

NEWS DESK



Dealers Meet in Cochin

On the eve of the **aceSHOPPE** inaugural we had also arranged a dealers meet where the company briefed about the advantages of having an **aceSHOPPE** and also got their valued feedback on our products



Some moments of **aceSHOPPE** inauguration - Dealers sharing their views

Feel free to give your views, feed back, ideas and opinions related to this field. You may be the next face in our news letter.

To,

Book-Post

---



---



---

If Undelivered, please return to:



**ACECRETE ADHESIONS INDIA PRIVATE LIMITED**

An ISO 9001:2008 Company

Regd. Office: 205, 2<sup>nd</sup> Floor, Inland Avenue, M.G. Road, Mangalore-575 003, Karnataka, INDIA  
Mfg./ Packed at: Kalavar Road, Kundapura Taluk, Udupi District, Karnataka - 576 222, INDIA  
Ph: +91 824 2219917 / 425 5277 [www.acebond.in](http://www.acebond.in) email: [info@acebond.in](mailto:info@acebond.in)

FOR SALES ENQUIRES, PLEASE CALL:

- Bangalore: 963 279 3377 • Belgaum: 997 286 3877 • Calicut: 963 293 3877 • Chennai: 963 254 2277 • Cochin: 963 286 4677 • Coimbatore: 966 340 0877 • Goa: 963 284 2277
- Hassan: 934 370 4477 • Hubli: 963 251 2277 / 963 274 3377 • Kannur: 963 298 8077 • Kolhapur: 963 256 2277 • Kottayam: 963 299 7677 • Mangalore: 963 263 2277 / 963 251 8877
- Mysore: 963 278 3377 • Shimoga: 934 170 4477 • Trivandrum: 963 256 4077 • Udupi: 934 340 4477 • Rest of India: +91 824 2219917

24 X 7 CUSTOMER CARE Call: +91 963 260 5577

E-mail: [customercare@acebond.in](mailto:customercare@acebond.in)

Disclaimer: The information and recommendations contained herein are based upon data believed to be correct; however, no guarantee or warranty of any kind expressed or implied is made with respect to the information provided since conditions of use, method of application and surface preparation at site are beyond our control. The information is given in good faith and meant to serve only as general guidelines during application. Users are advised to carry out tests and take trials to ensure on the suitability of the products meeting their requirements prior to full scale usage of our products. All legal issues are subject to Mangalore jurisdiction only.



Monthly News Magazine of **Acrete Adhesions India Private Limited**

**Our Vision**

We aspire to be a world class organisation with advanced products, processes, unmatched performance and quality. We are committed to delight our stakeholders with unlimited solutions at our single hub-'ACECRETE'

**Our Mission**

To innovate continuously and provide unique solutions in construction technology.

- Tile Adhesives • Tile Grouts • Plasters • Screeds
- Admixtures • Waterproofing • Sealers
- Industrial Cleaners • Coatings • Self Leveling

Interior | Exterior | Wall | Floor | Facade | Submerged Applications

design DIANIA Mob 9686548484

[www.acebond.in](http://www.acebond.in)

e-mail: [acetimesnewsletter@gmail.com](mailto:acetimesnewsletter@gmail.com)

Vol-III - Issue-II

Sept - 2015



MONTHLY NEWS MAGAZINE OF **ACECRETE ADHESIONS INDIA PRIVATE LIMITED**

HAPPY



GANESHCHATURTI



**Cyclone resistant construction of buildings for Coastal India.**

TECHNO Craft

Coastal India spans from the south west Indian coastline along the Arabian sea from the coastline of the Gulf of Kutch in its western most corner and stretches across the gulf of Khambhat, and through the Salsette Island of Mumbai along the Konkan and southwards across the Raigad region and through Canara and further down through Mangalore and along the Malabar through Cape Comorin in the southernmost region of South India with coastline along the Indian Ocean and through the Coromandal Coast or Cholamandalam Coastline on the South Eastern Coastline of the Indian Subcontinent along the Bay of Bengal through the Utkala Kalinga region until the easternmost corner of shoreline near the Sunderbans in Coastal East India.

Coastal areas with major rivers passing through it, is prone to both floods & Cyclones. In addition, it is also subject to seismic risk. Now in order to safeguard the new as well as existing building from the fury of cyclonic winds and the accompanying form, we, the ACEBOND team provide you some guidelines on Cyclone Resistant Construction of Buildings.



**What can we do?**

Cyclones have occurred before and will continue to occur in future. Their occurrence is a natural phenomenon on which man has no control. Beside a cyclone brings the much

needed beneficial rains too. What we need to do is to construct all our buildings and structures to let the winds pass with minimum obstruction and build them so as to be able to resist their pressures and suction effects without damage. The best approach for protection from the storm surge water flow and inundation will be to build on higher ground.

**GUIDELINES FOR CYCLONE RESISTANT CONSTRUCTION OF BUILDINGS IN COASTAL AREAS:**

The coastal areas of our country have received a number of cyclonic wind storms causing devastation over large areas due to (i) high-speed winds, which destroy traditional homes and uproot trees and electric line supports (ii) local floods, caused by heavy rains, and (iii) storm surge waters, first flowing towards the land then receding back towards the sea, drowning people, destroying homes, agriculture, trees etc., whatever comes in the path of the flowing waters. High speed wind storms on mainland also many times cause severe damage to buildings, particularly light weight roofs, free standing boundary walls, etc. Horticultural crops suffer badly in both cases at sea coast and inland under high-speed winds.

Although the main destruction during cyclones or high winds occurs in the traditional non-engineered buildings built using local clay, stone or agro based materials, the engineered building having high sheeted roofs also suffer huge damage unless appropriate precautions are taken in design as well as construction. Even in heavy constructions, substantial non-structural damage occurs to doors, windows, cladding wall panels, glass panes etc.



**TYPES OF DAMAGE DURING CYCLONES:**

- i) Uprooting of trees, which disrupt rail and road transportation
- ii) Failures of many cantilever structures such as sign posts, electric poles, and transmission line towers
- iii) Damage to improperly attached windows or window frames
- iv) Damage to roof projections and sunshades.
- v) Failure of improperly attached or constructed parapets
- vi) Overturning failures of compound walls of various types
- vii) Failure of weakly built walls and consequent failure of roofs and roof covering
- viii) Failure of roofing elements and walls along the gable end particularly due to high internal pressures
- ix) Failure of large industrial buildings with light weight roof coverings and long/ tall walls due to combination of internal and external pressures
- x) Brittle failure of asbestos - cement (AC) sheeting of the roofs of Industrial sheds; failure of AC sheets is generally along eaves, ridges, and gable ends
- xi) Punching and blowing off of corrugated iron roofing sheets attached to steel trusses;

We'll have a detailed look at the precautionary methods to be taken while constructing in the OCTOBER issue of ACETIMES

## Do I know me???

by Preethi K D'Souza

This is a very interesting question to put to our self and may be ponder a lot to find answers. On the face value everyone says that they know themselves. But the question is how much and is that all that makes you.

There is a tool that can be of help to know and explore our self. It is the Johari Window. The Johari Window model is a simple and useful tool for illustrating and improving self-awareness, and mutual understanding between individuals within a group.

### Johari window four regions:

1. what is known by the person about him/herself and is also known by others - open area, open self, free area, free self, or 'the arena'
2. what is unknown by the person about him/herself but which others know - blind area, blind self, or 'blindspot'
3. what the person knows about him/herself that others do not know - hidden area, hidden self, avoided area, avoided self or 'facade'
4. what is unknown by the person about him/herself and is also unknown by others - unknown area or unknown self.

Managers and leaders play an important role in facilitating feedback and disclosure among group members, and in directly giving feedback to individuals about their own blind areas. They also have a big responsibility to promote a culture and expectation for open, honest, positive, helpful, constructive, sensitive communications, and the sharing of knowledge throughout their organization.



Encouraging the positive development of the 'open area' or 'open self' for everyone is a fundamental aspect of effective leadership. Every leader must focus on developing the open arena and help the candidate widen this arena for the interest of self and the organisation. Thus we can know our self by self thought and with the help and guidance of people close to us.



after combining their first names, Joe and Harry. The Johari Window is the model used for understanding and training, self-awareness, personal development, improving communications, interpersonal relationships, group dynamics, team development and inter-group relationships.

The Johari Window model is also referred to as a 'disclosure/feedback model of self awareness' and by some people call it an 'information processing tool'. It actually represents information - feelings, experience, views, attitudes, skills, intentions, motivation, etc - within or about a person - in relation to their group, from four perspectives, which are described below. Johari Window terminology refers to 'self' and 'others': 'self' means oneself, ie, the person subject to the Johari Window analysis. 'Others' mean other people in the person's group or team.

The four Johari Window perspectives are called 'regions' or 'areas' or 'quadrants'. Each of these regions contains and represents the information - feelings, motivation, etc - known about the person, in terms of whether the information is known or unknown by the person, and whether the information is known or unknown by others in the group.

Don't wake up with the **REGRET** of what you couldn't accomplish yesterday.

Wake up while thinking about what you will be able to **ACHIEVE** TODAY



**CONTRIBUTE YOUR ARTICLE...**

Dear Reader,

This news letter is a medium to put together our thoughts. It is our pleasure to communicate with you through it and we are eager to give useful information to the readers/clients in this industry. From this month, **ACETIMES** will be a regular monthly publication with real time articles.

As an interactive platform we request all our readers and stakeholders to actively participate by contributing your thoughts and

knowledge. **ACETIMES** will publish articles written by you relating to the industry in coming issues. Do walk with us in this journey too. We are also approaching the experts in the industry to make **ACETIMES** the most useful informative news letter of the industry.

Kindly send in your articles/views for **ACETIMES** to this email id: [info@acebond.in](mailto:info@acebond.in)

Awaiting your response.

Editor

**aceshoppe**

*Inaugural !!*

We at ACEBOND are happy to announce that we have opened up a first of its kind showroom in our industry. Aceshoppe that was inaugurated on the 27th of July 2015 in Ernakulam, Kerala by Mr KL Thomas will serve not only the engineers and contractor but also the end users in understanding the importance of our products.



**BE THE CHANGE YOU WANT TO SEE IN THE WORLD**

-MOHANDAS GANDHI