



Humanity Needs Solidarity

SALUTING FRONTLINE SOLDIERS

The world has never seen a devastation of such mammoth proportions in the aftermath of Covid-19, in the last 100 years. Every section of the society is fighting against this outbreak. The effect of coronavirus is damaging on health services around the world and more so in our country. We all lie awake at night wondering what the future holds for our loved ones. There are several possible futures, all dependent on how society responds to coronavirus and its economic effects. Hopefully, this crisis will help rebuild and produce something better and more humane.

JK Lakshmi Cement Ltd. with its socially responsible fibre, is aware of the challenges. The company has translated their motto in building socially and ecologically sound futures for all the stakeholders and community at large. The company's responses to the Covid-19 pandemic are simply the amplification of its core value system. The company has left no stone unturned to keep the work going and spirits positive. Taking full safety measures as directed by the government, the company has ensured that its people never for one instance feel left alone. In this scenario, mutual aid has been the guiding principle for the company. And it has taken a defining role, by organising support and care systems within their communities.

While rapidly mobilising the kind of resources needed to effectively increase essential support, JK Lakshmi Cement Ltd. has built agile networks to protect the vulnerable and most needy. Be it any strata of stakeholder - employees, dealers, essential service providers, mason community or society at large, the company is trying its best to come out with solutions that can uplift each one of it.

Distribution of survival kits, food packets, disinfecting the surroundings, and through many more initiatives JK Lakshmi Cement Ltd. is at the forefront of providing basic support and amenities to the society, amidst this lockdown.

QUICK RESPONSE - A SOCIAL COMMITMENT.

COVID-19 is much more than a health catastrophe. It has the potential to create devastating social, economic and medical crisis that will leave deep scars on society. JK Lakshmi Cement Ltd. has always been committed to support underprivileged people and families for equitable and inclusive care, so that no one is left out. Therefore, it was but natural for the organisation to quickly respond to the Coronavirus crisis. The company is fighting this pandemic at several fronts in collaboration with local panchayats and district administration across its plant locations in Rajasthan, Haryana, Chhattisgarh and Gujarat, by supporting the people living in the vicinity of its plants and helping migrant labourers.



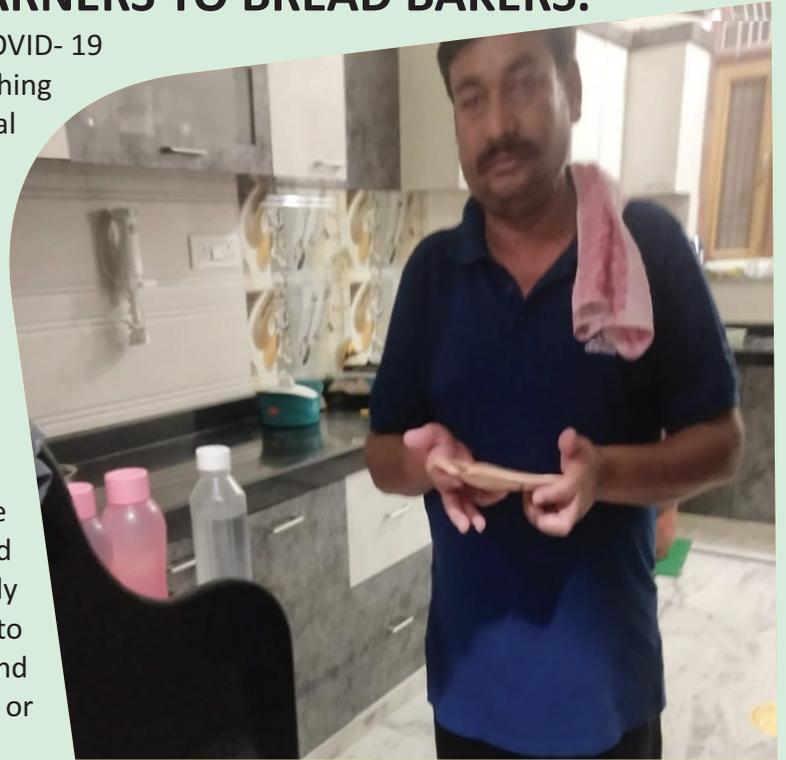
REACHING OUT WITH FOOD KITS.

One consequence of the pandemic is JK Lakshmi Cement Limited's responsibility towards those yearning for warmth and care. The company has exhibited empathy and modeled humanity by helping with shortages, making major donations. In this time of uncertainty, feeding the needy has been a priority. Along with its network of local volunteers, an immediate and urgent response to COVID-19 pandemic; we have started food kits distribution to most needy families in the villages across its plant location in Sirohi and Udaipur in Rajasthan. Kalol and Surat in Gujarat and Jhajjar in Haryana also saw a great communal spirit of food delivery under the aegis of JK Lakshmi Cement Ltd. Large number of food kits have been distributed till date and will continue in the coming weeks. The company also made a donation to Udaipur district relief fund for COVID-19 towards essential food relief.



TABLES TURNED - BREAD EARNERS TO BREAD BAKERS.

When the countrywide lockdown to combat COVID- 19 was declared from March 25th, an interesting thing happened. The tables got turned in the typical Indian social set up. COVID-19 has unveiled some remarkable fads and baking bread is one of them. For once it wasn't just the Indian housewife staying at home but also the Indian male, the "bread earner" of the house whose socially decreed domain was the world outside. Our dealers got involved in a cooking experience where they actively participated in an online contest organised by Team JK Lakshmi through WhatsApp and social media. They are experimenting with so many things and encouraging the fellow men to help the family with household chores. This is sheer delight to watch, how these men coped with the change and came up with palatable recipes, over cooked or under but perfectly filled with love.



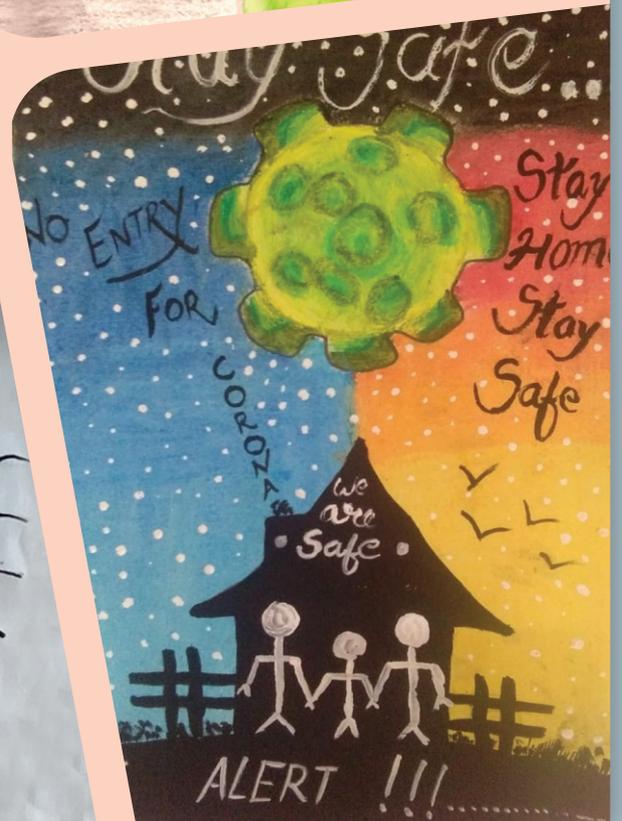
SURGING SUPPLY - MASK PRODUCTION.

Community values of cooperation, consideration and caring have been prioritised. JK Lakshmi Cement Ltd. has become a creative problem-solver with their humanitarian and entrepreneurial spirit. The company has also responded to mask shortage in a unique way through cotton masks production by Self Help Groups of women and distribution in the villages/Panchayats across all its plant locations to maintain hygiene and social distancing norms. These women had been trained in tailoring and stitching as a part of our CSR initiatives towards women empowerment. And by this bulk mask production they are able to earn a humble amount as extra income. Utmost hygiene care is being taken by these women while making these masks. A large number of sanitizer bottles have also been distributed with the help of local Panchayats in these areas.



POSITIVITY STARTS OUT SMALL.

It is really tough to be unable to attend school and be away from the classroom and learning environment. So, it is time to get innovative and creative, while being positive and on a learning curve. Kids across the JK Lakshmi family participated eagerly in the drawing competition based on the topic 'COVID-19'. A spill-over of creativity galore, the children created artworks with limited access to resources. That was a fantastic thing to be doing together and will go such a long way towards growth and learning.



EMPLOYEES ENGAGEMENT - CHALLENGING THE CORONA.

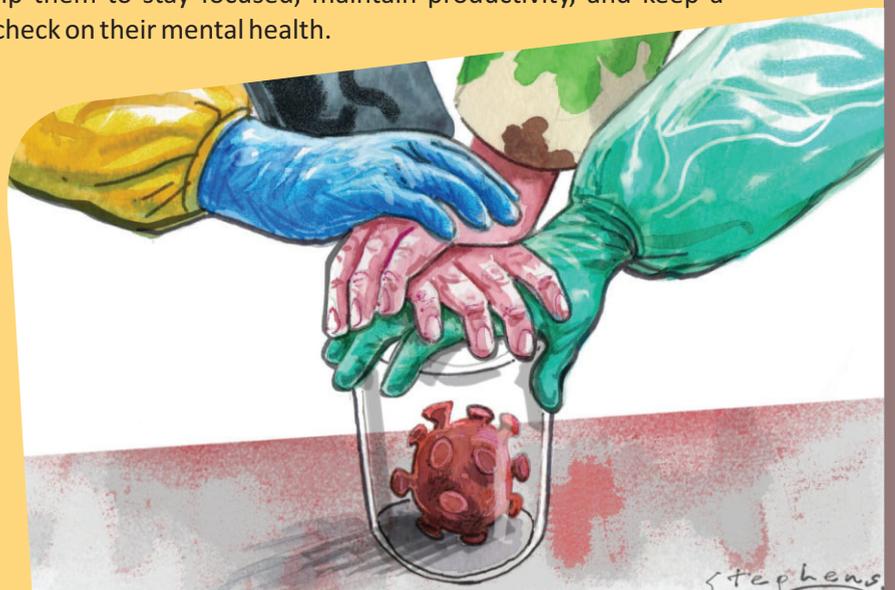
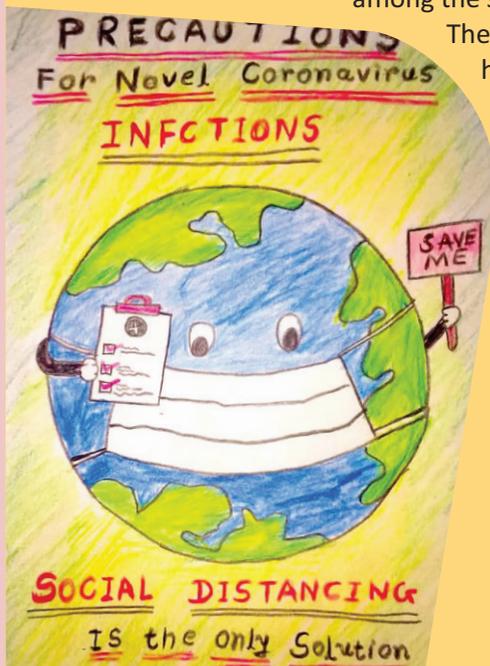


The threat of the Coronavirus has since turned into a crisis impacting workplaces. JK Lakshmi Cement has embraced the digital technology for engaging its employees and keeping their morale high. This amazing engagement methodology led the employees to try and develop new skills, hobbies which were left behind in the busy life that was pre COVID-19. Some of the activities initiated were E-FAMILY MILAN (through Zoom) at West Zone, with participation of families of team members from different regions and functions. It was a great interaction amongst the families with Quiz & Antakshari competitions for the spouses and children. "E-Family Day" for HO Employees was also organized on 30th April 2020. The activities which were conducted were, webinar, training sessions, interaction programs and many more productive initiatives.

ONE TO ONE - ENGAGING THE DEALERS.

JK Lakshmi Cement Ltd. has been extremely responsible and empathetic towards their dealers community. It was a major task to help them come out stronger through myriad engagements. Simultaneously, it has been important to get creative in communication with daily positivity, and DIY tips and tricks to help boost productivity. The company did not stop during the lockdown and did various engagement activities with the dealers like Rangoli, Poem, Cooking etc. A digital route was also explored to make them aware and engage them in interactive versions to educate them. The socio-economic dynamics contributed to challenge the mental and physical health among the stakeholders. In the face of COVID-19, this has never been more effective.

These endeavors have been designed to boost morale and energy levels and help them to stay focused, maintain productivity, and keep a check on their mental health.



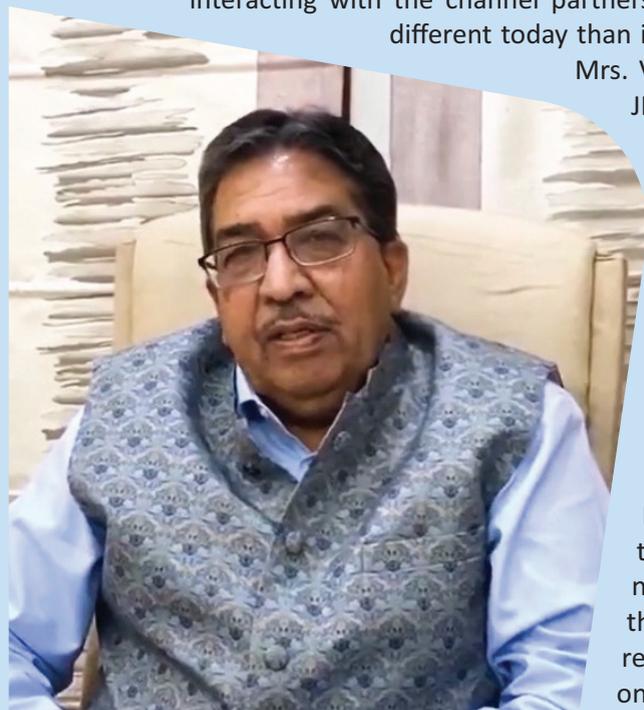
WE SHALL OVERCOME - DEALER'S DONATION.

The outbreak has had a significant impact on the most vulnerable populations, including the poor and destitute. The JK Lakshmi Cement Ltd. is extremely proud of its dealer partners for their philanthropic and humanitarian endeavors. Across the nation, the dealer community got together to help feed communities and individuals facing hunger. They diverted resources to feed kids in the hardest hit communities. The dealers also have plans in place to ensure that the needy gets food and other medical aid. They have deployed resources for the COVID-19 relief efforts for the economically weaker population in their regions. Hourly wage earners, economy workers, immigrant populations, older adults, people with disabilities, and other communities affected by the physical, mental, and economic impacts of the pandemic, are their focus of attention.



WE'RE ALL TOGETHER - THE LEADER'S SPEAK.

Amidst the lockdown, senior management is with everyone together. They were on a mission to express organisational goals and translating the organisation's vision into their employees' and other stakeholders' context. Constantly interacting with the channel partners, dealers etc. to build the bond stronger, since the world is different today than it was a few weeks ago. Uncertainty is at an all-time high, and



Mrs. Vinita Singhania and Dr. S. Chouksey, as the guiding forces of JK Lakshmi Cement Ltd. have been proactive and empathic with the stakeholder's greatest concerns. While communicating frequently and caringly, Mrs. Vinita Singhania has been supportive towards employees' needs. She has clearly articulated that with everyone together, the company will withstand all challenges to come out stronger and more resilient.

It was reiterated that the employees have been the driving force towards the success of the organisation and JK Lakshmi Cement Ltd. has the best interest of its employees at its heart. To restore productivity and deliver on employee experience, Dr. S. Chouksey communicated the information and perspective they needed, while allowing them to express and process negative emotions and improve their feelings of security. Quelling the employees' anxiety and insecurities, he called out to all to be relentless and determined in fighting all challenges to make oneself as well as the organisation stronger and more valiant.

PATH TO RECOVERY - AFTER LOCKDOWN.

No matter how challenging, JK Lakshmi Cement Ltd. listens, responds, and acts on their employees' concerns and anxieties with empathy. And the path to revival and triumph from the aftershock will likely be a rocky one. A key factor in making sure that our organisation is successful on the other side is focusing inward. The goal is to understand where you are and can identify issues or prospective roadblocks. These phases can be linear or cyclical, but most likely challenging at times, and that's understandable. Keep looking forward and know that things will come back on track with positive spirit and perseverance. Most factories now are fully operational. Steadily enough many offices are also re-opening following the government advisories and taking all precautions. Stringent measures have been taken to ensure everyone's safety.



AS JOURNEY CONTINUES FOR STRONG BEGINNINGS AND NEW MILESTONES.

It may not seem like it but going through major challenges can be extremely enlightening for organizations. Experiencing hardship in the moment is very difficult, but how JK Lakshmi family has been fighting through, responding, supporting the community and stakeholders, is what ultimately leads to future success. While the organisation and the world has been dealing with unexpected twists and turns in getting up and running in a new environment, it's important to recognize how vital maintaining a little normalcy is to the company's success. Although dealing with this crisis, anticipating what's next, will challenge all, yet being proactive in togetherness will help the business regain its momentum.

Finally, what JK Lakshmi Cement Ltd. has done as a community is a truly incredible journey of care and thoughtfulness towards people caught up in affected areas facing the most adverse of this tough time.



