



# PENDEN NEWSLETTER



Construct with Confidence

FEBRUARY 2020

ANNUAL ISSUE



300 cum/day AAC Blocks Plant Model (L) and product logo (R)

## UPCOMING PENDEN AAC ECO-BLOCKS

Penden AAC Eco-blocks is an endeavor towards building an eco-conscious society where nature and the future can grow harmoniously. Modern-day construction practices take many points into consideration. While aesthetic and strength are the prime factors, products are also judged on attributes such as safety, cost-effectiveness, eco-friendliness, and workability. These many attributes propelled/drove us to present Penden Autoclaved Aerated Concrete (AAC) Eco-blocks

- An eco-friendly, cost-effective and safe brick solution that preserves the harmony of nature and saves your project from heavy construction cost. Truly it proves to be a solid option to traditional clay brick or conventional blocks. Penden AAC Blocks will be manufactured in a state-of-the-art, fully automated plant to ensure accuracy and highest quality products. Penden AAC Eco-blocks will be launched in the regional market from July 2020.

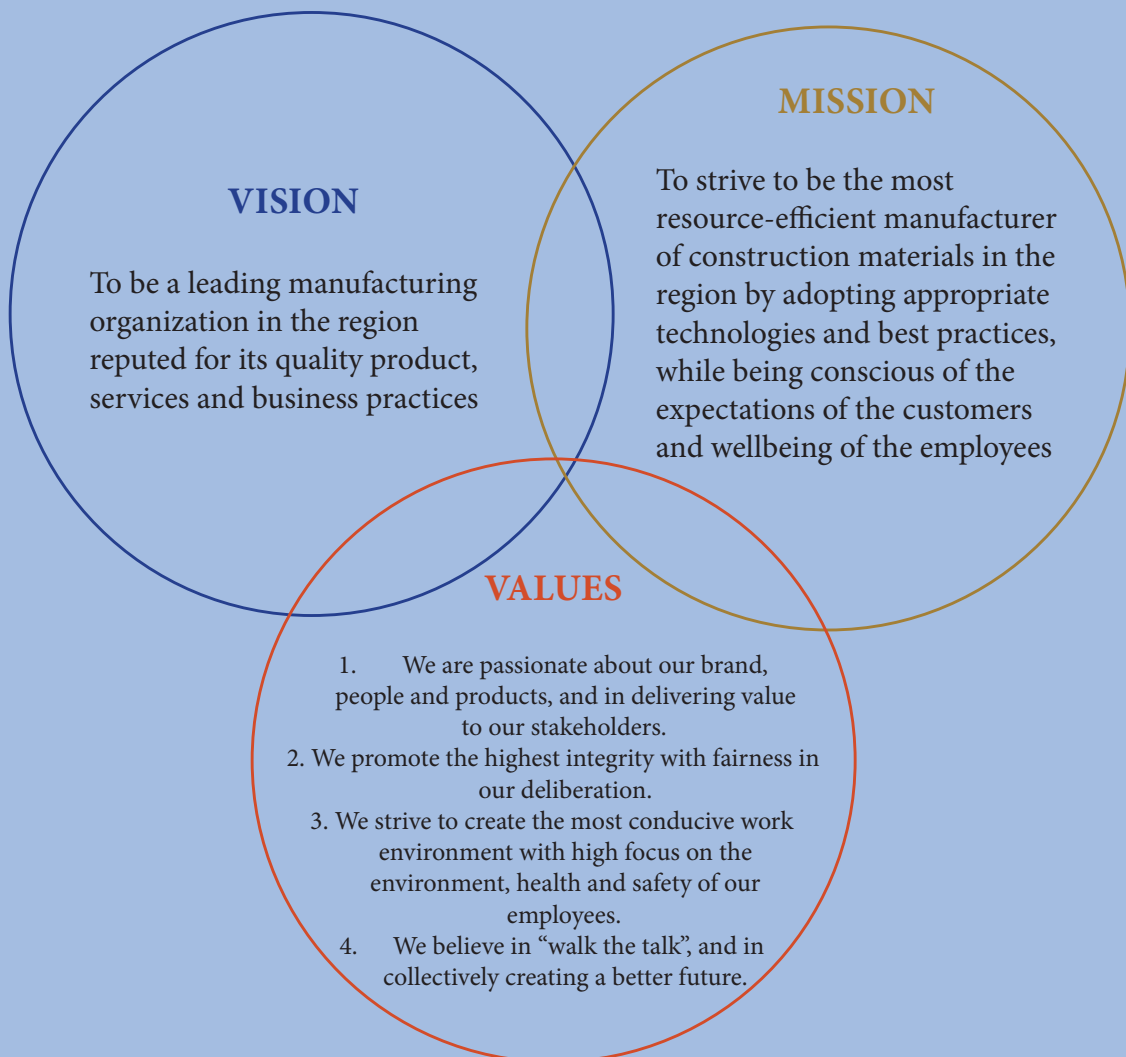


Glimpses from 2019: Friendly Football Match (L), Industrial visit from CST (C), Our children taking Taekwondo class (R)

# Our Roadmap - 1<sup>st</sup> Board Level Workshop for 10 Years' Strategic Roadmap and Enterprise Risk Management



For the first time, a day's workshop on the 10 Years' Strategic Roadmap and the Enterprise Risk Management was conducted at the Board Level. With this, we hope to enhance our stakeholders' values. The Strategic Roadmap was prepared and submitted by the management in consultation with the employees, while the Enterprise Risk Management was developed by a consultancy firm.





## WHO ARE WE?



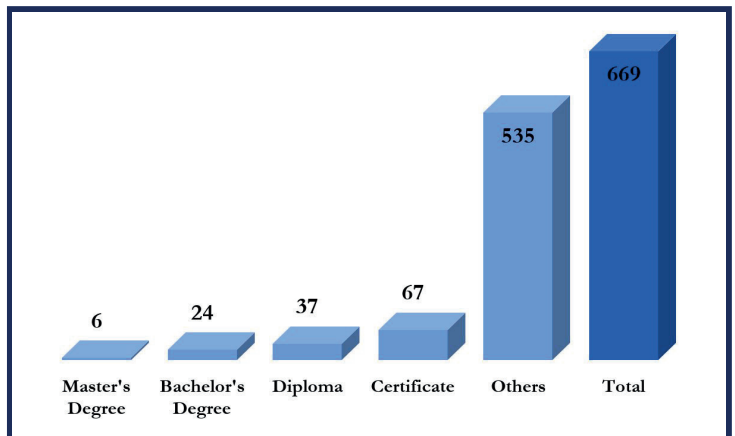
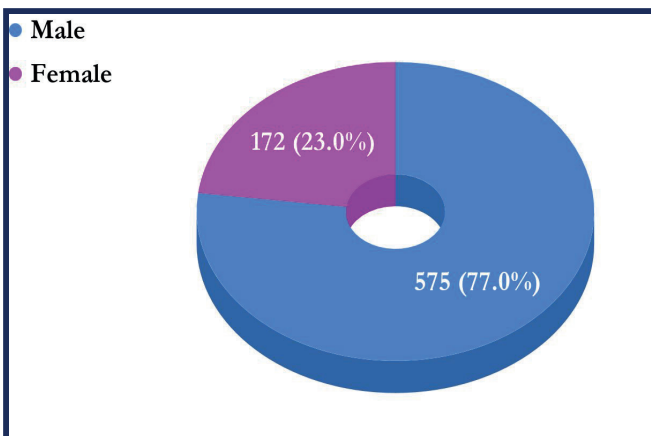
Penden Cement Authority Limited (PCAL) is a Joint Sector Company incorporated under the Companies Act of the Kingdom of Bhutan 2016. For a period spanning over 36 years, PCAL has overtly served as the foundation of Bhutan firmly set in steering the country through its infrastructural needs during the crucial industrialization and development phase.

In recalling the yesteryears, PCAL was constituted as an undertaking of the Royal Government of Bhutan under the Royal Charter, in 1974. In 1977, the process of setting-up of a 300 TPD plant began at Gomtu and commercial production started in 1981. The Plant was officially inaugurated by Her Royal Highness Ashi Kesang Wangmo Wangchuck on 5th February 1982. His Royal Highness Prince Namgyel Wangchuck, the then Minister of Trade & Industry was the first Chairman and Mr. V.B.

Rangnekar, the first CEO of PCAL.

The plant was optimized to a clinker production capacity of 1000 TPD in the year 2002 by adopting the improved technology and control system with minimum investment. In 2004, with the concept of the introduction of blended cement by using industrial wastes such as slag and fly-ash, the capacity of cement production was further enhanced to 1650 TPD.

The main Quality Policy of the company is to comply with the requirement of customers to their satisfaction and continually improve the effectiveness of Quality Management System. The Quality Objectives of PCAL are to enhance customers' satisfaction by supplying consistent quality of cement and affecting deliveries just-in-time.



## OUR MILESTONES

- 1965: Prospecting of Limestone initiated through the Geological Survey of India.
- 1970: Feasibility Study of a 300 TPD cement plant at Pugli commenced.
- 1974: Constitution of Penden Cement Authority Ltd.
- 1980: Setting up of 300 TPD cement plant commenced.
- 1981: Commercial production commenced.
- 1982: HRH Ashi Kesang Wangmo Wangchuck inaugurated Penden Cement Plant.
- 1983: PCAL achieves 107.9% capacity utilization in Clinker production.
- 1985: PCAL takes over the management of Penden Collieries.
- 1986: PCAL takes over Shumar Gypsum Mines from the Department of Industry.
- 1989: PCAL incorporated under the Companies Act of the Kingdom of Bhutan.
- 1991: Received DANIDA's assistance on the reduction in air pollution, OHSM started.
- 1992: Penden Collieries and Shumar Gypsum Mines were privatized.
- 1993: Optimized plant capacity to 400 TPD with the reduction in air pollution under DANIDA's funding.
- 1994: Approval accorded by the board for capacity augmentation of the plant to 800 TPD, Penden Rock Project at Setikhare started, Penden Dolomite Project at Sonargaon initiated.
- 1996: Plant Capacity Augmented to 800 TPD.
- 1998: PCAL conferred with "ARCH OF EUROPE AWARD" for Excellence and Quality.
- 1999: Launched the production of Portland Slag Cement (PSC). Bureau of Indian Standard Product Certification awarded for OPC-43, OPC-33 grades, and PSC.
- 2001: Project Work on Optimization from 800 TPD to 1000 TPD of Clinker production started.
- 2002: Plant capacity augmented to 1000 TPD of clinker production.
- 2003: PCAL awarded with ISO 9001: 2000 certifications by Bureau of Indian Standard.
- 2004: Cement production augmented to 1650 TPD with the launching of Portland Pozzolana Cement (PPC) in market
- 2005: Product Certification for PPC (Portland Pozzolana Cement) was awarded by the Bureau of Indian Standard.
- 2006: Completed 25 years of commercial production and Celebrated the Silver Jubilee of the company.
- 2007: Recognized as the first firm in obtaining "Private Forest Ownership Certificate" in the district toward protection and conservation of the environment.
- 2008: Initiated additional limestone deposit prospecting through the expertise of DGM in and around Samtse district and Gelephu.
- 2010: PCAL awarded "THE PLATINUM TECHNOLOGY AWARD FOR QUALITY & BEST TRADE NAME" by OTHERWAYS INT'L RESEARCH & CONSULTANTS in Geneva, Switzerland.
- 2011: PCAL has also led and constructed the Clock Tower in the middle of Gomtu Town to commemorate the Royal Wedding during 2011 with joint funding from the Lhaki Group of Companies.
- 2012: High-quality limestone is being investigated in Dorokha and Denchukha areas located about 22-km crow fly distance north of Gomtu in an effort to prolong the life of the plant.
- 2014: A 9 feet brass make Jambayang (Manjushri) statue was constructed and successfully installed, in dedication to the 60<sup>th</sup> birth anniversary of HM the Fourth Druk Gyalpo, in collaboration with other industries and manufacturing companies, mining industries, and local government authorities at the Queen's Park, Gomtu.
- 2016: PCAL received the ESQR's (European Society for Quality Research) Award for best practices 2016 at ESQR's Convention in Brussels, on June 4, 2016. PPC Plus, Penden Premium brand cement was launched in the Export market in February, 2016.
- 2017: Adopted and implemented all phases of Bhutanese Financial Reporting Standards (BFRS).
- 2018: PCAL upgraded to ISO 9001:2015 Quality Management Systems in September 2018. Start of restoration of Uttare Mines and Beema Bamboo plantation. PPC Plus, Penden Premium brand cement was launched in the domestic market in November 2018.  
OD exercise was carried out. Technical audit of the plant was carried out by Siam Cement Group, Thailand. Detailed Project Report for the AAC blocks project carried out. Predictive maintenance programme was introduced.
- 2019: Carried out Limestone prospecting works at Danleng, Pangbang. Carried out re-assessment of limestone deposits at Penden Limestone Mines in Pagli, Kalapani Calc-tufa Mines and Kharkhola area by DGM. The Performance Management System was introduced at the Department and Individual levels. Implementation of the OD exercise carried out. Introduction of heads of departments at the level of Directors. Implementation of the AAC blocks project started.



## New Board Chairman's first visit at PCAL



Our Board Chairman, Dasho(Dr.) Sonam Tenzin and the management team (few members) at the Central Control Room (CCR) of the cement plant. The CCR is the central nervous system of the cement plant, which controls the functions of the plant, 24x7.

## THEME 2020: “Enhancing Productivity Through Employees’ Happiness”



We hope to achieve our dreams and aspirations for the successful new year 2020 with all the plans and strategies that would further add values to our stakeholders. 2nd management retreat conducted from October 11 to 13, 2019 at Siliguri.

## CEO's Message



At the outset, I must thank our Shareholders and Board for the unprecedented support and guidance. With this, the management and the team are ever more confident and hopeful in our endeavors. I must also wholeheartedly thank my colleagues, who have worked very hard day and night and sacrificed their comfort even on weekends and holidays to improve our system and processes. They are the Company's biggest resources and strengths. Since inception, they have worked day and night to build a strong brand reputation "Penden". This brand must live forever. Besides business, I am very proud of my colleagues for their support and cooperation in making the weekly plant care and maintenance, cleaning, landscaping, gardening, and other social activities, a collective responsibility. This has helped to maintain a safe, lively, clean and green environment not just within the Company but in Pendenling (Gomtu) community. Such activities have also enabled a stronger bond amongst the employees besides helping to be fit and healthy. I am proud of my colleagues at PCAL. Given the current challenges faced by the Company, our performance in 2019 is indeed most satisfying. 2019 was also a great year for the team to work on many reforms as we pave our way forward. A notable few are the 10 years' strategic roadmap, enterprise risk management, performance management system, investment plan, amendments to the service rules, procurement policies, introduction of technical and safety audits, strengthening of the internal auditing team, EHS policy, and introduced many SoPs to improve our system and processes. Since 2018, PCAL has adopted the zero corruption policy, which is also one of our key performance indicators. Our belief is that business must be conducted with the highest integrity to sustain in the long term. In the cement plant, we have carried out several rectifications and modernizations to improve plant

availability and efficiency. A major highlight of 2019 is the implementation of the 300 CUM/day Autoclaved Aerated Concrete (AAC) blocks project, which is scheduled to be commissioned in July 2020. Penden AAC Eco-blocks is environment-friendly that has environmental, technical and financial benefits as compared to the conventional or the red bricks. Further, the plant is fully automated to ensure the highest quality products. Another major highlight is the Beema bamboo plantation at the Uttare Mines. After the closure of the Uttare Mines in 2016, we have planted Beema bamboo in 2019 for the reclamation of the mines. Beema bamboo has versatile applications such as energy generation or fuel substitute, environmental cleaning, carbon sequestration, product manufacturing, etc. Several other diversifications are also being initiated. In 2019, we have recruited directors to head the departments and other qualified employees. Thus, paving a new way forward for the Company as we confront many of the challenges, but most importantly we are even more confident to grow bigger and stronger in the years ahead. Altogether, it's an exciting time in the history of the Company.

As an ISO 9001:2015 certified company, PCAL has been manufacturing cement for almost four decades and has served its valued customers well immaterial of the evolving business environment. On behalf of the Shareholders, Board, management and employees, I must thank all our valued customers and other stakeholders who have supported Penden and became part of the larger family. We look forward to your continued trust and support for eons on. Our theme for 2020 is "Enhancing Productivity Through Employees' Happiness". In our pursuit of achieving the aspirations and goals of our Shareholders, we would also like to ensure the overall growth and happiness of our employees. Both productivity and happiness would be important in achieving long-term goals. Collectively, let's look forward to a year of productivity and happiness. Happy reading! You can find more updates on our activities and initiatives at [www.pendencement.bt](http://www.pendencement.bt). We are also very active on Facebook and Instagram. Before you leave this page, let me remind you to always remember to choose Penden, to "Construct with Confidence".



Tenzin  
Chief Executive Officer



# 37<sup>TH</sup> FOUNDATION DAY CELEBRATION

On February 5, we offered our prayers, respect and best wishes to His Royal Highness Gyalsey Jigme Namgyel Wangchuck on HRH's third Birthday, which coincided with the Losar and 37th Foundation day of Penden Cement. The chief guest for the occasion was our CEO. It was a great time for the employees to come together and celebrate the achievements and refocus on the main objectives of the Company.

*“In all our endeavors, we must set aside our individual differences and strive hard to achieve the vision of the Company. We have been hired to fulfill a certain mission, and that must be delivered.”*  
 - CEO's address on the 37<sup>th</sup> Foundation day celebration.



Glimpses from the 37th Foundation Day Celebrations

# LAUNCH OF OUR 1<sup>ST</sup> ANNUAL NEWSLETTER



Our first Newsletter titled “Penden Newsletter - Changes Ahead” was launched during the 37<sup>th</sup> Foundation Day of the company by our CEO, which shall be an annual issue.

At Penden, we want to pursue excellence in communication and sharing information. We want to inform all our stakeholders and build a strong and lasting relationship.

Our Newsletter can be downloaded from our company's website and very soon you can subscribe to our newsletter.

*“Do not serve your CEO nor your supervisors but serve your company well. Your CEO and your supervisors may change but your company is here for a long time. Serving the company means serving the Nation, and serving yourself.”*  
 - CEO, PCAL in the 1st THEM (2020)



## OUR EMPLOYEES - OUR BIGGEST ASSETS

# PCAL approves benefits to muster roll employees

Rajesh Rai | Phuentsholing

Penden Cement Authority Limited (PCAL) has approved employee benefits to its 121 employees on muster roll starting January 1 this year, the labour office in Phuentsholing and PCAL officials have confirmed.

All muster roll employees who completed a year of uninterrupted and satisfactory service with the company with clean track service record are eligible for the benefits.

The decision was taken during a board meeting in December 2018.

**We are pleased that the contributions of the muster roll employees to the company could be acknowledged and rewarded accordingly**

Regional labour director in Phuentsholing, Sonam Tenzin said about 12 differ-

ent benefits were approved. "The benefits are Elementary Service Personnel (ESP) and General Service Personnel (GSP)," he said.

Some of the most significant benefits are provident fund, leave and travel, medical benefits, leave encashment, holidays, and bonuses.

In early 2018, PCAL muster roll employees had appealed to the labour office in Phuentsholing regarding their regularisation. Despite having worked for more than 10 years with PCAL, some employees were not

regularised, contradicting the Labour Act that mandated employees who have been doing the same work on same wages for a year or more be deemed employed under contract.

Although the daily wage increased at the time of pay revision, these employees complained that they were not regularised and did not receive any other increment.

PCAL CEO Tenzin said the company reviewed their case for a long time and considered all rippling effects to other industries in the country and the financial impact

to the company.

"We are pleased that the contributions of the muster roll employees to the company could be acknowledged and rewarded accordingly," he said. "This in turn will motivate and help retain potential employees to contribute better and the company should also benefit in the long term."

PCAL pumps in about Nu 1 million in gross salary for all the muster roll employees. The annual LTC and Leave encashment cost is Nu 780,450 to all muster roll employees.

## OUR FUTURE - BEEMA BAMBOO PLANTATION AT UTTARE MINES



Penden management team plants Beema Bamboo at the Uttare mines. Penden is planting about 10,500 saplings as a reclamation project.

*I joined this company in 2015 as a Daily Wage worker and that time we did not get any other benefits other than salary. But I am very grateful to the company that since last year we are getting almost all the benefits at par with that of regular employees. I am also happy that I got an opportunity to attend a week long training at Dewathang last year. It was a good experience for me and further helped me in enhancing my skills.*

-Mr. Mon Kr. Rai, (EEU)



# BOOSTING THE ECONOMY - EXPLORATION OF NEW MINES

*The exploration of limestone in Penden may be the groundbreaking activity in the early 60s and it still continues because Penden never wants to stop serving the nation.*

After two decades of extensive limestone exploration in the Samtse Dzongkhag, the Pugli Hill deposit then and now Penden Limestone Mine led to the cement plant at Gomtu in 1981. Since then, Penden Cement is serving the nation in cement business with its brand image. “Now” is a crucial period for PCAL to rejuvenate and to continue the legacy. In 2010, Dorokha and Kadure areas under Samtse Dzongkhag were scanned and explored for limestone and it turned out to be unviable both in quantity and quality. The potential deposits of Sikhari and Goltey in Gelephu were dropped as it was discovered under the biological corridor in 2014.

The in-house exploration team continued to explore in various Dzongkhags until the team located a potential deposit in Daling & Bumshang under Panbang Dungkhag, Zhemgang in 2018.



The same deposit was applied for mining rights to the Department of Geology and Mines (DGM). Subsequently, the DGM issued the Prospecting License in January 2019. The prospecting of the limestone deposit was carried out and the report submitted to the DGM. The Prefeasibility study of the deposit was carried out as per the new Guidelines for leasing Mines.

*30 years and counting more, working at the site as a faceworker. We started at Nu.10/- per day as our wage and now it is Nu.215/- per day with many other benefits. It is overwhelming when we look back (tears rolled down her cheeks as she shared). PCAL is the source of my and my dependents' livelihood. I am grateful for everything I have today. I have started my life here and will continue to serve until my term ends or till my strength wears off to lift the pan that has been feeding my family to date. I could raise my children, educate them to give a better life than mine. Thus, I owe much to the company. Further, the recent interaction with our management team over dinner is the one thing I will cherish forever in my life. This was the first time in the history of Penden.*

- Ms. Dil Maya Gurung, MSD



Chairman's visit at the Mines (L), Offerings at Samtse Moenlam Chenmo (C), Short Training at JNEC (R)



## WE CARE ENOUGH - ENVIRONMENT, HEALTH & SAFETY

The Company follows the National Environment Commission Secretariats' (NECS) policy and guidelines along with the MoLHR's Occupational Health and Safety Guidelines. Furthermore, Penden has an Environment, Health and Safety

Policy and procedures and manuals put in place. An Environmental, Health, and Safety Officer along with a team are designated to ensure that the Company is complying with all the norms of the institutions.



Saturday cleaning by Corporate Office team (L), Regular water sprinkling (C), Fire fighting demonstration (R)

## CONTINUAL IMPROVEMENT - FLYASH STORAGE RESTORATION

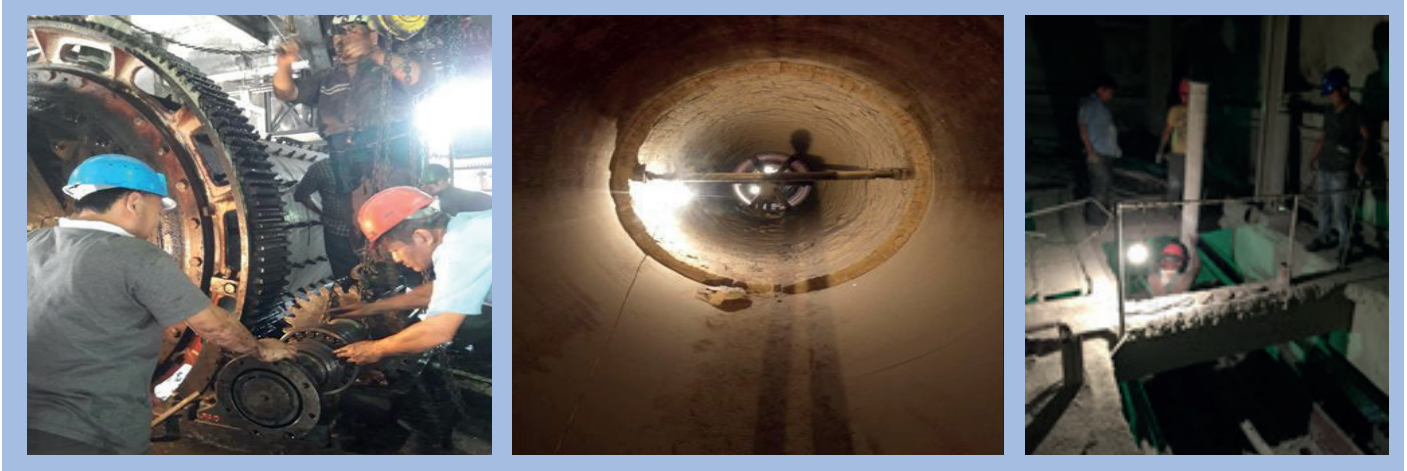


The renovation/modification of the existing Flyash Silo was completed in October 2019

*"We adopted and implemented the Performance Management System and We are an Enterprise Risk Management based organization."*



## ANNUAL MAINTENANCE (Behind the Scenes)



Coal Mill Girth Gear and Pinion Assembly Change (L), Kiln Bricks Relining (C), Changing of Filter Bags (R)

## THANK YOU - GRACEFUL EXIT CEREMONY

The management has initiated and started hosting a graceful exit ceremony for all employees attaining superannuation as a token of appreciation for their services to the company. A total of 24 employees have gracefully exited from the company in the year 2019.



## GROW MORE - NEW RECRUITS



As a part of the succession planning, two Directors for Corporate Affairs, and Operation & Maintenance Department were recruited along with the Legal Officer cum Company Secretary. Further, a total of eleven (11) JEs were also recruited through campus recruitment from Jigme Namgyel Engineering College, Dewathang.



## CELEBRATE LIFE - Adoption of Promotion Ceremony



To encourage and motivate the employees, PCAL started with the adoption of promotion ceremony. A total of 26 employees were promoted in the year 2019. They were offered 'Tashi Khadar' and

their promotion orders handed over during the ceremony by the CEO. The CEO encourages learning, knowledge sharing, skill development and contributing equally to the company.



Wang by Pedseling Trulku during Gomtu Annual Rimdro.

## LEARN, UNLEARN & RELEARN - In-house Trainings



"Effective Communication at Workplace" by Purna Bdr.Rai (L) and 5S Training by our CEO at the Knowledge Sharing Center (R)



## KNOWLEDGE IS POWER - External Trainings

The company recognizes its work for the long term, and continuing nature of development, and seeks to achieve its mission through good, and innovative practices. In order to achieve the mission and continually improve the company, PCAL is committed to build the capacity of its employees by providing training and developmental opportunities which are considered as an important component of overall job performance.



26 Supervisors were trained on Leadership and Growth at KSC from Nov 28-30, 2019



Management team were trained in “The 7 Habits of Highly Effective People” by Stephen Covey from Nov 20-22, 2019

“My most memorable day in Penden was during the Silver Jubilee Celebration of our Company on February 5, 2006. There was a grand celebration. Employees who had served for more than 25 years were given a certificate of recognition and mementos. I started my career in PCAL as a Junior Chemist and had the opportunity to work under different Managements.”

-Mr. Yogesh Subba, Head (QCD)

## FIRST AID TRAINING TO OUR EMPLOYEES



Penden in collaboration with Gomtu Hospital, MoH conducted 2 days First Aid training (capacity building) for the employees from April 11 - 12, 2019. Total of 35 employees were trained as per the course design covering theory and practical demonstration.

We believe in:  
“Safety first is Safety always”





## CAPACITY BUILDING - HR TRAININGS

The 1<sup>st</sup> Batch Refreshers Course for the Security Staff of PCAL was held at Special Reserve Police Force, RBP, Tashigatshel, Chhukha Dzongkhag for a period of two weeks. There were 17 participants.

*We're a zero-corruption policy company since 2018. Please support us to serve you better.*

## EEA & ENGAGING THE YOUTHS MEANINGFULLY

Winter Coaching Camp for Badminton & Taekwondo



Winter Coaching Camp (4-8 Jan 2019) for Badminton (L) and Winter Coaching Camp (14-23 Jan 2019) for Taekwondo (R)



## Work Hard, Play Hard - Interdepartmental Basketball Tournament



Inter departmental basketball finals were played between CAD Team B and OMD Team E. Out of the 8 teams, CAD Team B was the Winner. The Winner had 4 ladies in the team.

**“A TEAM THAT PLAYS TOGETHER, WORKS WELL TOGETHER.”**

### International Table Tennis Day Celebration



International Table Tennis day was celebrated on April 6, 2019 at the Penden Club. About 25 enthusiastic players took part in the one day tournament. The matches were played between four teams named after the four cement products, namely OPC, PSC, PPC, and PPC PLUS.





Volleyball Tournament between Management team members (L) and a week long Yoga Training for Employees, families & friends (R)

*“I still remember the day I came to PCAL with many dreams, riding on the back of a truck with just my bedding and a bag in my hand and when I entered the gate and saw the Plant, I nearly took a detour. But then I had been selected through campus recruitment and wanted to give it a try. That day and today, I have completed 25 years of my service in PCAL. I still miss those early days when I was working as a shift engineer and the types of problems we used to face and overcome those problems. Today I have no regrets and I am happy that I chose PCAL over others.”*

*-Mr. Tshewang Dorji, Head (CMD)*

## Proud Moments - Winner of Open Veteran Football Tournament



*PPC Plus won the open Veteran football tournament organized by Samtse Football Association in Samtse.*



## SHARING HAPPINESS - Moments with Mines Team



November 1, 2019: In the afternoon, the management team spent time with the employees working in the Mines and Supply Division at Pugli. We have about 150 employees working in the division and due to its location, it's difficult to interact on a daily basis. So, the afternoon was full of games, dance, dinner and laughter. Our CEO thanked all the employees at Pugli for their hard work and dedication to the company. He said the event is a simple gesture of conveying the management's appreciation and to share some moments of happiness together.

*My father worked as a Security Guard in the Company but he expired early due to his illness. But I am very grateful to the company for giving me a job in his replacement. I have been working in FID for the last eighteen years. My husband is also working in the Plant. Initially, I worked as a Daily Wage Worker but now I am under ESP category. I am really thankful to the company for giving us many benefits almost at par with that of regular employees.*

- Ms. Manju Tamang, (FID)

## Working Towards a Safe, Clean and Green Environment



Coexisting with the nature at Gomu, Queen Park (L) and PCAL at their best to sustain a clean environment (R)



## Women Empowerment - International Women's Day Celebration



Penden Cement celebrated International Women's Day to honour and support our girls at the workplace. We are with our girls on all fronts. Happy IWD. Women are lesser in numbers than men at Penden Cement but they are the drivers of the company. Behind the scenes, we have a larger group of women who support the men to drive the company forward. So, you see how Penden women contribute.

## Work Safe, Play Safe - World Day for Safety and Health at Work

Penden observed the World Day for Safety and Health at Work on April 27, 2019 (since April 28 is Sunday). The day was marked by a presentation on safety and health at work, followed by basic health checkup of all the employees, issue of basic health checkup instruments in the various locations, issue of jaggery, display of PPEs, and recognition and reward of employees who are exemplary in adherence to safety at work.

*I am from Dumsi dara and I am very thankful to the Company since it is due to the Company that we have access to many facilities like Hospital, Higher Secondary School and Road. Moreover, it has employed many people from the local areas and it is our bread and butter.*  
-Mr. Ganesh Gurung, MEU





## Bhutan is Our Country - 112<sup>th</sup> National Day Celebrations



The 112<sup>th</sup> National Day was co-hosted by Penden Cement Authority Limited and Lhaki Group of Companies on December 17, 2019 in Gomtu. The most exuberant news was that Her Majesty the Queen is expecting a second child in 2020.

## Memorable 2019, Hopeful 2020 - New Year's Eve Celebration



Apart from important functions celebrated by Penden, New Year's Eve was a memorial one. Penden bid farewell to the outgoing year and welcomed the hopeful New Year with full energy. PCAL family are ready to face the challenges together ultimately contributing to our 2020 Theme i.e., "Enhancing Productivity Through Employees' Happiness"

"Be the agent of change if you want to see the change in our environment."



# DISTRIBUTION OF ECO-FRIENDLY BAGS

## Eco-friendly bags distributed to kick start plastic ban

Phub Dem

In response to the feedback received on the lack of alternatives to the limited plastic ban, the National Environment Commission Secretariat (NECS) distributed 1,000 eco-friendly bags to customers and vendors at the Centenary Farmer's Market (CFM) in Thimphu yesterday.

The bags were procured with support from Penden Cement Authority Limited (PCAL). Kuenjed learned that the bags were distributed at the last minute because PCAL confirmed to supply the carry bags only recently.

Thimphu Thendeks Royal Bhutan Police and CFM officials helped distribute the cloth bags to customers and vendors to sensitize them on the reinforcement of the 1999 plastic ban.

To encourage the use of eco-friendly carry bags as substitute to plastic carry bags, PCAL will distribute 10,000 eco-friendly carry bags across the country. "We will try to cover as much area as we can to



Officials distributing eco-friendly bags to vendors

allocate the users and sellers."

A regular customer at the CFM, Lhab Gyelshen, said that providing eco-friendly bags would help people understand about the alternatives. However, he said that NECS and other implementing agencies should monitor the ban more seriously. "Previous bans failed

due to poor monitoring and we cannot afford to fail this time." Customers Kuenjed talked to said they were happy with the awareness programme and would decrease their use of plastic bags. They promised to create awareness to reduce use of plastic bags and bring their own carry bags.

While the customers appear content with the carry bags, vendors are dissatisfied with the decision. They are still not clear about the alternatives for plastic that are used to package certain vegetables, fruits and cereals.

A fruit vendor said that although she did not have to buy plastic to wrap the fruits, she was not very clear on an alternative. "We are doing business here and we believe in providing good customer services, we just cannot say no to our customers if they ask for it."

Although officials from NECS clarified on the ban on doms (area mat) wrapper, doms sellers like Aam Singye Dema is still wondering on how to wrap her doms without plastic. She said that if NECS was able to provide them with a feasible alternative, she is willing to buy it.

However, she is still reluctant to use papers to wrap doms. She said papers were delicate and unclean. "I don't know how to wrap doms quiet and I have many plastic wrappers in stock."

Officials distributed the carry bags to vendors and advocated on controlling plastic from the source, penalties if found providing plastic to customers, and to cooperate with the reinforcement.

The reinforcement of plastic ban starts today.

Penden Cement supported the reinforcement of the plastic ban initiative by NEC through free distribution of 10,000 environment friendly bags



## CERTIFICATE OF RECOGNITION

Penden received a certificate of recognition for adopting good OHS practices at the workplace for 2018 from MoLHR on the sidelines of the Regional Job Fair 2019

## Our Community, Our Responsibility - CSR Activities

PCAL is conscious of its responsibility towards the economy, social and environment of the country. PCAL has been supporting institutions and individuals both in kind or in monetary values. In 2019, we have made substantial contributions towards enhancing our culture, environment, social, health and education, religion, and games and sports. Since inception, PCAL has played a pivotal role in providing necessary support to Phuntshapelri Gewog, Samtse Dzongkhag and the local communities across the border.



## BSB Mark launched for Domestic Market

PCAL launched its cement with the new BSB mark for the domestic market. The export market will carry the ISI mark. This is a great achievement for Bhutan Standard Bureau (BSB) to certify our domestic product.

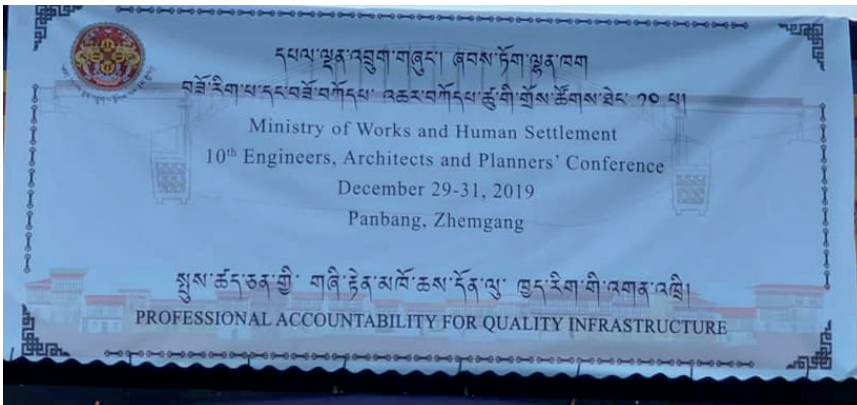


# OUR PARTICIPATION IN CONSTRUCTION FAIR



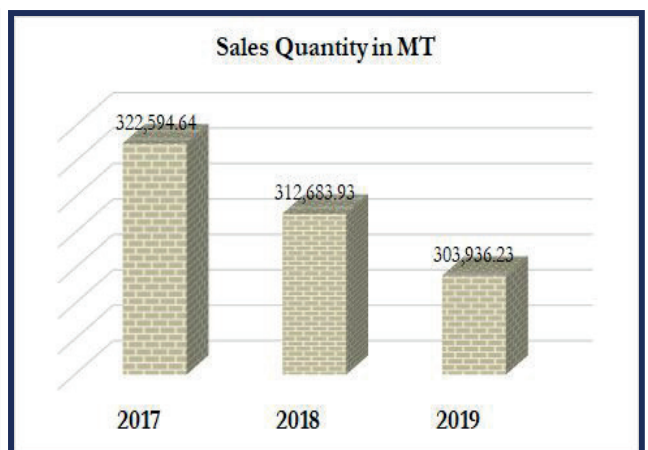
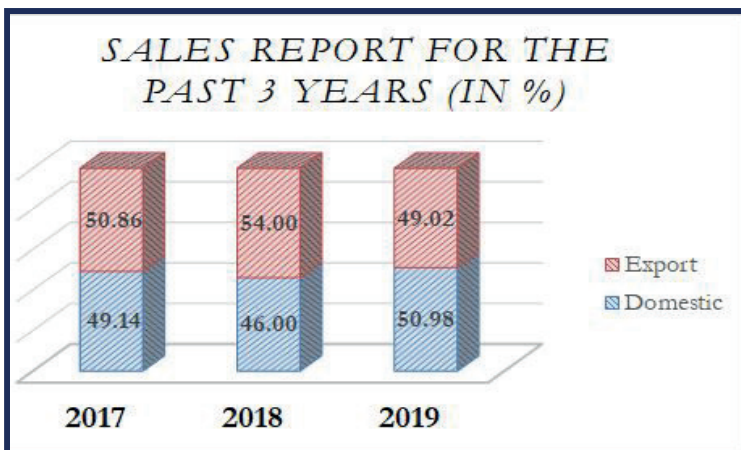
PCAL was awarded with Certificate of Participation (L) and Visit of Ex-CEO, Mr. Kaylzang Tshering to Our Stall (R)

## Collective Responsibility - 10<sup>th</sup> Engineers, Architects and Planners Conference at Panbang



Penden Cement participated in the 10th Engineers, Architects and Planners' Conference from December 29-31, 2019 at Sonamthang Central School with the theme "Professional Accountability for Quality Infrastructure". Highlighted on the upcoming product Penden AAC Eco-blocks.

## Our Sales Performance





## CUSTOMER REVIEWS

We are available on facebook (<https://www.facebook.com/pg/PendenCement/>) as well as instagram (<https://www.instagram.com/pendencement/>). Since, we care about our customers, we have collected top reviews from the posts:

“Good as well as quick setting and long lasting”  
- Gyeltshen Kinley Thinley

“No.1 Cement in the region since 1982”  
-Pema C. Tenzin

“Bhutan’s one of the biggest producers of cement plant”  
-Ugyen Jamtsho

“Penden Cement is the customer’s first choice”  
-One of the Cement Agent

## Frequently Asked Questions (FAQ)

### 1. Where should we use Penden Supreme (OPC 43)?

It is widely used in mass concreting works of dams, spillways, tunnels, bridges, concrete roads etc. It can be used in RCC works, brick work, plastering and finishing work in building constructions, retaining wall, canals, culverts, drainage works etc. However it is most suitable for construction works in marine, coastal and saline environment.

### 2. Where should we use Penden Premium (PPC)?

It is widely used in mass concreting works of dams, spillways, tunnels, bridges, foundation and adverse environment where the concrete is subject to sulphate, chloride and acid attacks. It alleviates alkali aggregate reaction in the concrete. Heat of hydration is minimum in the case of Penden Premium and hence the cracks in the concrete due to heat of hydration will be avoided.

### 3. Where should we use Penden Special (PSC)?

It is widely used in all kinds of constructional activities like brick works, general concreting jobs, plastering, roads and bridges, runways, dams, tunnels etc and mass concreting of hydraulic structures in particular, where aggregates contain reactive silica PSC is used. It is a low heat cement resistant to sulphate, chloride, and acid attacks.

### 4. What is the procedure to buy cement from PCAL?

Within Bhutan, you can buy cement through an authorized Agent. The agents will lift from PCAL depots located at Phuntsholing, Gelephu and Samdrup jongkhar. Outside Bhutan, you can buy cement through authorized Stockists. Depending on where you are located, you can approach any agent of that area. You can find the list of authorized agents and stockists located area-wise on our website.



## WORK OR POSITION

According to the dictionary, “Work is an activity involving mental or physical effort done in order to achieve a purpose or result”. Are we not fortunate enough to see another day? We wake to see yet another day and get an opportunity once again to correct the ones which we have mistaken knowingly or unknowingly. We often leave a work half done thinking it will be completed the very next day. Are we not fortunate enough to get the chance to fulfill those half done works?

People often create an imaginary boundary according to the type of work and the amount of wage allotted to the work but many are confused still with POSITION and WORK. No work is superior to one another. Position is actually a platform where people are given opportunity to work. At the end of the day everyone is working and being content with what they are able to do. Work is all about achieving the targeted goals and everyone is given a different position or I would say different platform to showcase their skills to their optimum level. People often misuse their position to make others feel low and make them look unworthy but everyone has different ways of doing things. Not everyone will work up to someone’s expectation; some are slow and some are fast and it doesn’t mean one is good and other is lazy.

We don’t have to necessarily,

1. be a teacher to teach someone good values and share our knowledge, if we have a heart to educate those who are unaware of things.
2. be an engineer to construct structures, if we have the mind to construct a house for the homeless.

3. be a driver to take people from one place to another, if we have a mind to help elderly or a physically challenged person to cross the road.
4. be a parent to guide our children, if we have the heart of a parent to guide anyone’s children who are under bad influences.
5. be a leader to lead, if we could lead ourselves.
6. be a doctor to cure someone’s illness, if we could provide precaution to those uneducated ones.
7. be a singer or a dancer to entertain others, if we could just be the reason someone else smiles.

Everyone is not genuinely happy with what we do. If someone works day and night with all his effort, people would say that he is working for money but if he doesn’t work he is called lazy or useless. If someone uses his hard earned money to live his luxurious life, people will say that he is showing off but then if he doesn’t use the earned money then he is regarded as miser. But then everything starts with oneself and how we react to it.

-Manoj K. Bhattarai (SCD)

*I am looking forward to working and getting experience in the AAC Blocks project as Penden is expanding its business and we are not only a cement manufacturer, we will be the manufacturer of construction materials soon. I’m so excited!!!*

*-Robin Tamang, MEU*



### Corporate Office

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### OUR REGIONAL DEPOTS

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**Our Working Days:**

Head Office: Mon - Fri (0900 hrs - 1700 hrs), and Sat (0900 hrs - 1300 hrs)  
 Cement Plant: 24x7

For more information, please visit us at [www.pendencement.bt](http://www.pendencement.bt)