

## From the Editor's Desk

Dear Colleagues,

We are yet again delighted to update you on our recent developments, inviting you to be an integral part of our shared journey. We trust that our newsletter continues to serve as a valuable source of information and updates for you.

The past few months have marked significant achievements for JKCement. We recently concluded our annual appraisal cycle; and would like to congratulate everyone and praise the noteworthy hard work of our employees who have been promoted and awarded.

On the business front, I am excited to share the expansion of our product portfolio in the building material segment with the launch of JK Super Concrete, our Ready-Mix Concrete (RMC). Initially catering to the Noida region, we plan to extend its availability to Delhi NCR and gradually across Pan India. This venture exemplifies our commitment to being a pioneering force in the manufacturing industry, setting the stage for numerous upcoming projects.

This year stands as a testament of success and long-walked history as JK Organisation successfully completes 140 years. Other two significant milestones that adds up to the glory are; commemorating 50 years of our grey business operations and 40 years of our white cement.

Our Nimbahera grey cement plant is celebrating its Golden Jubilee this year while the Gotan white cement plant is rejoicing its 40 years of success.

Additionally, we are proud to share our digital achievement, receiving the Silver YouTube button as a testament to reaching 10,000 followers on our JKCement YouTube Channel.

In our recent Corporate Social Responsibility (CSR) campaign, we have placed a strong emphasis on the significance of health, environment as well as education. We are actively promoting higher education at our Plants. Our different CSR campaigns underscore our commitment to societal responsibility.

Looking ahead, I invite you all to actively engage with us in enhancing our newsletter, "Spotlight," to make it even more informative and engaging. Your suggestions and feedback are invaluable in shaping the content and ensuring it remains a delightful read for everyone. Thank you for your continuous support.

Happy reading, and let's embrace a future filled with success!

Sincerely,



Dr. Andleeb Jain  
Group President : People, Culture, & Digital  
JK Cement Ltd.



## Pioneering Change

CLICK ON THE BUTTONS TO NAVIGATE

### Happy Women's Day



### Happy International Women's Day

We have always believed in **breaking stereotypes** related to genders and our employees' thoughts stand out when it comes to **Inclusivity**!

*Because being Inclusive is Beautiful*

*JKCement pays tribute to women in their lives*

[CLICK HERE TO SEE](#)

[Click Here to Watch](#)



BUSINESS  
UPDATES

BRAND  
NEWS

HR

CSR

EMPLOYEE  
ENGAGEMENT

EDUCATION

PROTSAHAN

THE TRIVIA  
CORNER





# BUSINESS NEWS

## JK Super Concrete Launch



**JK** Cement is excited to announce the expansion of its product portfolio in the building material segment with the launch of Ready-Mix Concrete (RMC) – JK Super Concrete. This product will initially cater to the Noida region and then Delhi NCR and gradually extend its presence pan India. This eco-friendly concrete for various commercial construction projects aligns with our commitment to reducing our carbon footprint while delivering safe, sustainable, and durable products. The launch was graced by the presence of Dr. Raghavpat Singhania, Mr. Madhavkrishna Singhania, Mr. A.K. Saraogi, Mr. Anuj Khandelwal and the entire leadership team.



# 1<sup>st</sup>

## Anniversary of JK Cement Works, Panna

The celebration of the 1<sup>st</sup> Anniversary of the Panna Plant on November 2<sup>nd</sup> was marked by the gracious presence of Mr. Anuj Khandelwal, Business Head, and Mr. Yagyesh Gupta, Manufacturing Head. The event commemorated a successful year of operations since the establishment of the Plant. A notable highlight was the achievement of the highest-ever clinker production, reaching an impressive milestone of 10,000 tons per day (KTPD). This accomplishment underscored the Plant's efficiency and operational excellence. The presence of key leaders in the celebration added significance to the occasion, acknowledging the collective efforts and success of the team in achieving remarkable production milestones within the first year of operation. To mark the occasion, a cake cutting ceremony and Grand Party were organised, involving all the employees.





★ A W A R D S ★



**JK White Cement Work, Gotan  
Receives the IconSWM -  
CE Excellence Award for  
Co-processing 2023 under  
Gold Category for  
TSR Achieved in 2023.**



**JK White Cement, Gotan  
recognised for achieving TSR  
at a large scale and awarded  
"Best Employer" in 2023**

JK White Cement, Gotan received the prestigious IconSWM – CE Excellence Gold Award for Co-processing 2023, for TSR Achieved in 2023 at the 13<sup>th</sup> International Conference on Sustainable Waste Management & Circular Economy.

IconSWM – CE Excellence Award for Co-processing 2023, was also presented to Mr. Anirudh Dani, Manufacturing Head, JK White Cement Works, Gotan plant for his contribution to the cause of Co-Processing.

JK White Cement Works, Gotan also receives the prestigious "Best Employer Award 2023" from the Employer Association of Rajasthan in the large-scale industry category (Cement group).



**Milestone Celebration:  
Hamirpur Grinding Unit Marks  
First Anniversary with Pride**

As of November 25, 2023, our Hamirpur Grinding Unit joyously commemorates its first anniversary. This significant journey has been characterised by learning, growth, and invaluable experiences. We express our immense pride in the dedication and efforts of our team members, whose commitment has been instrumental in achieving noteworthy milestones during this inaugural year.



**BRILLIANCE SHINES AT  
24<sup>th</sup> NATIONAL AWARD**



**24<sup>th</sup> National Award for  
Excellence in Energy  
Management 2023 by CII**

JK Cement Works, Balasinor, takes immense pride in attaining the esteemed 'Excellence Energy Efficient Unit Award' at the 24<sup>th</sup> National Award for Excellence in Energy Management, 2023, bestowed by CII. This award signifies our steadfast commitment to conserving energy and safeguarding the environment.



**Launching of JK Super Strong  
Cement at Balasinor Plant**

JK Cement Works, Balasinor is thrilled to announce the launch of its newest product, "JK Super Strong Cement," with a spectacular grand launching program. This is a groundbreaking addition to our product lineup and signifies our commitment to meet customers' demand and quality.

**JKCement Mines Shine Bright during Mines Safety Week 2023: Double Triumph for Muddapur & Halki Limestone Mines**



**Mines Safety Week Awards  
Won by JK Cement Works,  
Muddapur &  
Halki Limestone Mines**

**HALKI LIMESTONE MINE**  
Explosives - **First Prize**  
Safety Consciousness and  
Safety Organization - **First Prize**

**MUDDAPUR LIMESTONE MINE**  
Welfare Amenities - **First Prize**  
Vocational Training - **First Prize**

Congratulations to Halki and Muddapur Mines of JKCement for securing awards for excellence in Mines safety. Additionally, Halki Mines won the 2<sup>nd</sup> prize for Zonal and State level overall performance. These awards showcase our commitment to building a safe environment for all our associates and operations.

Adding to their accolades, Halki Limestone Mine secured the Zonal and State Level Overall Performance 2<sup>nd</sup> Prize, presented by Shri Deo Kumar, Deputy Director General of Mines Safety, Southern Zone Bengaluru.





**Air Slide Installation at JK Cement Works, Hamirpur**

Hamirpur Plant has taken an initiative to reduce plant dust and save man and material costs by installing Bag Filter 561 BF 190 Discharge Air Slide. Through this initiative, dust produced has been minimised and has also helped in cost optimisation.



**New 2000 MT Steel Silo Boosts Super Strong Cement Production at Jharli Plant**

JK Cement Works, Jharli completed the erection and commissioning of a 2000 MT Steel Silo for Super Strong Cement, enhancing its storage capacity and promising improved cement dispatch operations.



**Leadership Team Visits Muddapur Plant**

Shri Madhavkrishna Singhanian ji, DMD & CEO, along with MH Yagyesh Gupta and Head of Govt. & Ind. Affairs Ajai Kumar visited the Muddapur Plant.



**Muddapur's Waste Heat Recovery System Fully Operational by March 2024**

The AQC Boiler & Turbine Generator at Muddapur's Waste Heat Recovery System (WHRS) was commissioned in February 2024, followed by the completion of PH Boiler Steam Blowing by March 2024, marking the successful operation of the WHRS.



**Board of Director meeting at Gotan Plant**

JK White Cement Plant in Gotan organised its first Board of Directors meeting in January 2024. The meeting was chaired by Smt. Sushila Devi Singhanian Ji.



**Foundation Stone at Ambamata Temple**

Mr. Madhav Krishna Singhanian, DMD & CEO of JK Cement Ltd. laid the foundation stone for the new Guest House at Ambamata Temple, Nimbahera. The event included traditional rituals, puja, and aarti, with senior executives and temple administration in attendance to mark the occasion.



**Inauguration of Civil Foundation work of Panna Line-2 Pier-1**

In March, 2024, puja ceremony was conducted to mark the inauguration of the civil foundation work for Panna Line-2 Kiln Pier-1. The ceremony was attended by Mr. Manoj Madan, the Project Construction Head, Mr. Kapil Agrawal, the Unit Head, as well as various Function Heads, Heads of Departments (HODs), members of the Project Team, and the Panna Administrative Team. This event likely marked an important milestone in the construction project, symbolising the beginning of significant ground-work for the Panna.





# Strengthening Our Journey Toward Success

JKCement proudly acknowledges its top 65 dealers across India for their exceptional performance. Their unwavering dedication has been instrumental in our company's growth journey. We sincerely thank them and, as a gesture of appreciation, are excited to reward them Mahindra XUV700 and Scorpio N vehicles.

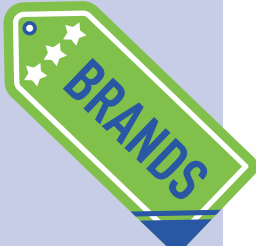


# Initiating Contractor Growth Through Our Shoorveer App

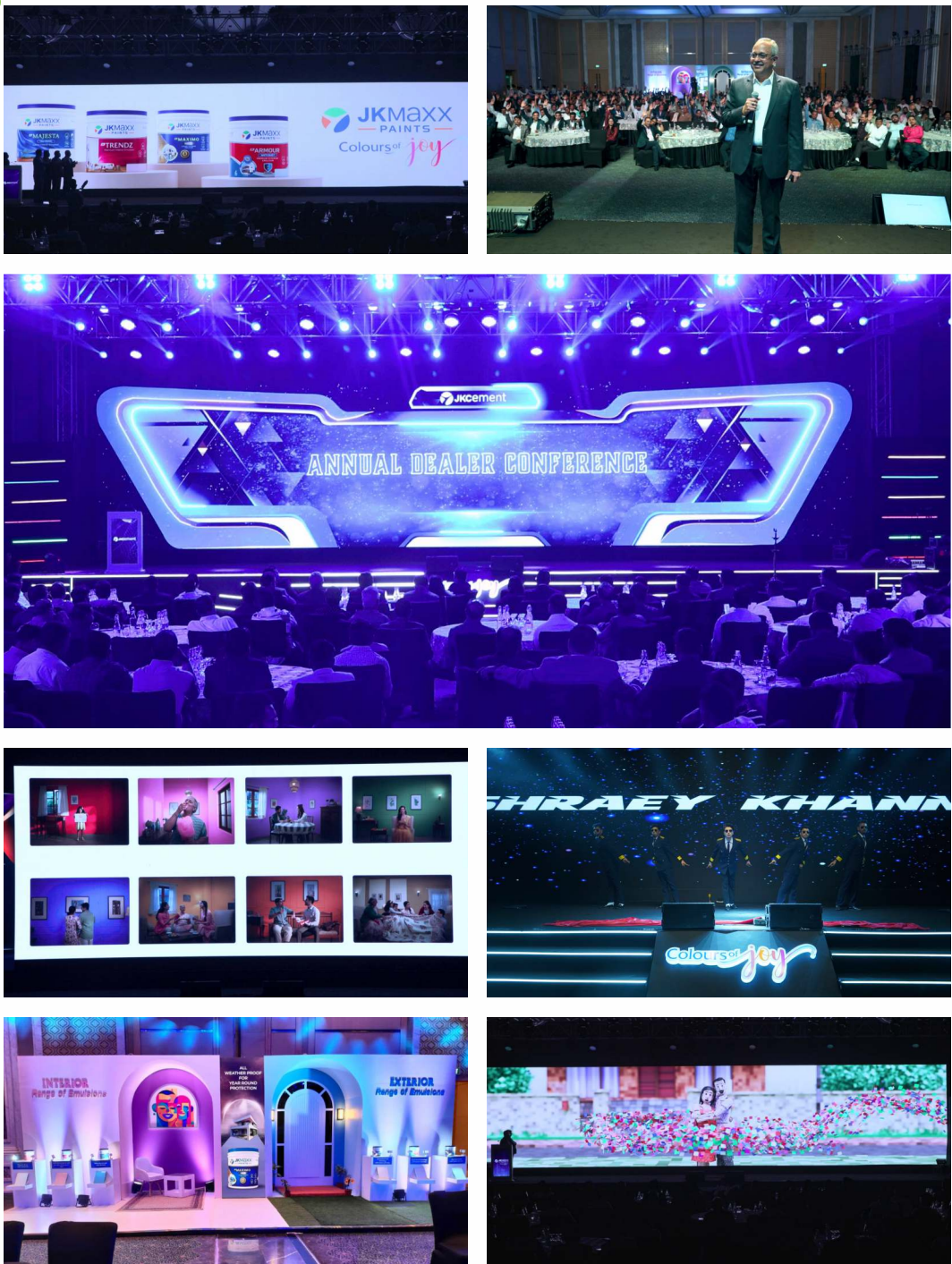
We are excited to introduce a seamless solution for our valued contractors through the Shoorveer App, making the process of sharing leads of customer sites more convenient than ever. In just three clicks, contractors can effortlessly share their leads and, in return, earn valuable reward points for every shared lead. This process aims to empower contractors, enabling them to share a maximum number of leads effortlessly and accumulate reward points. We believe that this initiative will not only simplify lead sharing but also contribute significantly to the continued growth of their business.







# The Colours of Joy Descended into the City of Joy!



JKMaxx Paints marked its official entry into East and Central India with a spectacular launch event held on Wednesday, 20<sup>th</sup> March 2024 at the prestigious ITC Royal Bengal in Kolkata. The event was graced by distinguished members of the JKM maxx Paints leadership team and esteemed channel partners from Eastern and Central India.

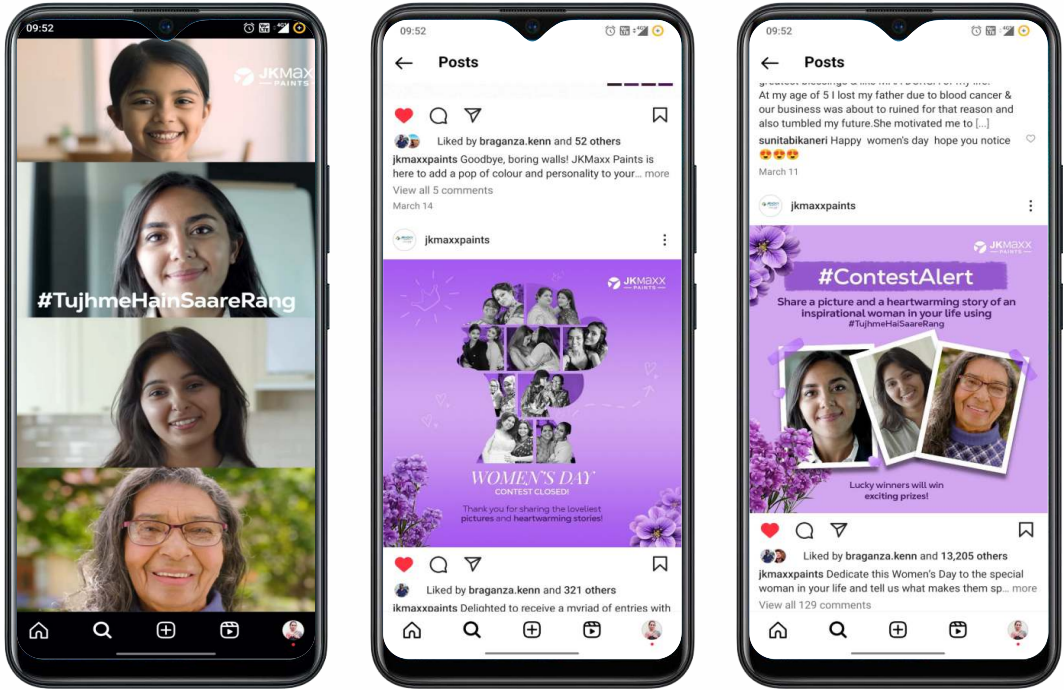
The spectacular event saw the official unveiling of the JKM maxx Paints brand avatar, glimpses of the portfolio and the launch film “Khushiyan ka Shade Card”. The leadership team expressed heartfelt gratitude to the channel partners for their unwavering enthusiasm and confidence in the brand. They extended their best wishes for a fruitful collaboration in the exciting journey of introducing JKM maxx Paints to new markets in the region.

## International Women's Day Campaign - TUJHSE HAIN SAARI KHUSHIYAN, TUJHME HAIN SAARE RANG!

On the occasion of International Women's Day, JKM maxx Paints unveiled its heartwarming film, #TujhmeHainSaareRang, a beautiful tribute that artfully depicted the myriad shades of a woman's life and the diverse roles they embody. This film was accompanied by a contest, inviting the audience to honour a remarkable woman in their lives by sharing an endearing story along with a photograph.

The response was overwhelming as the campaign resonated deeply with the audience, resulting in an outpouring of love and gratitude. The 20 most touching entries, shared across various social media platforms, were recognized and rewarded with special gifts, serving as tokens of appreciation for the extraordinary women they celebrated.

The impact of this initiative was an impressive reach of 1.6 million and 736,000 views on Facebook and Instagram combined.



Click Here to Watch





## JKMaxx Paints Hosts a Star-studded Retailer Meet



In a thrilling display of grandeur, JKMaxx Paints organised yet another triumphant Mega Retailer Meet on the 15<sup>th</sup> of March, playing host to over 300 esteemed retailers from the northern region at the opulent Hyatt Regency in Chandigarh. The evening unfolded as a tapestry of delight, captivating the audience with mesmerizing performances, an immersive product portfolio zone, the unveiling of the revolutionary FloorPro, and culminating in a lavish gala dinner.

Adding a touch of star-studded glamour to the affair, the iconic Bollywood luminary, Karishma Kapoor, graced the event with her presence. Radiating infectious enthusiasm, she charmed the audience with her engaging interactions, presented awards to the fortunate winners of the draw, and joyfully expressed her delight at the brand's pioneering foray into the realm of paints. The event stood as a testament to JKMaxx Paints' unwavering commitment to creating unforgettable experiences and forging lasting connections with its valued retailers.

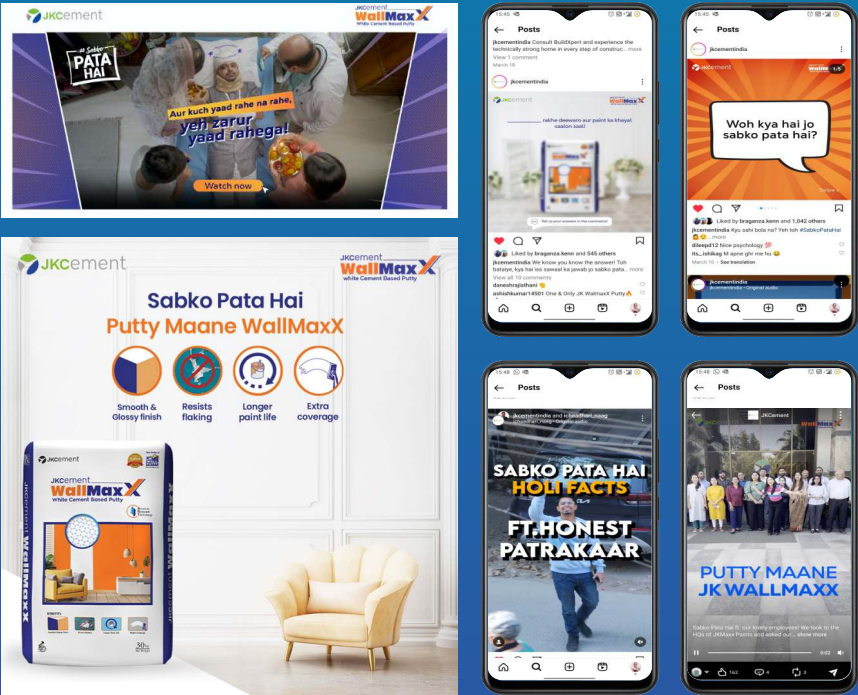
## Launch of JK Armour FloorPro - Floor Coat Emulsion



Amidst much anticipation, JKMaxx Paints proudly launched its latest addition to the paints category - the JK Armour FloorPro, Floor Coat Emulsion. This remarkable offering not only enriches the brand's diverse product line but also positions it to thrive in the burgeoning floor paint market.

JK Armour FloorPro has surpassed its counterparts in various internal and external trials, excelling in crucial aspects such as abrasion resistance, adhesion, and washability. Available in six stunning pre-made shades including Terracotta, Golden Yellow, Signal Red, Peacock Blue, Forest Green, and Paver Grey, JK Armour FloorPro offers the perfect opportunity to enhance and embellish any floorspace.

## Sabko Pata Hai, Putty Maane WallMaxX Campaign Amplification



JKC WallMaxX has recently re-launched its digital campaign, #SabkoPataHai, with a focus on highlighting the exceptional qualities of JKC WallMaxX wall putty within the industry. The campaign aims to communicate the fact that JKC WallMaxX wall putty is synonymous with the category and is the ultimate wall putty solution.

The campaign features three hilarious films and was further amplified through engaging, informative content and contests on social media platforms.

Additionally, during the Holi season, another phase of the campaign was rolled out, featuring collaborations with micro-influencers and internal employees. A delightful video featuring JKMaxx Employees injecting humour into the 'Holi Rapid Fire segment' by sharing 'Sabko Pata Hai Facts' in a lighthearted manner was a standout feature of this campaign.





HUMAN RESOURCE

# CII National HR Excellence Award

In the recently concluded 14<sup>th</sup> CII National HR Excellence Awards for FY 2023-24, JK Cement has received recognition in the 'Strong Commitment to HR Excellence' category. The event was hosted by CII at The Lalit, Mumbai in March 2024. In this prestigious award category, companies are assessed on the 'CII Best HR Excellence Model' by certified assessors.



# Great Place To Work, 5<sup>th</sup> Time in a Row

JKCement has been certified as Great Place to Work, for the fifth time in a row. The entire JKCement family owns this certificate and the pride that comes along. Sustaining something as prestigious as this is an outcome of effective leadership, resilience, a culturally strong organisation, internal and external customer centricity, operational excellence, and a lot of agility.

# Off Role Induction Program

JKCement has designed a customised Induction for all our Off-Roll Employees titled as JK BRAND CONNECT. It's an extension of our current JUMPSTART 2.0 Induction program. It is a 0.5-day virtual induction facilitated by Learning and Development Team.

Launch of

# JK Brand Connect

Off Roll Induction Program

Extension of Jumpstart 2.0

- JK BRAND OVERVIEW
- JK BUSINESS & PRODUCT OVERVIEW
- MANDATORY COMPLIANCES
- AGENCY OVERVIEW
- IT SYSTEMS

For more details refer attached document

All you need to know about our  
**Organisation's Culture**  
and **Business!**





## Inauguration of an Innovandi Construction by Innovandi Ideology

In a momentous event attended by the Unit Head of JK Cement Works, Muddapur, and Department Head celebrated the inauguration of Innovandi Construction. This ground-breaking initiative turns challenges into opportunities, constructing a cost-effective and eco-friendly CC road from plant spills. The innovation focuses on waste disposal efficiency, dust reduction, and traffic management, showcasing our commitment to resourcefulness and sustainability.



## Shiksha Prerana Merit Scholarship Program at JKCement Muddapur Unit

JKCement s Muddapur unit, dedicated to fostering education and community development, actively supported Government Primary and High Schools through a transformative Corporate Social Responsibility initiative. The "Shiksha Prerana Merit Scholarship" program, aimed at recognising and rewarding the academic achievements of deserving students, is proving to be a major morale booster for local students. Inaugurated in the esteemed presence of our CHRO and the Unit Head of JK Cement Muddapur, the initiative extended support to a total of 44 students across 7 nearby schools. Their involvement underscored the organisation's commitment to education and community upliftment.



## Installation of Cloth Bag Vending Machines

In collaboration with the Utkarsh Foundation, an initiative was undertaken to combat plastic pollution by installing 33 cloth bag vending machines across different areas of Ayodhya. This initiative aims to promote the use of eco-friendly alternatives and keep the city free from plastic bags. The inauguration of these cloth bag vending machines in Ayodhya was honored by Shri Yogi Adityanath Ji.



## Empowering Education: JKCement Balasinor Renovates Mid-Day Meal Room in Khambopa

As a part of our commitment to enhance the educational environment for students, JKCement Balasinor has taken on the responsibility of renovating the Mid-Day Meal Room and providing a new shed for the Primary School in Khambopa Village. This initiative aims to create a more conducive learning environment, reflecting our dedication to community development and the holistic growth of the regions we impact.







**Illuminating Lives: JK Cement Works, Gotan Installs Solar Lights in Tunkaliya**

JK Cement Works, Gotan has illuminated the surroundings of the local community by installing 20 Solar Lights at crossings, amounting to Rs. 3,34,176. This initiative not only enhances lighting but also contributes to the safety and well-being of the residents in the area, showcasing our commitment to community welfare.



**Solar Street Lights for Villages at Katni**

When you light up a street, you illuminate the path towards a better future for the residents of remote localities. Under CSR activities, JK White Katni has installed Solar Street Lights at nearby villages of Bhaganwara Mines. This has ensured 24x7 mobility and safety for resident villagers.



**Drinking Water for 3000 Villagers**

Jharli village water has an alarmingly high 4000 TDS, which makes it unsafe for drinking. As a part of our ongoing initiative to provide regular drinking water for 3000 villagers (approx.), 91 tankers (2500 Liters / Tanker) of water were supplied to the village in the month. This initiative has helped enhance their quality of life and health outcomes.



**Blanket Distribution at JK Cement Works, Hamirpur**

As a part of our CSR activities, Hamirpur Plant distributed 300 blankets to the unprivileged and needy people in nearby villages in the presence of the Hon'ble Minister of UP Govt.



**JK Cement Works, Jharli Empowers Jharli Village with Solar Water Pump and Pipeline**

Under CSR initiatives, JK Cement Works, Jharli has installed a solar-operated water pump and a 1.5 km water supply pipeline in Jharli Village, benefiting around 1500 residents of Jharli Panchayat by ensuring access to clean drinking water. The inauguration was conducted by Unit Head Mr. Sameer Kumar Pujari in January 2024, marking a significant step in community development.



**JKCement Empowers ASHA Workers and Teachers with First Aid Training in Muddapur**

JK Cement Works in Muddapur conducted first aid training for 50 ASHA workers and government school teachers, recognising their crucial roles in community health and education. The training addresses a vital gap in emergency preparedness, aiming to enhance their response capabilities and overall community resilience. This initiative is expected to have a widespread impact on health and safety measures across the community.



**JK Cement Works, Muddapur Transforms Schools with Colourful Painting Project**

JK Cement Works, Muddapur undertook a painting project at nearby Anganwadi and Government Schools in Boomabudhi, Halki, Petlur, Muddapur, and Timmapur, enhancing their appearance and creating a more welcoming environment for 1800 students. The freshly painted walls, ceilings, and bespoke wall art not only improve the aesthetics but also engage children's curiosity, fostering creativity, collaboration, and emotional well-being.



**Healthcare Initiatives by JK Cement Works, Panna**

In the last quarter, 56 health visits were made by the Mobile Medical Unit in 20 villages around the Panna plant area. Services included preventive and curative healthcare, benefiting approximately 3075 patients. Additionally, awareness drives reached around 17,000 people, with medicines worth Rs. 300,000 provided. Four health camps were also organised in collaboration with Gram Panchayats saw enthusiastic participation, benefiting a total of 1488 patients and promoting community wellness.



**JK Cement Works, Panna Various CSR initiatives for Educational institutions:**

Distribution of 600 school bags to students at several local schools of Boda, Koni, Gudha, and Pagra villages benefiting students from economically disadvantaged backgrounds.

Renovation of Kakra, Kamtana, Devra, and Purena Government Schools aimed at enhancing the learning environment for students and teachers which included repairs and upgrades to the school building, classrooms, and facilities. The project involved refurbishing classrooms, installing new flooring, upgrading lighting fixtures, and painting the interiors, among other improvements.

JK Cement Works, Panna also organised a blanket distribution drive at the Netaji Subhash Chandra Girls Hostel in Panna. A total of 120 girls benefited from this initiation.

A comprehensive safety program at Koni School was organised to raise awareness about safety measures and emergency preparedness among students and staff. The safety program included interactive sessions, demonstrations, and workshops on various safety topics such as fire safety, first aid, disaster preparedness, and road safety. Approx 100 students and teachers participated.



**JK Cement Works, Panna Lights Up Boda Village with Solar Street Lights**

Panna Plant has installed 10 solar street lights in Boda Village, enhancing lighting and safety while promoting sustainable energy solutions. This initiative is expected to benefit approximately 1000 residents by providing adequate lighting for village streets and reducing dependency on traditional energy sources.



**Poshan Potly Distribution and Nutritional Support Initiatives**

These initiatives were organised by the District Health Department under the National TB Elimination Program in Aligarh and Hamirpur districts of Uttar Pradesh, these ongoing initiatives provide vital support to TB patients. The Poshan Potly Distribution Camps benefit 1400 TB patients, while the Nutritional Support through Nikshay Poshan Yojana aids 170 TB patients, to achieve SDG and TB targets by 2025.

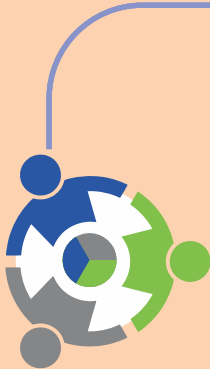


**Cattle Breed Improvement Initiative at Jharli and Nimbahera**

Under this initiative 10 veterinary camps were set up in Nimbahera, providing medical care to 1541 cattle promoting agricultural sustainability, and supporting the livelihoods of those who rely on animal husbandry, and 1 camp was organised at Jharli in which 233 animals were treated i.e. 40 cases of infertility, 58 first aid and 135 deworming cases.



EMPLOYEE ENGAGEMENT



Cricket Tournament at JK Cement Works, Aligarh



Anand Mela, Muddapur

A food festival was organised in Muddapur Plant Staff Colony to engage the families of our employees residing in remote locations, providing them with a chance to Savor various tastes and Flavors, all of which are purely home-cooked. Adding excitement to the festivities, we conducted a lucky draw with 50 attractive prizes, fostering a sense of joy and community spirit.



Eye Check-up at JK Cement Works, Balasinor

JK Cement Works, Balasinor organised an Eye Check-up Camp for all employees and workers at the plant in collaboration with the Local Government Hospital. This initiative aimed to prioritise the well-being of the workforce. The event fostered a sense of community and underscored our commitment to employee health and safety.



JK Cement Works, Fujairah organised Medical Camp and Eye Testing Camp

Fujairah Plant hosted a successful free medical camp and free eye testing camp, exemplifying our commitment to employee well-being and community outreach. The event aimed to provide essential healthcare services to the workforce, fostering a culture of health and wellness. Qualified medical professionals offered consultations, screenings, and health education, ensuring that participants received personalised care. This initiative not only promotes a healthy workforce but also strengthens our ties with the community, reinforcing our dedication to corporate social responsibility.



Cricket Match, Gotan

The Cricket Match was organised at JK White Cement, Gotan which unleashed the power of engagement and team-work at the workplace through sports.







Ladies' Box Cricket Tournament at JKCement Muddapur

JKCement Muddapur organised a Ladies' Box Cricket Tournament exclusively for female staff and employees' spouses. The tournament showcased immense talent and enthusiasm through thrilling matches. The award ceremony, graced by esteemed individuals including the Business Head, Manufacturing Head, and Unit Head, added prestige to the event and encouraged participants to strive for excellence.



CHRO Visit at JKCement Muddapur Unit

A significant event unfolded as our CHRO, Dr. Andleeb Jain visited JKCement Muddapur. Engaging with various workforce segments, including technical staff, female employees, and the HR team, the visit fostered open communication, collaboration, and alignment. It reinforced a people-centric approach, emphasising engagement, inclusion, and continuous improvement.



JK Cement Works, Muddapur conducted a knowledge-sharing session on IMS (Integrated Management System)

The purpose of this training was to train participants on the concept of an Integrated Management System, Planning and Development of its procedures, forms, SOP, and checklist meeting. Training included various basic topics on ISO 9001, 14001, 45001 & 50001, and its PDCA-based analysis. The training methodology was interactive. It has been ensured that knowledge was not only disseminated but accurately perceived and understood by the participants. The training materials are derived from various ISO standards.



2-day Height Training to ensure Safety at Balasinor Plant

To prioritise safety measures, JK Cement Works, Balasinor organised a two-day Height Rescue Training Session conducted by a third-party expert. This initiative aims to bolster our emergency response capabilities, ensuring that our personnel have the necessary skills and knowledge to effectively respond to incidents involving work at height. Through proactive measures like this, we are committed to maintaining a safe and secure work environment for all.



Cricket Match for Women, Gotan

The first cricket match between women (Wife of our employees) was held in JK White Cement Plant Gotan. It was organised to raise the profile of our women cricketers by sharing their stories, acknowledging their hard work, and inspiring more and more women to take part in sports.





# EDUCATION

## L.K.S. Alumni Meet 2023

The L.K.S. Alumni Meet 2023 was a nostalgic reunion and a celebration. Alumni, past and present, shared cherished memories, reinforcing the enduring spirit of LKSEC. The launch of the Alumni Portal and Mobile App marked a technological milestone, creating a virtual space for continuous connection. Diverse talents were showcased, from music to insightful discussions, underscoring the vibrant achievements within the L.K.S. community. As the night concluded, there was a collective acknowledgment that LKSEC's legacy lives on through its alumni—an unbreakable bond that transcends time. Once an L.K.S. graduate, always an integral part of a rich and timeless legacy.



## JKCement and Daikin Airconditioning India Pvt. Ltd. have collaborated to empower the nation's youth!



They have jointly inaugurated a Centre of Excellence in Kanpur, Air-conditioning – HVAC at Yadupati Singhania Vocational Education Foundation (YPSVEF) (an initiative of JKCement). This strategic collaboration is dedicated to equipping India's youth with in-demand, industry-oriented skills. This powerhouse initiative goes beyond concrete; it's about empowering the next generation to build a brighter future for themselves and our nation.

## Udayin Opening Ceremony - 2023

The radiant inauguration of Udayin showcased a dazzling display of cultural and sportsmanship fervour, uniting an eclectic assembly of administrative staff, teachers, and spirited students. The illustrious presence of SHO Banwari Lal Ji Meena added prestige as he graced the occasion as the esteemed chief guest.

The festivities reverberated with the essence of unity, expertly weaving together cultural richness and competitive sportsmanship. The event gained further brilliance with the enthusiastic participation of students and the dedicated engagement of our esteemed Principal, Mr. RC Joshi, and the administrative staff, infusing an extra layer of vibrancy into the celebration.





# The Evolving Landscape of Education in Today's World

By Sanjay Sinha, Head of Education, JKCement



In the rapidly advancing era of technology, the traditional role of teachers is undergoing a profound transformation. Today, teaching has transcended the confines of the classroom, with machines emerging as invaluable educators in their own right. As a result, the focus has shifted from the conventional teacher-centric model to the increasingly crucial realm of learning.

In contemporary education, the accessibility of teaching has reached unprecedented levels. Thanks to technological advancements, learning is no longer confined to physical classrooms or limited by geographical boundaries. Online platforms, educational apps, and interactive software have made educational resources available at our fingertips, breaking down barriers to knowledge acquisition.

Machines have become synonymous with teachers, playing a pivotal role in disseminating information and facilitating the learning process. Artificial intelligence (AI) and machine learning algorithms are now capable of adapting to individual learning styles, providing personalized learning experiences that cater to the unique needs of each student. This level of customization ensures a more effective and engaging learning journey.

One of the key advantages of machines as educators lies in their ability to offer a vast array of resources. Virtual classrooms, e-books, multimedia presentations, and interactive simulations enhance the learning experience, making education more dynamic and immersive. Students today have the privilege of accessing a wealth of information instantaneously, enabling them to explore subjects in greater depth and breadth.

The shift towards machine-assisted learning does not diminish the importance of human teachers but rather redefines their role. Teachers are no longer just dispensers of information; instead, they become facilitators and guides in the learning process. With machines handling routine content delivery, educators can focus on cultivating critical thinking, and problem-solving skills, and fostering creativity in their students. Furthermore, the integration of technology in education fosters a more inclusive learning environment. Students with diverse learning styles, abilities, and preferences can benefit from adaptive technologies that cater to their indi-

vidual needs. This inclusivity ensures that education becomes more accessible and equitable for a broader spectrum of learners.

As we navigate this evolving educational landscape, the emphasis on learning becomes increasingly pronounced. The ability to acquire, apply, and synthesize knowledge becomes the focal point of education. Students are encouraged to develop skills that are not only essential for academic success but also crucial for navigating the complexities of the modern world, such as critical thinking, adaptability, and digital literacy.

The symbiotic relationship between machines and education marks a transformative phase in the way we learn. While machines assume the role of teachers, the essence of education pivots towards the learner. The democratization of knowledge, personalized learning experiences, and the cultivation of essential skills underscore the significance of this shift. As we embrace the era of machine-assisted education, the spotlight is firmly on learning — a dynamic, continuous process that empowers individuals to thrive in an ever-changing world.

In the dynamic landscape of today's industries and sectors, the demand for a seamless exchange of knowledge between seasoned professionals and academia has become more pronounced than ever. Recognizing this imperative, a transformative approach is needed—one that leverages the wealth of knowledge and vast experiences of individuals higher up in the value chain. The solution lies in inviting these industry leaders to serve as Professors of Practice, Adjunct Faculty, or through joint appointments under Faculty-Industry Immersion programs, thus facilitating a robust transfer of experiential learning within universities.

The traditional model of education, while invaluable, often struggles to keep pace with the rapid advancements and real-world challenges faced by professionals in various industries. Incorporating seasoned practitioners into academia can bridge this gap, infusing academic curricula with real-world insights, practical wisdom, and cutting-edge industry trends.

The role of Professors of Practice is pivotal in this paradigm shift. These individuals, drawn from the upper echelons of industries or government and private sectors, bring a wealth of practical experience to the classroom. Their first-hand

knowledge not only enriches theoretical discussions but also provides students with a nuanced understanding of how concepts are applied in real-world scenarios.

Adjunct faculty, comprising professionals who maintain their industry roles while contributing to academia, serve as a dynamic link between theory and practice. Their dual roles allow them to bring current industry perspectives into the classroom, ensuring that students are equipped with the most up-to-date information and skills relevant to their chosen fields.

Joint appointments under Faculty-Industry Immersion programs take collaboration a step further. By facilitating a symbiotic relationship between universities and industries, these programs create a platform for a reciprocal exchange of ideas, resources, and expertise. Industry leaders, in turn, gain insights into the latest academic research and emerging talent, fostering a culture of innovation and continuous learning.

The benefits of integrating industry leaders into higher education are manifold. Students, exposed to real-world challenges and solutions, gain a more comprehensive understanding of their chosen fields. This experiential learning not only enhances their academic knowledge but also hones the practical skills required for a seamless transition into the workforce.

Moreover, the collaboration between academia and industry fosters research and development that directly addresses the pressing needs of the professional world. It ensures that academic research remains relevant and applicable, contributing to advancements that can be readily implemented in the field.

In conclusion, the need of the hour is a paradigm shift in higher education—a shift that acknowledges the symbiotic relationship between academia and industry. By harnessing the collective knowledge and vast experience of those higher up in the value chain, universities can prepare students for the challenges of the real world and contribute to the ongoing evolution of industries and sectors. This integration is not merely an option; it is the key to fostering a generation of professionals who are not only well-educated but also well-prepared for the complexities of the ever-evolving global landscape.



## Reward & Recognition of JKCement





# Holi Celebration





# WOMEN'S DAY CELEBRATION







THE TRIVIA

TRIVIA CONTEST WINNER



**Name:** SUNITA RANA BRADY  
**Department:** Government & Industry Affairs  
**Duration with the organisation:** 10 Months  
**Favourite Memory at JKCement:** As of now the 'Day one' of Joining JKCement has been my favourite memory. The team engaged during my on boarding was very responsive, it was a well-planned and executed process. The welcome I received from Team Members, the Reporting Manager, and the HOD was pleasant and warm.  
Another fond memory I could highlight is representing team JKCement at the 9<sup>th</sup> CII - Water Innovation Summit 2023, I received the Scope 1 Certificate for Water Neutrality Aspiring Companies which was the water neutrality initiative undertaken at Mangrol and Nimbahera by our team.

About Yourself

I joined the Government & Industry Affairs team at JK Cement Ltd on 1<sup>st</sup> June 2023. Before JKCement I worked in policy advocacy for Metals and Minerals. I am a B.Sc. graduate with a Master's degree in Mass Communication. My professional journey throughout these years has taught me to be open to suggestions, and new ways of problem-solving and considering all opinions before making a firm decision. I look forward to collaborating with multiple verticals to add meaningful experiences to my career.

Hobbies

Art & Craft and Cooking

- Q1** Sir Padmapat Singhanja University is situated in which region & state?
- Q2** Name the places (national & international) where JKCement has White Cement Facilities.
- Q3** Apart from Cement what all business segments does JK Organisation deal in?
- Q4** What does RMC stand for? What is the name of our RMC product?



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