

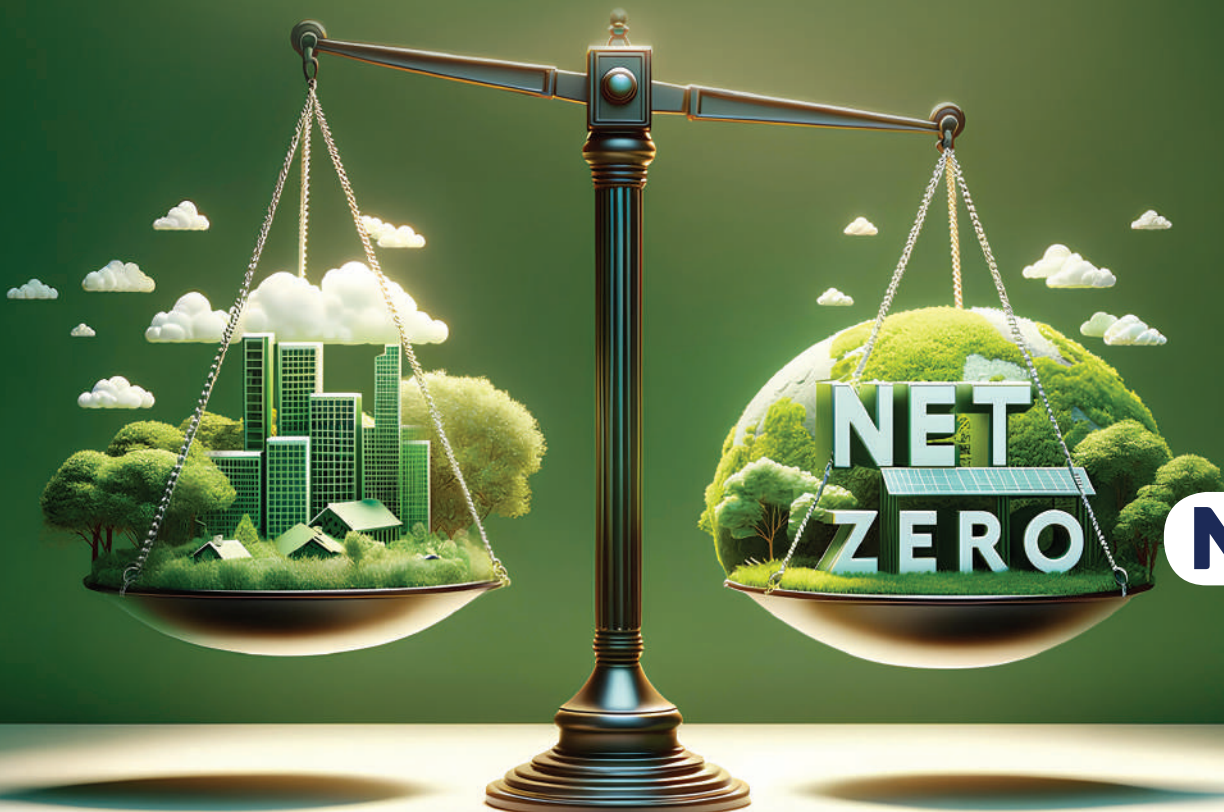


Samashti

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in-house magazine of NCC

BALANCING PROFITABILITY WITH SOCIAL AND ENVIRONMENTAL RESPONSIBILITY



NCC

ROOTED IN PURPOSE

Aligning Motivation with Your Goal



AGK Raju
Executive Director

It's crucial to ensure your goal is deeply rooted in a strong sense of purpose. This involves creating a solid link between your objective and your innermost motivations—a connection that resonates with you on a profound level, beyond words.

The Reality of Pursuing Your Goals

Dear NCCians,

Starting this issue, we are introducing two new sections, "WoW – World of Women," dedicated to showcasing the diverse talents, perspectives, and experiences of our remarkable women employees, and "Laugh it out," featuring funny articles to bring a touch of humour into your lives. Samashti is your magazine, and your enthusiastic support is essential for enhancing its content and quality. I warmly invite contributions in the form of articles, stories, expert insights, or creative talents. Join us in elevating Samashti to the next level and amplifying the voices of women within our community.

In addition to celebrating achievements, it's important to acknowledge the harsh realities and challenges that come with striving for success. So, let us delve into the topic: **The Reality of Pursuing Your Goals.**

Setting a goal and working towards it may seem straightforward: you identify your aim, put in the effort, and achieve it before moving on to a bigger target. However, the reality is much more complex. Life is full of unexpected events and distractions that can derail your progress. Moreover, your initial passion may wane, leading to feelings of frustration and doubt.

“It's important to acknowledge the harsh realities and challenges that come with striving for success.”

The work required to reach your goal demands significant time, effort, and commitment which can be challenging and overwhelming. This often leads to questioning your choices and

feeling tempted to revert to familiar, comfortable routines.

To overcome these challenges, it's crucial to ensure your goal is deeply rooted in a strong sense of purpose. This involves creating a solid link between your objective and your innermost motivations—a connection that resonates with you on a profound level, beyond words. You must understand and feel why the goal is important to you, making it a personal mission rather than one influenced by others. This intrinsic motivation will help you navigate distractions and discomfort, allowing you to persist and succeed even when the journey becomes arduous.

Best Wishes,

AGK Raju

This is for internal circulation only. The views expressed in the magazine are not necessarily that of the management. Edited by Editorial Team and printed & published by the Corporate Communications department for and on behalf of NCC Limited.

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ABOUT THE

COVER



In today's rapidly evolving corporate world, the significance of Environmental, Social, and Governance (ESG) considerations has surged to the forefront of business strategy. Companies recognize that sustainable practices are a strategic advantage. "ESG, a Pragmatic Approach to Sustainable Business" highlights the role ESG frameworks play in fostering long-term resilience and ethical growth. By embedding ESG principles, businesses can mitigate risks, enhance their reputation, and build stronger stakeholder relationships. This approach drives innovation and creates value benefiting both the company and the broader community.

The cover story delves into the practical application of ESG strategies, showcasing how NCC is positioned to effectively balance profitability with social and environmental responsibility. It emphasizes the importance of transparent governance structures that ensure accountability and foster trust. The article provides insights into leveraging ESG metrics to drive sustainable growth, reduce carbon footprint, and contribute to societal well-being. By adopting a pragmatic approach to ESG, NCC Limited is not only preparing for a sustainable future but also positioning itself as a strong influencer in a conscientious market.

Editorial Team

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NAVIGATING INDIA'S INFRASTRUCTURE BOOM CHALLENGES & OPPORTUNITIES

“ WE MUST STRATEGICALLY ADDRESS THESE
CHALLENGES BY IMPLEMENTING ROBUST
PROJECT MANAGEMENT PRACTICES

Dear Colleagues,

NCC Limited has been strategically positioned to take advantage of the significant infrastructure initiatives and economic trends in India, driven by recent economic forecasts and government policies. Outlined here are some significant factors influencing NCC Limited's operations and growth opportunities:

GDP Growth Projections: The Indian economy is expected to grow at a rate of 6.5% to 7% over the next couple of years. This robust economic growth is likely to spur increased investments in infrastructure and development projects, providing a conducive environment for NCC Limited to expand its operations. As the economy grows, the demand for infrastructure services, including construction and development, is anticipated to rise, creating more business opportunities for NCC Limited.

Union Budget 2024: In the recently announced Budget 2024, Finance Minister Nirmala Sitharaman outlined nine priority areas, including infrastructure, for advancing economic growth in pursuit of 'Viksit Bharat' by 2047. The government will maintain strong fiscal support for infrastructure over the next five years, while balancing other priorities and fiscal consolidation. An allocation of Rs 11,11,111 crore for capital expenditure,

which is 3.4 percent of GDP, has been made this year.

Housing for All Initiative: Prime Minister Narendra Modi's new union cabinet announced the construction of an additional three crore rural and urban houses under the Pradhan Mantri Awas Yojana (PMAY). This ambitious project aligns with the government's mission of 'Housing for All', presenting a substantial opportunity for NCC Limited to contribute significantly to this initiative. The construction of these houses will not only boost the housing sector but also create substantial demand for construction materials and labour, benefiting NCC Limited's operations and market reach.

THE COMPANY RECORDED
A TURNOVER OF RS 5,558
CRORE, AND A NET PROFIT
OF RS 210 CRORE IN Q1, FY
24-25..



M

A Ranga Raju, MD

Amaravati Capital Redevelopment:

With NDA alliance sweeping the polls and coming to power in AP, the revival of Amaravati capital project is now on the horizon. The Chief Minister of Andhra Pradesh has pledged to reignite the city's development, sparking renewed hope among stakeholders. Recognising the state's need for a capital, the Union Finance Minister, in her 2024 Budget speech, has announced Rs 15,000 crore for the development of Amaravati in the current financial year, with additional support in future years.

UDAN Scheme: The Government's ambitious plan to develop 100 new airports under the UDAN (Ude Desh ka Aam Nagrik) scheme aims to enhance regional connectivity and make air travel more accessible to the common man. The UDAN scheme focuses on providing affordable air travel, improving infrastructure, and increasing the number of operational airports

across the country. These enormous opportunities pave the way for robust economic growth and an enhanced quality of life in India. However, along with opportunities there are also challenges such as land acquisition, environmental clearance, financial issues, contractual/internal issues manpower shortages, and litigation. NCC Limited must strategically address these challenges by implementing robust project management practices, ensuring efficient resource allocation, and maintaining transparent communication with stakeholders. We plan to mitigate challenges through **Risk Management** by strengthening risk management frameworks, **Innovation and Technology**

by leveraging advanced construction technologies and best practices, **Partnerships and Collaborations** by forming strategic alliances with other firms and stakeholders, **Sustainable Practices** by incorporating sustainable construction practices to meet environmental standards, and **Skill Development** by investing in workforce training to address manpower shortages. NCC is deeply committed to sustainability through its ESG initiatives. We uphold integrity and transparency through robust corporate governance, risk management, and regulatory compliance. Additionally, we align with the Business Responsibility and Sustainability Reporting (BRSR) framework, further enhancing transparency and accountability. Through these dedicated efforts, we strive to make a positive impact on our community, environment, and stakeholders, ensuring a sustainable future for all.

Coming to the Quarterly results, on a consolidated basis, NCC Limited achieved a growth of 26% in turnover, and 21% in net profit in Q1, FY 24-25. The company recorded a turnover of Rs 5,558 crore, and a net profit of Rs 210 crore. As of 30 June 2024, the order book stood at Rs 52,626 crore. We have achieved good financial results, showcasing our resilience and strategic acumen. Let's work collectively to advance our company and shape the future of India's infrastructure.

Best Wishes,

A R R A J U

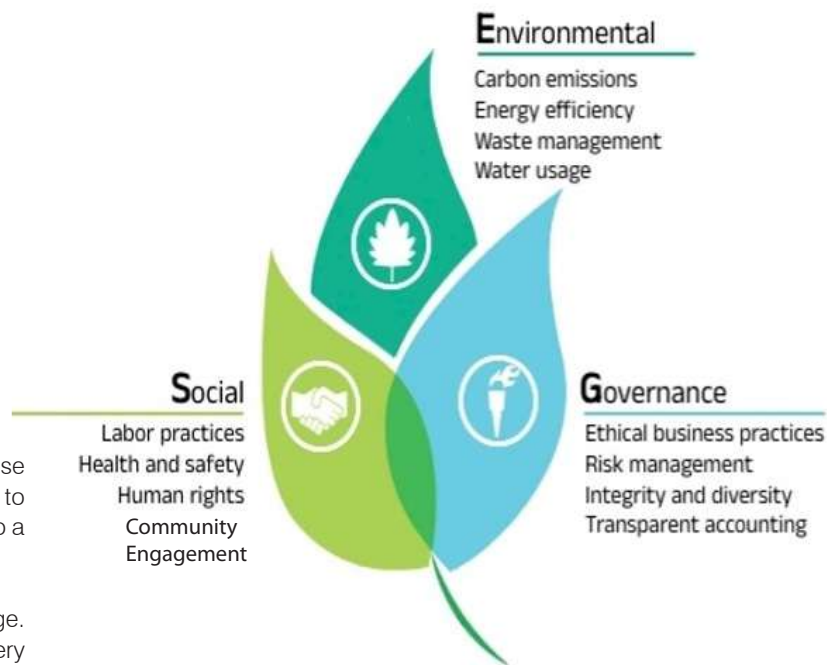
A Ranga Raju

ESG

A PRAGMATIC APPROACH TO SUSTAINABLE BUSINESS

ESG stands for Environmental, Social and Governance. These are the 3 pillars in ESG framework. The goal of ESG is to capture all the non-financial risks and opportunities inherent to a company's day to day activities.

- E encompasses carbon emissions and climate change. Every company uses energy and resources thereby every company affects and is affected by the environment.
- S encompasses the relationships the company has and the reputation it fosters with people and the communities it does business in. This includes labour relations, diversity and inclusion, human rights and community engagement.



- G encompasses the internal system of practices, controls and procedures that the company adopts to govern, make effective decisions, comply with laws and meet the needs of external stakeholders.

BEST ESG PRACTICES FOR CONSTRUCTION COMPANIES

ENVIRONMENTAL (E)

- Use Sustainable and eco-friendly construction materials
- Implement energy efficient practices, equipment and incorporate renewable energy
- Develop comprehensive waste management, emphasizing recycling, reuse and responsible disposal of construction waste to reduce landfill contributions
- Implement biodiversity-friendly practices such as preserving green spaces, using native plants and minimizing disruption to local ecosystems
- Strive for LEED (Leadership in Energy and Environmental Design) Certification and Green Building Standards
- Carbon Footprint reduction

SOCIAL (S)

- Prioritize and enforce stringent health and safety standards and ensure a safe working environment on construction sites
- Promote local employment and engage with local communities to foster positive relationships
- Encourage diversity and inclusion within the construction

workforce, providing equal opportunities to individuals of diverse backgrounds, genders and ethnicities

- Adhere to fair labour practices
- Invest in employee training and development

GOVERNANCE (G)

- Uphold ethical standards in all business dealings, fostering transparency, integrity and compliance with legal & regulatory requirements
- Implement robust risk management strategies to identify, assess and manage risks
- Stakeholder engagement to understand expectations, address concerns and build positive relationships
- Establish and enforce anti-corruption policies and procedures, promoting a culture of integrity and transparency
- Embrace innovative technologies and practices that enhance efficiency, sustainability and overall governance.



K Krishna Rao
Chief Sustainability Officer

ESG efforts and climate action are gaining momentum Globally, with the Paris Agreement driving nations toward carbon neutrality and net-zero goals by 2050. In line with this, India has launched initiatives like the National Action Plan on Climate Change (NAPCC) and UJALA, targeting net-zero emissions by 2070 and promoting renewable energy and sustainability across states. Each State has its own climate action plan to reduce carbon emissions. Aligned with these Global and National objectives, NCC Limited is committed to sustainable construction, carbon reduction, and robust governance practices.

ESG GOVERNANCE @NCC

NCC Ltd has established a robust ESG governance framework to oversee its ESG initiatives by

- Forming a dedicated ESG sub-committee of the Board of Directors. Sri. O.P. Jagetiya, Independent Director is the Chairman of the Committee. Sri. Hemant M. Nerurkar and Dr. Durga Prasad, Independent Directors, MD and ED are the members of the Committee. This Committee approves and monitors the progress of ESG initiatives and targets.
- Formulating the ESG Policy of the Company. The same is available on NCC website
- Establishing designated roles for Chief, Divisional, Functional, and Regional Sustainability Officers. The Chief Sustainability Officer (CSO) of NCC is Sri K Krishna Rao
- Collecting and collating quarterly ESG data from process owners through various formats in the form of Annexures

ESG TARGETS @NCC - ENVIRONMENTAL (E)

- Annual plantation of 10,000 saplings.
- Installation of an 80 KLD Sewerage Treatment Plant by FY 2024-25.
- Installation of 160KW Solar Plant by FY 2024-25 and 398 KW by FY 2025-26.
- Exploring eco-friendly alternatives like waste converter plants, bio-medical waste management, water harvesting.
- Focus on LEED and GRIHA certifications.
- Target to procure 932 electric vehicles to reduce carbon emissions for the next 3 years.
- Installation of solar lights and replacement of Refrigerant gas with R32 gas in phased manner.
- Set up of water meters in Central Work Shop (CWS) and Regional Work Shops (RWSs) by FY 2024-25.
- Establishment of 100 KL Rainwater Harvesting pits and tanks in 5 sites by FY 2024-25.

ESG TARGETS @NCC - SOCIAL (S)

- Reduction of Lost Time Injury Frequency Rate (LTIFR) of employees and workers to 0.25 and 1.68 respectively for FY 2024-25
- Increasing women employee strength to 4% by FY 2026-27
- Mandatory training of 2 man-days per employee per year by FY 2024-25 and 4 man-days per employee per year by FY 2025-26
- 30% of CSR spend to be on slum and rural development projects
- To impact about 70000 people through community engagement by FY 2024-25

BRSR AND ESG ASSURANCE AUDIT:

For Companies to report on their performance on ESG aspects, SEBI made Business Responsibility and Sustainability (BRSR) Report mandatory for the top 1000 listed companies. Accordingly, BRSR became mandatory to NCC w.e.f. FY 2022-23 and forms part of Annual Report.

ESG Assurance Audit is mandatory to NCC w.e.f. FY 2025-26 and to meet this requirement, NCC has appointed a leading certification body for integrated assurance services.

ESG IS OUR COLLECTIVE RESPONSIBILITY

Every Employee of the Company should take pride to participate in ESG activities. Every action towards our ESG goals, no matter how small, counts. Project In-charges and Technical Coordinators should strive to not just meet but to go over & beyond the above referred ESG targets. All ESG initiatives and achievements should be communicated to the Chief Sustainability Officer for data collation and appropriate reporting.

ESG TARGETS @NCC - GOVERNANCE (G)

- ISO 9000, 14000 & 45000 certifications for Water & Environment, Electrical & Mining Divisions during FY 2024-25.
- Conduct companywide trainings on Cyber security by FY 2024-25.
- Digitization in all functions.





Prime Minister Narendra Modi, Bihar CM Nitish Kumar, EAM S Jaishankar and others during the inauguration of the new campus of Nalanda University in Bihar



PM Modi Inaugurates Nalanda University



AMBASSADORS
FROM 17 COUNTRIES
ALSO ATTENDED,
HIGHLIGHTING THE
INTERNATIONAL
SIGNIFICANCE OF THE
UNIVERSITY.



In a significant boost to the educational and cultural heritage of India, Prime Minister Narendra Modi inaugurated the much-anticipated new campus of Nalanda University in Rajgir, Bihar on 19 June 2024. The inauguration ceremony marked a significant milestone in the revival of one of the world's oldest and most prestigious centres of learning.

The event was graced by the presence of distinguished guests, including Governor Rajendra V Arlekar, Chief Minister Nitish Kumar, External Affairs Minister S Jaishankar, and Deputy Chief Ministers Samrat Chowdhury and Bijay Sinha.

The new campus, equipped with state-of-the-art facilities and designed to reflect the architectural heritage of the original Nalanda University, promises to be a beacon of knowledge and innovation. NCC Limited played a crucial role in the construction of this prestigious project, making it a proud moment for the company.

Ambassadors from 17 countries also attended, highlighting the international significance of the university. As Nalanda University embarks on a new chapter, it stands as a testament to India's rich educational heritage and its commitment to advancing global education and research.



WATER SUPPLY IMPROVED IN GULARA, BACHOULI, AND TILAETHA GROUP OF VILLAGES

NCC has successfully completed the Gulara, Bachouli, and Tilaetha Group of Villages Water Supply Scheme in Jhansi under the Jal Jeevan Mission. This significant infrastructure project, which utilizes surface water, aims to improve water access for numerous villages within the Chiragaon and Badagaon blocks of the Jhansi district, UP.



The project includes the following key components:

- **Intake Well Cum Pump House:** Three intake wells have been constructed with capacities of 13.02 MLD in Gulara, 15.02 MLD in Bachouli, and 10.64 MLD in Tilaetha, ensuring a steady water supply.
- **Water Treatment Plants (WTP):** New treatment plants with capacities of 10 MLD in Gulara, 14 MLD in Bachouli, and 8 MLD in Tilaetha have been established to ensure water quality and safety.
- **Clear Water Reservoirs (CWR):** Each of the three locations now has four reservoirs to manage the treated water efficiently.
- **Overhead Tanks:** Seven overhead tanks have been constructed in both Gulara and Bachouli, and five in Tilaetha, to maintain consistent water distribution.
- **Village Coverage:** The project covers a total of 114 villages, with 42 in Gulara, 37 in Bachouli, and 25 in Tilaetha, including 10 villages under the retrofitting scheme.
- **House Connections:** A total of 34,666 households now have direct water connections, broken down as 11,544 in Gulara, 14,555 in Bachouli, and 8,567 in Tilaetha.
- **Pipelines:** The project includes extensive pipeline networks with 6.959 km of raw water pipeline in Gulara, 5.086 km in Bachouli, and 3.096 km in Tilaetha. Clear water pipelines extend 73.37 km in Gulara, 52.805 km in Bachouli, and 33.269 km in Tilaetha. Additionally, distribution pipelines span 228.105 km in Gulara, 226.347 km in Bachouli, and 209.263 km in Tilaetha.
- **Staff Quarters:** Fifteen staff quarters have been constructed to support operational and maintenance staff, with five quarters each in Gulara, Bachouli, and Tilaetha.

This comprehensive water supply scheme not only ensures the availability of clean and safe water but also marks a significant step towards improving the quality of life for the residents of 114 villages across the Chiragaon and Badagaon blocks in Jhansi. The project's completion is a testament to NCC's commitment to sustainable development and the well-being of the Jhansi district's rural communities.

Major Water Supply Project Completed at Burpura, Jhansi District, UP

NCC proudly announces the successful completion of the Water Supply Scheme for the Burpura group of villages in association with the State Water and Sanitation Mission (SWSM) and the Jal Jeevan Mission. This significant infrastructure project, based on surface water, is set to transform the lives of residents in the district. The project includes comprehensive construction, commissioning, and a commitment to 10 years of operation and maintenance.



Salient Features of the Project:

- 1. Intake Well:** A new intake well with a capacity of 32.88 million litres per day (MLD) has been constructed.
- 2. Water Treatment Plant (WTP):** The project features a state-of-the-art water treatment plant with a capacity of 28 MLD.
- 3. Clear Water Reservoirs (CWR):** Eight new reservoirs have been built to ensure efficient water storage and management.
- 4. Overhead Tanks:** Fourteen overhead tanks have been constructed to maintain consistent water pressure and distribution.
- 5. Village Coverage:** The scheme covers a total of 62 villages, significantly enhancing water access in the district.
- 6. House Connections:** A total of 28,504 households now have direct water connections, greatly improving access to clean water.

7. Pipelines:

- » Raw Water Pipeline: 14.45 kilometres of pipeline have been laid to transport raw water.
- » Clear Water Pipeline: 149.85 kilometres of clear water pipeline ensure efficient water delivery.
- » Distribution Pipeline: An extensive 704.768 kilometres of distribution pipeline network has been established.

- 8. Staff Quarters:** Nine staff quarters have been constructed to support the operational and maintenance teams.

This comprehensive water supply scheme not only ensures the availability of clean and safe water but also marks a significant step towards improving the quality of life for the residents of the covered villages. The project's completion underscores NCC's commitment to sustainable development and the well-being of rural communities in the Jhansi district.



MD A Ranga Raju Honoured with Times Now India's Impactful Leader Award



Dr Sanjay Kolte CMD, Pune Mahanagar Parivahan Mahamandal Ltd presenting the award to Vinod Kumar Yadav, Director, who received it on behalf of our MD, A Ranga Raju

Our esteemed Managing Director, A Ranga Raju, has been conferred with the prestigious India's Impactful Leader award at the Times Now India Infra Transformation Summit 2024.

The award, which is a testament to his hard work, dedication, and innovative spirit, was presented on 27 June 2024 at the Taj Palace, Delhi by Dr. Sanjay Kolte, CMD of Pune Mahanagar Parivahan Mahamandal Ltd, to Vinod Kumar Yadav, Director (Transport), who received it on behalf of our MD. Times Now India Infra Transformation Summit is a premier event that gathers key stakeholders from

government, industry, and academia to discuss the latest trends, challenges, and opportunities in the infrastructure sector. Through engaging panel discussions, inspiring keynote speeches, and valuable networking opportunities, the summit aims to shape the future of India's infrastructure landscape. Our Managing Director's recognition at such a premier event underscores our commitment to excellence and leadership in the industry. Let us celebrate this achievement and continue to strive for success and excellence.

NCC Wins Feather Touch Business Innovation Award 2024 for CSR Excellence

NCC Limited has been honoured with the prestigious Economic Times Feather Touch Business Innovation Award 2024 in the category of "CSR Contribution of the Year" for its skill development initiatives.

NCC Limited's commitment to corporate social responsibility stood out, earning us this esteemed recognition at an award ceremony graced by distinguished luminaries from business and industry on 27 July 2024, at Aloft Hotel in Bengaluru.

A trophy and a certificate were presented by Dr Ankita Singh, Founder, HR Association of India to Dr Prabhakhar Varma, GM, Corporate Communications, who received it on behalf of the company. This prestigious award aims to inspire businesses to push the boundaries of conventional thinking and prioritize impactful social



Dr Ankita Singh, Founder, HR Association of India presenting the award to Dr Prabhakhar Varma, GM, Corporate Communications, who received it on behalf of the company

responsibility initiatives. Winners were selected based on their ability to drive sustainable growth, foster a culture of innovation, and create value through transformative ideas and practices.

The feather Touch Business Innovation Awards celebrate groundbreaking advancements in the corporate sector, recognizing companies that have demonstrated exceptional creativity and technological prowess. These awards highlight innovative solutions that significantly enhance business processes, customer experiences, and overall market competitiveness.

SWSM Lakhimpur Kheri Achieves 15 Million Safe Manhours



YK Neeraj, EE, Jal Nigam presenting the certificate to TRP Prem Sagar, JGM & Project in-charge

The SWSM Drinking Water Supply to Rural Villages under Jal Jeevan Mission Project at Lakhimpur Kheri has reached the remarkable milestone of 15 million Safe Manhours. The Water Division of NCC has done a commendable job by maintaining and sustaining Health, Safety, and Environment (HSE) Management Systems at its SWSM project.

The impressive feat of 15 million Safe Manhours without a single accident or injury was recognised and duly appreciated with a certificate presented by Y K Neeraj, Executive Engineer, Jal Nigam to T R P Premsagar, JGM, Project In-charge, B S S Mallikarjuna, Sr Project Manager and Akash Kumar Dubey, Assistant Engineer, Safety In-charge, who received it on behalf of

NCC. Recognition from Uttar Pradesh Jal Nigam (Rural) in the form of a Certificate of Appreciation is a testament to the project's exemplary safety track record. This accomplishment wouldn't have been possible without the effective leadership of the project In-charge, Safety In-charge, and the collaborative efforts of the entire team, guided by the project coordinator.

Kudos to the entire team of the SWSM project on achieving this significant accomplishment in HSE. May this success serve as inspiration for continued excellence in safety practices, and may the project achieve even more safety accolades in the future. It's essential to maintain such high standards to ensure the well-being of workers and the sustainable development of projects like SWSM. NCC corporate HSE team extends its best wishes to all project sites for continued success and many more safety accolades in the future.

Certificate of Appreciation Awarded to Mahadev Water Supply Project

In recognition of exceptional quality and dedication, the Mahadev Water Supply Scheme, Mirzapur, Phase-1 Project has been awarded a Certificate of Appreciation. This prestigious accolade, granted under the State Water and Sanitation Mission of Uttar Pradesh, highlights the commendable efforts and superior workmanship demonstrated throughout the project's execution.

The felicitation ceremony was graced by the presence of the Additional District Magistrate (ADM) and the Executive Engineer (EE) of the Uttar Pradesh Jal Nigam (UPJN) (Rural), Mirzapur. These esteemed officials presented the certificate to representatives of the Water & Environment Division of NCC Limited, who are spearheading the project's implementation. The Mahadev Water Supply Scheme, a critical initiative aimed at improving water accessibility and sanitation in the rural areas of Mirzapur, has been lauded for its high standards of quality and meticulous attention to detail. The project forms



a crucial part of the broader mission to enhance public health and living conditions through sustainable water management solutions. The Mahadev Water Supply Scheme, Mirzapur, Phase-1 Project continues to serve as a model of excellence in public infrastructure, promising a brighter, healthier future for the residents of Mirzapur.

SWSMUP-Bareilly Project lauded for achieving 11 Million Safe Man Hours

NCC Limited has been honoured with the prestigious Safety Excellence Award for achieving 11 million safe man hours at the SWSMUP-Bareilly project. The Safety Excellence Certificate was presented by Arun Kumar Singh, Chairman of the Safety Council and Chief Engineer of UPJN Moradabad Zone. The ceremony highlighted the exceptional commitment to safety standards maintained by the Water division of NCC Limited throughout the project. Key personnel present at the event included Sachidanand Mishra, BLG (DPM); Mrinmoy Maji, Assistant Manager Safety; and Maheshwar Vukkalkar, DGM. Their collective efforts and dedication have significantly



Arun Kumar Singh, Chairman Safety Council & Chief Engineer UPJN presenting the certificate to NCC officials

contributed to this milestone, ensuring a safe and secure working environment for all team members involved in the project. This achievement underscores NCC Limited's unwavering focus on safety and operational excellence.

SWSM Sitapur reaches 15 Million Safe Manhours Milestone

The SWSM Drinking Water Supply to Rural Villages under Jal Jeevan Mission Project at Sitapur has reached the remarkable milestone of 15 Million Safe Manhours. The Water Division of NCC has done a commendable job by maintaining and sustaining Health, Safety, and Environment (HSE) Management Systems at its SWSM project.

The impressive feat of 15 million Safe Manhours without any loss time injury was recognised and duly appreciated with a certificate presented by the Executive Engineer, Jal Nigam to the Project In-charge, who received it on behalf of NCC.

Recognition from Uttar Pradesh Jal Nigam (Rural) in the form of a Certificate of Appreciation is a testament to the project's exemplary safety track record. This accomplishment wouldn't have been possible without the effective leadership



of the project In-charge, Safety In-charge, and the collaborative efforts of the entire team, guided by the project coordinator.

Congratulations to the entire SWSM Sitapur project team for this remarkable achievement in HSE! Let this milestone inspire ongoing commitment to safety excellence, and may the project continue to earn further recognition for its dedication to worker safety. Upholding these high standards is crucial to ensuring the well-being of all employees and fostering sustainable project development. The NCC corporate HSE team sends its heartfelt best wishes to all project sites, hoping for continued success and many more safety milestones ahead.



*Addressing the gathering : Sanjay Pusarla,
M Sri Ram, Sudhakara Moorthy and
Hari Venkata Ramana of NCC and H J Tavarria of
Shapoorji Pallonji*

Two-Day Finance Training

Conducted by L&D Team

The NCC Learning and Development (L&D) team headed by John Wesley proudly announced the successful completion of a two-day intensive training program titled "Finance for Non-Finance Executives." Held on 5-6 June 2024 at the NCC Corporate Office, the in-person training brought together thirty-three participants, including Senior Project Leaders and employees from the Central Business Development (CBD) and Contracts & Claims (C&C) departments.

The program featured H J Tavarria, retired Director of Finance & Audit at Shapoorji Pallonji & Co. Ltd, as the primary faculty. Supplementing his expertise were NCC's in-house experts: Sanjay Pusarla (EVP-F&A), Sudhakara Moorthy (SVP-HR), M Sri Ram (CGM-Dir Txn), and Hari Venkata Ramana (CGM-Ind Txn). Their participation enabled a deep dive into practical nuances specific to NCC's operations.

Participants explored a broad range of topics, including: Fundamentals of Finance & Accounts, Financial Statements and their components, Accounting Ratios and Ratio Analysis, GST – Goods and Services Tax, Income Tax, Risk Management, Corporate Governance, Audits, IFC & Compliances and Macro-Economic Concepts. Additionally, the program featured a leadership session on AGILE principles, adding a dynamic component to the training.

The comprehensive curriculum was designed to enhance the financial acumen of the participants, empowering them to excel in financial management and governance within their respective roles. NCC L&D extends its heartfelt gratitude to all contributors and participants who made this program a resounding success.

Rs 335 Crore Orders Bagged

NCC Limited has successfully secured orders worth Rs 335 crore (excluding GST) in June 2024. The significant order pertains to the Buildings Division and encompasses civil and associated works for the construction of the main and ancillary buildings for the Mundra Solar Energy Project in Gujarat.

This substantial contract has been awarded by a private company, marking a notable addition to NCC Limited's project portfolio. The scope of work under this order includes intricate civil engineering tasks and associated works, underscoring

The significant order pertains to the Buildings Division and encompasses civil and associated works

NCC Limited's expertise and commitment to delivering high-quality infrastructure projects. This order does not include any internal orders, highlighting the trust and confidence external clients place in NCC Limited's capabilities.

The Mundra Solar Energy Project, a landmark initiative, aims to bolster the renewable energy capacity in the region. NCC Limited's involvement in this project not only reinforces its standing in the construction industry but also aligns with its commitment to contributing to sustainable and eco-friendly infrastructure development.

Award for Ahugi Kala Water Supply Scheme

In recognition of outstanding commitment to quality, NCC Limited's Water & Environment Division was awarded a Certificate of Appreciation for the work on the Ahugi Kala Water Supply Scheme, Phase 1. The project, undertaken as part of the State Water and Sanitation Mission, Uttar Pradesh, has been a significant effort to improve local water infrastructure.

The accolade was presented by the Additional District Magistrate (ADM) and the Executive Engineer (EE) of the Uttar Pradesh Jal Nigam (Rural), Mirzapur. This commendation highlights NCC Limited's dedication to maintaining high standards throughout the construction process, ensuring the project meets the stringent requirements set by the State Water and Sanitation Mission.



The Ahugi Kala Water Supply Scheme is a crucial initiative aimed at providing reliable water access to the residents of Mirzapur. The project is a testament to NCC Limited's expertise and their role in enhancing public utilities through quality construction practices.

IDC Betkuchi Supports TB Patients in Guwahati through Nikshay Mitra Scheme



Sahariah, Manager (Admin), and Rajeev Ranjan, Manager (Safety), distributing food and grocery packets to TB patients

In a significant gesture of corporate social responsibility, our IDC Betkuchi site in Guwahati has initiated a campaign to support tuberculosis (TB) patients. Sahariah, Manager (Admin), and Rajeev Ranjan, Manager (Safety), distributed 100 food baskets and grocery packets to TB patients on behalf of the company. This effort, which is part of the Government of India's Nikshay Mitra Scheme aimed at eradicating TB by 2025, will continue for the next six months.

Nikshay Mitra is an initiative launched by the President of India in 2022. The program is part of the Ni-Kshay 2.0 portal and aims to provide comprehensive support to patients undergoing treatment for tuberculosis (TB). The initiative encourages various stakeholders, including elected representatives, corporates, NGOs, co-operative societies, individuals, institutions, and political parties, to become donors and support TB patients. NCC Limited is proud to contribute to this national health initiative, reaffirming its commitment to community welfare and public health under its CSR activities.

NCC Corporate Office Organises Cardio Camp

In an ongoing commitment to the health and well-being of our employees, NCC Corporate Office hosted a free Cardio Camp on Saturday, 22 June 2024. The camp was conducted in collaboration with KIMS Sunshine Hospitals, Secunderabad, and featured a team of senior doctors and experienced technical staff.

The event saw an enthusiastic response from the NCC staff, with 156 employees participating in the free consultation services offered. Of these, 72 employees underwent free ECG tests, and 42 employees received free 2D Echo tests, all expressing high levels of satisfaction with the services provided.

The medical team was led by Dr K Anand Rao, MBBS, DNB Medicines, DNB Cardiology, along with General Physician Dr Vaishnavi, MBBS. Supported by their proficient team, the camp was conducted smoothly and received positive



feedback from both senior officials and staff members at NCC.

This initiative reflects NCC's dedication to promoting a healthy workplace environment and ensuring the well-being of its employees through regular health and welfare activities.

51st World Environment Day

NCC Limited commemorated the 51st World Environment Day with a series of events and activities aimed at promoting environmental awareness and sustainability across its various sites. This year's theme, "Restore Our Earth," resonated deeply with the company's ongoing commitment to environmental stewardship and corporate social responsibility. The celebrations across NCC Limited highlighted the company's dedication to environmental conservation and sustainable development. By engaging employees and communities in meaningful activities, NCC Limited continues to pave the way for a greener and more sustainable future.



MMRDA CA07



BMRC Phase 2B



UP- Mahadev WSS, Mirzapur, U.P



MRTS-Project Phase-1, Patna



MMRDA CA102



RWS, Patna



SWSM Lakhimpur Kheri



Project Seabird

IRRIGATION

DIVISION

Advancing India's Irrigation Frontiers

Overview of India's Irrigation Sector

India's irrigation sector is a cornerstone of agricultural productivity, pivotal in ensuring food security and supporting rural livelihoods. With a diverse landscape ranging from arid regions to fertile plains, the country relies heavily on irrigation to mitigate the impact of erratic monsoons and maximize crop yields. Historically, India's irrigation practices date back to ancient times with traditional methods like tanks and reservoirs. These evolved through the British era with canal systems and were modernized post-independence with large-scale dam projects.

Today, India's irrigation infrastructure comprises a vast network of canals, reservoirs, tube wells, and lift irrigation schemes, primarily supported by major river systems such as the Ganges, Brahmaputra, Godavari, and Krishna. This infrastructure plays a crucial role in mitigating the impact of erratic monsoons and maximizing crop yields, particularly in regions prone to drought. And also, it supports for power generation and industries. Canals and reservoirs not only helps to water the crops but also generate hydroelectricity in dams like Bhakra Nangal and Tehri etc. Industries use this water for various operations such as cooling, manufacturing and

processing etc. Through generating hydroelectricity some locations benefit from cheaper hydroelectric power. The interlinking of rivers plays an effective role in managing water resources, using a network of reservoirs and canals to enhance irrigation, recharge groundwater, and reduce persistent floods in some areas while addressing water shortages in others. India's first river linking project, the Ken-Betwa River Linking Project in the Bundelkhand region, is a significant step towards tackling these issues. Several programs and policies also aim to improve water usage efficiency through modern technologies such as drip irrigation and micro-irrigation systems.

Efforts are underway to enhance community-based water management practices and incentivize sustainable irrigation practices among farmers. Looking forward, the sector's future hinges on integrating technology-driven solutions, such as remote sensing for efficient crop water management and promoting water-saving irrigation techniques. Continued investment in infrastructure and policy support will be crucial in achieving sustainable water management and enhancing agricultural resilience in the face of evolving climatic conditions. This sustainable approach not only mitigates water scarcity challenges



AVN Raju
Director

In our ongoing commitment to excellence in the execution of irrigation projects, we prioritize the highest standards of quality, safety, and timely delivery. Our irrigation solutions are meticulously designed and implemented to enhance water management, reflecting our dedication to precision and sustainability. Through rigorous quality control and robust safety protocols, we ensure that each project not only meets but exceeds client expectations while safeguarding the well-being of our workforce and partners. Timely delivery remains a cornerstone of our operations, as we recognize the critical importance of reliable irrigation systems in supporting our communities.

We believe that our Irrigation Division will play a pivotal role in contributing to the nation's growth as well as the growth of NCC. With the Government of India's focus on river interlinking and making water accessible to all, irrigation will serve as a critical component in achieving these ambitious goals. We are proud to be part of this transformative journey, driving success and fostering trust in every irrigation project we undertake.



but also aligns with global environmental standards, enhancing India's reputation as a responsible global citizen.

The irrigation sector in India also plays a crucial role in supporting the construction industry through various positive contributions, facilitating sustainable development and infrastructure growth across the country. Moreover, the development and maintenance of irrigation networks create employment opportunities in rural areas. This boosts local economies and contributes to poverty alleviation and rural development, aligning with broader national development goals. Furthermore, irrigation projects often involve large-scale civil engineering works, including the construction of dams, canals, tunnels and pumping stations. These projects serve as showcases of engineering prowess and contribute to the skill development of professionals in the construction sector, fostering technological advancement and innovation.

NCC's Irrigation Division

NCC actively engages in the irrigation industry, acknowledging its vital role as the lifeline for farmers and the cornerstone of food security for the vast population. Our company undertakes diverse projects in irrigation infrastructure, encompassing major, medium, and minor canals sourced from rivers, groundwater, well-based systems, tanks, and initiatives in rainwater harvesting. Moreover, NCC's expertise and resources in irrigation infrastructure development extend to sectors such as forestry, animal husbandry, horticulture, and sericulture, all of which heavily depend on water resources. Through our involvement in irrigation projects, NCC significantly enhances food security, reduces dependency on monsoons, improves agricultural and allied industrial productivity, and creates employment opportunities in rural areas. Our proficiency covers the construction of dams, reservoirs, tunnels, barrages, spillways, aqueducts, and hydroelectric power projects, demonstrating our commitment to sustainable and comprehensive irrigation solutions. By laying the groundwork for the future, NCC plays a pivotal role in advancing and nurturing the irrigation sector.



COMPLETED PROJECTS

Rubber Dam Project (2020-2022): Ensuring year-round water availability near Vishnupad Mandir on the left bank of the Falgu River in Gaya District, Bihar.

Gundlakamma Reservoir Project (2004-2020): Formation of right earth bund, closing the gorge portion by earthen bund, excavation of left and right canals, construction of right head sluice, including CM & CD works and distributary system for an ayacut of 80,060 acres in Ongole District, Andhra Pradesh (NCC share: 50%).

Indira Sagar Project (Polavaram Project) - Package - 3 (2005-2020): Main canal construction, including lining and CM & CD works from km 51.600 to km 69.145 of LMC in East Godavari District, Andhra Pradesh (NCC share: 50%).

Sri Komaravelli Mallanna Sagar Reservoir (2017-2023): Formation of a 50 TMC capacity reservoir, including earth bund formation and associated components for Reach-4 from Km 16.700 to Km 22.900, along with its structures and saddle bund of 1.60 km length in Telangana (NCC share: 20%).

Owk Tunnel - II (2007-2020): Investigation, design, excavation, and lining for feeding Owk Reservoir from km 57.700 of GNSS flood flow canal, including construction of ADIT under GNSS Package No. 30/06 in Nandyal District, Andhra Pradesh (NCC share: 50%).

SRBC Main Canal Widening (2006-2020): Widening from km 25.067 to km 56.775, construction of additional structures, improvements, alterations to CM & CD works, and allied works under GNSS Package no. 26 of SRBC in Nandyal District, Andhra Pradesh (NCC share: 50%).

Thotapalli Barrage Project (2004-2019): Earthwork excavation, embankment formation, CM & CD works of the right main canal from km 52.450 to km 107.000, its distributary system, and field channels in Vizianagaram District, Andhra Pradesh (NCC share: 50%).



Citation for Gaya Rubber Dam Project

Saradhi Barrage Construction (2011-2019):

Vertical lift gates and appurtenant works across the Mahanadi River in Janjgir-Champa District, Chhattisgarh.



ONGOING PROJECTS



Kutchh Branch Canal

Eastern Gandak Canal Restoration (2009-2017):

Restoration of the canal system, including Gandak Barrage and its appurtenant works under Rastriya Sam Vikas Yojana in Bihar.

Kutchh Branch Canal Construction (2011-2016): Branch canal and lining, including CM & CD works from km 82.300 to km 112.500 in Kutchh District, Gujarat.

Gandikota Dam Construction (2005-2013): Dam across the Penna River and earthwork excavation of GNSS Main Canal, including CM & CD works from km 0.000 to km 24.330, Head Regulator construction, approach canal, and road formation near Mangapatnam village in Cuddapah District, AP (NCC share: 50%).

Sri M.S.R Ramathirtham Balancing Reservoir

(2005-2008): Formation of Balancing Reservoir with a capacity of 1.514 TMC on Ongole Branch Canal of NSP near Ramathirtham (V), Santhanuthalapadu (M), Prakasam District, Andhra Pradesh.

Bheema Lift Irrigation Project: Design and execution of Stage-I & Stage-II pumping stations (Lift -II) in Mahabubnagar District (Erstwhile Andhra Pradesh).

Tirhut Main Canal Construction: Canal and lining work and structures from R.D 827.70 to R.D.909.40 under Tirhut Main Canal, Bihar.

Rajolibanda Diversion Scheme: Near Bathra Bommalapuram Village, Kosigi Mandal, for drinking and irrigation needs of western Kurnool District. Includes excavation of RDS Right Main Canal, CM & CD works, formation of 4 reservoirs, 4 lift pump houses, electromechanical works, pressure mains, and distributary system of canals up to field channels for developing an ayacut of 40,000 acres in Kurnool District, AP.

Venkatadri Reservoir Formation: Bund formation from Km. 0.000 to Km. 6.900 at Vattern (V), Bijinepally, Mahabubnagar District, Telangana (Package -9) (NCC share: 80%).

AVR HNSS Project-Phase-II: Widening of Punganur Branch Canal from Km 79.600 to Km 220.350 to enhance carrying capacity, including CM & CD works to meet the irrigation and drinking water needs of Thamballapalli, Madanapalli, Punganur, and Palamaneru constituencies and development of irrigation network in Punganur Constituency, Chittoor District, AP.

MP South Canal Modernization: Modernization from km 0.000 to km 40.000 and km 40.000 to km 84.000 - Package 43 & 44 in MP.

Baswapur Reservoir Formation: Formation with a capacity of 11.39 TMC near Baswapur (V), Bhongir (M), Yadadri - Bhongir District, including high-level main canal, distributary system, CM & CD works to create an ayacut of 23,000 acres (NCC share: 29%).





Manoj Penmetcha
Director (Projects)

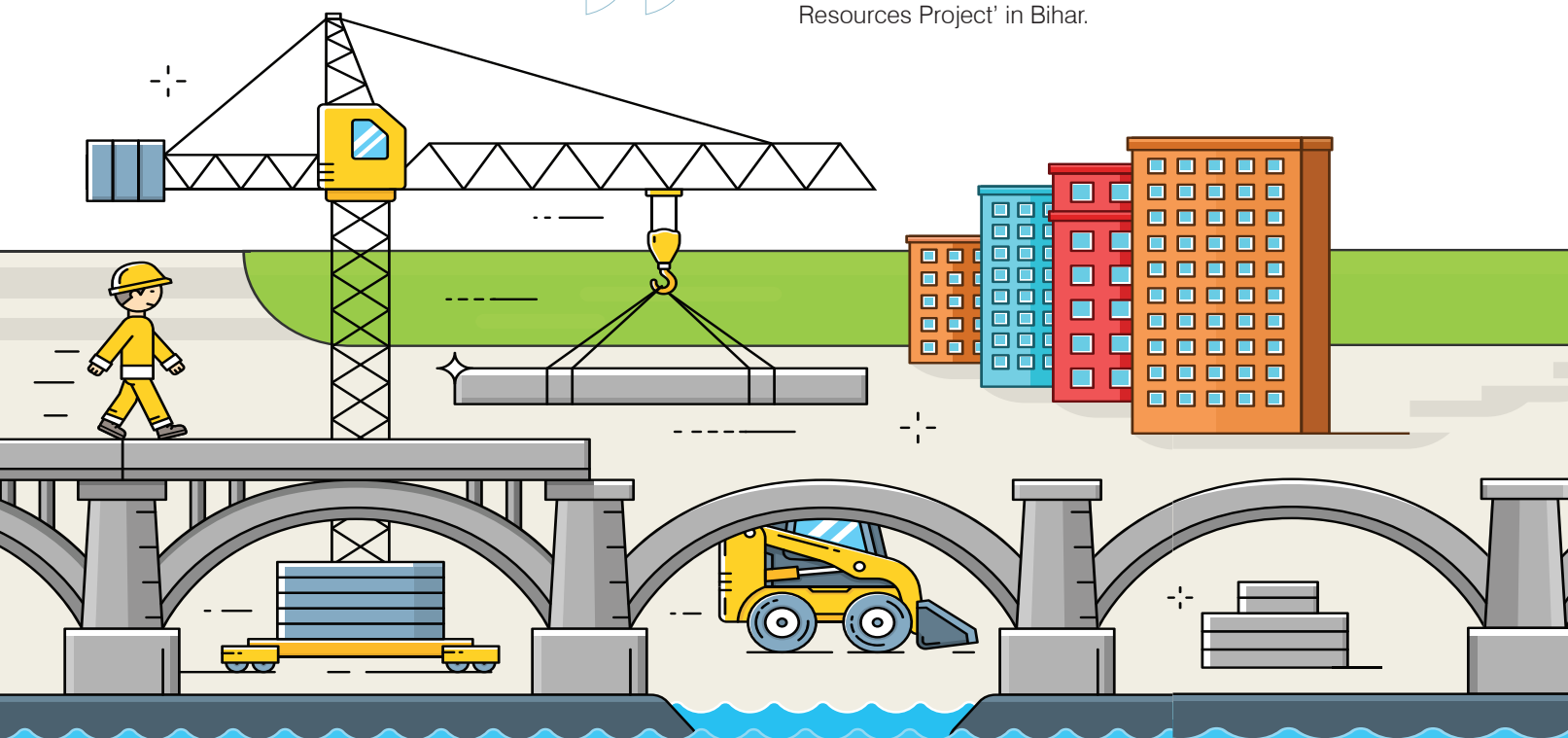
As we continue to advance our mission of delivering sustainable and innovative irrigation solutions, I want to extend my deepest gratitude for your unwavering support and dedication. Together, we have navigated challenges and celebrated milestones, while remaining steadfast in our pursuit of enhancing agricultural productivity and water management. Our team's ingenuity and perseverance have positioned us among industry leaders, and I am confident that our collaborative efforts will drive even greater achievements in the future. Let us continue to work hand in hand, fostering a culture of innovation and integrity, as we build a brighter and more sustainable future for our communities and stakeholders.

Innovation/Technology Used in Projects

The modernization techniques used in the “Gaya Rubber Dam Project” included the implementation of a six-span air-inflated rubber dam. Each span operates independently or in synchronized sequences, enhancing flexibility and operational efficiency. This control system seamlessly integrates all spans, offering enhanced redundancy options and strengthening system resilience and safety.

Rubber dams are flexible barriers made of reinforced rubber sheets supported by a rigid frame. They are used to create reservoirs or control water flow in rivers or streams. In the context of the Gaya Rubber Dam Project, NCC implemented this technology by replacing the traditional steel gates with inflatable rubber membranes. This offers numerous advantages over steel gates, such as rapid construction, eco-friendliness due to the absence of lubricants, and an operating system that is fully automated and controlled, resulting in reduced operational costs.

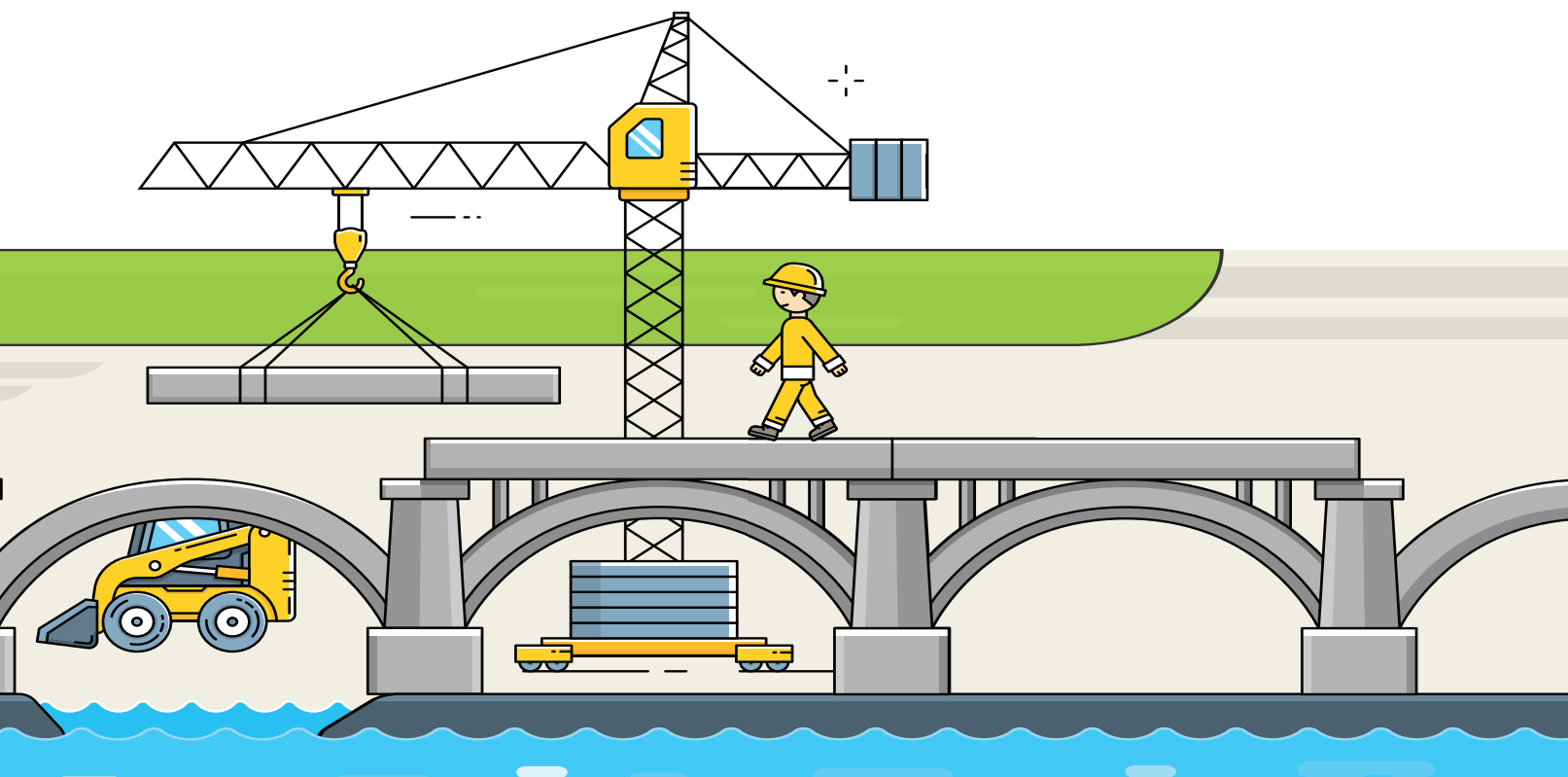
Additionally, it allows for more efficient water management, ensuring a reliable water supply for irrigation, tourism, and other purposes in the region. Moreover, it stands as the longest rubber dam in India. NCC Limited successfully implemented this project, building the entire project during one dry season and inaugurating it one year ahead of time. This project received the CBIP (Central Board of Irrigation and Power) award for ‘Best Implementation of Water Resources Project’ in Bihar.



NCC's Vision for the Irrigation Division

NCC aims to establish itself as a globally respected leader in irrigation infrastructure, committed to achieving excellence, delivering projects on schedule, ensuring customer satisfaction, and continually enhancing knowledge. The backbone of farmers' livelihoods and crucial for supporting the vast population, irrigation infrastructure encompasses a network of major, medium, and minor canals sourced from rivers, groundwater, well-based systems, tanks, and various rainwater harvesting projects tailored for agricultural needs. Leveraging its extensive expertise and resources in irrigation infrastructure development, NCC will continue to play a pivotal role in advancing food security.

Our future goal is to pioneer new technology implementations tailored to site-specific conditions and designed to address future challenges. We are dedicated to maximizing the use of modern irrigation techniques to advance our division and meet the evolving irrigation demands of our nation.





Sudhakara Moorthy

Sr Vice President - HR

Building Capabilities as a Strategic Lever for Growth

In today's fast-changing business environment, construction companies must adapt and innovate to stay competitive. A critical component of this adaptability is the strategic development of organizational capabilities. Developing organizational capabilities—skills, processes, technologies, and behaviours—is crucial for maintaining a competitive edge.

1. Understanding Capabilities

Capabilities are the collective skills, abilities, and expertise that we as a company possess, enabling us to perform specific activities effectively. These are of three main types:

Core Capabilities: Essential for day-to-day operations and competitive advantage.

Distinctive Capabilities: Unique strengths that differentiate us from competitors.

Dynamic Capabilities: Enable us to adapt, integrate, and reconfigure internal and external competences to address rapidly changing environments.

2. Strategic Lever for Growth

Building capabilities is an ongoing process aligned with the company's strategic objectives. The ways in which capability building could act as a strategic lever for growth are:

Innovation and Differentiation: By developing capabilities in R&D, we could create new methods and materials that meet emerging client needs.

Operational Efficiency: Investing in capabilities such as lean construction techniques, supply chain optimization, and quality management, we could significantly improve operational efficiency.

Customer Focus: Enhancing capabilities in client relationship management and data analytics allows us to better understand and anticipate client needs.

Agility and Resilience: Developing dynamic capabilities ensures that we can swiftly respond to market changes, technological advancements, and unexpected disruptions.

3. Implementing Capability Building

To effectively build and leverage capabilities, we should follow a structured approach:

Assessment and Alignment:

Conduct a thorough assessment of existing capabilities and identify gaps relative to strategic goals. Ensure alignment between capability development and business strategy.

Investment and Development:

Allocate resources to develop or acquire necessary capabilities. This may involve training programs, hiring experts, or investing in new technologies.

Measurement and Improvement:

Establish key performance indicators (KPIs) to measure the impact of capability development initiatives. Continuously monitor progress and make adjustments as needed to ensure optimal outcomes.

Conclusion

Building capabilities is a strategic imperative for construction companies seeking sustainable growth. By focusing on core, distinctive, and dynamic capabilities, companies can drive innovation, enhance operational efficiency, improve client satisfaction, and maintain agility in the face of change.





D Lakshmi pathi Raju

JGM(Tech)

Lucknow

A Journey of Dedication and Growth

With a remarkable career spanning over three decades, D Lakshmi pathi Raju stands as a testament to dedication, hard work, and continuous growth at NCC Limited. As the Joint General Manager (Technical), Lakshmi pathi Raju has been an integral part of many significant projects, consistently demonstrating his expertise and leadership. In this interview, he reflects on his unforgettable experiences, daily responsibilities, and the invaluable lessons learned from his mentors. Join us as we delve into the inspiring journey of a man whose commitment to excellence has made a lasting impact on our projects, and our organisation.

Unforgettable Incident in NCC

Reflecting on one or two incidents in my 30-year career at NCC is challenging; however, celebrating this milestone stands out as one of the most memorable moments. This epic journey symbolizes not only my long-term dedication but also the growth, achievements and success I have experienced throughout my tenure.

Learning from superiors

Early Career Guidance: As a Junior Engineer (JE), I was trained by our honourable director, ASN sir. He instilled in me the importance of maintaining quality work, controlling wastage, ensuring proper housekeeping at the site, and achieving high productivity from labour within short periods. He is my first guruji in this field and his guidance has been invaluable in shaping my professional journey.

Advanced Technical Skills: Later, I had the opportunity to oversee site operations at Golden Jubilee Hotel under the leadership of PVNS Murthy sir. This experience was a turning point in my career, helping me develop advanced technical skills that significantly enhanced both my personal and professional growth.

Current Role at Lucknow Airport: Currently, I am executing my duties at the Lucknow Airport site with Adani as the client. Under

the guidance of M Satish Kumar Garu (SGM), I have learned the importance of documentation, record maintenance, and effective email and letter drafting on client issues. Adani is one of the most demanding clients I have encountered, and Satish Kumar garu's guidance has been instrumental in handling the client in challenging situations and ensuring the smooth progress of work.

A few Memories During My Tenure at NCC

Sea Bird Site Hospital Zone, Karwar: One of my best memories is working at the Sea Bird Site Hospital Zone in Karwar, a 150-bed facility. It was my first time overseeing such a large number of services. As the Zonal in charge, I completed the project with high-quality work, earning appreciation from both my project in charge and the client.

Golden Jubilee Hotel: Another memorable project was the Golden Jubilee Hotel (Trident & Oberoi Hotel), which I managed under the guidance of PVNS Murthy sir and V Srihari Raju Garu. I remained fully committed until the completion and handed over the project to the client within set timelines.

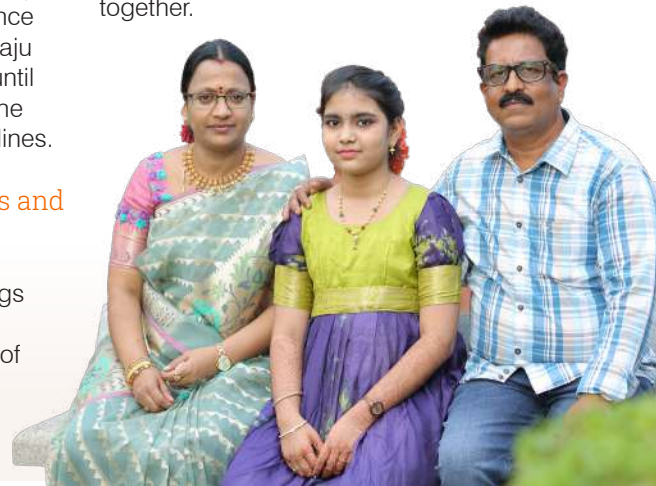
What gives you that happiness and thrill while working at NCC

Working at a construction site brings me immense happiness and thrill as I witness the tangible progress of

projects from inception to completion. The dynamic nature of construction, with its daily challenges and opportunities for problem-solving, keeps me engaged and motivated. Seeing a well-executed project and receiving appreciation from clients and colleagues provides deep fulfillment.

Family Details:

I am happily married to D Laxmidevi, a dedicated homemaker who brings harmony to our household with her balanced approach to life. My wife has been an unwavering pillar of support in my professional life, significantly contributing to my success. Her encouragement and belief in my abilities have been a constant source of motivation, especially during challenging times. Together, we are blessed with our accomplished daughter, D Padma Srinivatha, currently studying in the eighth standard in Lucknow. By the grace of God, we lead a simple, comfortable, and joyous life together.



SIXER

In this page, six top management employees share their brief insights on common workplace topics



A Ramesh Babu
CGM (Tech)



K Arun Kumar
CGM (Tech)



MB Sha
CGM

One cost cutting measure you suggest at the workplace

Improving Productivity through proper process standardization and Value Engineering are the best cost cutting measures, rather than cutting overheads.

Investing in longer-lasting tools, purchasing materials at better price, reduction in wastage and taking measures / decisions on time.

Developing in-house talent and reducing dependence on outsourcing services (outside professional services).

One Tip for Time Management

Time is more effective than cost in long term profitability. Timely decision-making for negative and challenging issues saves the cost. Proper Project Management / Monitoring are the best tips for Time Management.

Prioritise the tasks in a sequence manner like Urgent and Important, Important but not Urgent, Urgent but not Important and neither Urgent nor Important.

Creating a daily schedule and sticking with it.

How do you handle pressure

Have confidence on problem solving process, maintain patience, focus clearly, and work towards resolution. Teamwork is essential in handling pressure.

By staying in the present and visualising the worst-case scenario, by taking a deep breath, giving myself positive reinforcement and addressing the issue by taking help if required.

By effective time management.

One good thing about the new generation

The new generations are undoubtedly innovative and tech-savvy. However, combining their strengths with the experience of older generations can yield exceptional results.

They have better resources, more access to knowledge, technology, comfort and opportunities for self-betterment than ever before.

Their educational level and social media prowess.

Important Aspects of a Team

Any industry is a mixture of various tasks of a team. With proper leadership, mutual trust, collaboration, diversity, adaptability, accountability, team work always succeeds.

A team environment that allows individuals to bring their views / ideas, critical thinking, collaboration, and open communication.

(a) Communication skills in addressing critical issues.
(b) Defining the Role of each Team member based on his skills and capability.
(c) Accountability of each team member.

Your Hero in the business world (outside of NCC)

Ratan Tata

Ratan Tata

Ratan Tata





RL Narasimha Raju
CGM (F&A), (Electrical)

Reducing outside professional services.

Plan, prioritise and organise the work.

By prioritising and delegating work. Cooperation of management, staff and family, and healthy personal habits.

Their good communication skills and tech savvy nature.

Collective and coordinated work with accountability and responsibility. Unity, adaptability, clear communication are trust between the members.

Dhirubhai Ambani



Varadaraj C
CGM (Contracts)

Try to do right job at first time itself, otherwise doing rework will incur extra cost and time loss. Select the right people for the job and let experienced professionals guide them.

List out the works to be done then start working based on the priority.

Split the job and allocate to different teams and coordinate.

Coming out of college with more of digital knowledge.

Arrange resources to the team to perform. Each one in the team to feel responsible and take the load.

Dr A Ramakrishna



P Sreenivasa Rao
CGM (Insurance)

Reduce expenditure on non essential items, investing in work process automation ,boost operational efficiency and reduce overhead costs.

Set goals that are achievable and measurable and prioritize works based on importance and urgency. Also set time limits for completing the works so that you are more focused and efficient.

Pressure can be driving factor to work best because I can analyse the situation and take suitable action to avoid negative stress.

New generation injects fresh perspectives because of digital mindset. They are good at navigating digital platforms and leveraging technology to streamline processes.

Having brainstorming sessions, keeping open communication channels, engaging in collaborative works, creativity and conflict resolution.

Henry Ford

WELCOME TO NCC Family

April to June 2024

A warm welcome and lots of good wishes to new joiners (JGM and above) on becoming part of our growing team. Congratulations! On behalf of team NCC, we welcome you aboard and wish you a fruitful career. Your contributions and inputs will go a long way in keeping the flag of NCC flying high.



Sakinala Bharath

Vice President, Electrical Division, Corporate Office

Sakinala Bharath joined NCC as Vice President in the Electrical Division at Corporate Office and is reporting to Dr Manoj R Penmetcha, Director (Projects). He holds a Bachelor of Engineering in Electronics and Communication from Osmania University, Hyderabad. Prior to joining our company, he has held various positions at Qualcomm India Pvt Ltd, Hyderabad and Tata Elxsi Ltd. He has over 15+ years of experience in technical design, development, and implementation, particularly in the wireless domain.

Vivekanand Nekkanti

Vice President (Finance), Corporate Office

Mr.Vivekanand Nekkanti joined NCC as Vice President (Finance) at the Corporate Office, Hyderabad and is reporting to P J V Sarma, Director (Treasury). He is a Chartered Accountant from ICAI - New Delhi and a graduate in Commerce from Andhra University. He has also completed a post-qualification course in Information Systems Audit (ISA) from ICAI. Prior to joining us, he held positions at Everest Infra Ventures India Pvt Ltd, Hyderabad as Chief Financial Officer, BSR Infratech India Ltd, Bangalore as Chief Financial Officer, Mytrah Energy (I) Ltd., Hyderabad as Associate Vice President - F&A, and Lanco Infratech Ltd, Hyderabad as Deputy General Manager – Finance, among others. He has over 30+ years of experience in Finance and Accounting, Project Finance, Working Capital Management, Treasury functions and Taxation (Direct & Indirect).



Kamal Khanduja

Senior General Manager (Tech),
Delhi Region – IIHM Sonipat Project

Kamal Khanduja joined NCC as Senior General Manager (Tech.) at Delhi Region – IIHM Sonipat Project and is reporting to Krishna Venkata Addepalli, Chief General Manager (Tech). He holds a B.E. in Civil Engineering from the University of Pune. Prior to joining us, he worked at Tata Projects Ltd, as General Manager - Construction, IL&FS Engg & Construction Co Ltd, as Senior General Manager, Shapoorji Pallonji & Co Ltd, as Additional General Manager-Projects, Larsen & Toubro Ltd., as Project Head (Senior Manager) among others. He has over 30+ years of experience in Project & Construction Management.



Milind Manohar Acharya

Senior General Manager (Tech), Adani Data Centre, Pune

Milind Manohar Acharya joined NCC as Senior General Manager (Tech) at the Adani Data Centre PNQ06-Pune project and is reporting to PNVS Murthy, Senior Vice President (Tech). He holds a B.E. in Civil Engineering from Sardar Patel College of Engineering, Mumbai. Prior to joining us, he has worked with companies such as HISPL, Jushi India Fiberglass India Pvt Ltd, Navi Mumbai Smart City Pvt. Ltd., Hindustan Construction Company, Owens Corning India Ltd., Ajit Construction and Bhagwati Designs Pvt. Ltd. He has an overall experience of 32+ years in large scale infrastructure, real estate, smart city, and industrial projects.

Chintalapaty Venkata Krishna Mahadev

General Manager (Designs), CoE, Corporate Office

Chintalapaty Venkata Krishna Mahadev joined NCC as General Manager (Designs) at the Center of Excellence (CoE), Corporate Office, Hyderabad and is reporting to N Surya Srinivas, SVP – Engineering. He holds an M Tech in Structural Engineering from Visvesvaraya Regional College of Engineering, Nagpur, a B.E Civil Engineering from Vasavi College of Engineering, Osmania University, Hyderabad and a Diploma in Civil Engineering from Govt Polytechnic, Masab Tank, Hyderabad. Before joining us, he worked at Larsen & Toubro Ltd., Chennai as Joint General Manager - Civil and Bhagwati Designs Private Ltd., Hyderabad as Design Engineer. He has over 30+ years of experience in Engineering (Detailed & Proposal) majorly in Water, Electrical and Cement plants etc.



Sankar Bollu

General Manager (Tech), Delhi Region
AIIMS Rishikesh Project

Sankar Bollu joined NCC as General Manager (Tech) at Delhi Region – AIIMS Rishikesh Project and is reporting to Alluri Sanjith Raju, Director (Projects). He holds a Diploma in Civil Engineering from SV Polytechnic College, Machilipatnam. Before joining us, he worked with UP Developers & Construction Company, Lucknow as General Manager, IVRCL Limited, Hyderabad as Deputy Manager (Projects) and NCC Ltd., as Deputy Project Manager. He has over 28+ years of experience in the Construction of commercial, residential, institutional, heavy civil & industrial projects.

Honouring Three Decades of Dedication

Celebrating 30 years of exemplary service, AG Ravi, Chief Manager - IS, has consistently been delivering efficiency and excellence within the Information Systems department. DVS Varma, GM (Business Development), has played a pivotal role in expanding NCC Limited's business horizons through strategic initiatives. SMVSR Raju, JGM (Accounts), has been a cornerstone in maintaining financial integrity and efficiency. Both Rajesh Babu M, JGM at Adani International Airport, Lucknow,

and K Arun Kumar, CGM (Tech), RO Bangalore, have demonstrated exceptional project management skills and Gutakala Baboji, Asst Manager (Admin) in the Electrical Division, has consistently provided outstanding administrative support, contributing significantly to the division's efficiency. The enduring commitment and invaluable contributions made by these long service employees are instrumental in the company's growth and success.



Rajesh Babu M, Joint General Manager, Adani International Airport, Lucknow being felicitated by ASN Raju, Director and Satish Kumar SGM (Tech)



DVS Varma, GM (BD) being felicitated by AVN Raju, Director & Manoj Penmetcha Director (Projects)



SMVSR Raju, JGM (Accounts), being felicitated by AGK Raju, ED, RS Raju, Director (Projects) and Sanjay Pusarla, CFO



Gutakala Baboji, Asst Manager (Admin), Electrical divn, being felicitated by AVN Raju, Director & Manoj Penmetcha, Director (Projects)



K Arun Kumar, CGM (Tech), RO Bangalore being felicitated by V Radhakrishna, Director (Projects) and Vishnu Varma, Director (Projects)



AG Ravi, Chief Manager - IS, being felicitated by J V Ranga Raju, Director, J Chaitanya Varma, Director & Lalith Reddy, Associate Director & Team



M Satish Kumar, Sr General Manager (Tech), Adani International Airport, being felicitated by ASN Raju, Director



KTRSS Vasu, GM-Tech, Seabird project, being felicitated by GRK Reddy, Sr Vice President



M Ashok Kumar, Deputy Project Manager, W&E Div, being felicitated by Vishnu Varma, Director (Projects)



Ramesh Kumar RL, Dy General Manager (Tech), R.O Bhopal, being felicitated by K Arun Kumar, Chief General Manager (Tech)



S Sathish Kumar, Senior Project Manager – (Electrical), TANGEDCO Tambaram, Chennai project.



Mantena Rama Raju, Sr Manager (Tech), HMDA - Budvel, being felicitated by Directors, ASN Raju, Surya Sri Krishnam Raju and Harsha Varma, with Ramesh Babu (EVP) and RVS Siva Prasad CGM (Tech)



Rajbahadur Gaur, Officer (Stores), NBCC - Karkardooma Project, being felicitated by Kota Rajasekhar, Senior General Manager (F&A)



CTV Chandra Sekhar, Sr Manager - Stores, SWSM-Hardoi Project, being felicitated by Rajinder Kumar, DGM-Tech.



Harikesh Rai, Senior Driver, ITC - Nauroji Nagar, being felicitated by NR Alluri, Managing Director, NCC Urban

LONG SERVICE

April to June 2024



K Rama Satyanarayana, Manager (Stores), BESCOM-DAS&RMU Project being felicitated by Naveen Prasad Tivari, Project Manager



U Jagga Rao, Project Manager, SWSM UP Sitapur Project, being felicitated by ASN Raju, Director



MND Bala Rama Krishnam Raju, Dy Manager (Stores), Adani Data Center, Pune, being felicitated by KAVL Narasimha Raju, JGM

15 years



P Naga Surya Kumar, AGM (Admin), HEED, CWS Shankarpally, being felicitated by ASN Raju, Director



G Shyam Kumar, Sr General Manager (C&C), being felicitated by Raghu Alluri, Director (Operations)



H Dangeswara Rao, JGM (Tendering) being felicitated by ASN Raju, Director



Potnuru Ugadi, Senior Engineer, APTIDCO – Naidupeta, being felicitated by C Padmanabhan, GM, Tech



L Nageswara Rao, Assistant Manager (P&A), NCC Urban, being felicitated by N Mohan, AGM



Jyoti Prakash Dixit, Asst Manager (stores), RO-Lucknow, being felicitated by M Satish Kumar, Regional Coordinator



G Dhanujaya Naidu, Sr Supervisor, NCC Urban, being felicitated by N Mohan, AGM

And there's more

Javed Shamim, Project Manager, (Mech), NMDC Jagadapur
D Vijaya Rama Raju, Project Manager (QS), APMSIDC Upgradation
Sandeep Ramachandra Jangale, Chief Manager (QS), RO Mumbai

10 years



Aluri Sudheer Varma, Dy Manager (Materials), being felicitated by NB Raju, Sr EVP



M Venkateswarlu, Junior Foreman (Batching Plant), RWS Vijayawada, being felicitated by DV Prasad Rao, EVP-Tech



Nalla Venu Babu, VP (Contracts & Claims), being felicitated by Raghu Alluri, Director (Operations)



Chalapathi Gupta Kotha, Dy Manager (Accounts), Govt Medical College, Purnea (Bihar), being felicitated by G Ramakrishna Reddy, SVP (Planning & Monitoring)



Santu Boyal, Senior Engineer (Projects), Ranchi WSS Project, being felicitated by SK Afzal, VP (Tech)



Bolla Amaleswara Rao, Senior Project Manager, being felicitated by SK Afzal, VP (Tech)



Jethava Hardik Vinod, Deputy Project Manager (QS), NWR-Dantiwada Project, being felicitated by S K Afzal, VP (Tech)



P Laxmi, Officer (Accounts), being felicitated by Brahmaiah, SGM



Veera Chaitanya Duggi, Dy Manager (Safety), Jabalpur Flyover Project, being felicitated by V Srihari Raju, GM (Tech)



Dungala Nanajee, Manager, Govt Medical college, Madhubani, being felicitated by T Maheswarappa, DGM(Tech)



Atul Kumar Chaubey, Asst Manager (Admin), Amlikaur WSP, Banda, being felicitated by Sanad Kumar Nayak, DGM -Tech

LONG SERVICE

April to June 2024



Khadar Valli Sheik, Asst Manager (IS), SWSM-UP-Gulara, being felicitated by Ramesh Kumar RL, DGM (Tech)



Murali Billa, Officer (IS), ADCL-W&E site, being felicitated by K Sobhan Kiran Kumar, Sr PM



Ambari Shiva Kumar, Sr Engineer, HMDA Budwel, being felicitated by RVS Siva Prasad, CGM (Tech)

And there's more

Muniyan Bhuyan, Asst Manager (Stores), RDSS Lucknow
Satya Srinivasu Kasetti, Asst Engineer (Electrical), RDSS Moradabad
T Ramesh, Officer (Stores), SWSM UP
Bokka VenkataSriram, Officer (EDP), GVMC Smart City
Kaseem Peera Shaik, Asst Engineer, Adani International Airport
Rahul Kumar, Officer (Resource Mobilisation), SWSM UP
Raj Narayan Mishra, Officer (Stores) MMRDA Mumbai Metro

Pankaj Kumar, Sr Assistant (Stores) MMRDA Mumbai Metro
Bothsa Rambabu, Asst Engineer, JBC-Puri
J Venkata Krishna Rao, Asst Manager (Accounts), RWSS Khorda
N Yatheendran, Asst General Manager (Tech), RO Bhubaneswar
KV Murali Krishna, Officer (Stores), TSTRANSCO
Sutikshan Naharwal, Asst Engineer, Ramsar Sheo
Naveen Babu Arja, Officer (Survey), Nagpur Indora Flyover
N Mubarak Ali, Manager (Taxation), RO Mumbai

RETIREMENT



CH Durga Rao, DM Administration, SWSM UP Sitapur Project, being felicitated on his Retirement



V V Satyanarayana Charyulu, Manager- Accounts, BMRCL Doddajala Casting Yard, being felicitated on his Retirement



V Srihari Raju, GM (Tech) & Project In charge Jabalpur Flyover, being felicitated on his Retirement

SITE VISIT



Keshav Prasad Maurya, Dy CM of UP, and **Krishnam Raju M, JGM**, during their site visit to Shahjahanpur Project

HR MEET



Annual offsite HR Meet at Dream Valley Resorts in Hyderabad

LAUGH IT OFF

Welcome to "Laugh it off," where we bring a touch of humour to your day with stories that remind us not to take life too seriously. From the classic mishaps of everyday life to the unexpected surprises that keep us on our toes, this column is all about celebrating the lighter side of our experiences. Whether it's a funny incident, a clumsy fiasco, or the hilarious misunderstandings that make us chuckle, we believe that a good laugh is the best way to navigate the ups and downs. So, sit back, relax, and enjoy these tales of humour and humanity.

ATM HUMOUR

During my visits to the ATM, I have had many humorous encounters. The first type is the doubtful person who holds the ATM card as if he is seeing it for the first time and looks at it like he is going to say bye to it. He takes his own sweet time to decide which side of the card to insert and looks back to see if anyone is watching.

The next type is the highly suspicious person who before entering the ATM room looks left, right and back to see if anybody is following him. He is now relaxed to find that all is well. Upon entering, he spreads himself as if to block the keyboard so that nobody will see him punching the pin. Once he withdraws money, he will count it twice at a leisurely pace before stepping out.

There is another species who upon completing the transaction relaxes in front of the air-conditioner, gives his hair a stroke, tucks in his shirt properly to make himself ready for the world outside. Then you have the person who looks at the ATM as if it is a patient ready for surgery. He tries various options available on the menu screen and derives pleasure in each activity. He does everything possible with the machine except withdrawing money.

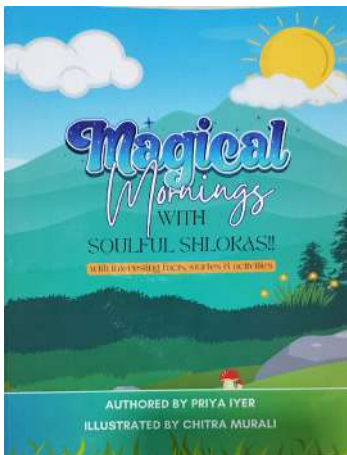


Now comes the person who uses the ATM room as a phone booth. He is not bothered about beginning his transaction. He just keeps talking. He is least concerned about the queue outside and occasionally glances back to give a nasty look.

Sometimes, you see a couple who enter the ATM. The man helps her in understanding the working process of the ATM, flashes a smile and makes sure that she has understood the operation. He behaves as if it is he who has assembled the machine. In the process, glances are exchanged, hands are touched and finally they come out as if returning from an exam.

Finally, you have the person who is an ATM destroyer. He forcibly pushes open the door as if he is on a mission to destroy. The moment he enters, he forcibly inserts the card and makes an action in Rajnikanth style and punches in his password so hard that the keys are ready for first aid. He is impatient and bangs the ATM in case there is a delay. Poor machine, it is sure to create problems for the next person. To top it all, you have the person who after completing his transaction keeps pulling the door for him to come out. He is almost in panic mode as if he is trapped inside. Then someone gestures from outside to press a switch for the door to open.

Philip Joshua
Corporate Communications



A hard-bound, easy-to-handle book for toddlers and parents who wish to start their day with meaningful and purposeful thoughts. "Magical Mornings with Soulful Shlokas" is designed for toddlers with a bright and children-friendly design by Ms Chitra Murali. The content selection with a pre-recorded shloka sung by the author, Ms Priya Iyer, w/o Tarakeswararao Siripuram, Asst Manager (Mines division), is enchanting.

Priya Iyer is a software engineer turned radio jockey, voice artist and a storyteller. Fuelled by a lifelong love and passion for storytelling, her weekends are dedicated for crafting small stories from mythology for kids. Through this book she wants the toddlers of this generation to make chanting a part of their daily routine.

The book can be accessed by scanning a QR code. For purchase inquiries, connect on WhatsApp at 91-9963923076



Painting by Sai **Teja Surathu**, 6th Class (CBSE), Chennai-66. S/o **Hema Sankar Surathu**, Officer (Accounts), SWSMUP-Sitapur, Uttar Pradesh.



Shaurya Gupta, 5th Std. S/o **Pramod Prasad Gupta**, Dy Manager (IS), SWSMUP-Hardoi, Uttar Pradesh, won the 3rd Prize in drawing competition organized by Kala Kendra and Paridhi Bhagalpur, Bihar on 5th May 2024.



Chinmayee Behera, d/o Raghunath Behera, Deputy Project Manager (MEP), AIIMS – Guwahati, passed 10th class with 95.4% (100/100 in Mathematics)-Heritage Public School, Guwahati. She was felicitated by Shri Gulab Chand Kataria, Hon'ble Governor of Assam for being CBSE Board Class X School Topper.

Know Your English

A robust vocabulary allows you to express your thoughts and ideas more precisely, making you an articulate and a more persuasive speaker or writer. Word power could boost your confidence, improve your thought process, and help you understand the things you read. So, what are you waiting for? Enhance your vocabulary now and leave a lasting impression on others.

Word Power

- Vicarious** ["vi" + "KAIR" + "ee" + "uhs"]
A. Experienced through another B. Dangerous or risky
C. Very loud D. Extremely small
- Dystopian** ["dis" + "TOH" + "pee" + "uhn"]
A. Perfect society B. Very pleasant
C. Related to a bleak, oppressive future
D. Richly decorated
- Beleaguer** ["bi" + "LEE" + "guh"]
A. To inspire B. To surround with military forces
C. To clean thoroughly D. To celebrate
- Desuetude** ["di" + "SYOO" + "i" + "tyood"]
A. State of disuse B. State of conflict C. State of happiness
D. State of alertness
- Ennui** ["on" + "WEE"]
A. Enthusiasm B. Boredom C. Confusion D. Excitement

Answers

- Vicarious** (a. Experienced through another)
She enjoyed the vicarious thrill of adventure stories without leaving her home.
- Dystopian** (c. Related to a bleak, oppressive future)
Kalki movie depicted a dystopian future where individual freedoms were severely restricted.
- Beleaguer** (b. To surround with military forces)
The fortress was beleaguered by enemy troops, cutting off all supplies.
- Desuetude** (a. State of disuse)
The old factory had fallen into desuetude after the company relocated.
- Ennui** (b. Boredom)
Despite the beautiful scenery, he couldn't shake off the feeling of ennui during the long holiday.



**DID YOU
KNOW?**

Axolotl

Nature's Regenerative Wonder

The axolotl, often referred to as the Mexican walking fish, captivates the world with its unique ability to regenerate lost body parts and its perpetual juvenile form. This fascinating amphibian is a symbol of both biological wonder and the urgent need for conservation.

Fascinating Facts About the Axolotl

The axolotl (*Ambystoma mexicanum*), also known as the Mexican walking fish, is a unique amphibian native to the lakes underlying Mexico City, notably Lake Xochimilco. Unlike most amphibians, axolotls remain in their larval stage throughout their lives, a phenomenon known as neoteny. This characteristic gives them their distinctive appearance, with external gills and a finned tail, resembling their juvenile form.

Unique Features and Abilities

1. Regenerative Powers: Axolotls are renowned for their remarkable ability to regenerate lost body parts. They can regrow entire limbs, spinal cord segments, heart tissue, and even parts of their brain. This regenerative ability is not only limited to healing but also to replacing damaged or lost body parts in a near-perfect manner, making them a subject of intense scientific study. Researchers hope to uncover secrets that might one day lead to breakthroughs in human medicine.

2. Neoteny: Most amphibians undergo metamorphosis, transitioning from a larval stage to an adult form. However, axolotls retain their larval features throughout their lives, even as they reach sexual maturity. This means they keep their gills and remain aquatic, unlike their terrestrial adult relatives. Under certain conditions, such as with the introduction of thyroid hormones, they can be induced to metamorphose into a more typical salamander form, though this is not natural for them.

3. Habitat and Conservation Status:

Axolotls are native to the remnants of ancient lakes in central Mexico, primarily Lake Xochimilco. Unfortunately, their natural habitat is under severe threat due to urbanization, water pollution, and the introduction of invasive species like tilapia and perch. These pressures have resulted in the axolotl being listed as critically endangered in the wild. Conservation efforts are underway to protect and restore their natural habitats, and captive breeding programs are also in place to help maintain their population.

4. Cultural Significance: The axolotl holds a special place in Mexican culture and mythology. Named after the Aztec god Xolotl, the god of fire and lightning who could transform into a salamander, axolotls have been a part of local folklore and tradition for centuries. They were also an important food source for the Aztecs and are still considered a delicacy in some parts of Mexico today.

5. Pet Popularity: Due to their unique appearance and fascinating biological traits, axolotls have become popular pets around the world. They are relatively easy to care for, provided their aquatic environment is well-maintained. Axolotls can live up to 15 years in captivity, and their charming and almost "smiling" faces endear them to many hobbyists.

Conclusion

The axolotl is a truly extraordinary creature, captivating scientists, conservationists, and pet enthusiasts alike. Its unparalleled regenerative abilities offer hope for medical advancements, while its endangered status underscores the urgent need for environmental conservation. Whether viewed as a symbol of resilience, a scientific marvel, or a beloved pet, the axolotl continues to fascinate and inspire.



Birthdays

April to June 2024



Abhiram, s/o Ashok Kumar, Asst Manager (Stores), Govt Medical College Madhubani, celebrated his birthday.



Jianshi Kochhar, d/o Diksha Gandhi, Assistant Manager- HR (RO-Delhi) - Buildings Division, celebrated her birthday on 14 April 2024.



Dhanya Sri, d/o Bharath Kumar Vulli, Senior Engineer (Electrical) BESCO SCADA DAS Project Bangalore, celebrated her birthday on 28 April 2024.



Priyaansh, s/o Somnath Mukherjee, Dy Manager - Accounts, GMCH-Madhubani, celebrated his birthday on 23 May 2024.

Samashti wishes all tiny tots a very happy birthday! May you have many many more, little cutie pies!



Bommineni Sativk Chowdary, s/o Bommineni Prasada Rao, Asst Manager-Accounts, APTIDCO-Naidupeta, celebrated his birthday on 26 April 2024.



Vinojini P and Vinoliya P, twin daughters of Paulson V, Senior Engineer, VJNL Chitradurga, Karnataka, celebrated their first birthday on 21 May 2024.



Megha, d/o KC Maharana, Project Manager, SWSM UP Bareilly project, celebrated her birthday on 2 April 2024.

Shubh Vivah

Samashti wishes all young couples a long and happy married life.



Bellapu Jagadeesh, Officer (IS), SWSMUP, Bareilly, Uttar Pradesh, married Anantha Lakshmi on 03 April 2024.



Ranjithkumar B, Jr Engineer, WSS Agra, UP married R Suguna Devi on 10 June 2024



The Lovable Little Girl in Polka Dots

Chandana Suram, DGM -Internal Audit

There would hardly be anyone amongst us who hasn't seen the "Amul Girl" and chuckled at her funny, pun-ny one-liners. She has been around for almost 6 decades and has been consistently doling out advertisements on Amul butter by commenting on current national and international happenings, in her trademark tongue-in-cheek, witty manner.

She's 58 years young and seems to be only growing younger, chirpier and wittier by the day. She has been with the whole lot of us – generations X, Y, Z & Alpha; yet age doesn't seem to catch up with her and she resonates with us all, young and old alike.

Here are a few facts about our dearest Amul Girl



- The Amul girl was created in 1966 as a response to Polson's butter-girl.
- She was conceived by ad guru Sylvester De Cunha.
- De Cunha, seeking a child model, reviewed 712 photos before zeroing on the picture of Shobha Tharoor, sister of Shashi Tharoor, dressed in a spotted dress.
- Art director Eustace Fernandes illustrated the Amul girl as a happy little girl with a round face, friendly smile, big round eyes, no nose, and dressed in a polka dot frock with a matching bow in her blue hair.
- De Cunha's wife, Nisha, suggested the tag-line "Utterly Amul," to which he added "Utterly butterly Amul." Despite grammatical concerns, Dr Kurien, the head of Amul, approved it.
- The 'Utterly butterly' phrase has a fan-following, inspiring a British company to launch butter named "Utterly Butterly."
- The use of Hinglish in Amul girl's ads adds charm and wit.
- The Amul girl, known for being bubbly, cute, naughty, and vivacious, was awarded the title of 'Asia's Most Admired Mascot' and holds the Guinness Record for the longest-running ad campaign.
- Cheers to the amazing Amul girl and wish you all an utterly butterly lovely day!

Singer & Rising Tollywood Star

Pranidhi K, GET (IT & Digitalization) joined Corp Office, NCC in December, 2023 after completing her bachelor's in civil engineering from Manipal Institute of Technology. She is associated with Project Unnati and is involved in Infor implementation.

Pranidhi is also an accomplished singer and is associated with 'Band Hridayam' as their lead singer. Music runs in her family - she attributes her singing genes to her mother, herself an exceptional singer.



Pranidhi has worked in a lot of projects as a play-back singer and voice-over artist. Her first major break-through into play back singing has been with the Tollywood movie 'My Dear Donga', in which, she has sung the peppy title song and another soulful number. She has also done voice-over in an upcoming Tollywood movie 'Jayamundi bhayamela manasa'

Here's wishing Pranidhi lots of good luck and success.

Join the NCC Social Media Family

As NCCians, you are our biggest cheerleaders. Needless to say, we are counting on you to grow our social media following.

We invite you to like, share, or subscribe to our newsfeeds on social media platforms and follow us on Facebook: [nclimited official](#), Twitter: [ncc_limited](#), LinkedIn: [ncc limited](#), and Instagram: [nclimited.official](#)

We will be more than excited to see your likes or posts on our social media platforms.

Stay current on company news and be part of our journey as we continue to grow together!



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and LinkedIn



Calling all employees! Share your best clicks with us for the Click click section of Samashti. Whether it's a breathtaking landscape or a candid moment, share your photos to samashti@nccltd.in

1. Marina Bay Sands, Singapore clicked on iPhone 15 Pro Max by **A S V Pavan Kumar**, Dy General Manager (C & C).
2. Draksharamam, East Godavari District, AP clicked on iPhone 10 by **K Malini**, Sr Executive Secretary, Corporate office.
3. Velankanni Church clicked on OnePlus Nord CE3 by **Philip Joshua**, Corporate Communications
4. Athirapally water falls Kerala clicked on Vivo 15+ by **Khanjan Antani**, Dy General Manager, Materials Dept, Corporate Office.
5. Hussain Sagar, Hyderabad clicked on Apple iPhone 14 Pro max by **Sateesh Singh Nellore**, Vice President (QA & QC), CoE.
6. Sunset at RWS Maharashtra. clicked on Samsung M33 5g by **D Y R Brahmam**, Sr Manager (IS), RWS-Maharashtra.

LETTERS TO THE EDITOR

Respected Sir,

I am writing to express my appreciation for the heartfelt and inspiring messages from our Managing Director and Executive Director in the latest edition of Samashti.

The MD's message resonated deeply with me, especially the core message of serving India through impactful projects. The emphasis of our projects being made in India, made for India, and made by India fills me with pride to be part of such a forward-thinking organization. Equally uplifting was the ED's message, which highlighted the topic of facing unpleasant reality. The focus on facing reality with imagination, passion and resourcefulness is both encouraging and empowering.

These messages reinforce the strong leadership and clear direction and would be a source of inspiration to NCCians. They remind us of the importance of our roles and the difference we can make in the communities we serve. I am confident that with such inspiring leadership, we will continue to reach new heights and achieve our goals with renewed effort.

K Krishna Rao ,
Sr Exe Vice President - Internal Audit

Dear Editor,

First of all, I would like to appreciate the Team of our In-house Magazine - Samashti for their dedication to producing such a high calibre magazine. As a regular reader of Samashti, I continue to be impressed by quality of content and the variety of topics which improve our knowledge. Samashti provides valuable information and updates that are relevant to our work. Samashti is not only Magazine, but it gives us feeling of one family. I am eagerly waiting for next issue of Samashti with interesting topics and stories.

P Surender Rao ,
AGM – Finance, Corporate Office

This section invites your suggestions and comments about the issue and/or about any article or news item published in it. The most meaningful letters gets highlighted in this page.

Respected Sir,

I am writing to commend the informative project news of Samashti, especially the "Happenings" and "Focus" sections. The "Happenings" section does a fantastic job of keeping us updated on the latest events, safety news and milestones achieved by NCC Limited. The coverage of the recent project inaugurations and important events was particularly engaging and showcased our company's commitment to excellence.

The "Focus" section, highlighting in-depth analyses of the metro rail segment of the Transportation division was thought-provoking. The article was both insightful and engaging, showcasing our diverse project portfolio along with inspiring bytes of the top management.

Thank you for your hard work in curating such informative content. I look forward to future editions.

B Srinivas
DM-Safety, MMRDA, C102 Mumbai

Respected Sir,

The name of the magazine, "Samashti," signifies the unity that binds NCC personnel across the country. Each edition is instructive, covering new topics of NCC in detail and featuring vibrant cover pages. Although we work in separate areas, Samashti allows us to learn about NCC's accomplishments and completed projects, fostering a sense of unity among us. I am grateful to the Samashti team for their encouragement and recognition. I hope Samashti continues to produce more informative and colourful editions that include contributions from employees nationwide.

Ramdas Achari ,
Dy Manager (Admin), Project Seabird,
Karwar

Your voice matters.
It is your voice
that keeps us
on our toes and
helps us improve.
Don't let others'
opinion drown your
voice. Samashti is
your magazine.
Express yourselves
freely and mail
us your letters
at: samashti@
nccltd.in



THEY SAID IT



"It's a very special day for our education sector. At around 10:30 AM today, the new campus of Nalanda University will be inaugurated at Rajgir. Nalanda has a strong connection with our glorious past. This university will surely go a long way in catering to the educational needs of the youth."

Prime Minister Narendra Modi in a post on X (formerly Twitter), expressing his happiness before the inauguration of Nalanda University in Rajgir, Bihar



"While business models may be designed to drive profitability and growth, they sometimes contain vulnerabilities that may not be apparent. Pursuit of business growth is important, but it should never come at the expense of taking on unacceptable risks. Robust risk mitigants are essential for ensuring long-term success and resilience of a regulated entity as well as the overall financial system."

The Reserve Bank of India (RBI) governor Shaktikanta Das, while speaking at the second global conference on financial resilience in Mumbai



"The GNSS-based toll collection system will initially be tested on the Bengaluru-Mysore section of NH-275 in Karnataka and the Panipat-Hisar section of NH-709 in Haryana. A pilot study has been conducted to assess the system's effectiveness. "

Nitin Gadkari, Union Ministry of Road Transport and Highways, while announcing plans to pilot a global navigation satellite system (GNSS)-based toll collection system on select national highways, complementing the existing FASTag system.

"I'm grateful that the union government led by the Hon'ble Prime Minister, Narendra Modi Ji, has prioritised the needs of Andhra Pradesh and honoured their commitment to our State's progress. The budget announcement is another step towards rebuilding our State. It is also a demonstration of excellent centre-state collaboration, strengthening cooperative federalism."

Andhra Pradesh Chief Minister, N Chandrababu Naidu in a recent LinkedIn post.

The Gateshead Millennium Bridge, UK

The Gateshead Millennium Bridge, a pioneering tilting structure over the River Tyne, connects the northern Quayside to the southern arts quarter of Gateshead, offering pedestrians and cyclists an innovative pathway. Its modern design features a grand arch hovering above a curved path, tilting back and forth to allow small vessels to pass below, with the tilt taking about 5 minutes. The impressive arch, which counterbalances the pathway during a tilt, rises to 164 feet (50 meters) when upright and spans 413 feet (126 meters) across the river. Opened in 2001, this award-winning bridge, designed by WilkinsonEyre and Gifford, is often called the 'Blinking Eye Bridge' or the 'Winking Eye Bridge' due to its distinctive shape and movement, and has become an iconic part of the Gateshead skyline.

ENGINEERING

MARVELS

