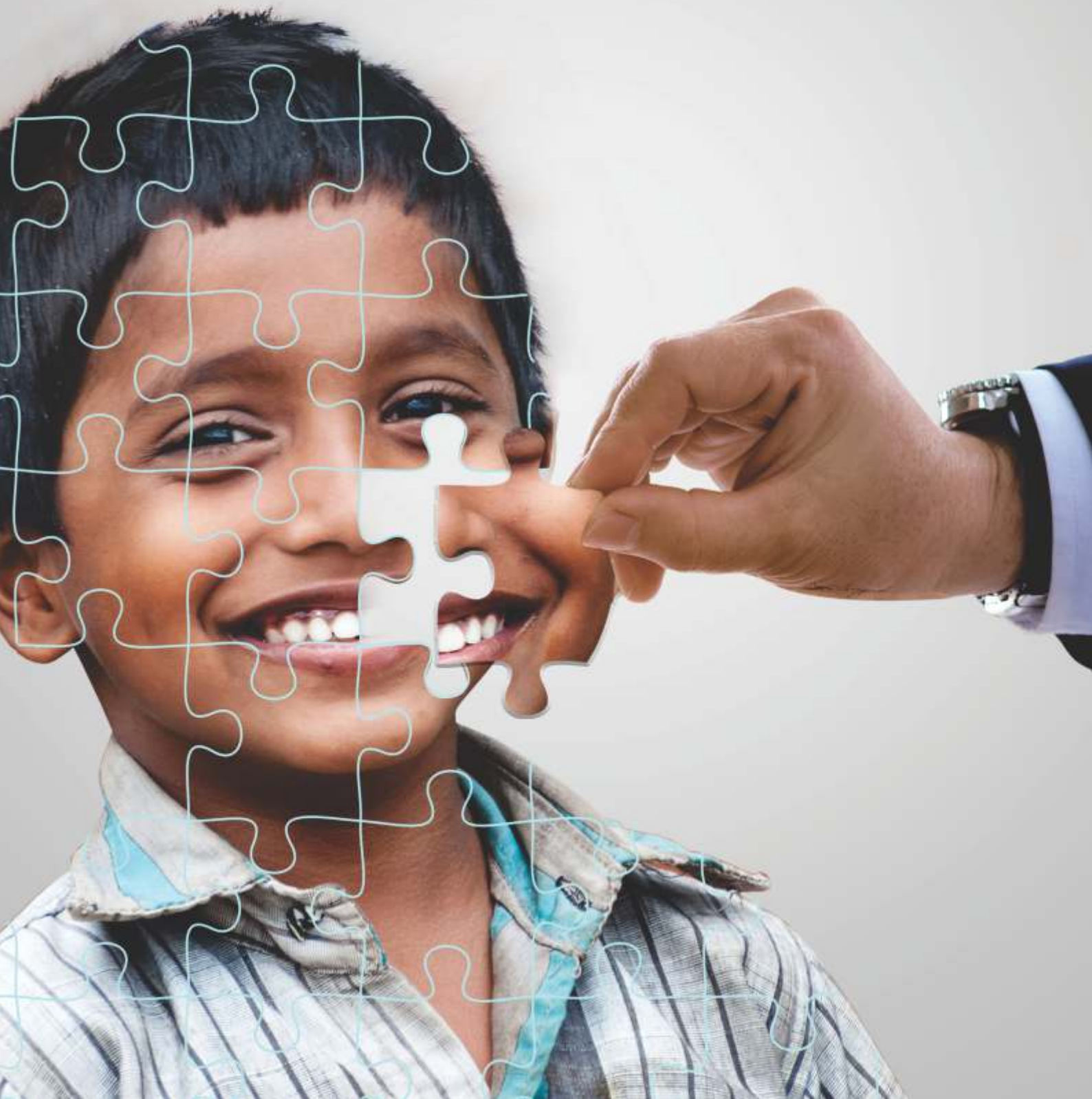


# Transforming Lives And Setting Smiles



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# JK LAKSHMI CEMENT LTD.

## एक बुलंद सोच



JK Lakshmi Cement Ltd. was established in the year 1982 in a zero industrial area that was surrounded by a strong tribal population. It was in this setting that our respected and beloved Managing Director, late Shri Shripati Singhania decided to set up a cement plant to bring about industrial development in this barren area.

Since its inception, JKLC has been a catalyst in the socio-economic growth of this region. We have contributed in all spheres ranging from employment generation, health, education, rural infrastructure development, capability building, rescue & relief in case of natural calamities & emergencies. As an employer, we have ensured that for our semi-skilled and unskilled labour segment, we have recruited almost 80% of the local population, thus providing much-needed support to the population of this area. We are the only cement plant in Rajasthan to achieve this feat.

As we complete nearly 40 years of our existence, we are committed to strength, quality, performance and social responsibilities.

CSR works for holistic development of the villages around Jaykaypuram Cement plant in Pindwara, Sirohi, Rajasthan.

JK LAKSHMI CEMENT LTD.  
CORPORATE SOCIAL RESPONSIBILITY  
एक बुलंद सोच



# Message from Smt. Vinita Singhania, Vice Chairperson & Managing Director JK Lakshmi Cement Ltd.



The founding father of JK Group inculcated the philosophy of giving back to society over a century ago. It is our moral responsibility to build an inclusive community, to focus on the social development of the underprivileged sections of the society.

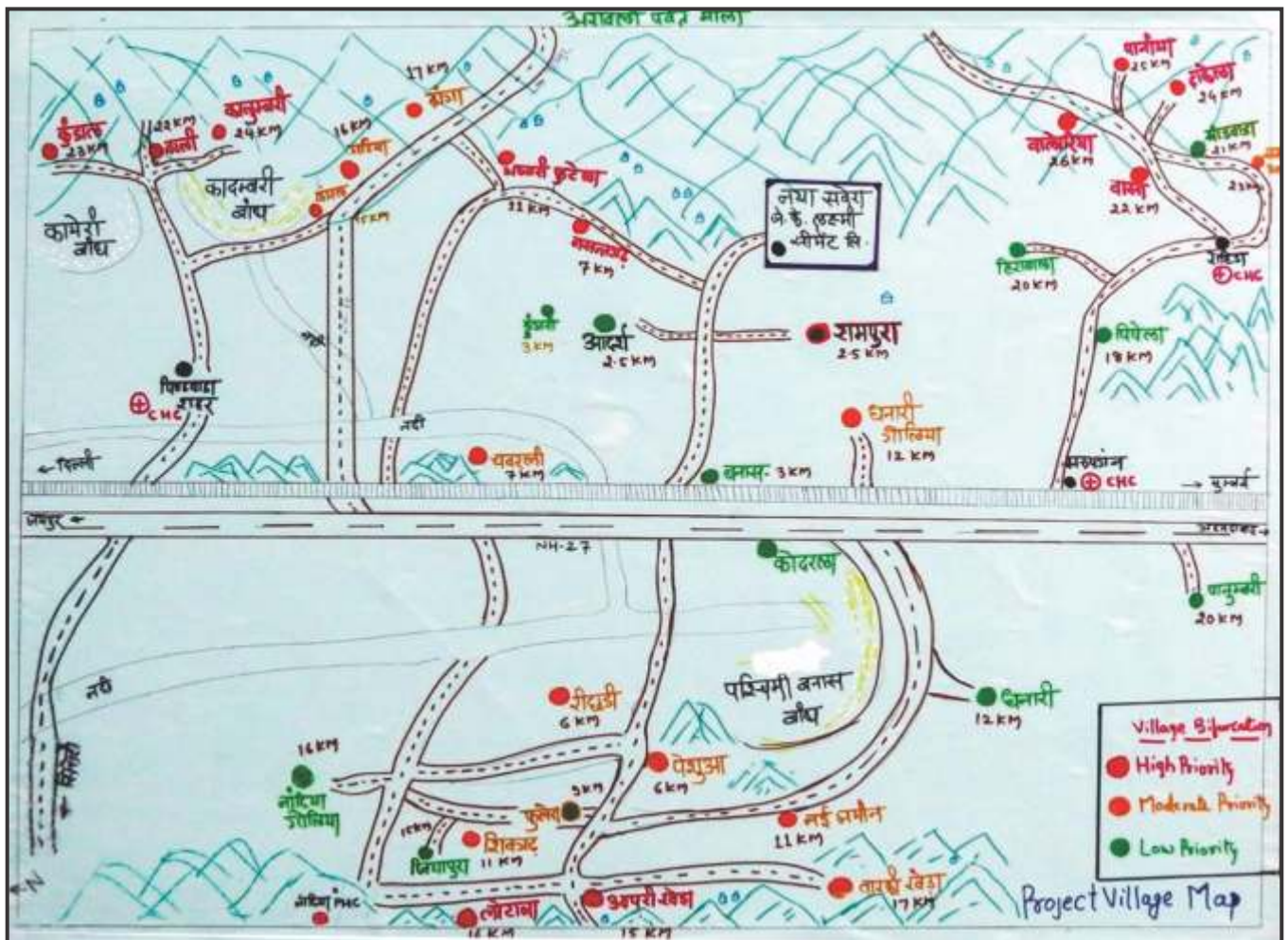
JK Lakshmi Cement attends to its business and social development priorities in equal measure. The company endeavors to bring a sustainable change in the quality of life of neighborhood community through investment in their health, water & sanitation, education, livelihoods, skill improvement, environment, and community development.

In 2004, we started Project Naya Savera to reduce the high infant and maternal mortality in neighbourhood community especially in tribal population. We began with 10 villages and today have expanded to 35 villages and 54 hamlets, serving 80,000 population. Over the years, the project has significantly reduced both infant and maternal mortality and brought about a sea change in health status of the most vulnerable group of the population.

Project Adult Literacy has made more than 6000 women and girls literate, more than 85% of who were first generation learners. Project “Aarambh” has brought more than 900 children back to the schools. These children were either school dropouts or had never been admitted to one. The livelihood projects have trained more than 1500 women and youths for income enhancement. Other projects on drinking water, sanitation, environment conservation, rural infrastructure development and sports promotion are also being undertaken in the area for improving quality of life.

These projects would continue to work towards holistic development of all sections of the communities we work with.

# PROJECT LOCATION & AREA



Since	State	District	Tehsil	Villages & Hamlets	Population
2004	Rajasthan	Sirohi	Pindwara	35 Villages, 54 Hamlets	80,000 (2021)

# KEY AREAS OF OUR CSR WORK

HEALTH, WATER & SANITATION

EDUCATION

LIVELIHOODS

ENVIRONMENT

RESPONSE TO EMERGENCY COMMUNITY NEEDS

# A Brief Introduction to CSR Projects Which Are Bringing Transformational Change in the Communities We Work with



*Inauguration of the Naya Savera project, 2004*

We began our CSR journey with Naya Savera project.

Today, we recall the start of this journey with the inauguration of this project in 2004.



# Aarogya (Health) - Project Naya Savera

*"I was born to die but survived amidst extreme challenges .... and I am not alone whose destiny has been changed after being born to an anemic, poverty-ridden and deprived Garasiya tribal mother, but a hundred others in one of the most backward blocks of Sirohi district in Rajasthan."*

If you visit majority of the villages and hamlets of Pindwara block, you would instantly understand this story hidden under the smile on the face of infant and its mother. Our social development projects work with women and children in one of the most backward blocks & districts in Rajasthan, with tribal communities like Garasiya, Bhil and Gameti among others who live there.

Sirohi district is ranked poorly among the 115 aspirational districts in the country. Difficult terrain, dispersed habitations, unique socio-economic-cultural context of tribal communities, and other challenges have not deterred JK Lakshmi Cement's unflinching commitment to save mother and child lives through its Naya Savera project. For over a decade, the project has worked consistently to develop and improve health in these communities. Naya Savera is an effort to work with the most vulnerable mothers and children through a needs-based approach, focused implementation, evidence-based course correction, compassion, and empathy.

This project has received many awards for its past performance.



# Health (Aarogya) - Project Naya Savera: Saving Lives of Mothers and Infants



## Project Objectives:

- Reduce IMR to <10 per 1000 live births.
- Improve 1st trimester ANC registration.
- Improve institutional deliveries.
- Minimise maternal mortality.
- Encourage family planning.

## Service Package:

- Comprehensive antenatal & postnatal check-up.
- Preparation of a birth plan.
- Doctor consultation & medicines for routine ailments.
- Family Planning counseling & products.
- Routine immunization in collaboration with govt. staff.
- Child growth monitoring & surveillance.
- Adolescent life-skill education.
- Stakeholder meetings, Saas-Bahu Sammelan/ Mahila Mandal.
- Meetings, video shows, village health committee meetings.

Program in Operation	State	Villages & Hamlets	Pregnant Women Registered	Newborns Registered
Since 2004	80,000	35 & 54	30,000	30,079

# How does the Project Save Lives of Newborns and Mothers



*Project area is spread out with dispersed hamlets*



*Antenatal & postnatal care is provided by home visit of VLM and ANM*



*VLMs provide a range of RCH services including home-based newborn care for which they are trained*



*Project ANM visits home to provide care to beneficiaries*



*A doctor provides clinical services from a mobile clinic*



*Liaison with government services ensures referral care*

# Case Study:

27 year old Sita Devi (name changed), wife of Mantaram Bhil (name changed), a resident of one of the project village hamlets was in her last month of pregnancy. She was expecting twins. She had anemia throughout her pregnancy. The project team had referred her to the government hospital for suitable treatment but there was not much improvement in her status. Sita & her family did not have adequate financial resources.

On that fateful day in July 2021 when it was pouring down heavily, Sita complained of pain in her abdomen that soon turned severe. In this situation, Shantabai (name changed) the project's Village Level Motivator (VLM) dialed 108 and called the government ambulance. The ambulance came and Sita was transferred to the nearest government hospital in Pindwara. Shantabai accompanied Sita to the hospital. Shantabai was also an ASHA worker of the government. At the hospital, Sita was taken care of suitably, she received blood transfusion, and delivered the twin newborns safely. Only after the delivery did Shantabai come back home.

If not for her intervention, a mishap could have occurred. Sita and her two babies continue to do well.



*Anemic Pregnant Mother*



*Called 108 Ambulance*



*Referral to Government Hospital, Pindwara*



*Delivery of twin male child at Government Hospital, Pindwara*

# Health (Aarogya) - Awareness on HIV & Silicosis

## Project Objectives:

To increase awareness in at-risk groups (truckers) on HIV/AIDS and marble craftsmen on silicosis.

To reduce risky behavior of at-risk groups.



## Service Package:



*Awareness program on Silicosis in the community*



*Awareness program on Silicosis in the community*



*Awareness program on Silicosis in community*



*Awareness program on HIV/AIDS with truckers*

Program in Operation	Awareness Programs on HIV/AIDS	Truckers Attended These Programs	Awareness Programs on Silicosis	Persons Attended These Programs
Since 2012	502	11,874	47	1,019

# Water & Sanitation - Project Swajal: To Reduce the Drudgery of Women and Ensure Their Dignity

## Project Objectives:

- To make safe, potable drinking water available in communities nearby to the factory.
- To reduce water borne diseases associated with unsafe water.
- To reduce drudgery of women involved in collection of water in water lean months.
- To reduce out of pocket expenditure in collection of water during summers.
- To promote the use of toilets in houses and schools.



## Service Package:



Water supply by tanker



New hand pumps



Water hut



Toilet in school



Household toilet

Program in Operation	Avg. Per Day Water Supplied in Summer	People Benefited by Water Provision	Individual Toilets Constructed	Girls School Toilets Repaired/ Constructed
Since 2014	40,000 Liters	20,000 Annually	430	15

# Environment - Saving Water, Storing Water and Planting Trees

## Project Objectives:

- To improve the water table in the area.
- To improve the availability of water for agriculture.
- To improve green cover of the area.



## Service Package:



*Construction of mini percolation tank & anicut*



*Plantation in community and near government schools*



*Construction of drinking water tanks for animals (Oru)*

## Case Study:

8 Mini Percolation Tanks (MPTs) were constructed in one project village. It boosted ground water in the village and its nearby area. After the MPTs were in place, water in a village well that dried every summer increased and did not fall in the summer. This well provided villagers and their livestock with adequate drinking water. The farmers were able to use water for irrigation. Additionally, near all the MPTs drinking water was made available for animals in the village.

Program in Operation	Population Benefited	Plants Planted	Mini Percolation Tanks Constructed	Hand Pumps Installed
Since 2010	80,000	1,500	8	110

# Education (Vidya) - Project Aarambh: Bringing Children Back to School

## Project Objectives:

To facilitate admission of children from SC & ST families in govt. schools for their regular studies, those who were either school dropouts or never went to school.

To facilitate an improvement in nutritional status of children through mid-day meal.

To prevent child marriage.



## Service Package:

Encourage children to enroll into school.

Dialogue with parents.

Study material to the enrolled children.



## Case Study:

Surekha Kumari (name changed), belongs to Garasiya tribe. She had dropped out of her school in class II. Instead, she took goats out for grazing. The project team convinced her parents and motivated her to come back to school. School management was informed of her case. She was re-enrolled, and provided with study material. She has since completed her graduation. A role model for other tribal children.

Program in Operation	Population Served	Villages Covered	Tribal Children Enrolled	Girls Enrolled
Since 2008	12,000	4 Villages & 15 Hamlets	1045	585 56%



# Education (Vidya) - Developing Aanganwadi Centers for the Little Flowers

## Project Objectives:

To strengthen infrastructure in the Aanganwadi centers.

To provide children a suitable environment to learn and prosper.



Earlier



Later

## Service Package:

Repair of buildings.

Painting of buildings.

Provide pre-education kits.

Provide other items - baby chairs, office chairs, water camper, digital weight machine, and height measuring stand.

Provide need-based support to other Aanganwadi centers.



## Case Study:

The adopted Aanganwadi centers were initially given a facelift; buildings were repaired, painted, and inner walls were decorated to make the environment friendly and joyful for the child. Toys and other play things, a point of attraction for children were added. The ambience of the centers changed, caretakers became more responsive, there was an improved sense of belongingness, the attendance of children improved, and of course they had a lot of fun.

Program in Operation	Children Benefited Cumulatively	Villages Covered	Aanganwadi Centers Adopted	Aanganwadi Centers Provided Furniture Support
Since 2015	700	3 Villages & 15 Hamlets	3	38

# Education (Vidya) - Strengthening Schools for the Bright Minds

## Project Objectives:

To plug the gaps in infrastructure (hardware) and learning (software) in schools of nearby villages.

To provide opportunity for learning new age skills (computer).

To recognize meritorious students/sportsperson and encourage others to follow their footsteps.

## Hardware Support



*Furniture*



*Computers + Printers*



*Tin Shed*



*Water Tank*

## Software Support



*Additional Teacher*



*Pratibha Samman  
Merit Scholarship for  
SC/ST Students*



*Pratibha Samman  
Recognition to Players  
(State/National Level)*

Program in Operation	Population Served	Villages Covered	Adult Literacy Centers Organised	Pratibha Samman Recipients
Since 2013	59	4 Villages & 15 Hamlets	15	278

# Education (Vidya) – Project Adult Literacy: Helping Adults Learn to Read and Write

## Project Objectives:

To encourage education for eradication of illiteracy in the surrounding tribal belt area villages i.e. educate the illiterate women and girls in these areas.



## Service Package:

Adult Literacy Centre for 4 Months

Learning goals include:

Ability to write one's name, name of the father/ husband, caste & village name, an understanding of Hindi alphabets, addition & subtraction of three digit numbers.

How to use mobile, read calendar, etc.

General knowledge related to India, Rajasthan, Sirohi district, and panchayat including members of the administration like the Chief Minister & District Collector.

Awareness about child's education.



## Case Study:

Pushpa Devi Garasiya (name changed), a 35-year-old illiterate woman of one of the project villages had enrolled in the literacy center where she learned to read and write. She then started a small shop at her house. On average, she earns Rs. 6500/- per month. She is able to keep an account of her profit and loss. She is self-reliant & is a role model for other women in the area.

Program in Operation	Schools Served	Arrangement for Seating of Students	Schools Where Water Stand was Set up	Adults Strained/ (ST %)
Since 2004	80,000	35 Villages & 54 Hamlets	287	5932 73%

# Livelihoods – Project Aajivika: Skilling Youths

## Project Objectives:

- To provide opportunities for skill upgradation & those who are vulnerable.
- To improve income opportunities and uplift living standard of local youth.
- To promote women participation in employment and income.
- To improve soft skills among youth and women (self-confidence, decision making, finance management).
- To improve the image of local youth and women as .respectable and responsible members of society.



## Service Package: 6 Vocational Skill Programs on Offer



*Dress Making*



*Mobile Repair Technician*



*Beauty Technician*

## Case Study:

Manohari Devi (name changed) and her husband were financially dependent on other family members due to lack of income opportunities. They are both Divyangjan. The project team encouraged Manohari Devi to join the sewing training program, which was conducted very close to her house. Due to her determination, she completed the three month training, purchased a second hand sewing machine, and started completing small orders at home. Her business grew and soon she bought a brand new automatic sewing machine with financial assistance from JKLC CSR. She chose to pay its EMI out of her own earnings. She provided financial help to her husband who started a small shop at home. Manohari Devi manages to earn Rs 3500-4000 per month and her work keeps her busy.

Program in Operation	Population Served	Trainees Trained Till Date	Training Batches Run Till Date	Trainee Started Their Own Work
Since 2013	80,000	1350	78	>70%

# Livelihoods - Protecting Lives of Livestock

## Project Objectives:

- To improve the income of farmers from livestock.
- To reduce the disease and death in livestock.
- To increase complete vaccination of 50% livestock.
- To improve living condition of livestock.



## Service Package:

Awareness sessions with animal rearers on diseases of animals, and their prevention.

Vaccination of animals.

Linkage with government schemes.

Construct drinking water tanks for animals (Oru).

Doorstep treatment for ailments.



## Case Study:

Dhaniyalal (name changed) purchased a dairy cattle of good breed for his small dairy business. He always consulted Kishanlal in care of the cattle and prevention of any disease. Kishanlal worked as livestock assistant in the Aajivika project. That day, Dhaniyalal had called Kishan to examine his cattle who appeared to have some problem with her pregnancy. Kishan reached promptly and on examination thought that the condition of the fetus was critical. He called in the government LSA for assistance and the two safely delivered the newborn. Thankfully, the newborn calf was healthy. Dhaniyalal had no words to thank them both! Had it not been for their help, he would have lost both the cattle and her calf.

Program in Operation	Population Served	Animal Lives Saved	Animals Treated at Doorstep Till Date	Animals Vaccinated Till Date
Since 2020	15,000	460	4,767	1,270

# Livelihoods – Project Aajivika: Skilling Youths

## Project Objectives:

To improve income of small and medium farmers from farming by improving their knowledge of improved farm practices, including horticulture.

To enhance quality of inputs into farming.

To create a model livelihood intervention.  
in one tribal village.



## Service Package:

Discussion with farmer groups.

Need assessment & gap analysis.

Exposure visit to KVK (a first for them).

Establishment of vermibed.

High quality inputs - vegetable seeds, fruit bearing plants & spray machines, irrigation, marketing.



## Case Study:

Kabariya Lal Gameti (name changed) attended the training on organic farming at one of the project villages. After training he was motivated by the project team to establish a vermicompost bed. Kabariya did so, and in three months time, the vermicompost was ready. He used it in his Maize crop. Earlier, he would use chemical fertilizers that were very expensive. He was happy to find a lower cost, and safer alternative. It was the first time in his tribal village that anyone had prepared a vermicompost bed and used it in the fields.

Program in Operation	Farmers Served	Villages Covered	Cost of Seeds Provided Annually	Farmers Started Earning from Surplus Production
Since 2015	100	4 Villages & 15 Hamlets	100,000	40

# Culture – Project Muskan: Bring Smile to Our Elderly

## Project Objectives:

To bring a smile on the face of the elderly (above 60 years).



## Service Package:

Honour elderly in public by garland, shreefal & gamchha.

Organise games for elderly (spoon race, bucket ball and ring game).

Information on government schemes.



## Case Study:

Elders used to stay at home all day long, some took care of young children others not even that. Most of their time was spent in solitude. This program brings them out of their house, and celebrates their life through fun games, and pays respect to them in public to emphasise importance of the elderly among us.

Program in Operation	Population Served	Villages Covered	Programs Conducted	Elders Participated
Since 2013	80,000	35 Villages & 54 Hamlets	16	1,161

# Response to Emergency Community Needs – Fighting COVID-19

## Project Objectives:

To mitigate the effect of Covid-19 pandemic in the community.



Oxygen plant set up at CHC, Pindwara

## Service Package:

Awareness programs on Covid-19 appropriate behavior.

Ration kits to those in distress.

Provision of PPE kits to frontline workers.

Improve availability of Oxygen for patients admitted in CHC, Pindwara.



Ration Kits



Community awareness on Covid-19

Area Where PPE Distributed to Frontline Workers	Ration Kits Distributed	Masks Distributed	Awareness Meetings on Covid-19	Persons Attended Awareness Meetings
12 Panchayats & 1 Block CHC	2,300	7,000	224	6,152



# AWARDS AND RECOGNITIONS

## National Recognition



Awarded by TV Today Network,  
Aaj Tak Care Award  
for NAYA SAVERA, 2012



Awarded by FICCI  
for NAYA SAVERA, 2017

## State Recognition

A two time repeat winner of Government of Rajasthan's CSR Excellence Award in Healthcare Category, JK Lakshmi Cement's Naya Savera project had the honour to win this award in 2017, and in 2018 again.



2017



2018



**JK Lakshmi Cement, Sirohi Unit Awarded with Outstanding Performance in CSR Excellence Trophy 2021 by the Employers Association of Rajasthan**



**JK Lakshmi Cement Was Recognized by District Administration for Construction of Mini Percolation Tanks Under Mukhyamantri Jal Swavlamban Yojana**

# GOVERNMENT PARTNERSHIPS

## National Recognition



District Collector SK Mittal Ji Attending the Dikshant Ceremony of Adult Literacy Program Alongside Our Whole Time Director Shree SK Wali



District Collector Shilpa Shinde Ji Participating in the Plantation Drive



District Collector Siddharth Mahajan Ji Understanding Gurukul System of Adult Literacy Program



District Collector Shriram Meena Ji Giving Pratibha Samman to a Student Scholar

**The district, block and panchayat officials & functionaries have always been well-wishers of our CSR activities.**

**We remain grateful for their cooperation.**



## CONTACT INFORMATION

For more information on our CSR work, please visit our website  
[www.jklakshmicement.com/csr-at-jk-lakshmi-overview/](http://www.jklakshmicement.com/csr-at-jk-lakshmi-overview/)

To watch the documentary of our CSR work, visit our YouTube Channel: JK Lakshmi Cement

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