

**ARCH  
GROUP**

*Share the Future*

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---

the thought within Us

Cover Story

**Swachh Bharat Abhiyan**

FROM THE DESK OF THE EDITOR

COVER STORY

RIPPLES DOWN THE MEMORY LANE

TALK OF THE TOWN





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Dear Family,

It gives us immense pleasure to launch the first edition of: "SOCH – The thought within us" a newsletter for our Arch Family .

The last few years have brought both challenge and change for ARCH GROUP. We have adopted a corporate structure that allows us to be a more competitive business and market player. The ongoing economic and social changes have required the focused attention of all our employees to improve performance and position us for success no matter what kind of markets we encounter. We've made excellent progress, both in terms of growth in business size as well as in terms of our responsibility towards the society, but we have much more to do.

Our staff members will continue to be the driving force behind our success and growth. We zealously believe that the future of our group depends on the way in which ARCH GROUP cares for people.

Lastly, I would like to thank , all our group members without whose help the first edition of "SOCH", would not be possible .

*R K Saraogi*

Rajendra Kumar Saraogi



## SWACHH BHARAT ABHIYAN



Swachh Bharat or Swachh Bharat Abhiyan (Hindi: स्वच्छ भारत अभियान, English: Clean India Mission) is a national level campaign by the Government of India covering 4041 statutory towns to clean the streets, roads and infrastructure of the country.

This campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, where Prime Minister Narendra Modi himself wielded broom and cleaned a road. The campaign is India's biggest ever cleanliness drive and 3 million government employees and schools and colleges students of India participated in this event.

### COVER STORY





Keeping the spirit of Swachh Bharat, Arch group as a part of it is Corporate Social Responsibility stepped forward to keep its surrounding clean. November 2014 was marked the month when with the support of the Management group members dedicate their time to keep their office space and the surrounding clean and free from debris.

*“Before we claim that we shall clean this country, let us start by simply cleaning our communities, parks, our office spaces which we have ignored so long”* Mr Rabindra Bachhawat Director Arch Group



स्वच्छ भारत अभियान



## RIPPLES DOWN THE MEMORY LANE

Events calendar for the year 2014 opened its doors to the colorful celebration of HOLI followed by gamut of events month after month. Here are the few of those events that marked as a high note to the events calendar of 2014



**MARCH 2014**  
**HOLI CELEBRATION**



The festival of color was celebrated with pomp and gaiety at the corporate office of Arch Group. Marble Arch was turned into a riot of colour on the day of the celebration as all the employees and the management took active part in an open-air festival.

Party goes threw paint powder at each other during the event , Crowds were entertained by line-up of DJs and the 'paint fights' – where staff members threw shades of red, yellow, pink, green and magenta at each other , the festival was followed by unlimited snacks and drinks for all.





# CREDAI BENGAL

MAY 2014  
CREDAI MEMBERSHIP

This year ARCH GROUP became the member of the coveted body "CREDAI". CREDAI Bengal is the state's chapter of the Confederation of Real Estate Developers' Association of India (CREDAI), the apex body for private real estate developers in India.

CREDAI Bengal's Home Front 2014 was held from 30<sup>th</sup> August to 1st September 2014 at Netaji Indoor Stadium. Been the first year of participation ARCH GROUP had made heads turn with its unique stall design and concept. Since, Arch believes and promotes Clean environmental policies and is against the usage of plastics, thus to make the usage of Jute popular, which is environmental friendly, Arch has gifted all the visitors at the fair ground Jute Bags an endeavor which was noteworthy and appreciated by one and all.



SEPTEMBER 2014  
CREDAI - HOMEFRONT 2014



"Participating in one of the most sought after fair in the eastern part of India, was an eye opener and a great experience generator for the group." - Mr Lalit Kumar Jain, Director Arch Group





More than 200 employees of Arch Group including its group companies Fort Share Broking Pvt. Ltd. and Everest Infra gathered together on the 20<sup>th</sup> of October to celebrate the festival of lights – Deepawali.

The star gazed event saw the footfall of our beloved Management Team eagerly participating in the Deepawali celebrations along-side with all the employees. The event was marked by a well-known DJ belting out foot tapping numbers and mouthwatering counters serving mocktails to all types of snacks one can imagine. Lucky draw and Housie were two of the most favorite games played throughout the event where staff members won prizes ranging from Silver Coins to cash. Mr Sanjay Surana , Mr Rajendra Saraogi , Mr Pardip , Mrs. Mamta Mr. Devi Prashad , Mrs.Trisha, Mr.Prashun were few of the winners

The evening became a huge success with the true spirit of Deepawali --- the color, the light and happiness --- all unifying as one and melting in the warm wishes from the management.



OCTOBER 2014  
DEEPAWALI AN EVENING  
FILLED WITH FUN AND  
FROLIC

*"An heart warming feeling to see all the employees gathered together having fun in the light of the Deepawali celebrations". - Vijay Bothra , Everest Infra Pvt. Ltd*





**ARCH HAS GROWN... SO THE NEED TO MOVE OUT FOR A BIGGER SPACE WAS ON THE HORIZON !!**

ARCH GROUP established in 2005 celebrated the one year anniversary of its corporate office at Marble Arch on 1st November, 2014. The office has seen outstanding growth in its first year, attracting many new talents under its wings.

Led by the most experienced management team, the Marble Arch office utilizes the latest in technology, marketing resources, and supportive management, offering the staff an exceptional work environment.

The group celebrated the day along with all the staff members at the corporate office. Ceremonial Cutting of the cake by the Managing Directors was followed by motivational thought sharing focusing on the future growth of the company.

*"I am extremely proud of the growth the Marble Arch office has had over the past year", says Mr Rabindra Bachhawat Managing Director Arch Group. "I have no doubt that this office will continue its rapid pace of success allowing us to further expand our market in West Bengal".*



**NOVEMBER 2014  
CELEBRATION AT CORPORATE  
OFFICE**





ARCH GROUP in an endeavour to support the game of Lawn Bowling in Kolkata Circle took initiative and became the principal Sponsor for the 31<sup>st</sup> RCGC Merchants Cup 2014 held at the prestigious location of Royal Calcutta Golf Club [ Maidan Tent ] , where out of sheer talent and the urge to win team Arch took on glory - match after match.



*"It was a wonderful experience to be associated with RCGC Merchants Cup 2014 were we had the opportunity to meet the best of players from around Kolkata and competing with them"*  
 - Mr. Romit Shamsukha, Participant



**OCTOBER 2014**  
**MERCHANTS CUP 2014**







**MARBLE ARCH**

236 B, AJC Bose Road, Kolkata 700020

Marble Arch located at the crossing of AJC Bose road and Lee Road, has become the dream destination of commercial space for any office requirements. The building aesthetically made, not only has the location advantage to its side but also is quoted to be highly energy efficient in terms of power consumption. The reason of which long before the building was completed it got sold out to office spaces who wanted to have work and life balance for their employees.

The landscaping, the mechanical system of parking has given new dimensions to the thought of SMART UTILISATION OF SPACE.

*"I have worked with Arch Group on numerous projects over the span of the last decade. Arch's strengths include organizing a project and assembling a professional team to deliver both the highest quality and innovative solutions to the benefit of the Client." - Raj Agarwal & Associates*



**ARCH SHIVAM**

2 No Lower Rowdon Str. Kolkata 700017

Located at lower Rowdon street, near Minto park and behind the Hotel Chrome, ARCH SHIVAM is the jewel on the crown for Arch Group, been located at the most prime location which is off AJC Bose road, Arch Shivam flaunts 14 spacious apartments with impeccable landscaping in and around the vicinity

The building which is completed and has been handed over to the residents has an AC community hall with pantry, Air Conditioned gymnasium with all modern equipment, landscaped luxury garden, and Children's Play Area.



## HR CORNER

HR of ARCH GROUP is strategically aligned with the corporate protocols and policies which acts as a strong base of the system. The HR is the pillar and the key to the success of any organization being an indispensable catalyst towards the development. The HR formulates and implements various policies keeping in mind the organizational development and at the same time ensures that the employees adhere to the proposed policies for increased productivity and efficiency.

A guide to create a great office atmosphere should be followed in order to attain better employee engagement and more output. Here are a few pointers:

### **Communication**

Honest communication should be carried out amongst all employees. Don't encourage your team members or people reporting to you to lie and avoid being dishonest to get more work done.

### **Understanding**

Understand your sub-ordinate! Whenever they ask you for a leave or make any mistake, hear them out. Put yourself in their shoes and understand what they're going through. This will help them be honest with you and avoid intimidation.

### **Be alert**

Be alert about your team, their work, and behavior. How they feel should be reflected in their work and behaviour. If any employee is undergoing any problem at work or otherwise, try to help him/her out.

### **Clean, green, and character**

It cannot be stressed enough that an office needs to be de-cluttered and clean. Involve your self and your team mates to clean up regularly and recycle if possible.

## WALL OF FAME

WITH US SINCE INCEPTION (2005)



SUNIL MISHRA  
ADMIN



ANUPAM BHOWMICK  
CIVIL



MALAY KUMAR BARIK  
ADMIN



## NEW MEMBERS IN ARCH FAMILY



Soumen K. Garain  
Information Technology



Sudip Chatterjee  
Accounts



Jhuma Saha  
Admin



Akshay K. Jain  
Purchase



Pradip Choudh  
Electrician



Manish Mishra  
Marketing



Debajyoti Banerjee  
Marketing



Utpal Mondal  
Civil



Sanjani De  
Accounts



Biplob Bhattacharya  
President Projects (Civil)



Tuhin Ranjan Chakraborty  
Legal



Jayanta Bera  
Accounts



Minamun Das  
Admin (Front Office)



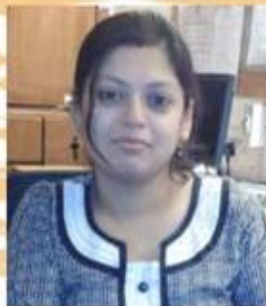
Partha Chaki  
Civil



Subhansu Saha  
Civil



Kinkini Guha  
Human Resource



Soumita Datta  
Marketing



Deepak Sharma  
Admin

*"Every successful company is backed by people who have combined their creativity, diligence, and passion to support products and services and Arch is not an exception to that" — Preksha Bachawat Director Arch Group*



### Why is it important to eat vegetables?

Eating vegetables provides health benefits – people who eat more vegetables and fruits as part of an overall healthy diet are likely to have a reduced risk of some chronic diseases. Vegetables provide nutrients vital for health and maintenance of your body.

#### • Nutrients

1. Most vegetables are naturally low in fat and calories. None have cholesterol. (Sauces or seasonings may add fat, calories, or cholesterol).
2. Vegetables are important sources of many nutrients, including potassium, dietary fiber, folate (folic acid), vitamin A, and vitamin C.
3. Diets rich in potassium may help to maintain healthy blood pressure. Vegetable sources of potassium include sweet potatoes, white potatoes, white beans, tomato products (paste, sauce, and juice), beet greens, soybeans, lima beans, spinach, lentils, and kidney beans.
4. Dietary fiber from vegetables, as part of an overall healthy diet, helps reduce blood cholesterol levels and may lower risk of heart disease. Fiber is important for proper bowel function. It helps reduce constipation and diverticulosis. Fiber-containing foods such as vegetables help provide a feeling of fullness with fewer calories.
5. Vitamin A keeps eyes and skin healthy and helps to protect against infections.
6. Vitamin C helps heal cuts and wounds and keeps teeth and gums healthy. Vitamin C aids in iron absorption.

#### • Health benefits

1. Eating a diet rich in vegetables and fruits as part of an overall healthy diet may reduce risk for heart disease, including heart attack and stroke.
2. Eating a diet rich in some vegetables and fruits as part of an overall healthy diet may protect against certain types of cancers.
3. Eating foods such as vegetables that are lower in calories per cup instead of some other higher-calorie food may be useful in helping to lower calorie intake.



# Fruit Juices

When you need to drink fruit juice - drink only fresh fruit juice, NOT from the cans.. Don't even drink juice that has been heated up.

Don't eat cooked fruits because you don't get the nutrients at all. You only get to taste. Cooking destroys all the vitamins...

But eating a whole fruit is better than drinking the juice. If you should drink the juice, drink it mouthful by mouthful slowly, because you must let it mix with your saliva before swallowing it. You can go on a 3-day fruit fast to cleanse your body. Just eat fruits and drink fruit juice throughout the 3 days and you will be surprised when your friends tell you how radiant you look!



KIWI

Tiny but mighty. This is a good source of potassium, magnesium, vitamin E & fiber. Its vitamin C content is twice that of an orange.

An apple a day keeps the doctor away? Although an apple has a low vitamin C content, it has antioxidants & flavonoid which enhances the activity of vitamin C thereby helping to lower the risks of colon cancer, heart attack & stroke.



APPLE



STRAWBERRY

Protective Fruit. Strawberries have the highest total antioxidant power among major fruits & protect the body from cancer-causing, blood vessel-clogging free radicals.

Coollest thirst quencher. Composed of 92% water, it is also packed with a giant dose of glutathione, which helps boost our immune system. They are also a key source of lycopene - the cancer fighting oxidant. Other nutrients found in watermelon are vitamin C & Potassium.



WATERMELON



## FUN TIME WITH YOUR BRAIN

Are you ready to give your brain a hearty workout? These clever brain teasers & witty riddles will require mental acuity, lateral thinking, and... a generous sense of humour!

We've compiled few brainy puzzles of varying levels of difficulty - some are mathematical in nature, some will test your verbal cunning, and some are just plain silly. If you can't get one, don't fret, just move on to the next!

You want to keep building those brain muscles - that IS why you're here, right? When you're finished, please leave us a comment & let us know how you did!

Good luck and have fun getting smarter!

Charles's mom had three children. The first was named June, the second was July. What was the name of the third child?



-Manish Mishra



A woman shoots her husband. Then she holds him under water for over 6 minutes. Finally, she hangs him. But 6 minutes later they both go out together and enjoy a wonderful dinner together. How can this be?

- Molay Barik

What is black when you buy it from market, red when you use it, and gray when you throw it away?



- Jayanto Basu



A farmer is trying to cross a river with a bag of corn, a hen, and a fox. The farmer's boat is only big enough to take himself and one other item per trip. The hen cannot be left alone with the corn or she will eat it. Likewise the fox cannot be left with the hen, or the hen will be eaten. How does the farmer get all three items across the river?

- Manoj kumar Chandak

Before Mt. Everest was discovered, which was the highest mountain in the world?



- Kapil Mishra





A farmer in Australia grows a beautiful pear tree, which he harvests to supply fruit to all the nearby grocery stores.

One of the store owners has called the farmer to see how much fruit is available that he can buy. Unfortunately the farmer isn't currently near the tree, so he has to work it out in his head.

He knows that the main trunk of the tree has 24 branches. That each branch has 12 boughs and that each bough has only got 6 twigs. Each one of these twigs bears one piece of fruit, so how many plums will he be able to sell to the store owner?

-Prashant Vashistha

Children aged between 4 and 6 can solve this problem in less than 5 minutes. Can you?



8898=7, 4566=2, 1203=1, 2313=0, 4566=2, 5464=1, 7774=0, 1003=2, 9856=4, 9955=2, 1886=5, 1231=0, 8764=3

4500= ??

-Akshay Jain



What is greater than God,  
more evil than the devil,  
the poor have it,  
the rich need it,  
and if you eat it, you'll die?

-Partha Chakraborty

What falls but never breaks?  
What breaks but never falls?



-Utpal Mondal



There was a green house. Inside the green house there was a white house. Inside the white house there was a red house. Inside the red house there were lots of babies. What is it?

-Moonmoon Das

**\*\* To get the Answers Please match the Smiley with the last page.**



## TIME TO LAUGH

Santa: My wife is a very careful driver

Banta: How do you know that?

Santa: She always slows down when passing a red light!  
- Utpal Mondal

A teacher is talking to a student.

Teacher: Did your father help you with your homework?

Student: No, he did it all by himself.

- Jhuma Saha

Teacher: Do you know as to why did the World Wildlife Fund choose the giant panda as their symbol?

Student: Because they didn't have a color printer!

-Dipankar Chakraborty

Doctor : Do exercise daily for good health.

Santa : Sir i play football, cricket,daily.

Doctor : how long do you play?

Santa : until d battery in my mobile goes down !!  
-Subinoy Banerjee

A girl and a boy are talking.

The girl says, "You would be a good dancer except for two things."

The boy asks, "What are those two things?"

The girl answers, "Your feet."

- Jayanta Basu

A frustrated husband in front of his laptop:

dear google, please do not behave like my wife...

Please allow me to complete my sentence before you start guessing & suggesting .  
-Utpal Mondal

On a crowded bus, one man noticed that another man had his eyes closed.

"What's the matter? Are you sick?"

"No, I'm okay. It's just that I hate to see an old lady standing."

- Moonmoon Das

A man goes to the doctor and says, "Doctor, wherever I touch, it hurts."

The doctor asks, "What do you mean?"

The man says, "When I touch my shoulder, it really hurts. When I touch my knee - OUCH! When I touch my forehead, it really, really hurts."

The doctor says, "I know what's wrong with you. You've broken your finger!"

- Soumita Dutta

A newly wedded desperate soldier sends a hand-grenade

to his mother-in-law, with a note:

Dearest Mom,

If you pull this ring, I'll be able to get 3 days leave.

- Santanu Dey

Q: Why are Egyptian children always confused?

A: Because after death, their DADDY becomes a MUMMY.

- Kapil Mishra

### MURDER OF ENGLISH

### STUDENT TEACHER CONVERSATION

- Pick up the paper and fall in the dustbin
- Both of you stand together separately.
- Why are you looking at the monkeys out side when I am standing inside.
- Will you hang the calendar or else I will hang myself.
- I have 2 daughters and both are girls.
- Give me a blue pen of any color.
- Students SHUT UP !!! The principal is revolving in the corridor
- All of you stand in a straight circle.

- Manish Mishra





The answer is Charles



The woman was a photographer. She shot a picture of her husband, developed it, and hung it up to dry.



The answer is Charcoal.



The farmer takes the hen across first, and leaves her on the other bank. Next, he comes back, loads the fox onto his boat, and takes him back across the river. He drops off the fox on the opposite bank, picks up the hen, and brings her back to the original bank. He swaps the hen for the corn, and returns to the far bank with the corn - leaving it with the fox. Then, he returns once more to the original bank to get the hen. Once he brings her across, all four are happy to be on the other side!



Mt. Everest. It just wasn't discovered yet.



None! He doesn't own a PLUM tree... he owns a PEAR tree



The answer is 2. For each number count the number of circles present in the letters. Adult brains tend to see what the numbers represent, an equation, and so we look for a mathematical solution. Those not yet trained to recognize the sequence as an equation do not limit their search for a solution and begin to evaluate the pattern visually. Interestingly in brain teasers like this people with ADHD and other neurological impairments tend to perform better.



Answer is Nothing.



The answer is Night and Day!



The answer is Watermelon.





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