



# BECAUSE GIVING IS LIVING

Today JK Lakshmi Cement is a household name in India. It is a leading brand in Cement industry with a production capacity of approx 6 Million Tonnes per annum. The brand, with its promise of "Mazbooti Guaranteed", is widely recognised as a symbol of quality. To help the customer get various products under one roof, the Company also manufactures ready mix concrete - JK Lakshmi PowerMix, India's first branded plaster of paris - JK Lakshmiplast, and has recently launched Autoclaved Aerated Concrete blocks under the brand name JK SmartBlox.

Corporate Social Responsibility is inherent in vision of JK Lakshmi Cement. Well before our first plant was commissioned in 1982, we had initiated community development measures in the surrounding areas of District Sirohi in Rajasthan.

This philosophy of giving back to society has been followed in subsequent years and is thriving even today. CSR activities are in full flow at the site of our latest plant in Durg District of Chhattisgarh, much before production is scheduled to commence. These activities have already been recognised with a prestigious award at the Chhattisgarh CSR Conclave 2013.

**Our endeavour always is to enhance the quality of those poor and less privileged of the society in and around our plant locations. In addition, we also take up national causes. For example, during the recent calamity in Uttarakhand, we extended a helping hand to the affected with various relief interventions.**

### AN ALL INCLUSIVE APPROACH TO CSR

We feel that to improve the quality of life in our communities, various aspects need to be covered. We concentrate on few selected areas and some of them are as follows:

- Integrated Family Welfare
- Literacy Drive
- Women Empowerment
- Livelihood Intervention
- Sports
- Environmental Protection
- Rain Water Harvesting

### REALISING THAT A FAMILY IS KEY TO A HABITAT AND ECOSYSTEM

Keeping in mind that the family is the key, JK Lakshmi Cement initiated a family welfare programme called Naya Savera, which covers the most backward areas within Sirohi District of

Rajasthan. The services provided include:

- Full Ante Natal Checkup
- Doorstep Post Natal Checkup
- Preparing Birth Plan
- Consultation & Medicines for Routine Ailments
- Family Planning, Counseling & providing Birth Spacing Products
- Routine Immunisation in collaboration with Govt. staff
- Child Growth Monitoring & Surveillance
- Adolescent Life Skills Education
- Awareness activities on RCH issues

The results are both heartwarming and uplifting. The Infant Mortality Rate (IMR) of areas where we are operating in is 19\* as compared to the IMR of District Sirohi which is 87\*. We have achieved a Zero Maternal Mortality Rate (MMR) in areas covered under the Naya Savera Project compared to a MMR of 650\*\* in District Sirohi.

**The new pregnancy rate and new birth rate in areas covered by Naya Savera is 17\*\*\* & 15\*\*\* as compared to figures of District Sirohi as 36\*\*\* & 32.\*\*\***

We don't do it for rewards or awards but recognition always helps. For its efforts in the Health sector, the Company was awarded the Aaj Tak Care Award. Based on the spectacular results achieved here, similar programmes have been rolled out in other areas where JK Lakshmi Cement operates viz. Durg (Chhattisgarh), Jhajjar (Haryana) and Kalol (Gujarat).



\* Per 1,000 live births • \*\* Per 1,00,000 deliveries • \*\*\*Per 1,000 population

### EDUCATION NEEDS TO BE THE PRIMARY DRIVER OF SOCIAL CHANGE

**It has been said that if you give a man a fish, he will not go hungry for a day. But if you teach him how to fish, he will not go hungry for a lifetime. So the aim of JK Lakshmi Cement is to enhance income generating opportunities for the community to help it prosper and become self-reliant.**

In Durg District, Chhattisgarh we have introduced Language and Vocational training courses through which the villagers have found employment in several areas such as Mobile Repairing and Computer Software, etc. The state of Haryana has already produced several world famous wrestlers for whom the sport is a source of livelihood. Through our plant in Jhajjar, Haryana, we support and encourage this activity even further.

At the Industrial Training Institute (ITI) Sirohi which has been adopted by us, the Institute is seeing 100% placement of its students and demand for enrolment has gone up substantially. We have recently added training courses for Diesel Mechanics, Draftsmen and AC Technicians besides the on-going courses on subjects like Electricals and Electronics.

### A SUSTAINABLE PLANET IS THE GATEWAY TO THE FUTURE

The world needs saving, and we are stepping up to do our part. Management of water resources is a challenge in many areas we operate in and we take several measures to ensure improvement in its quantity and quality. Rain water harvesting is one such area.



**At the site of our Durg plant in Chhattisgarh, we have adopted patented systems that will allow us to save and store as much as 30 Crore litres of water per annum.**

In addition, where fresh, clean drinking water resources need to be augmented, we dig new bore wells, repair hand pumps and lay entirely new pipelines to transport water to help the community at large. We have also provided Sewage Treatment Facilities at our site in Jhajjar and this, combined with our provision of clean water has played a major role in reducing the incidence of water borne diseases. Environmental protection is built into the design and operation of all our plants. We will be setting up a 6 MW solar power plant in Rajasthan to enhance our presence in the green energy segment. As a consequence of several conservation measures we have taken, the water consumption at our Kalol unit in Gujarat has been reduced from



0.049 KL per tonne of cement to 0.034 KL. According to an independent survey conducted by the Indian Institute of Management, Ahmedabad, JK Lakshmi Cement has the lowest carbon footprint per rupee of revenue among all Cement companies in India.

### SCIENCE AND STRATEGY FOR CSR RESULTS

Corporate Social Responsibility is so important for us that we have in place a system of rigorous CSR Plans which are taken as seriously as Business Plans. There are monthly interactions and reviews to monitor progress and suggest ameliorative measures. With us, caring is a science.

### AWARDS AND REWARDS



We have won several Awards for our initiatives in the field of CSR. Some of these are the Aaj Tak Care Award, National Award for Environmental Excellence and Energy Management, the Greentech CSR Gold Award and the Golden Peacock Award.

**BUT TRULY, OUR BIGGEST REWARDS ARE THE SMILES ON THE FACES OF THE COMMUNITY MEMBERS WE COME IN CONTACT WITH.**