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Cementing India the 'Green Way'... P8

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Telangana has won

TRS - T destiny's favourite child

By Our Political Correspondent

The Telangana Rashtra Samiti's stupendous wave has on its crest gifted a stable government to the fledgling Telangana state. The credit for this huge success goes entirely to its chief K Chandrasekhar Rao aka KCR. His strategy and systematic execution has enabled the party to bag 63 of the 119 assembly seats in the to-be-born state of India.

The principal challenger of the TRS, the Congress, which was safely ensconced in the seat of power till a couple of weeks ago, is now at best a minor player or at the worst - an also ran. The ambitious yet disorganized claimant to power has got just as many seats as the TDP-BJP combine, which was widely thought of as a poor third got. The TDP has 15 seats in its kitty while the BJP has five. Among the other winners are: Majlis Ittehadul Muslimeen 7, the YSR Congress got three, two to CPI and CPM and two to independents, who rebelled against the party's diktat. The TRS's reign of supremacy extended to the Lok Sabha too. It has won 11 seats, eight up from the two seats in the last Lok Sabha. Conversely, the Congress, which had 12 in the last Lok Sabha, has just two. What a reversal of fortunes! As for the others, MIM, TDP, BJP and YSR Congress Party shared one seat each. The numbers show that the TRS is the sole claimant to be the voice of Telangana.

Chief Minister KCR

There are some who feel that KCR wants to become the chief minister of Telangana. In fact, he richly deserves to become the chief political executive of the nascent state. He is amply experienced to chart out the path of growth and development for this neglected region.

KCR had launched his TRS on April 27th, 2001 after quitting the post of deputy speaker of the AP Legislative Assembly. He had done this to champion the cause of the Telangana. When he floated the TRS, he was its sole MLA. He resigned his MLA post and re-contested to win from his borough of Siddipet. At that point, there weren't many people with him. Later, it fared well in the North Telangana districts such as Nizamabad and Karimnagar. Yet, not many wanted to follow him.

There were doubting Thomases. There were questions whether Telangana state was even a remote possibility, particularly in view of the bitter experiences of the past when leaders surrendered themselves to power and pelf and abandoned the cause of Telangana. The memories of the Telangana Praja Samiti (TPS) were fresh in the minds of the people. There were sacrifices galore and unceasing agitations. The TPS won 10 MP seats in 1971, but immediately, its leader Marri Chenna Reddy merged with the Congress and the Telangana plant was again dropped.

Then there were the examples of leaders like P Indra Reddy, who tried to fight for Telangana, but couldn't make much progress due to non-cooperation from other leaders. The Andhra lobby ensured that the Telangana voice was muzzled. Right from Kasu Brahmananda Reddy of Congress to Chandrababu Naidu of TDP, all Andhra CMs were hostile towards Telangana.

But, a determined KCR decided to plough a lonely furrow in the barren political swathe of Telangana and moulded TRS into a fighting fit agitational outfit. Thanks to his sustained efforts, the agitation has become both deep and wide. His shrewd lobbying, political acumen and Machiavellian tactic suited contemporary politics.

Ups and Downs

Like all great stories of history, the TRS saga too had its highs and lows. There were crests and troughs. The path was pot-holed and the journey had its own ups and downs. Success in getting Congress president Sonia Gandhi at Karimnagar in 2004 to assure the Telangana people that their sentiments would be respected was the high-point.

There were also lows like the ignomious defeat in 2008 Assembly by-elections as the then Chief Minister YS Rajasekhara Reddy planned defeat of a majority of his 20 plus MLAs who quit to press for the cause of separate state. When KCR got just 6 MLAs in the by-elections, many feared that the TRS would sink into oblivious. Many Congress and TDP leaders had then vowed to wipe out the TRS.

Even a day before the current election results, former minister Danam Nagender predicted that KCR would have to read "Panchangam" (almanac), as Congress was poised to win the polls and form the maiden Telaganna government. But, ironically, while KCR won hands down, Nagender lost his election from Khairatabad in the hands of a less-known BJP candidate Chintala Ramachandra Reddy, by a whopping majority of 20,346 votes. But, Modi plodded on. Hence, KCR fully deserves to become the first ever chief minister of Telangana state, as there are no equals to him in either Congress or TDP or any other party.

Sadly, most of the leaders of other parties have never come forward to sacrifice their posts for the cause of Telangana. Even some Congress MPs, who fought for the Telangana cause, too played safe by retaining their seats all through.

There are some critics who point out to his promise of making a person from Dalit background as the first chief minister of Telangana. But, as Deccan Post has already defended KCR that a Dalit can be made CM even in future, but there is an urgency for someone as strong as KCR to become the first chief minister of Telangana now. There is a dire need to give a positive direction to the nascent state.

Challenges galore

As KCR is set to be sworn in as the first chief minister of Telangana on or after June 2nd, he has multiple challenges to cope with. KCR is not just addressing the demands of people of this region, but also will be fulfilling the aspirations of this region that remained unfulfilled for over six decades. A heavy responsibility lies on his shoulders that he cannot falter in tackling his tasks, at a time the new state faces newer difficulties.

Unemployment, shortage of power, drinking water, housing, bad roads, poor healthcare system in rural areas and tribal areas like Adilabad and Mahabubnagar are crying for his attention. Industrialization of Telangana has hit a rock bottom during the last few decades. Now, he will have to restore it. Agriculture and farmers' issues are other major concerns before him.

More than anything else, he will have to be careful with agents of Andhra officers who are masquerading as his well-wishers currently. KCR should not forget the questionable role played by some Andhra IAS officers - ike K Lakshminarayana - when he was the transport minister in the TDP Government. This officer tried to humiliate KCR on every occasion and stall the development of RTC in Telangana.

KCR should marshal all his skills and resources to keep power brokers at bay and ensure that the same wheeler dealers, who played a notorious role during previous regimes, are not there again in his CMO. KCR also should ensure that Chandrababu Naidu moved out of Hyderabad as early as possible and build his own capital for Seemandhra. We wish KCR can do all this at the earliest.

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A Thank You
from the bottom of Our hearts!!

We take great pleasure in welcoming the passing of Andhra Pradesh State Reorganisation Bill - 2014 by our Parliament and completing the required constitutional process for formation of Telangana State.

It is a fateful moment for us in Telangana, and for the rest of our fellow brothers and sisters in India who have taken part in making our long cherished dream come true.

A new star has arisen, the star of self-respect in the Deccan. A new hope comes into being from on 2nd June, 2014.

Thank you Soniaji for honouring our decades long aspirations.

We wish you well

Telangana Constitutional Rights Protection Forum

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Hyderabadis boot out the arrogant leaders

By Shivkant Bichkunda

With the announcement of election results on 16th May, most Hyderabadis heaved a sigh of relief as they got rid of arrogant leaders, who ignored them all these years despite the fact that it was because of the people that they became ministers.

The results were shocking to several people as biggie after biggie bit the dust. Their wide connections, grassroots cadre were of no avail.

Former Minister Danam Nagender was very close to the former Chief Minister YS Rajasekhara Reddy. He became a minister with the blessings of late YSR. Though he had left the Congress Party and joined the TDP in 2004, he came back immediately after the Congress returned to power.

The people still recall the arrogant and notorious acts of this former minister and how he is booked in few criminal cases in various police stations. Holding a hockey stick in hand, Danam had attacked Telangana agitators who gathered to protest the inaction of Telangana ministers like Danam. Danam was always in news for wrong reasons and everybody knows his stand against formation of Telangana state. With the victory of Chintala Ramachandra Reddy of BJP, it is clear that Danam was like a bad

network of mobile company and always remained 'not reachable' to the poor and needy.

Coming to another city Minister Mukesh Goud who too was shocked by a GHMC Corporator who was in TDP and was doing Go Seva and was organizing few rallies defeated him with a huge majority of more than 44,000 votes. Mukesh was given a berth in the state council of ministers by none other than late YSR as he was said to be close to the then General Secretary and Andhra Pradesh in-charge Ghulam Nabi Azad. Just like Danam, Mukesh was also out of reach of the people and paid a hefty price for

his ignorance and arrogance towards the people whom elected him and gave him an opportunity to be a member of prestigious lawmaking institution.

Many interesting facts came out of these results as former MP from Malkajgiri Sarve Satyanarayana, who was dreaming of becoming the first chief minister of Telangana by playing Dalit card, also lost his ground and TDP candidate Malla Reddy, TDP MP candidate has capitalized on this weakness of his rivals and trounced them.

Hyderabad city gave another jolting shock to P Vishnu Vardhan Reddy, son of late PJR in Jubilee Hills constituency where he was over confident that he need not to campaign and will win for the third time in the name of the services rendered by his father PJR. But his dreams also shattered as the people of Jubilee Hills chose Maganti Gopi as their representative.

Same was the case in Kukatpally, Qutbullapur, LB Nagar, Musheerabad, Secunderabad, where sitting MLAs lost and some of them have lost their deposits too. The greatest joke of these results is that V Hanumanth Rao, former APCC President and former Minister who claims extremely close to Gandhi family and claims to be a national leader could not even manage to get his deposit back as he lost to Telangana state BJP president G Kishan Reddy with a whopping majority of more than 61,000 votes.

The Uppal constituency people also voted NVSS Prabhakar to victory and enabled him to represent them in the first ever Legislative Assembly of Telangana. If these politicians are wise then they must correct their attitude and rededicate themselves for the public service and people's welfare or else they will never ever have place in the Hyderabad history.

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People reject Congress

By Shivkant Bichkunda

With the jubilant Narendra Modi getting ready to form the next government on his own party's strength, the people of the nation have given a clear message to the Congress Party and its so called high command and think-tank that they will not wait for any high command's nod for their needs and they will show that they are the real and genuine high command to all the people's representatives.

The people were so much tired of sycophants mouthing dialogues like abiding by party high command and doing whatever was asked of them.

This dialogue was mouthed very often in states like Andhra Pradesh, Maharashtra, Karnataka, Haryana, Himachal Pradesh, Assam etc. where Congress Party is ruling. Why the leaders of Congress need high command's nod for everything? Why can't they take decisions independently for the betterment of their state people? Is all intelligence in the world stacked in the cupboard of Congress high command?

The NDA bagged 336 MP seats. Of this, the BJP alone got 284 seats on its own and Congress could not win a single seat in states like Gujarat, Rajasthan, Goa, Uttarakhand, Himachal Pradesh and Delhi. Congress could get just two seats out of 29 seats in Madhya Pradesh. In UP, the BJP got 73 out of 80seats, 38 seats out of 48 in Maharashtra. In Bihar, the ruling JDU could get just two MP seats. In fact, the BSP could not even open its account. In many states, the Congress could not even get double-digit figures.

It became clear that people were not ready to accept the nonsense of the Congress nor would they support a remote-controlled leader. They were fed up with the mute Manmohan Singh. They are sore that the PM chose to remain silent even when his ministers indulged in corrupt and extravagant practices. Several of Congress leaders are deeply unhappy with all these.

It was pathetic to see that former Union Home Minister Sushil Kumar Shinde from Sholapur, External Affairs Minister Salman Khurshid from Farooquabad, Parliamentary Affairs Minister Narayansami from Tamilnadu, P Karthi, son of self acclaimed intellectual P Chidambaram, Railway Minister Pawan Kumar Bansal from Chandigarh, Law Minister Kapil Sibbal from Delhi, Union Minister Ambika Soni from Punjab, Union Ministers Beni Prasad Varma from UP, S Jaipal Reddy from AP, Railway Minister Kotla Suryaprakash Reddy, Union Ministers like Panabaka Lakshmi, S Balram Naik, Sarve Satyanarayana, Killi Kruparani, MM Pallam Raju, Chowdary Ajit Singh, Aviation Minister and INLD president, junior ministers like Krishna Tirath from Delhi, Ajay Makan from Delhi, Sachin Pilot from Rajasthan, all lost in the election battle to the NDA candidates.

Rubbing salt to the injury, Congress vice-president Rahul Gandhi trailed for most of the time in Amethi. Adding fuel to the fire, the Congress will not even get the official Opposition status.

The performance of AIADMK winning 38 seats in Tamilnadu and Trinamool Congress winning 34 seats in West Bengal is commendable and these parties performed very well even when there was a strong wave of Modi existed everywhere in the country.

All these parties and its leaders must realize and understand that people are not going to tolerate any nonsense and will never depend upon any high command for anything. It is time that parties learn the lesson and correct themselves.

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DECCAN POST

Congratulations Mr Modi

This is truly a historic moment for India. The world has acknowledged the spectacular victory of Narendra Modi led BJP in the just-concluded general elections. Modi deserves hearty congratulations on this memorable occasion. Deccan Post too joins countless Indians within and outside the country in extending best wishes to Narendra Modi, who has proved his mettle as the chief minister of Gujarat for three consecutive terms and will now don a bigger mantle and play an even bigger role..

At a time when India was reconciled itself to an era of three Cs - compulsions, compromises and coalitions, a determined and high-octane Modi has caused a paradigm shift. His inspiring and energetic leadership has enabled the BJP to catapult itself to a whopping 283 MP seats. The NDA, the coalition of which the BJP is part of, has bagged 338 seats. Hopefully, it could be requiem for coalition politics as a single party majority government is formed after 1984.

The seats won by BJP and NDA far exceeded the expectations of many political pundits and proved many opinion or exit polls wrong. Only one or two surveys could correctly predict that the NDA would actually get close to 340 tally. Even some of the BJP senior leaders and leaders of NDA allies have never expected that the coalition would post such a massive victory.

Till recently, BJP was considered a party that was limited to north, west and central Indian provinces. Efforts were in fact made to extend it to beyond the Vindhyas. But they weren't all that successful. Karnataka was the sole exception. Even there, the party fared dismally in the last Assembly elections. But, this time, Modi tsunami crested all across the country and the BJP could win seats in far corners of Tamil Nadu and West Bengal, something that was unthinkable till now.

This victory should better be deemed more as the victory of Modi, than that of BJP or even the NDA. This is not without strong reason. When Modi was made the election campaign committee chief, the party was low on morale. There was desperation and dejection all around. The conditions were not conducive to the saffron brigade. Veteran leader LK Advani, whose career and charisma were fading and ability to lead was falling, was still nursing hopes of becoming the PM. There were too many claimants for donning Advani's mantle. But, not one of them was strong enough to inspire the cadre and electrify the campaign. They weren't fighting fit to dislodge the 10-year-long UPA rule. It was then that the RSS, the ideological parent of the BJP, had pushed the case of Modi and executed a succession plan systematically.

Enter Modi, there was tremendous transformation. Modi was no pushover. He couldn't be brow-beaten. There were some, who wanted Modi to fail and there were inside his own party. Modi moved step by step to become the party's PM candidate in September 2013. Hard work and meticulous planning to win over new allies and admirers was put in place.

He was not a stranger to the nuances of both political leadership and administrative skills, unlike his counterpart and Congress vice-president Rahul Gandhi, the reluctant Rajkumar. Modi is a three-time CM of Gujarat and demonstrated to the world in no uncertain terms what one can do to develop a model state. The Gujarat model, with 24/7 power supply, good roads, infrastructure and drinking water came to be seen as Modi's hallmark and this made him a natural choice for the prime minister's post. Now that Modi has led his party to a stunning victory, decimated his rival Congress to its lowest ever tally of 46, and is all set to take over as the country's 14th PM next week, he has a lot of urgent tasks to address. Issues such as unemployment, inflation, poor infrastructure, bad healthcare in rural areas, troubled borders and terrorism needed to be tackled immediately.

Let's hope that Modi, who doesn't have to depend on allies for his day to day governance, will prove himself quickly and make the country a super power. Already, markets have welcomed Modi with the Sensex crossing 25,000 mark, now let him do something that makes the common man too to applaud him. Taking the nation on the path of glory is important. All the best Mr Modi!

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letters TO THE EDITOR

Seemandhra poll outcome... What's in store for T-state?

I read your last week's cover story and I must take this opportunity to share my point of view. The results of the general elections came as shocking to some like congress party in Telangana and YSR Congress party in residuary state of Andhra Pradesh. Everybody thought that KCR may depend upon the support of parties like MIM, CPI or even the congress if it does not get full numbers to form the first government in Telangana. But now as KCR's party has emerged as the single largest party and won with comfortable majority congress party will need to rethink about its leadership in the new born state. On the other hand it was shocking for YS Jagan Mohan Reddy who was aspiring to become the Chief Minister as soon as possible but his dreams surely got shattered with a powerful comeback performance by Telugu Desham Party which won with bumper majority in the next assembly of AP. Now it is pretty clear that who will head the governments in both the states it is to be seen to what extent the parties will fulfill their electoral promises in both the states.

Kalyan Reddy, SR Nagar

India must act quid-pro-quo over red corner notices

It was interesting to know about the red corner notices being issued by various countries for seeking accused for conduct of trial in their own country. You were quite right that if countries like US feels superior to other countries like India then there is no need to handover the custody of people like KVP Ramchander Rao who are facing allegation of corruption in USA. First USA must handover dangerous terrorists like David Headly to India for trial in connection with various terrorists attacks on India then it would be fair on part of USA to seek other alleged offenders. With Narendra Modi becoming the next Prime Minister of India with 2/3rd majority we expect that USA will surely respect the views of India and enter into a fair extradition treaty for the safety, security and well being of all. Lets see what our government will do in this regard.

Laxmi Rao, E-mail

Narsimhan-Man on a Mission

Your last week's editorial on Governor ESL Narsimhan was very impressive. It is true that the only person who is working hard in the state is none other than the Governor. Our governor seems to finish off all the formalities which are required for the state bifurcation before 2nd June which is the appointed day for both the new states comes into being. I strongly with the point that the next NDA government must give an extension to Narsimhan to enable him to ensure the smooth completion of the division process or else if a new Governor is appointed then it may take a while for him to understand the issue and execute the work. As the state has been split and the President's Rule is about to be lifted from both the Telangana and AP it is in the best interest of both the states to continue Narsimhan as Governor for both the new states.

P Balu, Chirag Ali Lane

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Modi mauls Congress

It's TRS all the way in Telangana, TDP in AP

By Dr T Siva Prasad Reddy - Special Correspondent

May 16th, 2014 would be remembered by Indians world over and the global community for the stupendous election results that made Congress turn turtle and the BJP catapult itself to power. The people were glued to the TVs and the web media for minute-to-minute updates of the counting of votes in the world's biggest democracy.

While the mauling of the Congress was a foregone conclusion what with a spirited and incessant onslaught by Narendra Modi on a beleaguered Congress, what surprised was that it was not just a mauling. It was a veritable blood bath. Except master strategists like Modi and his Man Friday Amit Shah, no one could even imagine the BJP sweep in Bihar and UP that made leaders like Mulayam and Nitish Kumar look like nincompoops. It was a real carpet bombing by the Modi-BJP-NDA with the Congress scampering for cover.

Most soothsayers were caught on the wrong foot as their calculations went awry. The colossal damage wrought by the BJP-led NDA has reduced the Congress-led UPA to a mere 60 (Congress 44) while the BJP-led NDA notched up a whopping 334 (BJP 284). It was the mauling of the severest kind and the Congress is on the verge of losing even the recognized Opposition party status. It has to poll at least 10 per cent of the total strength of the Lok Sabha to qualify for the Opposition status. This was Congress Party's worst performance till date. And this drubbing has come after two terms in power. It speaks volumes about the people's anger.

It beats the common man's imagination as to how the Congress and the UPA failed to gauge this public disenchantment. The cabal of sycophants and yesmen around Sonia

Gandhi and Rahul Gandhi stymied the local leadership. They lorded over the elected people's representatives and the latter had to beg for permission to meet Sonia Gandhi..

The saffron surge under Narendra Modi is so severe that a national party like Congress' performance is only a shade better than that of regional parties like the Trinamool Congress in West Bengal, AIADMK secured 36, TMC got 34 and Odisha got 22 LS seats.

The Left parties had touched a nadir both in terms of votes and seats. The CPI has just one MP and is in the danger of losing its national party status. The CPM has nine (one in West Bengal, two in Tripura and six in Kerala)

On the other hand, the BJP bulldozed its way in UP, decimating both BSP and SP. While the BJP got 73, the SP could get five, while the BSP drew a zilch. This would be the first occasion, when the Lok Sabha will go without any BSP MP. Similarly, the JDU of Bihar's Nitish Kumar could get just two seats. This ignominy forced Nitish to put in his papers.

The BJP also reaped rich dividends in North East by bagging nine of the 25 seats in the region. In Assam, it is the biggest party and its success has forced three-time CM Tarun Gogoi to offer to resign. In Bengal too, it did well. In the south, it got a seat in Tamil Nadu, three in Andhra Pradesh and regains its lost glory in Karnataka.

This gave BJP the much-needed pan India presence & a true national party status when Congress is certainly on the decline after this drubbing. DP congratulates and wishes Narendra Modi led BJP-NDA a successful administrative future.

As the entire country was engulfed in the wave of NDA success, Telangana, West Bengal, Odisha, Tamil Nadu and Kerala staved it off.

TRS, led by political master craftsman-KCR took Modi and BJP head on to reap rich electoral gains at the cost of a directionless T Congress. It got 63 out of 119 assembly seats & 11 MP seats out of 17 to become the first party to rule Telangana after bifurcation. TRS inflicted telling blows on BJP+TDP alliance as the combine could secure only 2 MPs (a favourite like Nagam Janardhan Reddy had to lose because of apathy of T electorate against TDP) and 20 Assembly seats while reaping electoral benefits in all 10 districts proving critics wrong that it belonged to only one region in Telangana. KCR ensured that the senior Congress leaders were confined to their respective constituencies.

The TRS juggernaut ensured that stalwarts like Damodar Narasimha, Sridhar Babu, Sunitha Laxma Reddy, Saraiah, D Srinivas, bite the dust. Ministers Mukesh Goud and Danam Nagender were defeated in Hyderabad. Only Uttam Kumar Reddy, Jana Reddy, Geeta Reddy and DK Aruna managed to win.

KCR faced barrage of criticism for being a family party. However, all the members of KCR family managed to win. This is proof enough of their being accepted by the people.

DP congratulates KCR-TRS while wishing all success on assumption of office. DP also congratulates all those elected irrespective of political affiliations and expects that they would all play a constructive role to develop Telangana. On the same count DP congratulates TDP-Nara Chandra Babu Naidu & BJP A.P. for their electoral gains and wishes them all success in their future endeavours to develop A.P. post bifurcation while congratulating YSR-CP elected representatives & independents at the same time.

A lot of introspection by those who lost in these elections is the need of the hour as it leads to a healthy, functionally viable democracy.

Once again India inspite of its rich cultural diversity-which is its strength, proves to the world that free and fair elections are a cornerstone for any democracy & when it does in a transparent way reflects the mood & aspiration of the people. DP salutes the people of India as they who have once again proved to themselves and the world that it is their opinion which matters in a 'DEMOCRACY'...

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Road *to* Telangana

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Cementing India the 'GREEN WAY'

By Jaywant Naidu

The Indian Cement Industry is the 2nd largest market after China accounting for about 8% of the total global production. It had a total capacity of about 347 m tonnes (MT) as of financial year ended 2012-13. The housing sector is the biggest demand driver of cement, accounting for about 67% of the total consumption. The Government of India is strongly focused on infrastructure development to boost economic growth and plans to increase investment in infrastructure to US $ 1 trillion in the 12th Five Year Plan (2012–17). During the Plan, the industry is estimated to add a capacity of 150 MT. The other major consumers of cement include infrastructure (13%), commercial construction (11%) and industrial construction (9%).

The Indian cement industry grew at a commendable rate in the last decade, registering a compounded growth of about 8%. However, the growth has slowed down in recent years owing to the sluggishness in the economy. Moreover, the per capita consumption of cement in India still remains substantially poor when compared with the world average. Cement, being a bulk commodity, is a freight intensive industry and transporting it over long distances can prove to be uneconomical. This has resulted in cement being largely a regional play with the industry divided into five main regions viz. north, south, west, east and the central region. The Southern region of India has the highest installed capacity, accounting for about one-third of the country's total installed cement capacity.

CII GREEN CEMENTECH 2014:

The Green Cementech conference was established by the CII (Confederation of Indian Industry) Sohrabji Godrej Green Business Centre (Godrej GBC) and the Cement Manufacturer's Association in an effort to promote sustainable development in the cement sector and demonstrate that green initiatives make good sense in terms of business. The CII - Godrej GBC plays an important role in encouraging world-class energy efficiency in the cement industry by promoting the latest technologies and energy management practices and organizing various workshops, conferences and national and international missions.

The 10th edition of CII Green Cementech 2014 was organized at the Hitex International Convention Centre (HICC), Hyderabad. Dr NP Shukla, Chairman, Madhya Pradesh Pollution Control Board (MPPCB), explained the efforts of reducing the Gross Domestic Product (GDP) carbon footprint intensity.Dr Shukla also mentioned that the waste heat recovery processes for power generation needs further realization by the cement industry as it is an innovative way to reduce power consumption and increase energy efficiency. Mr NA Viswanathan, Secretary General, Cement Manufacturers Association (CMA), highlighted that the Indian cement industry has completed hundred years of its existence in the country and t modernization is the key for it to reach global standards. Mr G Jayaraman, Chairman, Green Cementech 2014 Executive President, Birla Corporation Limited highlighted that the youth in India has different aspirations as far as the housing sector is concerned and that the Indian cement industry should capitalize on this need and provide better infrastructure.

GREEN RATINGS:

The cement industry poses many environmental challenges from mining to waste disposal. Limestone mining has impact on land-use patterns, local water regimes and ambient air quality. Blasting causes problems of vibrations, cracks and fly rocks. After thermal power plants and the iron and steel sector, the Indian cement industry is the third largest user of coal in the country. Dust emissions during cement manufacturing have long been accepted as one of the main issues facing the industry. The industry handles millions of tonnes of dry material. Even if 0.1 per cent of this is lost to the atmosphere, it can cause havoc environmentally. Fugitive emissions are therefore a huge problem, compounded by the fact that there is neither an economic incentive nor regulatory pressure to prevent emissions.

EFFICIENCY AUDIT:

Modern, dry-process cement plants with efficient configuration of grinding and pyro processing systems typically consume around 650 kcal/kg clinker and 59 units per ton of cement. Older plants have inefficient systems, which compounded with operational and maintenance inadequacies, tend to have much higher energy consumption. Based on the plant's conditions and specific requirements, general benchmarking is done to set targets. Plant audits evaluate the operation of a cement plant against the appropriate benchmark. The plant operational and stoppage data is collected over the past two or more years. The reasons for the stoppages are analyzed in terms of category (mechanical/electrical/instrumentation/refractory/other), duration, and frequency in order to identify causes in order of severity. The plant performance is also analyzed by department. Often a department's best performance does not occur at the same time of the best performance of the plant as a whole. If we choose the best performance times of each department and make them occur at the same time, the plant performance would show a considerably higher level of efficiency. Attempts are made to make them happen at the same time, which is not an unrealistic target as the departments had indeed performed at that level in the past. Through a systematic approach, all departments are made to perform at the highest possible level thus increasing the plant's overall productivity. Another significant advantage in most cases is that the reduction in heat consumption can be utilized to increase production. Potential savings can also be derived from: Cooler optimization, Arresting in-leakages, Optimization of operational strategy, Electrical Energy, Large fans and mill drives are major consumers of electrical energy, Fan power is linked to specific heat consumption and many operational parameters. Optimization of these parameters will help lowering fan power consumption. Optimization of the mill charge and upkeep of the mill internals will minimize power consumption. As for vertical roller mills, the inspection of mill internals and separator, and adjustments in the operation will bring about improvements, both in energy consumption and production increase. Clinker quality related issues are addressed by evaluating the chemistry and operational parameters. The inadequacy of emission management systems generally found in older plants does not meet current emission regulations.

ALTERNATIVE FUEL USAGE:

Blast furnace slag, a toxic waste from steel plants can be deployed into the cement manufacturing process to convert it to make Portland Slag Cement (PSC). Fly ash from thermal power plants can be used to manufacture Portland Pozzolana Cement (PPC).This will help to pursue conservation of the earth's mineral resources through waste management solutions. Jatropha and Castor Tree Plantation scheme has to be promoted as the fruit and seeds of these trees serve as replacement fuel. The plantations can supply biomass equivalent to a huge tonnage of coal over the future years. Waste Heat Recovery is also an opportunity to reduce operating costs of the cement industry. Collective working of a cluster of cement industries can also make the procurement of raw material, processing and usage of alternative fuel very viable.

BLENDED AND COMPOSITE CEMENT:

New types of cement like composite cement, Geo polymer cement and use of nano technology in cement manufacturing would also pave way for a 'Green' cement industry.

editor.deccanpost@gmail.com

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- Restore faith in values by finding a healthy substitution for addiction free life.

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- AA / NA 12 Step Program
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Annual Brahmotsavams at New Delhi Balaji Temple

The temple administration of Tirumala Tirupati Devasthanams(TTDs) is all set to perform the maiden brahmotsavams in Lord Venkateswara temple at Golemarket in New Delhi which will commence on 18th of May with Ankurarpanam on May 12. Elaborate arrangements are in place to conduct the three-day annual mega religious fete for the first time in this temple. The Dhwajarohanam ceremony, hoisting the holy flag bearing the image of Lord Garuda-king of Aves, on the temple pillar which marks the traditional opening of the ceremony is scheduled take place on May 18. Lord will take celestial ride on his favourite Garuda vehicle in the evening of May 19 in the busy streets of the area. The annual fete will conclude with Dhwajavaroahnam which marks the successful closing of the annual religious ceremony which takes place on 20th of May.

namo VENKATESAYA

LAUGH OUT LOUD

I found a Leaflet in my newspaper this morning which read, 'ARE YOU AN ALCOHOLIC? CALL NOW. WE CAN HELP!!!' I Called up. It Was A Liquor Shop Offer : 'Buy 3 & Get 1 Free'... Mere toh khushi se aansu nikal aaye....

****

Teacher-How many planets are there?
Santa -Mercury, Venus, Jupiter etc..etc..,
Teacher-Aur batao?
Santa-Aur bas ...sab badhiya Mata raani ki kripa.... Aap sunao...??

****

Heart melting love story:
Boy: I can't marry u.
My family is totally against it.
Girl: Who r they 2 stop u?
Boy: My wife & 2 kids.

****

Interviewer: What is Recession?
Candidate: When "Wine & Women" get replaced by "Water & Wife", that critical phase of life is called Recession!!

HEALTH TIPS

Natural remedies to reduce Grey Hair

1. Coconut Oil and Curry Leaves: Coconut oil and curry juice remain one of the best natural remedies for hair strengthening. Using coconut oil with curry leaves works best and the remedy brings result if the oil is applied consistently over the scalp for 90 days. Just massage the mixture for 15-20 minutes into the scalp. Proper application generally leads to reduction in dandruff and hair loss while also helps in thickening your hair and in enhancing black hair growth.

2. Amla, Curd and Lemon Juice Pack: Amla powder works very well with curd and lemon juice and is extremely useful in enhancing grey hair growth and in limiting grey hair. The pack of Amla powder, curd and lemon juice should be applied on the scalp for around 45 minutes before being washed off with lukewarm water. For best results, consistent usage of the pack every alternate day for a period of 90 days is recommended.

3. Almond Oil and Amla Juice: Almond oil and Amla juice is one of the most tried and tested natural remedies for reducing graying of hair and for aiding in black hair growth. The overall mixture is great for general health of your hair. It works best when it is massaged over the scalp for 15 minutes for a consistent period of time. Equal amount of almond oil and Amla juice is preferred.

4. Buttermilk and Curry Leaves: Buttermilk and curry leaves juice is a preventive remedy that helps with both graying of hair and with loss of hair. Followed as a cultural ritual in the villages in Kerala, this remedy has worked for people of all ages. The mixture is formed by adding buttermilk and curry leaves juice in an equal amount in any small vessel before boiling it mildly. The mixture formed is then applied over the scalp for around 30-35 minutes before being washed off by using lukewarm water.

5. Sesame Oil and Carrot Juice: In south India, sesame oil and carrot juice is mixed with Methi seed powder before being left for drying under the sun. After 21 days, the mixture is deemed ready for application. Gentle massaging of the mixture over the scalp for 15-30 minutes every day for a period of 90 days brings the best results.

SUDOKU 322

4					5	6		9
5	7	1		9	6			
2			4		8	1	3	5
1	3			4		9	8	
6		8	2		9			
		7	8		3	4	2	1
8	1	5	6		4		9	
		6	7					4
		4	9		1	5	6	3

How to play : Fill in the grid so that every horizontal row, every vertical column and every 3x 3 box contains the digits 1 to 9, without repeating the numbers in the same row, column or box. You cant change the digits already given in the grid. Every puzzle has one solution.

ANSWERS Sudoku-321

5	7	6	2	1	8	3	9	4
4	8	3	5	6	9	2	1	7
2	9	1	3	4	7	8	5	6
1	3	4	8	9	5	7	6	2
7	6	9	1	2	3	4	8	5
8	5	2	6	7	4	9	3	1
9	1	5	4	8	2	6	7	3
6	4	8	7	3	1	5	2	9
3	2	7	9	5	6	1	4	8

Answer 321: Linga Swamy, Srinagar Colony.

www.sudoku-puzzles.net

ASTRO FOCUS

ARIES: You might have been facing losses in your business for a long time but this will not stop you from getting on your track back. Your hard work will pay you soon and you will earn a huge profit which will cover up your past losses. Those who are investing in share market might earn a handsome amount in it.

TAURUS: Beginning of the week will be just like an ordinary one of your life. You will be busy in your routine work. But by the mid of the week you will get to experience something that will make you very happy. You should behave like a gentle man with people. Some lady will be very helpful for you this week and will get you some of the big opportunities of your life.

GEMINI: You might be a successful person but treating others as losers is not a good thing. Every person has his or her day in life there might be time when you will lose what you have and the other person might have everything. So treat people with care. This quality time will bring you close to your children.

CANCER: This week you will do some good thing for someone which will give you inner satisfaction. Some lady in your life will turn out to be your lucky charm that can be your mother, sister, wife, lover or friend anybody. Your health will give you a joyful week and will get you in a good mood. Your business will run smoothly and there will not be much fluctuation in it. Chances of losses are less but even profits will not be neither too high.

LEO: You will be very much influenced by someone you might meet in the beginning of the week. But do not get too much into some one's personality that you lose yours. Following someone to an extent seems good but when you cross your limit it start irritating others. Being what you are is the greatest achievement of life. Students need to work very hard to get successful in the field of their studies especially the medical students.

VIRGO: This week will be very busy week for you. In the first half of the week you will not even have time to breath. A new business project will demand most of your time and efforts. By the end of the week you will get positive results for the project too. But in the mean while do not ignore other things too as they might also need your attention. Your health as only a healthy body and mind will give you capacity to work for long.

LIBRA: Some of your colleagues might be troubling you and you want to run away from them, but running from any situation is not its solution. If you will run today you might get into that problem in future but if you will face it today you will have the power to face any such thing in the coming future. Try to be calm and handle the situation with due care as children will be children.

SCORPIO: This week will be the turning point of your professional life, you might change your professional field. It is a good time to do it and but chose the field you want to be in very carefully. First check your probability of getting successful in other field then only set your mind for anything. You need to be careful about the mouth related problems, any problem can become big if being ignored so take care of it.

SAGITTARIUS: You will have a good financial week and will enjoy financial gains according to your expectations. People might try to charm you to get benefit of your money so take care of these selfish people. Do not neglect your true well-wishers because of them. You will be in party mood, which you would like to enjoy with your family and friends.

CAPRICORN: o not go against your family especially for your lover. You might find a new love tomorrow but finding a new family will be very difficult. If your family is not happy with your relation try to convince them with patience being rude will not help you in any way. You might suffer hyper tension. Try to be cool and calm, remember tensions are not the solutions of problems.

AQUARIUS: You might have broken up with someone recently but that do not stop your life there. Come out of your past and find a new future for yourself. Forgetting past is not at all easy but trying it will not harm anyone. You might have to face nervous breakdown problem so be extra careful about your health and stop taking tensions.

PISCES: If you are thinking of proposing your loved one for marriage, it is a great idea. There is a huge chance of getting a yes from the other side. On your trip you will get a good opportunity for your business and will earn a lot with this opportunity. But try to be extra careful with your things as especially if you are going out of the country.

Skin care isn't anymore a luxury: Mohit Narang

Mr. Mohit Narang a renowned cosmetologist was in Hyderabad on invitation from Avon Beauty Group. He spoke to Deccan Post.

What is your background in cosmetology?

I did my studies in cosmetology in Germany with a company called 'Klapp'. I spent about two years in Germany and went to Singapore to study a salon and spa management course for a year. Later, I also learnt about medical massage therapies in Thailand. I am a qualified senior reflexologist.

Why is skincare important in India?

There is a very big problem of 'UV rays' in India. The ever increasing temperatures in most parts of India give rise to skin problems which could even result in bringing cancer. Another problem is of the 'colour pigmentation' which needs to be taken care of. Housewives spend a lot of time in the Indian kitchen. The flames/heat from the gas stove has been a constant bearing on skin of these women. Similarly, salesman/saleswomen in many consumer outlets including saree and jewellery outlets are constantly exposed to halogen/other showroom lamps which also result in damage to the human skin.

What is different in the Avon product line?

Avon has launched the 'ANEW brand' which pioneers transformative, anti-aging technology to help women look years younger. It was the first mass skincare product to contain Alpha Hydroxy Acid anti-aging technology. The ANEW family includes several different lines, each of which targets a particular age group, plus the 'ANEW Clinical line' that offers at-home treatments targeted to specific skin concerns.

Avon has also introduced 'ANEW Genics', with a breakthrough formula that helps women look five years younger. They have started newer technologies, introduced newer treatment lines and newer ways of marketing. Avon is sold through more than 6 million active independent Avon Sales Representatives who could be from as diverse backgrounds as doctors, dentists or educationists, salon owners.

What about the ingredients of the products?

Most of the ingredients are such which are already being released in a human body. After lot of research, these products are made to re-introduce the very same ingredients into the body. Camphor oil, castor oil, Papaya concentrate, jojoba oil, soya bean oil, rice bran oil, Arctic berry oil, Shea butter, Fruit enzymes, Omega-3, Vitamin E, grape/mulberry extract, scutellaria root extract, avocado oil, Cocoa, honey and Egyptian Blue Lotus are some of the very important ingredients used in our product.

What exactly are the major reliefs that the people look towards this sector?

People come to salons and aesthetic centers for acne, anti-aging, pigmentation, fat removal, jaw line shaping. There are also solutions for breast enhancement and firming, hair fall reduction and permanent hair fall reduction. Advance skin treatments such as Caviar DNA Deposit, use of pure 24K Gold, Stem Cell Treatments, Inject able Lipolysis, and many more at par with international standards are also the need of the hour.

Can you tell us in detail about your international exposure?

I have been associated with renowned professional skin care brands including KLAPP Cosmetics (Germany), Phytomo (USA) and MediSpa Laboratory & Technology (USA). I have attended the Beauty Congress in Germany, and specialized training programs in Turkey, Hong Kong, Macau, Dubai, Bangkok etc. I am also associated with Asia's only dedicated satellite beauty channel 'CARE WORLD' hosting series of television programs like Ayuramrita, Beauty Mantra, and Ultimate Makeover.

Any message for the youth?

Today, skincare is an essential part of life. It's a necessity and not a luxury anymore. Even the young school going children must take care of their skin. And the message goes very strongly, that skincare is equally important to men as it is to women. After all, there are solutions for wrinkles, anti aging, skin whitening and reversal of wrinkles irrespective of the gender.

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Lakshmi demands 10 Lakhs for Kissing?

Film industry is one place where one needs to strike the iron one it is hot, without any fail. Means that they need to cash immediately when the craze is doing rounds around them. Dusky beauty Lakshmi Menon is doing the same now.

Shot to fame with 'Gajaraju' (Tamil Kumki), Lakshmi went on to become the actress on-demand in Sambar land. And her back to back movies with Vishal earned her huge reputation for her performance. Surprisingly she locked lips with Vishal in the latest 'Indrudu' and stated that she has no qualms doing it. Lakshmi agreed to the fact that kissing is little difficult but still she is ready to pluck hero's lips if scene demands. Is this statement not enough for our producers and directors to rope her in on a roll?

Post the release of that lip-kiss cinema, Lakshmi is flooded with many offers that ask her to kiss and reveal glamour in short outfits. Cashing on the craze, our heroine's mother who happens to be her manager, hiked prices. She is demanding an additional 10 lakh for lip-kiss and 20 lakh for her daughter to go sexy in songs. Quite unexpected!

Sonakshi impress Rajnikanth

Shotgun Sinha's darling daughter Sonakshi Sinha not only won a billion hearts with her stellar performance in 'Lootera', but also impressed mega superstar Rajnikant!

Rajni Sir who has been shooting lately with our stunning B-town beauty, Sonakshi Sinha in Mysore was stunned by her natural acting! Sonakshi Sinha, who is making her Tamil debut with Rajnikanth, dazzled the superstar by her quick adaptation and amazing acting skills!

A source from the production team reveals, "It is Sonakshi's debut in the south and we all are quite fascinated, including Rajnikanth Sir, by the way she has adapted to the South Movies so quickly! Even though it is a completely foreign language for her, she has been pretty quick with the shooting and all the scenes are coming out perfect in the 1st shot itself!"

Well, after making her mark in Bollywood, we are sure that Sona is all set to pave her way into Tollywood as well!

-DP Desk

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Market welcomes Modi

By Mahesh Malekar

The stock markets opened on a positive note, the counting day for the 16th Lok Sabha elections. With the benchmark Sensex going up by 4 per cent on the Bombay Stock Exchange in early morning trade, and the Nifty over 3 per cent, the markets are looking for big bonanza in trade.

The stock markets have been on a bull run in the past few days following the exit polls on last Monday pointing to a clear majority for the BJP-led National Democratic Alliance (NDA),that looks poised to form a government at the Centre. BJP's Prime Ministerial candidate and Gujarat Chief Minister Narendra Modi is widely seen as a pro-business politician, who rolled out the red carpet to several large business enterprises in the state.

India has seen the strongest election mandate in 30 years since the era of single party governments. A near perfect marketing campaign by BJP, a pro-development perception about Modi, combined with a potent anti-incumbency combination of slow GDP growth, soaring price levels and corruption charges against the UPA, have put the BJP decisively in the driver's seat. Enthusiasm of the Modi-wave spilled on the Dalal Street, as markets soared to new highs this week yet again. FIIs inflow continues to drive the indices higher and appreciating rupee which soared to a fresh 10-month high against the dollar also had a positive impact.

After a brief hiatus, diesel prices were hiked by Rs 1.09 a liter, excluding state levies. The monthly increases in diesel rates, which had been put on hold just before India began voting to elect a new government, were back no sooner than polling ended today. The hikes, effective from midnight tonight, are excluding state sales tax or VAT and actual increase will be higher and will vary from city to city, the oil companies announced.

With the major event out of the way, stock specific activity will be seen. Quarterly Results will continue to pour in. SBI is expected to post a much improved earnings performance during Q4 FY14 on the back of strong NII growth, absence of one-off employee benefits provisioning and a slight moderation in credit cost. PAT is estimated to come in at Rs41.3bn, about 85% higher than the previous quarter. Asset quality is unlikely to surprise negatively during the quarter with slippages and restructuring estimated to be lower sequentially.

Absolute independence brings the promise of fast-track reforms and a surge in economic activity. Combined with certain macro tailwinds and reasonable valuations, a major part of the next 5 years will be a great period for the Indian stock market. We all wish the new Government all the very Best.

mail@deccanpost.net

Note - Investors should be aware of risks in the stock market.

DECCAN POST

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INDIA WINS

Congratulations to Mr. Narendra Modi for the thumping victory in 2014 Lok Sabha Elections

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