

STRATEGIC CSR FOR BUILDING INCLUSIVE AND SUSTAINABLE PLANET



The Story of Our CSR



*Empowering
People*





JK LAKSHMI CEMENT LTD.
&
UDAIPUR CEMENT WORKS LTD.

CORPORATE SOCIAL RESPONSIBILITY

WHO WE ARE?

We are members of the prestigious JK Organisation, and leading cement manufacturers in the country with formidable presence in North, West and East India.

WHAT WE DO?

We aspire to be a leading Cement Company in the Indian Cement Industry while clearly focusing on social upliftment and environmental protection for inclusive growth and realising a truly empowered society.

WHOM WE IMPACT

We directly impact more than 2.5 Lakh families on year-to-year basis through our innovative community-based CSR projects. More than 70% of the beneficiaries are from disadvantaged and vulnerable communities including women & girls.



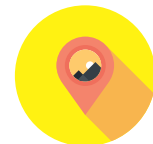
OUR MOTTO

Be a Socially Responsible
Corporate Citizen



CSR PHILOSOPHY

Our CSR Work Is in Accordance with
Section 135 of Companies Act 2013



OUR PLANT LOCATIONS

Rajasthan | Gujarat | Haryana
| Chhattisgarh | Odisha

FOR MORE INFORMATION, PLEASE VISIT:

www.jklakshmicement.com | www.udaipurcement.com

Smt. Vinita Singhania

Vice-Chairman & Managing Director

JK Lakshmi Cement Ltd.

&

Chairperson

Udaipur Cement Works Ltd.



The founding father of the JK Group upheld the philosophy of giving back to society over a century ago and this has remained the guiding force for our Company since its existence.

It is our moral responsibility to build an inclusive community and to focus on the social development of the underprivileged section of society. We are a socially responsible corporate citizen who truly believes that business priorities co-exist with the commitment to bring transformative changes in the lives of the needy and marginalised people around our plant locations.

The Company has implemented path-breaking and highly impactful projects across its various plant locations focusing on the areas such as education, healthcare, skill development, livelihood intervention, water and sanitation, and, more recently, supporting communities during the Covid-19 pandemic. Several projects like Naya Savera and Adult Literacy Programs improved health and education indicators substantially in the communities.

Even before the CSR law was enacted and made mandatory, we have proactively and consistently worked towards improving the lives of needy communities around us. The introduction of the law has further facilitated our mission to do better.

We have established a well-governed CSR governance system and set up a dedicated team at the corporate level, as well as at each plant location, to systematically drive this mission.

This brochure on CSR from JK Lakshmi Cement Limited & Udaipur Cement Works Limited will help & inform both internal and external stakeholders about our various projects and activities in the thematic areas of education, healthcare, skill development, livelihood, rural development, water & sanitation, and environmental conservation.



Mr. Shrivats Singhania

Director &
Chief Executive Officer
Udaipur Cement Works Ltd.



I firmly believe that creating a strong business and building a better world are not conflicting goals, rather, they are both essential ingredients for long-term success. Commitment to excellence is a core value of our Company, and it must be reflected in every activity we undertake. Continuing with our mission of being socially responsible corporate citizens, our focus on excellence becomes an equally important priority.

Our Company has always been at the forefront of propagating inclusive growth and sustainability concepts. We have designed and implemented several highly impactful and life-changing projects in our communities.

We are committed to making our social commitment even stronger, and our leadership is proactively guiding and engaging in this process. We are allocating more resources to our social responsibility initiatives and have set up robust governance mechanisms to achieve our goals.

Our Mission

To strengthen community relationship and to bring sustainable change in quality of life of neighbourhood communities through innovative solutions in Health, Education, Livelihoods and Rural Development.

It is our moral responsibility to build a better society through community service and the empowerment of the disadvantaged members of our society.

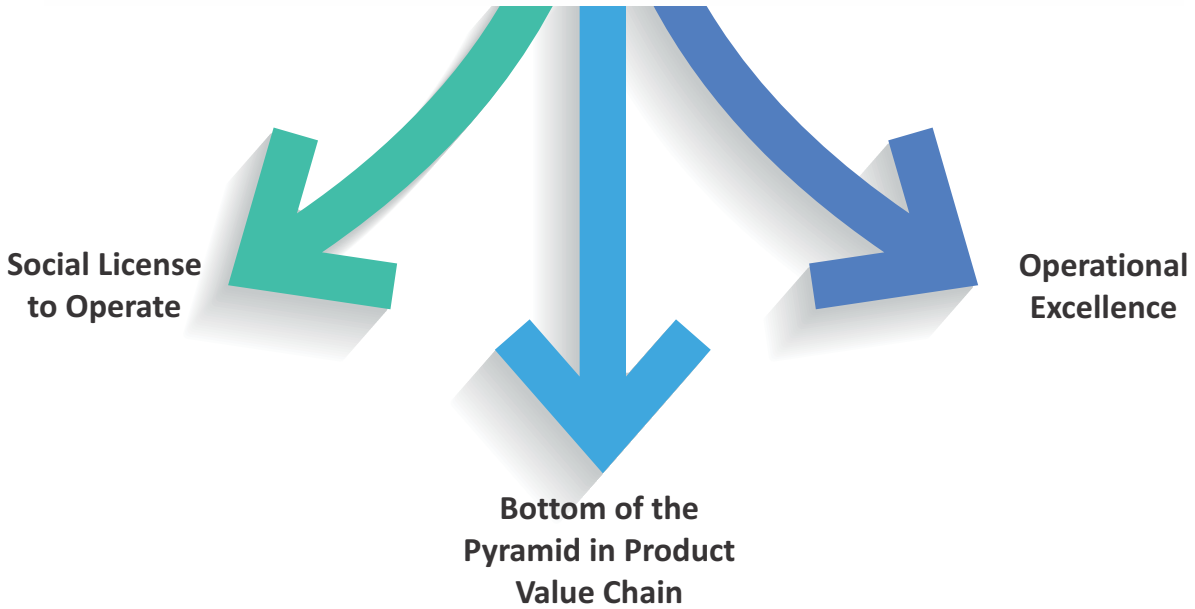
For us, business priorities coexist with our social priorities.

It is our commitment to extend help to the poor and needy. We engage in multiple interventions based on the felt needs of the surrounding communities for sustainable impact.

Additionally, we work with truck drivers, loaders, masons, and petty contractors involved in our business.

Our goal is to create an inclusive development model driven by a passion to change lives of underprivileged communities.

Strategic Business Goals and CSR Alignment



Plant & Community Harmonious Existence

- Stakeholders Need-Based High-Impact CSR Projects
- Engaging Stakeholders for Social Goodwill and Capital
- Promoting Alternative Livelihoods for Youths
- Partnerships with Panchayats, Government, and Other Organisations for Resource Leveraging and Benefits

Market Penetration (Deepening Bond & Loyalty with Key Influencers)

- Projects for Bottom of the Pyramid Stakeholders in the Product Value Chain (For e.g. masons, drivers, helpers, and petty contractors.)
- Impactful CSR Projects in Key Markets for Brand Equity
- Image Building as a 'Good Corporate Citizen' through Social Media Platforms

Operational Excellence Regulatory Compliance & Others

- Regulatory Compliance
- Data-Driven Approach
- Digitalization
- Result and Impact Measurement
- Continuous Process Improvement Across All CSR Processes
- Team Capacity Building and Trainings





Health

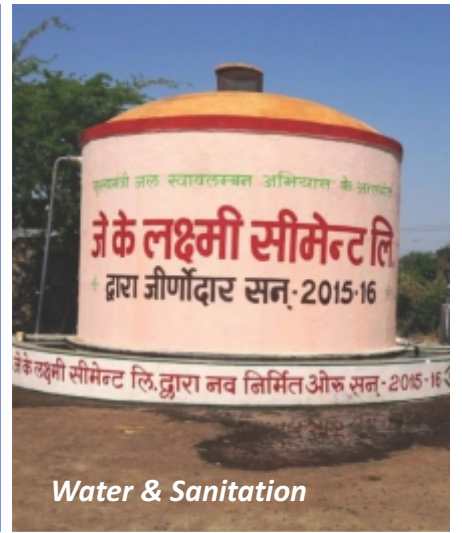


Rural Development & Environment Conservation



Skill Development & Livelihood

Our Thematic Initiatives



Water & Sanitation



Education

CSR Directly Contributing to Sustainable Development Goals-2030



Community Wellness

Goals

- ✓ To reduce preventable deaths and disease of children below 6 years with focus on infants.
- ✓ To reduce preventable deaths of pregnant women.



- ✓ To reduce death among poor, needy and vulnerable MDR-TB patients by providing them nutritional support.
- ✓ To reduce out of pocket expenditure of the community on treatment by providing low cost, rational, doorstep treatment.
- ✓ To educate, and facilitate adoption of good practices by the community such as:
 - Early registration of pregnancy preferably in first trimester for comprehensive antenatal care.
 - Institutional delivery.
 - Adoption of a suitable family planning method by the couple.

Naya Savera

Saving Lives

A flagship program in Pindwara Block, Sirohi District, Rajasthan.

Goal

To improve survival and wellbeing of mother and children under 5 years of age.



Naya Savera has created a community protection mechanism through education, doorstep surveillance, and partnership with the government that promotes health and prevents mishaps among mothers and children. Its focus is on people from the scheduled tribe in the area. The project influences key processes that affect survival, such as comprehensive antenatal care, institutional delivery, child immunisation, adoption of methods of family planning, and access to quality medical services.

It has facilitated:

- More than 7000 full ANC.
- Over 1400 institutional deliveries.
- More than 20,000 household visits.
- Over 100 awareness sessions and video shows.
- Nutritional food kits, iron tablets, health tonics, and drumstick plants distributed to pregnant women.
- Trainings for community level health workers.
- Mass vaccination camps.

Outreach Medical Camps

Primary Care

Goal

To detect health problems early, and provide rational treatment.



They are held across all plant locations.

Irrational, expensive, often delayed treatment affects the poor and marginalised communities disproportionately, leading to disease, death, and disability. Out-of-pocket medical expenses lead to economic impoverishment and poverty.

The old, infirm, and women often do not seek care and suffer instead. The Company holds routine general health clinics in the community where a doctor or nurse is available for early detection and prompt treatment of problems.

Medicines are provided at little or no cost to the patients. Additionally, women's health clinics, eye checkups, dental checkups, and other checkups are organised. On average, more than 25,000 people seek care at these clinics annually across all cement plants.

Nutritional Support

Reducing Hunger

Goal

To improve survival in poor, vulnerable patients with Multi-Drug Resistant TB (MDR-TB).



The project provides WHO-recommended staple food kits that are distributed to patients diagnosed with MDR-TB.

Poor nutritional status of people with TB, who are economically vulnerable and often poor, hampers their recovery, leading to non-recovery and even death. The patients become an economic burden for their families. In response to this highly vulnerable situation, the Company provides WHO-recommended staple food kits for a number of Multi-Drug Resistant Tuberculosis (MDR-TB) patients around our plants in Gujarat.

JKLC is one of the select Corporates nominated to Gujarat State TB Forum.

Other Health Interventions



Education for Young People

We conduct regular health camps and awareness programs for young people on personal hygiene, adolescent reproductive and sexual health, haemoglobin assessment, eye checkup, dental checkup, and treatment of reproductive tract infections, among others. We also provide affordable and high-quality sanitary napkins to adolescent girls.



Care for Pregnant Women

Nutritional support to pregnant women & referral of pregnant women with severe anemia for treatment.



Camps for Truck Drivers, Masons & Contractors

We organise medical camps and awareness sessions on HIV/AIDS and RTI/STI for truck drivers, masons, contractors, and other workers at plant locations. Additionally, we conduct awareness sessions on Silicosis in the community. We also arrange health check-up camps, eye check-up camps, dental check-up camps, and other specialised camps.



Voluntary Blood Donations

We organise blood donation camps in partnership with hospitals to save lives.

Project Swajal & Swaccha

Goal

To improve water and sanitation access for underserved communities while promoting responsible water use and reducing environmental impact.



- ✓ We continue to work to improve the water table, quality of water and access to safe drinking water to communities surrounding our plants.
- ✓ Most importantly, majority of these activities reduce drudgery of women involved in collection of water in water lean months.
- ✓ Water is not only inaccessible but very expensive in lean months, our interventions reduce out of pocket expenditure in collection of water during summers.
- ✓ We promote construction and use of toilets in house and schools.

Water Conservation & Management

Jal Hi Jeevan Hai

Goal

To ensure availability of potable water, and its management.



Water Conservation

We make every effort to conserve every drop of rain in and around our plant areas. To do this, we harvest rainwater through the construction of Mini Percolation Tanks (MPTs), dig and desilt ponds, and construct check dams. We also promote water conservation activities such as farm bunding, borewell recharge, and soak pits for the benefit of the community.

In addition to this, we conduct desilting of ponds and Mini Percolation Tanks. In some plant areas, we have connected water from mining pits to village ponds to provide water for fishing and irrigation purposes.

Drinking Water

We provide drinking water to several villages in our communities that face acute water scarcity during the summer months. Additionally, we set up 'Piyau' at various locations during the summers for the public.

In the villages, we have installed several hand pumps and continue to maintain them. Moreover, we have installed facilities for potable water for students in several government schools.



Swacchta

We facilitate daily door-to-door garbage management in several villages in our communities. This is part of our initiative to keep villages clean. We actively encourage households to adopt individual toilets, supporting their construction in a few cases.



Project Vidya

Goals

- ✓ To ensure quality education to each and every child in communities we work with.
- ✓ To work with parents to ensure a supporting environment for children.



- ✓ To support students with remedial classes & multiple class appropriate coaching programs.
- ✓ To provide career counselling & guidance.
- ✓ To work with schools to improve their infrastructure and processes.

We all know that education is at the core of human development and empowerment. It brings transformative changes in lives of everyone in the society. There is no reason that anyone should be deprived of its benefits even if their livelihoods are unrelated to education.

It is essential that children start their education journey with quality education. In our communities, we have high enrolment among 6-14 years old, but they don't attend school regularly. There is high dropout during and after primary schooling. Further, a large percentage of boys and girls in the age group of 15-16 years are out-of-school in our rural communities. Covid-19 pandemic has worsened this situation, with many girls dropping out of school and getting married and boys joining labour force.

We work on quality education including teacher-pupil ratio, learning attainments, infrastructure, classroom processes in primary and secondary education around our plant locations.

Project Aarambh

A flagship project across project locations that works on multiple dimensions of education.



Back to School

Keep Learning, Keep Growing.

Goal

To support access to quality education and promote skill development, contributing to economic growth and social development.



Out of School



Children & Adults Never Been to School



Children Who Need Support

This is a unique project that focuses on the identification, remedial support, and mainstreaming of out-of-school, never-been-to-school, and dropout children among tribal, scheduled caste, and low-income communities. Since its inception, this project has enrolled a significant number of children in various government schools. The dropouts are either mainstreamed with schools or linked to NIOS for passing the secondary level.



We work with children from Scheduled Tribes, adolescent girls, and largely 1st generation learners.

Multiple Dimensions of Education

From Skills to Success

Goal

To support holistic education and development for individuals and communities, through initiatives that address multiple dimensions of education.



Infrastructure Enhancement in Government Schools

We improve the infrastructure of government schools to provide a better learning environment for children and teachers.

We have equipped schools with toilets, renovated their buildings, constructed boundary walls, classrooms, mid-day meal grain stores, toilets, handwash stations, drinking water systems, and water harvesting systems across plant locations.

Improved Classroom Teaching Processes

To improve classroom teaching processes and the learning of children, we have provided extra teachers for subjects such as English and Maths. Additionally, we have supported the installation of software-based "E-Learning Classes" in government schools around our plant locations. We also provide learning kits to children that include all items required for their studies.



JK LAKSHMI
CEMENT LTD.

राजमिस्त्री और कॉन्ट्रैक्टर भाइयों के बच्चों के लिए एक खास योजना

जे के लक्ष्मी विद्या स्कॉलरशिप योजना एक बुलंद कल की पहल



‘जे के लक्ष्मी विद्या स्कॉलरशिप योजना’ के अंतर्गत आर्थिक रूप से कमजोर एवं मेधावी विद्यार्थियों की सहायता की जाएगी।

स्कॉलरशिप एप्लीकेशन एवं रजिस्ट्रेशन के लिए कृपया निम्न वेबसाइट पर ऑनलाइन आवेदन करें: www.vidyasaarathi.co.in

JK Lakshmi Vidya Scholarship

The scholarship is for needy and meritorious students. It has been launched on the NSDL-TISS Vidyasaarathi Portal, an online platform that connects corporates with students and helps them effectively implement an end-to-end scholarship grant program. The objective of this scholarship program is to provide financial support to needy and meritorious students so that they can complete their education with dignity. Students who are the wards of masons, petty contractors, construction labourers, small dealers, truck drivers, and helpers from Pan India, and students residing near the Company's plants and marketing zones are eligible for classes V to post-graduation.



Education of Children with Special Needs

One of our initiatives is “Savera School” for empowering children with intellectual disability. This is supported under JK Lakshmi Cement's Jhajjar CSR unit. In this school, children are provided multiple interventions to enable them attain skills to manage their daily lives. The school is being run and managed by District Child Welfare Office (DCWO), Jhajjar, Haryana.

Coaching for Navodaya School Admission & Other Competitive Examinations

Navodaya schools provide excellent education at no cost to parents. Children also receive a suitable environment for pursuing education and all-around development. In communities around our plants, we encourage students and parents to apply for admission to Navodaya Schools. We provide coaching to students in Class V to prepare them for the entrance examination for admission into Jawahar Navodaya Vidyalaya. We also organise special coaching for the National Means Cum-Merit Scholarship and for professional entrance examinations.



Career Counselling & Guidance Program

The objective of this program is to make students well-informed about career choices, help them create a career plan, and develop the skills they need to succeed. The program includes structured counselling sessions for students in grades X to XII, both group and individual sessions based on pre-assessment and psychometric analysis, as well as English communication and personality development sessions, skill development sessions, and more.

Project Aajivika Professional Growth

Goal

Our mission is to facilitate sustainable livelihoods to reduce poverty and inequality by generating employment opportunities for poor households and by helping highly vulnerable households move towards economic stability.



Our Objectives Include:

- ✓ To enhance livelihood related skill & provide career counselling & support for higher education.
- ✓ To promote participation of women in employment and income generation.
- ✓ To improve the soft skills of young people and women.
- ✓ To work with small & marginal farmers to improve income from farm and livestock.
- ✓ To improve practices of farming & allied livelihoods through capacity building.

In our rural communities, we have found that young women and men are motivated to improve their living conditions, but often lack the required skills. They also lack suitable support systems for income augmentation. As part of our CSR initiatives, we run several short-term vocational training programs, such as cloth stitching and tailoring, beautician courses, basic computer training, mobile repairing, embroidery making, food processing, welding, diamond polishing, electrician training, and motor mechanic courses. These programs are run in partnership with government and polytechnic institutes near our plants in Rajasthan, Gujarat, Haryana, Chhattisgarh, and Odisha.



Livestock Development

We have launched a project in collaboration with the Animal Husbandry Department to improve livestock in project locations. The project includes doorstep services of a veterinarian for prompt and rational treatment of illnesses. We also organise camps to treat infertility in cattle and hold vaccination camps for protection of livestock. We have initiated JK Lakshmi Mobile Veterinary Unit for diagnosis & treatment of cattle.

Augmenting Income from Farm Activities

Our projects train farmers throughout the agriculture cycle and encourage them to adopt suitable packages of practices that improve their yields while being sustainable. We have encouraged farmers to take up vegetable cultivation and use improved methods of paddy cultivation. To support this, we have provided them with high-yielding variety (HYV) seeds and trained them on vermicomposting methods. Vermicompost beds have also been provided to farmers. We have facilitated learning events for farmers, including visits and interactions with Krishi Vigyan Kendras (KVKs) near our plants. Additionally, we have encouraged farmers to undergo soil testing under the Government's Soil Health Card Scheme and prepare an Individual Farmer Development Plan (IFDP) for a more focused approach.



Skill Upgradation & Employment

Goal

The project aims at skill development and upgradation of youths and others for enhanced income.



Library & Job Preparation Centre

We set up libraries and job centres with internet access, books, and online counselling & motivational services at plant locations. Students can apply for exams and jobs there.

Our centres have become a model for district administration and other development agencies.



Training in Entrepreneurship Development

We train and support young people and persons with disabilities in various fields such as tailoring, beautician services, computer operations, and more to start their own businesses. We also provide financial assistance and mentoring, and have collaborated with Haryana State Rural Livelihoods Mission for income generation. With our support, many beneficiaries have started or improved their businesses, such as tea stalls, barber shops, fruit shops and others.



Employment Linked Training Programs

We provide employment linked training to young people at different plant locations and support their placement in companies.



Mason Training Programs

Our projects organise skill training programs for masons to improve their skills and enable them to become contractors, which can ultimately lead to increased income.

Gramin Vikas Project

Goals

- ✓ To strengthen relationship & engagement with stakeholders for a positive perception and mitigation of social risk.
- ✓ To improve rural infrastructure and give importance to rural development for an improved quality of life of the communities.



Rural Development & Environment Conservation



Development of Social Infrastructure

Our projects work with communities to improve and strengthen social infrastructure. These include developing school playgrounds, constructing all-weather bus stop shades, renovating community buildings such as Panchayat Bhawan and Rangmanch, and setting up community library buildings. As part of our community development initiatives, we also undertake electrification and renovation work at Anganwadi and Gothan sheds. Additionally, the company engages in activities for environmental conservation, such as plantation and rainwater harvesting.

Facilitate Access to Government's Social Security Schemes

Our projects aim to facilitate access to various government anti-poverty and social security schemes for the poor and marginalised. To achieve this, we undertake awareness programs and assist in filling out application forms, submitting them to relevant government line departments and panchayat functionaries, and following up on their progress.



Plantation & Cultural Programs

We also support cultural programs in the communities surrounding our various plant locations. As part of our environmental conservation initiatives, we have planted numerous trees in nearby communities, schools, and other areas close to our plants.

Bringing a Smile to Our Elderly

To engage with older adults (above 60 years) in the community, we provide various services such as health and medical check-ups, entertainment sessions, games, meetings, and awareness sessions on health and various government schemes.





Employee Volunteering

The Company encourages voluntary and direct involvement of its employees in community development, imparting skills to the local community. The employees regularly participate in various CSR activities, such as health camps, school enrollment drives, food kit distribution, teaching at computer training centers, and providing technical and engineering support for the construction and renovation of community buildings, including panchayat buildings, school buildings, water supply and rainwater harvesting infrastructure in the plant's neighbouring communities.

Plant-level employees also organise fire safety training at the village and school level to raise awareness about fire safety. The plant-level "Ladies Club," whose members are mostly wives of plant employees, supports various training programs such as stitching, tailoring, beautician, embroidery, and life skills building for boys and girls in the plant villages. The Ladies Club members also organise mentoring and counselling sessions for school and college-going boys and girls from nearby villages. All of these initiatives help to create a positive impact on the lives of people in the neighbouring communities and contribute towards the sustainable development of the region.



List of Awards & Recognitions

2022	Indian CSR Award for Best Women Employment Initiative of the Year (Corporate), 2022, Jhajjar Unit.
2022	Golden Peacock Award for Corporate Social Responsibility, 2022, Durg Unit.
2021	Outstanding Performance in CSR Excellence Trophy, 2021, by The Employers Association of Rajasthan.
2021	8th Greentech CSR Award 2021 for Outstanding Achievement in Promotion of Health Care to Durg Unit by Greentech Foundation, New Delhi.
2021	UCWL was Awarded "Winner for 8th CSR India Award 2021" by Greentech India.
2021	UCWL recognised with "National Award for Excellence" Under CSR in Best Community Action Category.
2020	National CSR Awards 2020 (Honourable Mention) by Ministry of Corporate Affairs, GOI.
2019	Mahatma Award 2019 for CSR Excellence for Business Leader in Corporate Social Responsibility.
2019	Golden Peacock Award for CSR-2019.
2019	UCWL was Awarded 6th Exceed CSR Award Gold Supported by GOI, Ministry of Labour & Employment.
2018	CSR Excellence Award 2018 Under Healthcare Category from the Govt. of Rajasthan.
2018	Certificate of Appreciation for Sustainable & Impactful CSR Projects at the Gujarat State CSR Award 2018.
2018	Fame Excellence Award 2018, Chhattisgarh.
2017	ET Now CSR Leadership Award 2017 Under Best CSR Practices.
2017	Appreciation Plaque from FICCI for Commendable CSR Works at the FICCI CSR Awards 2017.



**Thank You..... We are committed to
change with Buland Soch !!!!**



CONTACT INFORMATION

For more information on our CSR work, please contact:

Sanjeeva Kumar Jha

Head-CSR

Email: sanjeev.jha@jksmail.com

To know more about our CSR works, visit our website:

www.jklakshmicement.com and www.udaipurcement.com

.....
**© JK Lakshmi Cement Ltd. and Udaipur Cement Works Ltd.
March / 2023**

This brochure is meant for information purpose only and no part of it should be used without the permission of JK Lakshmi Cement Ltd. or Udaipur Cement Works Ltd.

Information presented in the brochure is dynamic in nature and is subject to change with time. For latest information please contact us.

Helpline No **1800 102 5097** www.jklakshmicement.com

 www.instagram.com/jklakshmicementofficial

 www.facebook.com/JKLakshmiCementLtd

Helpline No. **1800 102 2407** www.udaipurcement.com

 www.instagram.com/platinumhdcement

 www.facebook.com/platinumhdcement