Respectful Pranams to Lord Siva
(A Symbol of assimilation of Toxic Elements)

In the Hindu mythology, there are several gods. Siva is an ascetic god who is always ready to help the needy. Once the gods collectively decided to dewater an ocean to obtain the pot of nectar of immortality which, it was rumored, lay at the ocean floor. However, in the process a stream of poison was released and it started destroying the whole world. When no other god showed any willingness to handle the poison, Siva volunteered. He drank the whole stream of poison which left a permanent blue mark on his throat.

Cement industry is increasingly recycling hazardous organic wastes as fuel for making clinker, thus recovering their energy value and helping conserve fossil fuels. Reportedly, Portland cement clinker is also a safe sink for a variety of toxic elements present in chemical wastes. Furthermore, since Portland cement concrete is able to incorporate safely millions of tons of fly ash, slag and other waste byproducts which contain toxic metals, shall we call concrete to signify Lord Siva of the world of the construction materials?