswar on 18th & 19th Dec 2012 and at Hotel Green Park, Chennai on 16th & 17th Dec 2012 respectively.



Training programmes were conducted for Maha Cement employees at MCW (on 29th Dec 2012) and VGU (on 4th Dec 12) on Personality Development and Communication Skills, respectively.

## THE JOY OF BEING YOU

**T**ake a moment to feel, to sincerely feel, how good life is. Breathe in the magnificent possibilities of this unique place and time.

Fully experience the wonderful and amazing fact that you are here. You are alive and aware, and in a position to make all sorts of great things happen.

Right now, you have the opportunity for another magnificent day of being you. Life's immense goodness is yours with which to work.

Focus your thoughts on the good and valuable things that are. Focus your heart on the good and fulfilling things that can be. Your existence in this moment, on this day, is nothing short of a miracle. Celebrate the goodness, and commit yourself to spreading it far and wide.

Feel the rich, authentic joy that is the joy of being you. Now, on this day, let it flow out into all you know, and see, and do."

Tulsi Rao  
Executive Assistant  
My Home Power Consultancy Services Ltd.

## SELF IMPROVEMENT

**S**elf-introspection and continuous improvement are the tasks that each one should perform in his or her life, no matter which direction he or she wants to excel.

Various aspects of our lives can only be improved if right actions are taken in right direction and in right time. Therefore it is imperative that continuous improvements in one's personality require continuous improvement in their knowledge base. And hence self introspection becomes the necessary criteria for anyone to begin the growth of their knowledge.

"Man's mind, once stretched by a new idea, never regains its original dimensions."

Y. Venkateswarlu  
My Home Constructions Pvt Ltd.

## CHOPSTICKS

**A** woman who had worked all her life to bring about good was granted one wish: "Before I die let me visit both hell and heaven." Her wish was granted.

She was whisked off to a great banqueting hall. The tables were piled high with delicious food and drink. Around the tables sat miserable, starving people as wretched as could be.

"Why are they like this?" she asked the angel who accompanied her. "Look at their arms," the angel replied.

She looked and saw that attached to the people's arms were long chopsticks secured above the elbow. Unable to bend their elbows, the people aimed the chopsticks at the food, missed every time and sat hungry, frustrated and miserable.

"Indeed this is hell! Take me away from here!"

She was then whisked off to heaven. Again she found herself in a great banqueting hall with tables piled high. Around the tables sat people laughing, contented, and joyful.

"No chopsticks I suppose," she said. "Oh yes there are. Look - just as in hell they are long and attached above the elbow but look... here people have learnt to feed one another".

Sivaramakrishna  
Sr. Executive - Accounts  
My Home Power Consultancy Services Ltd.

## A TRIBUTE TO OUR REPUBLIC DAY



**R**epublic Day honours the date on which the Constitution of India came into force—on 26 January 1950—replacing the Government of India Act (1935) as the governing document of India.

The new constitution, as drafted and approved by the Constituent Assembly of India was mandated to take effect on 26 January 1950—and India became a republic. The date of Republic Day was chosen to honour the Purna Swaraj, a declaration of self rule and independence promulgated at Lahore on 26 January 1930, but not recognized by Britain at that time.

India achieved independence from British rule with the Indian Independence Act signed on 15 August 1947.

India became a constitutional monarchy; with George VI as head of state and Earl Mountbatten as the Governor-General. The country did not yet have a permanent constitution. Its laws at that time were based on modified tenets of the 1935 Government of India Act. On 28 August 1947, a committee was appointed to draft a permanent constitution, with Dr. B. R. Ambedkar as Chairman and six other members assisted by a constitutional advisor. Dr. B. R. Ambedkar is hailed as the prime architect of Indian Constitution.

These six members were Kanaivalal Maneklal Munshi (K.M. Munshi, Ex- Home Minister, Bombay), Alladi Krishnaswamy Iyer (Ex- Advocate General, Madras State), N. Gopalaswami Ayengar (Ex-Prime Minister, J&K and later member of Nehru Cabinet), B.L. Mitter (Ex-Advocate General, India), Md. Saadullah (Ex- Chief Minister of Assam, Muslim League Member) and D.P. Khaitan (Scion of Khaitan Business family and a renowned lawyer). The constitutional advisor was Sir Benegal Narsing Rau (who became First Indian Judge in International Court of Justice, 1950–54). Later B.L. Mitter resigned and was replaced by N. Madhav Rao (Legal Advisor of Maharaja of Vadodara). Owing to death of D.P. Khaitan, T.T. Krishnamachari was chosen to be included in the drafting committee.

A draft constitution was prepared by the committee and submitted to the Assembly on 4 November 1947. Draft constitution was debated involving 2000 amendments.

The Assembly met in sessions open to the public, for 166 days, spread over a period of 2 years, 11 months and 18 days before adopting the Constitution. The 308 members of the Assembly signed two copies of the document (one each in Hindi and English) on 24 January 1950.

The original Constitution of India was hand-written with beautiful calligraphy, each page beautified and decorated by artists from Shantiniketan including Beohar Rammanohar Sinha and Nandalal Bose. Two days later, on 26 January 1950, the Constitution of India became the law of all the states and territories of India.

Saranya  
Engineer  
My Home Power Consultancy Services Ltd.



# MAHA ANNUAL SPORTS & GAMES 2012

Annual Maha sports & games for the year began on 8th December, 2012. Ms. J Raajitha Rao, Director, My Home Constructions announced the beginning of sports and games activities in the presence of enthusiastic participants and spectators

CRICKET  
TUG OF WAR  
LEMON SPOON  
JAVELIN  
and many more.....





# NEW YEAR CELEBRATIONS

Chairman, MDs and senior executives of My Home Group with employees and their families for New Year celebration, 2013. On this occasion, Prizes were distributed among others, to those employees who put in long and meritorious service.









## HORSLEY HILLS

**H**orsley Hills is a famous Hill Station in Chittoor District of Andhra Pradesh at a distance of 144 Kms from Tirupati. It is named after W.D. Horsley, the Collector of Cuddapah district, who chose this spot for his summer residence. The old name of Horsley Hills is Eenugu Mallamma Konda. According to legend, there used to be a little girl named Mallamma who was taken care by Elephants. She used to heal tribal people on the hills. When she disappeared suddenly, people thought she was a goddess and built a temple for her.

Situated at an altitude of 1265 meters, Horsley Hills is an exciting place to visit. The journey to Horsley Hills is exciting as one gets to see thick verdure of various species of plants and wild animals. The fragrance of Sampangi flowers mesmerizes the tourists even after they leave this place. The area is a treasure trove of deciduous flora and fauna and rich in Eucalyptus, Silver oak, Mahogany, Coffee, Jacaranda, Allemande, Gulmohar and wide varieties of flowering plants like Reeta, Shikakai, Amla, Beedi leaves, Bay leaves, Sandalwood, Gum, Bamboo etc. Wild animals like Bears, Wild dogs, Jungle fowl, Sambars and Panthers are also sheltered in the forest areas.

The environs of the charming hill station are also home to several species of birds. Great Indian bustard is one of the most famous but unfortunately fast-disappearing species found here. The hills are also frequented by migratory birds like the red-throated Flycatcher, Montagu's harrier, Blue-headed rock-thrush, Ultramarine flycatcher etc.



### Best time to visit

The atmosphere of the hill resort is pleasant throughout the year, and it can be visited anytime in the year. The Horsley Hills have been a popular refuge for the sun-scorched souls since long.

### How to reach there

From Hyderabad it is about 521 K.M, It can be reached by Road or Rail via Kurnool – Anantapur - Kadi

### Tourist Attractions

Environmental Park , Gaali banda/Wind rock, Highview seeing point, Kalyani tree, Lake Gangotri and Mansarovar, Chennakesava Temple – Sompalle, Kaundinya Wildlife Sanctuary, Talakona waterfalls

--- Editorial Team

## LOVING NATURE IS LOVING MOTHER



**T**he Nature is a hidden treasure of living beings and things which cannot be seen separately from God. Nevertheless, to say nature is the creator, administrator and destroyer, who regulates the entire system into one unit with multiple tasks from time to time.

It is difficult not to believe that nature is a teacher with full of wisdom and physical strength, teaches us how to live and behave. Unfortunately the act of mankind forbidding the nature and its principles brings on various natural calamities like earthquake, flood, draught, forest fire etc. To keep the nature calm and friendly modern values of mankind must integrate with the basic principles of nature. Mankind has always been a learner from the beginning and our ancient writers and poets have described the nature as mother goddess.

Finally, I mean to say "Ignoring nature is ignoring our own mother", we should honour our commitments towards nature as its responsible children by governing and executing our duties and responsibilities with a great love and affection. Let's keep our environment clean and green. Let's preserve our natural resources by reducing, reusing and recycling everything that is possible. Let our future generation feel proud of their ancestors.

G. Srikanth Goud

Sr. Officer - Legal

My Home Constructions Pvt Ltd.

## NO SYNONYM FOR SYNONYM

**A** synonym is a word with the same or similar meaning of another word. An example of this would be the words "buy" and "purchase." Considering the word "synonym", it is said, "The antonym of 'synonym' is 'antonym', and the antonym of 'antonym' is 'synonym'...but 'synonym' has no synonym."

This is strange because the word alludes to another word with the same definition, yet there is no other word with the same definition as synonym! Just to clarify, there are actually hardly any words that are completely synonyms. Usually, if two words are generally considered synonyms there is always an instance where they could be used differently and destroy the definition. Yet nonetheless, the irony that synonym has no synonym is still hilarious!

B. Prasanthi

My Home Industries Ltd.

## POEM

Napping isn't so bad,  
so you must not be sad.  
You get to pause and dream,  
and let off some steam.  
But never get to sleep and rest,  
from office's daily quest.  
Else before you wake?  
Ooo My Goodness...  
Boss gets a break.



## YOUTH FESTIVAL - LITTLE SCHOLAR SCHOOL

The Little Scholar School was the venue of a Youth Festival celebrated on the 14th December, 2012 in memory of Smt. Jupally Bamma, the beloved mother of Dr. J. Rameswar Rao, Chairman of the My Home Group. This is a vicennial event (once in twenty years) to commemorate excellence in education.

Captain N. Uttam Kumar Reddy, Hon'ble Minister for Housing, Government of Andhra Pradesh was the Chief Guest of the programme who declared open the meet and presided over the function later. The Guest of Honour was Mr. Nischal Narayanam, Double Guinness World Record holder for Memory. Chairman Dr. J Rameswar Rao and Secretary and Correspondent Prof. P. Purushotham Rao also graced the occasion with their presence.

The Little Scholar School organized in this connection a number of inter-school competitions covering literary, cultural and sports events. Around 800 students from various schools in the city participated in the programme. There was an air of festivity all around and happiness and a sense of achievement were writ large on every participant's face. After conclusion of the events, a valedictory function was held at 4:30 pm at which were present Capt. Uttam Kumar Reddy, the Chief Guest and Mr. Anup Kumar Yama, gold medalist in the world roller skating championship, as the guest of Honor.

The Chief Guest released "**Spectrum**", the school magazine. In his address to the students Mr. Yama exhorted them to have a firm yet implementable time management program which implied a judicious mix of academics and sports (mind-body balance).

The function ended with distribution of prizes to winners of events.



## BOAT RACE



Maha dealer Mr. Puthuppally from Kottayam (KL09S00021) M/s.Kalappurakkal Traders, sponsored a boat race event at Kumarakom, Kottayam incorporating Maha cement advertisements.



## FUN AND JOY - MY HOME CONSTRUCTIONS PVT LTD.

Fun and Joy are stress busters. So to lighten up the work place with a few motivational and confidence building activities and to bring smile on every employee's face, "Theme Day" is conducted on every second Friday of the month. This particular day, the staff members of My Home Constructions participate in various games & show with great enthusiasm and compete to win in a gentlemanly spirit. Another event called "Fun day before Sunday" is also conducted on every third Saturday of the month with lots of dance, music and masti, which not only rejuvenates creativity but also improves work performance.



Traditional Day



Pink &amp; Blue Day



Red &amp; White Day



Green Day



Green Day



Ethnic Day



Black &amp; white Day



Wear a Tie



Wear a Flower



Endangered species day



Endangered species day



Traditional Day



Traditional Day



Republic Theme Day



## DEALERS' MEET - JALNA (MAHARASHTRA) —



## DEALERS' MEET MALDA (WEST BENGAL)



## NEW YEAR CELEBRATION AT VGU



## NEW YEAR CELEBRATION AT MCW



## HEALTH CAMP



Health camp was organized at MCW on 22nd December 2012. It was inaugurated by Sri Ayodha, subinspector of police. Also present on the occasion were Mr. Damodar Rao, tahsildar and Mr. Patil, senior vice president (works).

## FLOOD RELIEF



Flood relief camp was organized by MCW team in the month of november 2012 during Neelam cyclone at villages – K Prushottapuram , Pulapathi , Padmanabharajupeta, Beyyavaram, and Gokulapadu.



## DESI SUPER FOODS ONE SHOULD TAKE DAILY

**Tomatoes** - These red juicy fruits (yes, tomato belongs to the berry family) have the potential to reduce prostate cancer risk and also delay lung cancer in smokers. The US Food and Drug Administration (FDA) now allow tomatoes and tomato-based products, like tomato sauce, to carry that health claim. The key ingredient in tomatoes is a powerful antioxidant called lycopene.

**Green leafy** - Research shows that eating dark leafy greens, like spinach, methi, mustard leaves, turnip leaves, and amaranth may help maintain good health by reducing one's risk of heart disease and stroke, some cancers, and several other illnesses. Dark leafy greens are rich in beta-carotene, folate, and vitamins C, E, and K, which help protect against free radicals (unstable molecules that can damage cells). Regularly eating dark leafy greens may help to lower blood pressure and cholesterol and promote normal eyesight.

**Pomegranate** - This fruit from the heaven is high in antioxidants called flavonoids, also found in red wine and cocoa. Recent studies show that pomegranate juice may help protect against heart disease.

**Guava** - A new study led by an Indian origin researcher has found that guavas are the 'ultimate super food' with the highest concentration of antioxidants that protect against cell damage. Guava is also a rich source of fiber. It's a poor man's fruit because they're quite cheap. The latest quote is 'a guava a day keeps a doctor away'.

**Amla** - Amla or the Indian-goose berry is the richest source of Vitamin C i.e. Ascorbic acid. Fresh intake of amla cures anaemia. As Amla is richest source of Vitamin C, it increases the absorption of Iron. Vitamin C strengthens the immunity of the body, thus prevents Cold & Cough and strengthens Gums, Teeth & Bones. Vitamin C is required for the synthesis of Collagen that cures Joint Pain.

**Walnuts** - More than a decade of scientific evidence shows that incorporating walnuts in a healthy diet reduces the risk of heart disease by improving blood vessel elasticity and plaque accumulation. Walnuts have also been shown to aid in the lowering of LDL cholesterol (the bad cholesterol) and the C-Reactive Protein (CRP). CRP was recently recognized as an independent marker and predictor of heart disease. A study also suggests that 2 ounces of walnuts per day improve blood flow in people with type 2 diabetes.



**Green tea** - contains high levels of substances called catechin polyphenols, known to possess strong antioxidant and antibiotic properties. Green tea produces improvement in cholesterol levels when taken as a supplement. In addition, green tea in a topical preparation has shown promise in the prevention of skin cancer.

**Curd** - The calcium and phosphorus in it helps strengthen tooth enamel and protect your teeth from cavities. It is also high in protein, which is an essential nutrient for the production of collagen, a fibrous substance that keeps your skin looking young. You can also apply it to the face to slough away dead skin cells and unclogging pores.

**Milk** - is rich in vitamin B6, vitamin B12, calcium, magnesium and potassium – all of which are necessary for improving memory and cognitive functions. But what is especially beneficial to brain health is the milk protein, especially cow milk protein. The cow milk protein is made up of 20 percent whey protein and 80 percent casein protein. The whey protein is a mixture of alpha-lactalbumin, beta-lactoglobulin and serum albumin. A research study published in the American Journal of Clinical Nutrition reveals that dietary protein rich in alpha-lactalbumin (cow milk protein in this case) improves cognitive performance in stress-vulnerable people by increasing brain serotonin activity levels.

**Broccoli** - a cruciferous vegetable from the cabbage family, is a super food because scientists have found that it can protect the brain following injury. Broccoli contains a chemical called sulforaphane that helps strengthen the protective network of capillaries called the blood-brain barrier (BBB). The BBB is a semi-permeable lining made of tiny capillaries; it protects the brain from 'foreign substances' which may injure the brain. The BBB also maintains a constant environment for the brain.

-- Editorial team

## INTERESTING FACTS

- Buttermilk does not contain any butter.
- Did you know Disneyland does not sell chewing gum? Walt Disney did not want guests inconvenienced by stepping on gum purchased in the park.
- The largest milk producing country by volume in the whole world is India.
- If you have a deep genuine fear of the number 13, you may have Paraskevidekatriaphobia also called Frigg triskaidekaphobia or Triskaidekaphobia.
- Lung cancer was how the cigarette company Marlboro's first owner died. Hmmm!
- It is against the law in the state of Kentucky to marry a man more than 3 times.
- In the state of Kentucky it is against the law to carry an ice cream in your back pocket.
- The world's first University was established in Takshila, India in 700BC. More than 10,500 students from all over the world studied more than 60 subjects. The University of Nalanda built in the 4th century BC was one of the greatest achievements of ancient India in the field of education.
- The word "listen" contains the same letters as the word "silent".
- Indians have been biting into juicy mangoes for over 3,000 years. But the western world came to know about it only 300 years ago!
- The 73% of people who buy Valentine's Day flowers are men, while only 27 percent are women.

B. Padmaja Reddy  
My Home Industries Ltd.





## QUIZ ???

- What is the other name for the collection of stories called 'The Thousand and One Nights'?
- What can be measured but has no length, breadth or thickness?
- What is the lowest layer of the earth's atmosphere known as?
- There are two countries in the world whose national anthems have no words but only music. Which are the two countries?
- Which animal has the longest life-span?

- How many milk teeth does a child under the age of five have?
- Under what conditions do a feather and a piece of iron fall to the ground at the same time?
- In whose memory is Teachers' Day celebrated?
- Who is called the Father of Modern Physics?
- Whose words these were : 'There is no religion higher than truth'.

--- K.V. Kesava Rao

Previous  
Quiz winner

A.K. KISHORE  
MHIL  
ADMINISTRATION  
EMP NO. 1548

Each question carries one mark. First entry received with highest marks will be awarded a gift.

Mail your answers to: [expressions@myhomegroup.in](mailto:expressions@myhomegroup.in)



## JUST FOR LAUGHS

Why is a Sardarji standing below a tube light with an open mouth.....  
Because his doctor advised him "Today's dinner should be light."

One Sardarji professor asked a plumber to come to his college.  
you know Why?  
Because he wanted to check where the question paper is leaking...

Sardar told his servant: Go and water the plants.  
Servant: It's already raining.  
Sardar: So what, take an umbrella and go!

Sardar found the answer to the most difficult question ever -  
What will come first, Chicken or egg?  
O Yaar, what ever you order first will come first.

A teacher told all students in a class to write an essay on a cricket match.

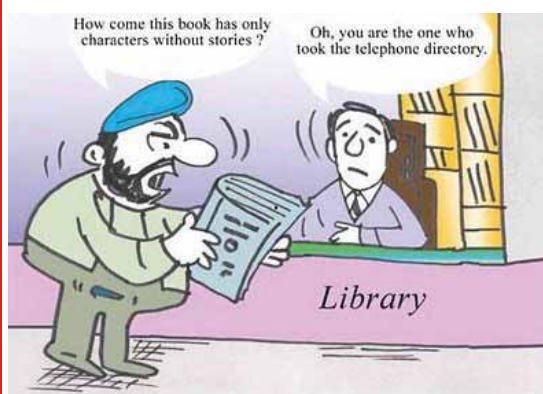
All were busy writing except one little Sardarji.  
He wrote "DUE TO RAIN, NO MATCH!"

A Sardar & his wife filed an application for Divorce.  
Judge asked: How'll you divide, you "ve 3 children?  
Sardar replied: Ok! We'll apply NEXT YEAR.

A Teacher lecturing on population - In India every 10 sec a women gives birth to a child.  
A Sardar stands up- We must find & stop her!.

Q. How do u recognize a Sardar in school or college???  
A. They are the ones who erase their notebooks when the teacher erases the blackboard...  
BOLO tarara!!

Sardar enters kitchen and opens the sugarbox. Sees inside and closes it.  
Wife observes the whole episode.  
Again he comes and does the same stuff. Wife asks, Why are you doing this?  
Sardar replies: Doctor told to check sugar level regularly.





# FROM HOMOEOPATH TO REALTY KING RAMESWAR RAO'S JOURNEY Constructing a fortune

The Raos of My Home Hub fame are a close-knit family overseeing a \$1 billion business empire

A. UMAMAHESHWER

DECCAN CHRONICLE

The story of Rameswar Rao's family is what films are made of. The business house of My Home Hub fame traces its roots to a young Rao arriving in Hyderabad from a village in Mahabubnagar district in 1974. In five years, he had moved from being a homoeopath to a realtor.

"I had set up my clinic at Dilsukhnagar in 1979. The area had just started developing. So a lot of people were interested in buying land in the locality. Some of my patients were real estate agents through whom I got initiated into the realty business."

"I sold some plots and made money. In the same year, I invested around ₹50,000 to develop land at Hayatnagar and sold it as plots. After a few such projects, I got a break in the construction business in 1985, when I got the opportunity to construct apartments for Jelagam Vengal Rao under the development model at Begumpet. This started my journey in the construction area," reveals 66-year-old Rao.

At present he heads a business empire worth more than \$1 billion spread across real estate, cement and power consultancy. He is a major force behind many charitable causes and is supported by his four sons in business.



**UNITED FRONT:** My Home Group chairman J Rameswar Rao (from left sitting in top row) and his wife Sri Kumari, My Home Constructions MD Jagapathi Rao and his wife Sri Devi, (sitting below) Ramu Rao and his wife Meghana (left) and Ranjit Rao and his wife Raajitha (right). (Standing top) Vinod Rao and his wife Bhargavi (left) and Shyam and Aishwarya (right), Jagapathi Rao's daughters Madhubala (standing left) and Sri Laxmi (standing right).

"Clarity in thought, hard work, honesty and god's grace are the reasons for my success," explains Rao. "I give more than what is expected from us. If you can satisfy the customer's wife, you can be sure of success in the construction business," he says.

A believer in equality within the family, Rao encourages his daughters-in-law also to take active part in the business. His first daughter-in-law Bhargavi is a director of My Home Consultancy. His second son's

wife Raajitha oversees the human resource function of the group, his third daughter-in-law Meghana heads marketing and corporate communications.

Aishwarya, the wife of his fourth son Shyam is studying. "Once she finishes, she can join the company if she is interested," adds Rameswar Rao.

Cashing in on a booming economy, Rao had offloaded some of his stake in My Home Industries, the maker of the Maha Cement brand, to an Irish building mate-

rial major CRH Plc. As a result, the company now has liquid investments of ₹1,000 crore.

His success mantra? "Don't enter into a business that you don't know," he says, adding, "All companies are firewalled. My group companies will conduct business with each other strictly on commercial terms. For example, my cement plant will not give discounts to my construction company."

Rao's family is close knit and his daughters-in-laws describe

him as a "compassionate patriarch". He is a teetotaler, non-smoker and religious. "Till recently, we used to perform Sudarshan Hommam. Now our priests recite the Ramayan every day as it is considered auspicious," he says.

The entire family live under one roof and Rao's wife Sri Kumari is the boss at home. The four sons and their wives have a great relationship. "We are like eight friends coming together," says Meghana.

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