



July 2012

EXPRESSIONS

Quarterly in-house journal of My Home Group

go green



Chairman's Message

"Energy conservation and reduction in fugitive emissions form an integral part of our business philosophy"

At the outset, I compliment you all for the encouraging progress achieved by My Home Group over the years. Your efforts and commitment is reflected in the consistent good performance and growth of the organization. The financial results for 2011-12 have been praiseworthy. We are committed to move ahead on our growth journey with determination and vigor in all areas of our operation.

Overall subdued economy and the growing intense competition is a major challenge. I am confident, with our consistent efforts on technical up-gradation, improving operational efficiencies and offering the best product and services, we will maintain an edge in the market place.

My Home Constructions Pvt Ltd, has launched its new premium housing project 'My Home Abhra', and I am happy to note that the project has received an overwhelming response. It's a matter of pride that our valued customers have appreciated our quality of construction and credibility.

I note that July'12 issue of 'Expressions' highlights significance of protecting our environment. My Home Group is committed to work for a clean and sustainable environment. Our initiative on energy conservation and reduction in fugitive emissions form an integral part of our business philosophy.

I appreciate your invaluable contribution and look forward to a strong growth for the Group in the years ahead.

With best wishes and regards,

Dr. J Rameswar Rao
Chairman - My Home Group

MD's Message

Another new journey has begun - one which holds promise of elevating our organization to the next level. Everyone covets success but few succeed because only few understand that success is not a destination but it's an ongoing journey. With the launch of our new mega housing venture- My Home Abhra, we, at My Home Group, continue to move ahead in our journey.

My Home Abhra comes at a location which is the heart of modern Hyderabad, surrounded by best of national and multinational organizations. This location already holds immense potential for turning the city into next generation destination for millions of workforce. Raidurgam - the location, at Hitech City, is also the bustling hub for shopping and entertainment. This location being in close proximity to various educational and sports institutions has become a preferred housing location for new age professionals.

I am proud to say that My Home Abhra will set a new benchmark in the category of super premium living spaces in Hyderabad. This new venture will not only elevate our organization to a new high but also redefine city's landscape. Spread across 5 acres of land, this landmark venture will house 387 elite families.



Let us gear up our efforts to create this masterpiece. In our endeavor to reach the heights of excellence, we all must participate and continue raising our performance standards.

At My Home Group, we firmly believe in team work. We believe that success is essentially result of collective efforts of a focused team, where all members relentlessly pursue a common goal with total commitment and dedication.

I assure you, possibilities truly are unlimited. The future is full of promises. We remain committed to move on and grow even faster in the coming years.

With Best wishes,

Jagapathi Rao Jupally
Managing Director
My Home Constructions Pvt. Ltd.

WATER PURIFICATION PLANT INAUGURATION



Mr. J Jagapathi Rao MD, and Mr. J Shyam Rao, ED, My Home Constructions pvt Ltd. on 26.04.2012, inaugurated a drinking water purification plant in Kudikilla village in Kollapur mandal. MLA, Mr. Jupally Krishna Rao also graced the occasion.

Speaking on this occasion, MLA, Mr. Jupally Krishna Rao said that the villagers didn't have a direct access to potable water till now. Thanks to this plant built by Dr. J Rameswar Rao, Chairman and his brother Mr. J Jagapathi Rao, MD, in memory of their late mother Smt. Jupally Ballama. With the inauguration of this water purification plant, a long pending problem of the villagers is solved, he added.

GO GREEN

We have forsaken our beautiful environment for convenience and material things. Our planet is changing and resources are crunching. The fact that global warming is very real and true, most of us are just not serious enough to "Go Green" and preserve our earth for future generations. There are numerous ways to 'Go Green' and add years to earth's life and to our own.



Below mentioned are few initiatives that My Home Group took towards greenhouse gas reductions and environment protection.

- My Home Industries Ltd. (MHIL) installed air pollution control systems, dust collectors and extraction systems at various sections in its cement plants for controlling fugitive dust emissions.
- It took the lead in the utilization of industrial wastes like fly ash, liquid hazardous material etc. in cement production and thus conserving natural resources and fossil fuels.
- Installation of silencers to clinker cooler fans in cement plants to bring down the noise level at work place.

'Going Green' essentially means reducing greenhouse gases from our atmosphere and stem the dangers of global climate change. It also means preserving our water resources, rainforests and habitat for many species.

Reduce, Re-use and Recycle is the only answer and a way forward towards 'Going Green' as this resolution and its honest implementation will not only reduce our need for raw natural resources but also save our society from pollution risks. Moreover, 'Going Green' is a fun thing to do. Going green is fun because one gets to plant trees and even do farming or gardening.

What can we do to Go Green ?

Reduce ! Re-use !! Recycle !!! Let's see, how!!!!

Reduce. We should reduce our power consumption by turning off the lights when not in use. We can even switch to energy- efficient light bulbs or solar powered lightings in our houses. We could also turn off air-conditioner when it's not really a hot day. We can turn the water off when not using it. We can stop buying wooden materials that are sourced from precious rainforests. We can use bicycle for short distance trips and use cloth bag instead of plastic or paper bag.

Re-use. We should re-use bottles and plastics. We could also re-use our clothes. If they don't fit, we can give them right away to the poor. We can even create water harvesting pit at our houses so that the rain water stored underground in this process can be used and re-used through bore wells.

Recycle: We should recycle everything that cannot be reused and purchase only such items that can be recycled. We can separate plastic, aluminum, iron, tin, glass, and paper waste into different containers or bags before disposing for recycling. We can even consider using recycled paper only. Also, by recycling we can keep

- Domestic waste water is treated in sewage treatment plant and its re-use for watering greenbelt, gardens, lawns through a network of irrigation system within the cement plant and housing colony. This initiative is enabling us to conserve more than 40,000 KL/annum of water.
- In the year 2011-12 MHIL planted 12,700 saplings in and around cement plant premises, under greenbelt development program.

My Home Constructions pvt ltd., has so far, planted lacs of trees, established rainwater harvesting system and installed sewerage treatment plant in all real estate ventures it has executed in over three decades of its existence.

Environmental Awareness & Training programmes are also being conducted on regular intervals for employees and contract workmen.

the waste out of landfills, which introduces contaminants and other toxins into groundwater systems. Recycling also helps in keeping materials out of incinerators, which pollutes the air and create severe ash residue, which is very dangerous for the health. We can even promote worm composting programs among our farmers and reduce dependence on chemical fertilizers. This will not only help them in saving money but also in producing organic food that has numerous health benefits.

By following these simple steps in our daily life we can not only make substantial contributions towards saving our environment but also reduce financial burden on our economy, as the products made out of recycled materials costs less.

Meghana Rao Jupally
Director

My Home Constructions Pvt. Ltd.

BHAKTHI DHARMIKA SAMMELANAM



Chairman, Dr. J Rameswar Rao was felicitated in a spiritual development event – Bhakthi Dharmika Sammelanam by Honorable Chief Minister of Andhra Pradesh, Sri. N. Kiran Kumar Reddy and Governor of Tamil Nadu, Sri. K Rosaiah.

Event was held at Shilpakala Vedika on 1st July, 2012. Learned spiritual leaders Sri Chinna Jeeyar Swami, Sri Swami Paripurnananda and Vidya Nrusimha Bharati also graced the event.

FIVE WAYS TO DEAL WITH EMPLOYEES' MISTAKES

If there is one problem managers would love to avoid, it is dealing with employees' mistakes. The objective here is not to demoralize the employee, but to help the person use the situation as a learning opportunity. Some tips on how to get it right :

1. Don't Make it Public

If you want employees to be open to criticism, don't alienate them by embarrassing them in public. Always counsel in private and praise in open.

2. Keep an Open Mind

There are always different sides to every story. Keep that in mind and get a 360-degree perspective of the situation. It may happen that extenuating circumstances have a role to play in the mistake.

3. Don't Lose your Cool

There may be times when an employee's mistake is big or serious enough to make you want to blow your top. Wait till you've calmed down enough to tackle the situation in a professional way, without losing your cool.

4. Look for the Solution

Get to the root of the problem, and do whatever is necessary to fix it. Sometimes, an employee who is otherwise efficient and enthusiastic may lack knowledge or skills. Provide guidance / training, if necessary.

5. Drive Home the Lesson

If you come down too hard on a person for the first mistake, it can put others in risk-averse mode. That way people become very cautious and will loath to try something new. A mistake can happen once. But no manager should allow the same mistake the second time. The manager need to sit down with the individual and discuss the problem. It's important that the lessons are learnt and communicated down the line, so that the same mistake is not repeated.

G. Lakshmi Narayana
GM - HR
My Home Industries Ltd.

DIFFERENCE

BOSS

Drives employees
Depends on authority
Inspires fear
Says, "I"
Places blame for the breakdown
Knows how it is done
Uses people
Takes credit
Commands
Says, "Go"

LEADER

... Coaches them
... On goodwill
... Generates enthusiasm
... Says, "We"
... Fixes the breakdown
... Shows how it is done
... Develops people
... Gives credit
... Asks
... Says, "Let's go"

B. Prasanthi
My Home Industries Ltd.

PARISHRAMIKA PURASKARALU



Congratulations to Ms. J Meghana Rao, Director, My Home Constructions Pvt Ltd, for winning the 'Business Women of Andhra Pradesh Award' at Zee 24 Gantalu Parishramika Puraskaralu hosted on May 29, 2012

Zee 24 Gantalu Parishramika Puraskaralu industrial award has been instituted to honour entrepreneurs who have displayed exemplary entrepreneurship and management skills in the field of business. This award acknowledges the best, the brightest and the most dynamic of corporate leaders in their respective fields.

Other award winners were :

1. Turn Around Award	Pennar Industries : Mr. Ananth Reddy
2. Regain excellency	AP State Finance Corp : Mr. T. Sathnarayan Rao
3. Business Man of the Year	BHEL : Mr. B. Prasad Rao
4. Best SME	Apalya : Mr. B. Vamsi Reddy
5. Best Heavy Industry	Nav Bharat Ventures : Mr. D. Ashok
6. Excellence in Health Care	Yashoda Hospitals : Dr. G. Surender Rao
7. Sustainable	Value Labs : Mr. Arjun Rao

"Earth provides enough to satisfy every man's needs,
but not every man's greed."

- Mahatma Gandhi

DEALERS' MEET

CHENNAI



KARIMNAGAR



KURNOOL



SALES & TRAINING MEET - GOA



All regional heads and the Sr. Executives from MHIL marketing team participated in the Sales and Training meet convened at Goa on 8th & 9th July'12. A training workshop on development of marketing and business skills & improving on - job performance was conducted by Mr R P Singh, Director Marketing. Presentations on systems and procedures, do's & don't's by VP (M), Mr. Vijay Vardhan Rao and cement market scenario, MHIL performance with outlook for the coming financial year by VP (M), Mr. P. J. Mathai were also made. Discussions and interaction in the meeting were very lively and productive. Training program placed accent on team spirit, interaction with all participants, development of sales and inter-personal skills, importance of healthy prices and service to customers. Program strengthened a sense of belonging in all participants.

MID DAY MEAL



The midday meal scheme is the popular school meal program in India which provides lunch, free of cost, to school-children on all working days. My Home Industries Ltd. constructed a mid day meal preparation shed under its CSR policy at the cost of Rs.50,000/- in Zilla Parishad High School at K Purushottapuram, VGU, which was inaugurated on 22nd June 2012

The key objectives of this mid day meal program are: protecting children from classroom hunger, increasing school enrolment and attendance, improved socialization among children, addressing malnutrition, and social empowerment through provision of employment to women.

STORY OF A CONCRETE

Once, in a class of management studies there was a very involving discussion on the subject of "Social bonding and the strength of society". The opinion was clearly divided. One group of students was all for society of achievers, while the other was favouring a society with care and space for all. The Professor asked the students to elaborate their stand.

One group said that it is the concept of survival of the fittest. Only achievers can compete and excel in all fields, giving rise to a strong society. Non-achievers in-fact weaken the society; hence have no place in a strong society.

The other group suggested that a society could not be strong and healthy unless all its constituents are provided with equal opportunities and resources are shared in equitable manner. As per this group, disproportionate resources and status realities weaken society.

After a while when the class could not arrive at any consensus, the Professor interrupted and said - "My dear young friends, let me tell you a story which may help you understand as to what factors are most important for a strong and integrated society". Friend, this is the story of concrete. You all know what is concrete!.

Concrete is a mixture of cement, sand and gravel. It is used in construction of civil structures. Some of the tallest and strongest of all time great buildings, monuments, sky scrapers, roads, dams and bridges are in place only on the strength of concrete.

"But what is the story of concrete?" asked a boy who was anxious to know the story.

Friends, Concrete is by far the strongest manmade material that is the force behind the infrastructure required for growth and development of mankind. Let's have a look. What is this concrete stuff made up of and how it is prepared ?

Well, one would immediately notice a grey mass of small pebbles of different shapes and sizes, which are held together. Just take a close look and they appear to be packed to the limit with no scope for further compression, isn't it? Yes, they are held close to each other, but they leave sufficient space around them to accommodate the gravel. Watch the gravel which are also closely held together as if



nothing could pass through them. But, when coming together to form a tightly held mass in a concrete, these gravels also leave enough space between them to easily accommodate the sand grains. Friends, sand grains come together to fill up the space left by another constituents, but are courteous enough to leave space around them to accommodate the cement particles.

Well, cement particles too make a homogeneous mass that actually binds all other constituents. They really cannot afford to be loose. However these cement particles also in a display of their magnanimity, leave enough room between them to allow water molecules to have free flow within the structure. Water molecules made of ions, quickly cover whatever space is left by others, but still are obliged to leave enough space for the air particles to move in.

Friends, this is the story of Concrete, where although there is nothing equal, common or same amongst the constituents, they are gracious enough to provide the required space to one another and accommodate each other. This probably is the secret behind the strength of the Concrete. The constituents seem to derive strength from each other, just by providing space to each other.

There was a pin drop silence in the class room as the Professor concluded. Everyone was listening to the story with rapt attention. Suddenly the whole class room was filled with sound of applause. Everyone in the class room was on his feet with expression of appreciation on their face, as if giving standing ovation to the concrete structure around them.

The discussion was over. The concept was well understood. Consensus had blossomed like newly born flower.

Shamsundar Mouray
My Home Industries Ltd.

INTERESTING FACTS

1. A 75 year old person will have slept about 23 years.
2. There are as many chickens on earth as there are humans.
3. Sharks can live up to 100 years.
4. Mosquitoes are more attracted to the color blue than any other color.
5. Kangaroos can't walk backwards.
6. About 75 acres of pizza are eaten in the U.S. everyday.
7. Koalas and humans are the only animals that have finger prints.
8. An average person in his lifetime spends two weeks waiting for a traffic light to change.
9. 250 people have fallen off the Leaning Tower of Pisa.
10. A Blue whale's tongue weighs more than an elephant.
11. There are no snakes in New Zealand.
12. An average man spends during his entire life around 3100 hours shaving.
13. The price of the Titanic was \$7 million and the price of the Titanic movie was 200 million. Unbelievable!
14. Bamboo can grow up to 3 ft in 24 hours.
15. An average person laughs 15 times per day. Hahaha!
16. You use 14 muscles to smile and 43 to frown. Keep Smiling!

Padmaja Reddy
My Home Industries Ltd.

CREATIVE PERSISTENCE

It's a story of two frogs. Both fell into a jar of butter milk. Both were trying to come out of it. Since there was no solid foundation underneath, they could not push themselves out. After a few attempts, one gave up and died. But the other was a die-hard optimist. It went on trying. After some time miracle happened. The persistent frog came out of the jar. What happened? The desperate attempts of the frog served as churning of the buttermilk, and there emerged butter. It became a solid foundation for the frog to push itself out of the jar.

It can be a story of each one of us. When the vicissitudes of life strike us, and when we are caught up in the quagmire of problems of life, there may not seem a way out. A few desperate attempts may not still make the new horizon visible. It is at this point that many of us give up, become desperate and experience anxiety. But the history of humanity is saturated with examples of people, who, by their continuous efforts, have overcome the hurdles, which at first looked insurmountable. The seemingly impossible feats have been fairly possible for a few. It makes us wonder how it is possible for them alone.

We, human beings, have the capacity to live our life in various levels: many in the bodily level some in the mental level, and few in the spiritual level. Most of us live in the bodily realm most of the times. It is to say that it is our body, which leads us. We are under the impulse of our senses and drives. Body is the very gross dimension of our existence, and for most of our problems there is no answer at this level. When we persevere in our effort and grapple with the problem, we slowly begin to move towards mind level. When we arrive at this level, some of the problems begin to have answers. Some of the problems, which seemed to be unsolvable, begin to look simple and straight. When we still persevere further, we land up at spiritual level, and the answers for most of our problems begin to appear. In fact what changes is not



the problem, but the perception of our problem because of our heightened self-awareness. Problems as well as solutions exist from the beginning. Now we are able to see them. That is all. Efforts by themselves may not solve all the problems. But continuous efforts create a sort of maturity in us, which help us to solve problems.

The problems of life can be properly understood, effectively approached and intelligently solved only by those who are continuous and consistent in their effort. Calvin Coolidge has this to say: "Nothing in the world can take the place of persistence. Talent will not: nothing is more common than unsuccessful men with talent. Genius will not: unrewarded genius is almost a proverb. Education will not: the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'Press On' has solved and always will solve the problems of the human race."

Persistence does not mean that we go on repeating the same old thing again and again. Many of us do not lack perseverance. But it is lack of creativity and looking for alternatives that keep us in trouble.

Manjunath

My Home Constructions Pvt. Ltd.

HEALTH TIPS

I'm singing in the rain ! Just singing in the rain !!
What a glorious feelin' ! I'm happy again !!
I'm laughing at clouds ! So dark up above !!
The sun's in my heart ! And I'm ready for love...

If the monsoons make your heart sing like this 1952 Gene Kelly classic, and if, getting wet in the rain just for kicks, hot chai and bhajiyas are your idea for a perfect evening, then make sure you get a lowdown of this.

Monsoons, fun as they may be, also bring in rampant fungal infection and water-borne diseases. Follow these guidelines to remain safe and healthy during monsoon ! Remember, prevention is better than cure.

- Don't drink beverages made other than treated boiled water.
- Avoid food and drinks from street vendors.
- Eat only well-cooked and hot food. Throw out food, which has a strange odor or mould.
- Eat raw fruits and vegetables only if you have washed them in purified water and peeled them yourself.
- Avoid salads outside as raw chopped ingredients spoil fast.
- Avoid raw seafood and shellfish; in fact avoid seafood this season.
- Take care that you eat a balanced and protein rich diet.



- Fried snacks seem really tempting in the monsoons but keep it in moderation once in a while.
- Fever is a serious health problem during the monsoon season and do not ignore it, if it lasts for more than two days.
- Choose grilled sandwiches instead of cold ones.
- Opt for hot foods like soup and cooked meals instead of cold and raw foods.
- Keep your hands clean at all times, especially while handling food.
- Meat should not be stored in the fridge above other foods so that it does not drip.
- Food should not sit in the room without the lid as it attracts bugs.

-- Editorial Team



QUIZ

-- K.V. Kesava Rao

- Which great Indian political leader compiled his famous commentary on the Bhagavad Gita while in prison?
- 'A thing of beauty is a joy for ever' – To which English poet do you attribute this quotation?
- 'The emperor's new clothes' is the expression of a social situation made popular by Hans Christian Anderson. What is it?
- In computer terminology what is data cholesterol?
- What is equity sweetener in the context of financial management?

- What is experiential marketing?
- In economic analysis what does 'market value added' indicate?
- What is inverted snobbery?
- In criminology what is identity theft?
- What is fear of work called?

Previous
Quiz winner

MONISHA VERMA
MHCPL
HR - DEPARTMENT
EMP NO. 47

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

Mail your answers to: expressions@myhomegroup.in



JUST FOR LAUGHS



- A doctor and a lawyer were talking at a party.

Their conversation was constantly interrupted by people describing their ailments and asking the doctor for free medical advice.

After an hour of this, the exasperated doctor asked the lawyer, "What do you do to stop people from asking you for legal advice when you're out of the office?"

"I give it to them," replied the lawyer, "and then I send them a bill!"

The doctor was shocked, but agreed to give it a try.

The next day, still feeling slightly guilty, the doctor prepared the bills.

When he went to place them in his mailbox, he found a bill from the lawyer.

- JUDGE : "Order ! Order !"
- SANTA : "1 Pizza, 2 Dosa, 3 Idli & 1 Cold-drink !"
- JUDGE : "Shut Up !"
- SANTA : "No,No..7-Up!

- Girl: How much do you love me?
Boy: My heart is a mobile and you are its SIM.
Girl: Oh God.. I am soo lucky...
She doesn't know that my mobile is dual SIM !

- Husband texts to wife on cell..
"Hi, what r u doing Darling?"
Wife: I'm dying..!
Husband jumps with joy but types "Sweet Heart, how can I live without U?"
Wife: "U idiot! I'm dying my hair.."
Husband: "Bloody English Language!

- Teacher :Who is Mahatma Gandhi?
Student: He is the one who helped Munna Bhai to impress his girlfriend!

- Two devils came in my dreams.
They said,
"We want to disturb some good person."
I suggested them your name.
They said,
"We cannot disturb our boss."

