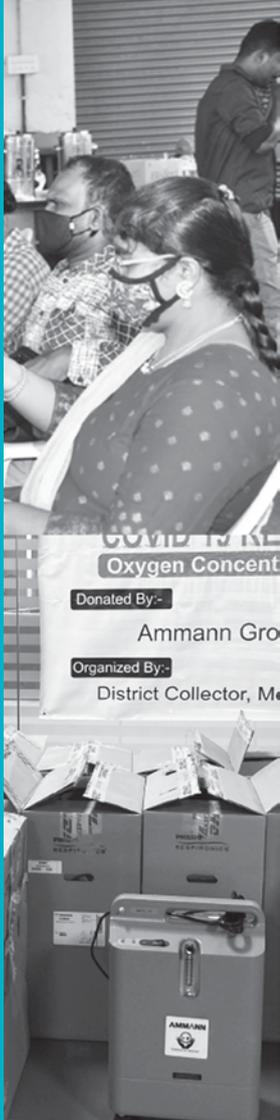




# RELIEF RESPONSE RESILIENCE

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## CE Industry's COVID-19 Initiatives : A Compendium

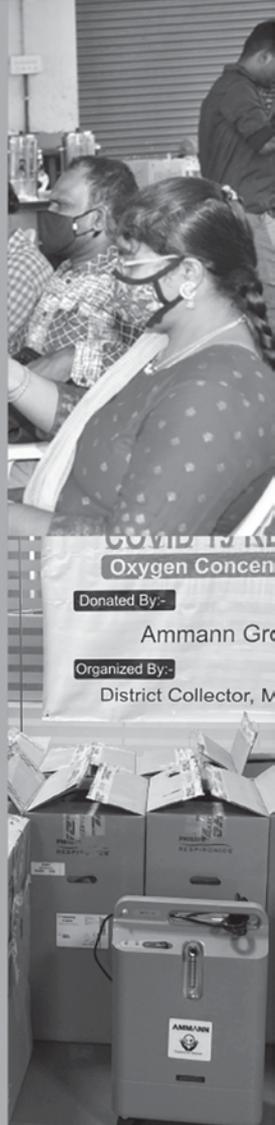






# RELIEF RESPONSE RESILIENCE

CE Industry's  
COVID-19 Initiatives :  
A Compendium



“

The Indian Construction industry has stayed at the forefront of addressing the challenges unleashed by the COVID-19 pandemic. We at ICEMA are very proud to state that despite the business hardships, member companies left no stone unturned in ensuring the wellbeing of not just their employees but a much larger section of the society. I am also very proud that the companies came together under the ICEMA umbrella to join forces in the fight against the pandemic. The stories of resilience and responsiveness presented in this compendium are proof that India will win its fight against the pandemic. ”



**Mr Dimitrov Krishnan**

President, ICEMA and Managing Director  
Volvo CE India Pvt. Ltd.

“

The unprecedented impact of COVID-19 has been widespread, impacting every strata of society and business operations globally and in India. Being an integral part of the manufacturing sector, the Indian Construction Equipment Industry too has been severely affected by the COVID-19 pandemic. However, it gives me great pride to state that despite the challenges faced due to COVID-19, ICEMA member companies stepped up to support the community at large and the country's healthcare infrastructure by way of a number of CSR initiatives directed towards providing critical medical care equipment to hospital and healthcare centres, supporting the underprivileged and the poor and extending support to employees, their families and key industry stakeholders. ICEMA also took the initiative to set up regional COVID-19 taskforces comprising of members to support employees and industry stakeholders. The 'ICEMA COVID-19 Booklet' recognizes the selfless and proactive initiatives undertaken by ICEMA and its member companies to support the nation & communities at large in the wake of COVID-19. ”



**Mr Sandeep Singh**

Immediate Past President, ICEMA and  
Managing Director  
Tata Hitachi Construction Machinery Co. Pvt. Ltd.

“

*As the COVID-19 pandemic broke out and the country went into a lockdown, India's Construction Equipment sector stepped forward to stand by the nation. Companies took up the responsibility to ensure the safety of their stakeholders, their families, and the community as well. ICEMA took the lead in launching several country wide initiatives in the fight against the pandemic. I was honoured that the then President, Mr Sandeep Singh and the entire Governing Council placed their faith in me and asked me to lead these efforts. It is with a deep sense of satisfaction and gratitude that we present a compendium of our initiatives both at the ICEMA level as well as at the individual company level. ”*



### **Mr Deepak Garg**

Lead, ICEMA COVID Relief Taskforce &  
Managing Director,  
Sany Heavy Industry India Pvt. Ltd.

**Coronavirus**  
Blood Sample



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## Leading the Charge in Community Efforts

# Indian Construction Equipment Manufacturers Association



ICEMA and its members remain committed to building the nation not only by contributing to mission critical projects such as the National Infrastructure Pipeline but also by helping reconstruct lives impacted by the worst disaster that mankind has seen in centuries. Ever since the COVID-19 pandemic broke out ICEMA Members stepped forward to address the challenges through various initiatives.

A COVID-19 Task Force was set up to guide ICEMA's efforts in fighting the

pandemic. The national level task force and state level task forces, comprising senior officials of member companies and ICEMA office bearers, were formed with a view to building a pool of resources for providing support and taking local initiatives

While lifting controls on manufacture of medical ventilators to plug their growing shortage, the Government of India reached out to the industry to manufacture this equipment. In this backdrop, ICEMA set up a Component

Sourcing Task Force for supporting ventilator manufacturing projects. The Task Force connected with suppliers of components to help expedite delivery.

Members also distributed PPE Kits to CISF Delhi, Maharashtra State Government and the West Bengal State Government. CE industry members stepped forward to provide oxygen concentrators when the second wave peaked. ICEMA procured oxygen concentrators which could be utilized by member company employees and their families if required. These concentrators were deployed in 5 key locations of Delhi, Pune, Ahmedabad, Kolkata and Bengaluru and were later extended to Chennai and Hyderabad.

A COVID helpline was launched during the 2nd wave for providing online medical consultation to employees and families of member companies. Later, as a goodwill gesture the helpline was extended to member companies' dealer

networks and suppliers as well as for non-COVID/ general consultations.

The Construction Equipment sector worked closely with the Government to mitigate the impact of COVID-19. ICEMA and the member companies launched several COVID-19 initiatives at their own level to ensure the safety of their employees and their families as well as to support the local/state Governments and communities.

Though the second wave of COVID-19 has begun to ebb, the fight against the pandemic is far from over. Knowing that the COVID-19 vaccine is one of the safest ways to bring the COVID-19 transmission under control, the Task Forces shifted focus to facilitating the vaccination drive. Under ICEMA's vaccination drive, camps were held at Hyderabad, Pune, Kolkata and New Delhi. While the camp in Hyderabad was supported by iQuippo & Kims Hospital, SANY took the lead in Pune and Volvo led the charge in Kolkata. These vaccination camps, though organized by one anchor ICEMA member in each region, were open to all employees and families of all ICEMA and CII members in the region, vendors of the CE industry and equipment financiers. Through these camps, ICEMA helped vaccinate 240 people. This selfless effort demonstrated the CE industry's camaraderie and the pursuit of building the nation.

ICEMA also joined hands with the CII Foundation to support their COVID-19



relief efforts in Karnataka. ICEMA with partial support from member companies, together contributed a sum of INR 50 lakhs for procurement of oxygen concentrators and multi para patient monitors for 3 hospitals. In addition, these funds are being used for procurement of critical medical devices to augment the ICU facilities at 2 hospitals that generally treat a large number of paediatric patients.

The talk shows, focused on pertinent topics such as COVID-19 general awareness, managing women & child physical and mental health and dealing with post COVID complications, drew as many as 1200 participants who joined virtually. The series titled Together we Defeat the Difficult attracted more than 4000 views on YouTube. Senior medical professionals and experts including leading pomologists and nephrologists helped the audience the pandemic and how to stay safe. In another session on women and child wellbeing, experts including paediatricians and psychiatrists urged audience to stay safe, stay vigilant and not panic. The session on managing post COVID complications was also very informative. The attendees highly appreciated the sessions and got many of their queries resolved by the experts.

## **A COVID-19 Task Force was set up to guide ICEMA's efforts in fighting the pandemic**

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## **ICEMA set up a Component Sourcing Task Force for supporting ventilator manufacturing projects**

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## **Oxygen concentrators were deployed in 5 key locations**

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## **A COVID helpline was launched during the 2<sup>nd</sup> wave for providing online medical consultation to employees**

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## **ICEMA also joined hands with the CII Foundation to support their COVID-19 relief efforts**

**ICEMA COVID-19 EXPERT TALK SERIES**  
**"Women & Child Healthcare in COVID Times"**  
 (Stay Safe, Stay Vigilant and Don't Panic)  
 18 May 2021 | 1600-1700 Hrs | Virtual Session



**ICEMA COVID-19 EXPERT TALK SERIES**  
**"Understanding COVID-19"**  
 (Precautions, Treatment, Recovery, Myths)  
 14 May 2021 | 1400-1500 Hrs | Virtual Session



**ICEMA COVID-19 EXPERT TALK SERIES**  
**"Mental Healthcare Amid COVID-19"**  
 (This too shall pass.....)  
 26 May 2021 | 1630-1730 Hrs | Virtual Session



## Overcoming Pandemic Uncertainty

# Ajax Engineering Pvt. Ltd



As the COVID-19 pandemic spread across the world rapidly, AJAX set its priority to secure the health and safety of its employees, customers and partners. Best efforts were made to control the spread of the Coronavirus.

A frontrunner in sustainable technologies, end-to-end solutions and services for construction segment across globe, AJAX has always put the health and safety of its stakeholders ahead of everything else.

Keeping this in mind, the company began to quickly adapt to changes and support the employees in working

remotely and staying safe. Revisiting the practices that usually require physical presence, the company took necessary precautions to keep the employees safe and healthy.

A dedicated task force was formed to track daily COVID-19 cases and provide support, virtual medical consultations and oxygen concentrators in case of emergency. The senior management took a daily update of the company related COVID-19 cases, while ensuring that confidentiality was maintained.

A special vaccination drive was arranged for the employees. As a result, the first vaccination dose was administered to more than 95% of the company's employees.

Apart from this the company initiated several activities to extend support to the community. Some of these included provision of free ambulance service to the industrial area and villages surrounding Doddaballapura, in rural Bengaluru. In addition, the company provided laptops and

printers to the COVID Care Center and donated oxygen concentrators to the government hospital in Doddaballapura. Other COVID related equipment such as N95 masks, sanitizers, pulse oximeters, glucometers, BP monitoring machines, and PPE Kits were also donated to various communities.

During the ongoing pandemic AJAX has stood by its stakeholders, instilling confidence in them to face the uncertain times and making a societal impact.



## In Solidarity with India During a Crisis

# Ammann India Pvt. Ltd.



Ammann India, a world-leading supplier of asphalt & concrete mixing plants, machines and services to the road construction industry, stood in solidarity with India through the COVID-19 crisis. While the company has achieved many a fete in over 150 years of existence, their commitment to people has remained unwavering. When COVID-19 pandemic struck the world, the company's first efforts were to ensure the safety and wellbeing of its people. A COVID Task Force was formed to provide 24x7 assistance to employees and ensure that Government directives are followed.

Ammann deployed a series of COVID-19 safety protocols and launched relief initiatives for employees, family members and the community. Keeping in mind the highly transmittable nature of the infection, employees are screened for signs of the Coronavirus when they board the Company bus and when they enter the factory premises. Sanitizing the factory and workplace at regular intervals, distributing masks to employees and placing hand sanitizers at convenient locations form a part of the COVID-19 protocols at the company. Those who were suspected

to have come in close contact with a COVID positive person were provided the facility of free RTPCR test.

Company staff bus and canteen facilities have been capped in line with government regulations to ensure that physical distancing is maintained. A hybrid workplace model was adopted for functions and positions not physically required at the factory premises. They were supported in moving their workstations to their homes during the lockdown, to help them deliver on their responsibilities and visit the office as per a roster. These safety measures will continue till the situation normalises.

COVID-19 awareness and ensuring COVID Appropriate Behaviour being critical to controlling the spread, the company rolled out an awareness campaign. Posters, circulars, webinar and emails were used to communicate with the employees and other stakeholders.



Tele-medical consultation facilities were made available during Wave 2 with the help of ICEMA. Oxygen

concentrator were procured and Oxygen cylinders were made available for employees & their family members in need. Daily Online survey through mobile application were carried out to stay connected & know the well-being of our employees spread across India; The COVID task force would follow up with employees over calls after reviewing the survey feedback with assistance. Important information relating to hospitals, beds, home care centre were shared with employees.

We believe vaccination is the only real weapon to beat the COVID pandemic. Vaccination Drive is being organized for all employees including family members at the factory. Till date 90% of the employees including contractual workmen are vaccinated with first dose. The company will continue to organize Vaccination camps till all the employees and their family members are fully vaccinated.

A COVID-19 insurance policy, over and above the existing Group Health insurance, was taken by the company. Deceased family members get term life insurance benefit, full variable pay, employee deposit linked insurance and in some cases employment to family members subject to qualification, skill and availability of position.

Ammann India being a responsible corporate citizen remains committed to support the society and proudly associated with Mehsana District Administration. For community well-being Ammann India has pledged to donate 2 oxygen generating plants for the Rural Health Centre to Mehsana District Collector.

Ammann Group donated 36 oxygen concentrators to support Rural Health center infrastructure.

A Swiss MNC, Ammann stands in solidarity with India during these challenging times. Close to 40 Swiss companies have come together and pledged medical relief worth over CHF 7 million towards India's fight against COVID-19. The initiative is led by the Swiss-Indian Chamber of Commerce, the Embassy of Switzerland in New Delhi, and the Swiss Business Hub India. The medical relief package includes oxygen concentrators, rapid antigen

test kits, ventilators, portable suction pumps, helmets with ventilation for medical staff, masks, diabetes care products and sanitizers. The materials were distributed with the support of the Indian Red Cross Society as well as directly by Swiss companies, many of which also provide local support. This relief package adds to the on-going efforts of Swiss companies in India by way of setting up oxygen generation plants, distributing oxygen cylinders, oxygen concentrators, masks as well as facilitating vaccination.



## Pursuing a Healthy and Better Community : Forever Forward

### Bonfiglioli Transmission Pvt. Ltd.



Bonfiglioli is a leader in design, production and distribution of a full range of gearmotors, drive systems, planetary gearboxes and inverters. As a company that believes in the motto “Forever Forward”, Bonfiglioli continued to pursue a healthy and better community even during the pandemic.

Standing by the people and the government of India in these very trying times, Bonfiglioli continued to contribute to easing the impact of the pandemic and help the country come out of the public health crisis at the earliest. The India CSR projects that

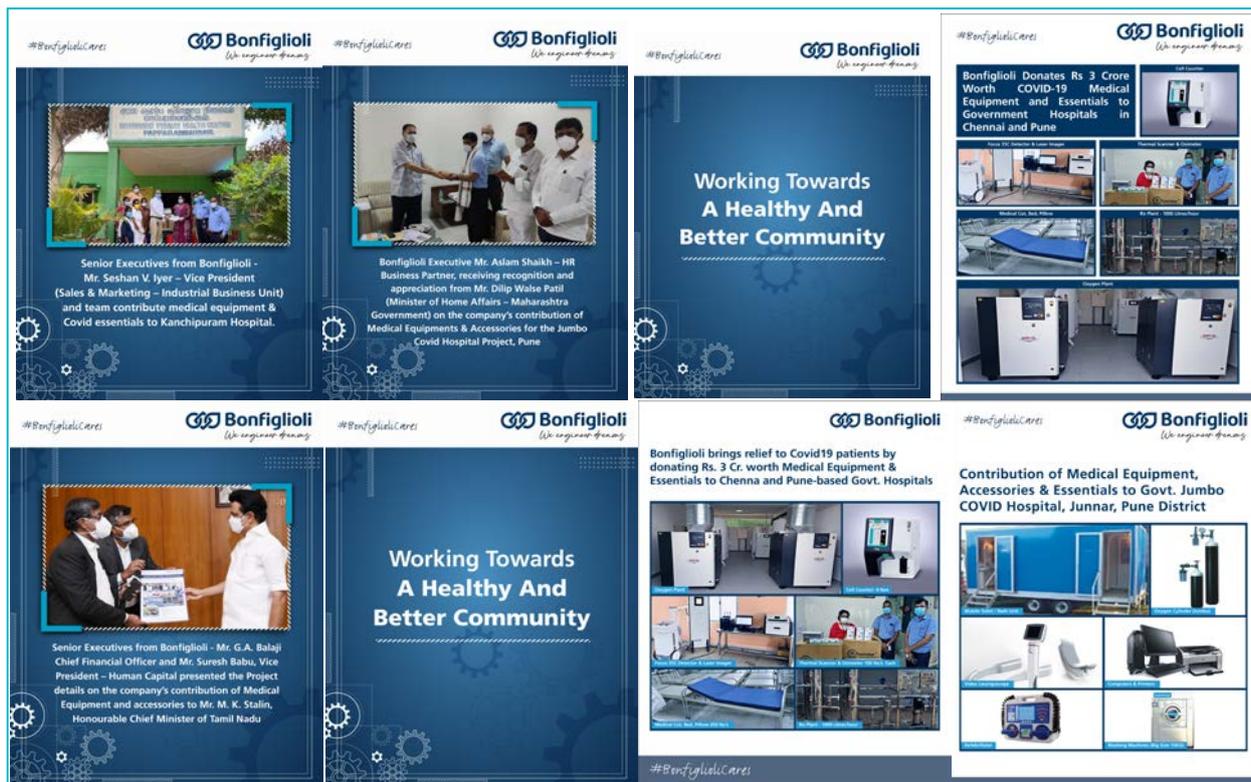
address the real needs of the local society and the environment were continued during the pandemic.

Demonstrating the commitment to support local communities in the fight against the COVID-19 crisis, the company contributed medical equipment and essentials to government hospitals in Chennai and Pune. The company made its COVID related contributions in consultation with the state government authorities. These included equipment and essentials to the government hospitals located in Kanchipuram, Tamil Nadu

and Pune, Maharashtra and COVID-19 kits for frontline workers, besides financial support to community-level medical and vaccination camps.

Bonfiglioli donated an imported O2 generation and filling plant for producing hospital-grade oxygen and filling cylinders, in addition to donating thermal scanners, oximeters, medical imaging systems advanced diagnostic equipment, medical cots with mattresses and pillows, and RO systems to the Kancheepuram government hospital.

In Pune, the company has donated medical equipment and essentials to the 'jumbo' COVID-19 hospital being set up in the city. The contributions, made in consultation with the government authorities, included mobile toilets/bath units, Oxygen Cylinders, video laryngoscopes, defibrillators, and other essentials. It has also distributed COVID-19 kits for the frontline workers, besides offering financial support to community-level medical and vaccination camps.



## Standing Together, Conquering Tough Times

# Epiroc Mining India Ltd.



Epiroc's core values of Commitment and Collaboration found a growing and crucial significance ever since the pandemic broke out. Putting people first lies at the heart of Epiroc culture and this is what guided the company's first response to the pandemic. As the COVID-19 pandemic raged on across the world, Epiroc held out its hands to support employees, the community at large and most importantly the medical fraternity – the heroes who are tirelessly fighting the pandemic to protect human lives.

In the light of the pandemic, safety of people became ever more significant for the company. The company's first focus thus was on ensuring that employees were safe and addressing their COVID related challenges. Free COVID testing was organized for all employees in the company to reduce the chances of Epiroc's premises becoming hot spots. The company also ensured that the financial burden for these tests did not fall upon the employees.

To keep the business afloat while warranting employee safety, a staggered shift pattern was introduced in the factory and employees were supported in adapting to new ways of working. Those who wished to move back to their native places were given the flexibility to deliver their responsibilities from such locations as well. The Udaipur unit canteen took the initiative of serving immunity boosting Ayurvedic Kadha (Herbal tea).

In preparation of reopening of the factories, a complete safe-work playbook has been developed to help employees feel safe in the office. Posters, standees and signages to communicate the importance of safety and precautionary measures were placed across the premises. Hyderabad factory installed steamers and oxygen concentrators. Employees continue to get unlimited supplies of water bottles, masks and sanitizers. Special safety measures have been introduced to prevent the spread of the virus in the canteen.



An awareness campaign was launched to encourage employees, their families and other stakeholder to follow COVID appropriate behaviour. The initiative included a poster competition, awareness sessions, health related initiatives, yoga sessions and many more activities. The company re-defined the communication strategy to increase interaction and engagement with a view to keeping up employee morale and sharing latest safety and regulatory information.

COVID Coordinators were assigned in every region to extend help to employees and their families if infected. Practo's corporate health and wellness plans were offered to all employees and their family members. In addition, infected employees and their families received INR 50,000 towards home quarantine insurance under a new COVID insurance policy.

Apart from providing medical assistance to employees and their families, a Special COVID Sick Leave was granted so accrued leaves were not affected. During Wave 1, additional 50% leaves were granted to employees residing in containment zones; blue collar employees were paid full salary and performance incentives despite zero production. The company proactively credited Rs. 600 per person per family member for COVID Vaccination. Vaccination drives were organized in each location for employees & family members.

During the pandemic, Epiroc stood upto its commitment to society with 'Aarogya Sampada' a community health initiative. All Epiroc entities came together under the COVID-19 Relief & Hospital Facility for Community project. They contributed 25 life-supporting ventilators to Government hospitals at Nashik, Pune, Hyderabad, Udaipur and Rajsamand. These government hospitals/ healthcare centers provide free treatment to patients, including COVID-19 patients.

The ambulance donated to Cherlapally Industries Association will be maintained by the Epiroc Charitable Foundation. It is expected to benefit 45,000 employees working in 900 industrial units of the Cherlapally Industrial area spread across 1,000 acres. Another ambulance, given to Pacific Creative Society, will be operated by the Government of Uttarakhand and will support the local communities from Rishikesh to Karnaprayag.

All Swedish companies came together, under the Collective COVID-19 Relief Response coordinated by SCCI, to support vulnerable communities with special focus on women and children. While six NGOs were supported in phase I, five more have been selected for phase II. Under this initiative, close to 40,000 vulnerable individuals including daily wage labourers and their families, widows, people with disabilities, tribal, transgender, female sex workers and those with HIV/Aids in Andhra Pradesh, Delhi, Goa, Maharashtra, Rajasthan and West Bengal will be supported.

A blood donation camp, organized in collaboration with Sahyadri Specialty Hospital, helped collect over 10,000 ml blood. Over 50 employees of Epiroc and other neighbouring organizations participated in the camp.

During the pandemic, Epiroc stands together to conquer tough times and support the society!



## Overcoming the Pandemic with Care, Concern, Compassion

### Escorts Construction Equipment Ltd



Escorts is a leading global provider of infrastructure and engineering solutions with the purpose of organic growth, supported by imagination and innovation. The company strongly believes that it's the collective effort and strength that will help the country emerge from this crisis of humongous proportions. All its COVID-19 relief efforts were centered around the motto "Care, Concern, Compassion".

Securing the health and safety of employees being the priority, the company introduced COVID appropriate safeguards and

Government guidelines at all its office and plant locations at the very beginning. The very basic protocols included ensuring hand hygiene and sanitization, and scanning every one of the 5000 employees that checked in to the company premises. Given that employee safety and wellbeing are of paramount importance to the company, Escorts is continuously evolving and introducing new norms and new ways of working across facilities. Taking a step towards technological advancement in employee safety, the company

recently installed thermal scanning cameras at 25 different locations in the facilities.

A series of measures were adopted to support employees amidst COVID-19 pandemic. A health talk on infectious diseases during monsoons and related COVID Care to be adopted was held in partnership with Marsh, to create awareness amongst employees. A renowned Preventive Cardiologist and Rehabilitation specialist addressed the employees on the importance of health and safety during the monsoons season. In association with an insurance partner, Escorts supported its employees with financial aid on testing COVID-19 positive and also announced financial aid for those who unfortunately lost the battle to COVID-19.

An in-house COVID Command Centre was set up to provide medical information and counselling to employees and their families. Over 10,000 COVID tests were facilitated and 24x7 telemedicine support provided to employees and their dependents.

Knowing that COVID-19 vaccination is one of the best ways to reduce the chances of infection, the company organized Free Vaccination Camps across all plants and offices. Efforts are afoot to tie-up with partners to support employee families too for vaccination.

Customers and channel partners are also being supported through a program titled 'COVID-Shield'. Several COVID-relief measures were announced for dealerships, including a no-questions-asked financial aid for select dealership employees, upon testing positive for the infection. A drive was undertaken to encourage dealers to conduct vaccination camps at their respective dealerships, in tie-up with local hospitals, covering the loyal customer base and their families.

Upholding its commitment to society, the company contributed to central and state government funds to support actions to contain the epidemic. Guidance on control measures, test kits and personal protective equipment was also provided to various communities as part of the COVID-19 response.



## Leaving No Stone Unturned in the Fight Against the Pandemic

# Hyundai Construction Equipment India Pvt. Ltd.



As the COVID-19 pandemic spread across the world at an alarming rate, Hyundai Construction Equipment India's first priority was to secure the health and safety of its employees, customers, partners and the community around them by doing their best to control the spread of the virus. During such a testing time, being perspicacious was a necessity. Keeping this in mind, the company began to quickly adapt to changes and supported the employees working remotely from their homes and staying safe.

The company assessed all potential risks that could arise due to physical contact and took multiple measures for employee safety. From ensuring

temperature checks 3 times a day, to conducting bi-monthly antigen tests, immunity booster drink twice a day and providing individual dining tables to maintain physical distance in the canteen, the company created an environment to ensure protections from the Coronavirus. Foot rest paddles were placed in all washrooms, hand wash sinks and drinking water coolers, face-masks were made mandatory for all employees and workers and face shields, gloves & PPE kits were provided to all frontline employees such as security and housekeeping staff.

Department wise coordinators were

appointed for identifying COVID-19 positive cases and helping them in a crisis situation. A dedicated task force was formed to track daily COVID-19 cases and subsequently provide support, virtual consultations with doctors and oxygen concentrators in case of emergency. A dedicated Quarantine Centre of 50 beds was set up to isolate suspicious cases. The senior management took regular updates of daily COVID-19 cases.

The company also signed up for an annual subscription on 'Ekincare' app for all the staff, enabling them to connect to doctors for online consultation. They were also provided regular counselling by the Chief Medical Officer. A Group Term Life Policy for employees and workers, valued at 4 times their annual gross compensation, was taken by the company. A Medclaim Policy for 1+5 (family members) of employees and workmen was also signed up for. Emergency loans up to INR 3 lakhs were provided to employees and workers for COVID and any other medical concerns during the pandemic. Full wages given to all the employees and workmen for 2 months during national lockdown.

Hyundai CE India rolled out a special Vaccination Drive at its manufacturing

facility in Chakan, Pune for administering the first dose to all eligible employees, workers, trainees, contractors and stakeholders. The first vaccination dose was administered to almost 99% (~1200) of the company's employees. The EHS team and the COVID task force volunteered to facilitate this onsite drive and make employees tenable to the virus and resume operations.

At the forefront in giving back to society, which was adversely affected by the pandemic, the company donated groceries and essentials worth INR 12 Lac in rural areas, This initiative helped 400 underprivileged families. In addition, 2500 face masks were provided to government hospitals in Pune and 300 PPE kits were donated to Indrayani Cancer Hospital.

Hyundai CE donated the lifesaving injection, Remdesivir, to the COVID-positive police staff of Pune District. While urban areas were seeing a good amount of assistance, the rural areas were struggling to cope. To ensure no stone was left unturned, 4 oxygen-concentrators were donated to a rural area COVID Care Centre, where mobility and supply-chain limitations can often lead to precarious outcomes.



## Battling the Pandemic

### JCB India Ltd.



JCB India, a leading manufacturer of earthmoving and construction equipment, joined the fight against the pandemic with relief and preventive measures. The company rolled out significant ongoing response programmes for both the employees as well as the communities.

Between April and May, 2021 as the second wave spread across India, JCB was one of the first to take the hard step of temporarily pausing all manufacturing operations to curtail the spread of the virus. Multiple COVID Control Rooms were set up to monitor COVID-19 positive cases. The company also extended a telemedicine facility for employees in different parts of the country. Over 7,600 tests were conducted during this phase and in addition to managing beds, oxygen and ambulances, a COVID relief centre was set up on the factory premises.

The company is supporting families of those employees who lost the battle to COVID-19. Apart from the usual

insurance policy benefits, the company has pledged to support the education of children of deceased employees to the tune of INR one lakh per child, per year for schooling and INR two lakhs per child, per year for three years for graduation. Medical insurance for their families has also been extended to 10 years. Contractual employees are being provided a one-time support of INR three lakhs.

The company launched a vaccination drive in April 2021, to ensure that all employees and their families are vaccinated over the next few weeks. Over 2,600 employees and their families were vaccinated at camps held across the Ballabgarh, Pune and Jaipur facilities of JCB.

Under the Community Response efforts, the company reached out to Government Agencies with various initiatives. Several relief projects were rolled out through the Lady Bamford Charitable Trust (LBCT) and Lady Bamford Foundation (LBF).

Project Samarpan was launched during the first nationwide lockdown to provide immediate relief to daily wage workers and affected communities around the JCB plants. Samarpan 2.0 was also aimed at providing fresh food to minimize the movement of migrants and daily wage workers, home quarantined persons, and their families, thus reducing the chances of transmission. Between April 21 and May 31, 2021, the company distributed over 57,000 food packets in eight villages across Ballabhgarh, Pune and Jaipur. In addition, 252 dry ration kits were distributed to affected artisans associated with LBF in Rajasthan.

Project Sanrakshan was launched to undertake vaccination and protection drives for vulnerable communities. At the Government vaccination camps organised in villages, 299 persons were vaccinated. Teams also worked on creatives and community posters, with illustrations and slogans to raise awareness.

Under Project Sahyog JCB provided medical utilities to Government hospitals. Based on a request received from Government authorities, a total of 23 oxygen concentrators were delivered to different government hospitals and healthcare centres across Pune, Jaipur and Vadodara. In addition, 20 oxygen flowmeters were also handed over to the government authorities in Vadodara while 5 motorised ICU beds were given to the central medical store of the

Government Civil Hospital in Pimpri. The newly built COVID care centre and a multi-specialty government hospital in Akurdi were fitted with 20 fowler beds as well as 10 oxygen cylinders. In Ballabhgarh the bio-safety cabinet, installed by the company in Faridabad's Civil District Hospital, helped safely handle over 250 samples.

With Government schools remaining closed since end of March 2020, students have been directly impacted with respect to their learning and health. Project Saksham 2.0 was initiated to support students from vulnerable sections of the society in these two areas. They are being provided age and class appropriate educational resources from grade 1 to 8 through an Education Box along with nutrition support.

Project Suraksha was conceptualised during the first wave of COVID-19 to support income generation for rural women. This project works with women SHGs to produce face masks based on government guidelines of double masking. The fabric for these masks is procured from block printing artisan communities in Rajasthan. The samples made by these SHGs are being shared with doctors for approval before mass production.

JCB India will continue to support its employees and the larger community during the worst human disaster that world has seen in a century.





## At the forefront of fighting the pandemic

# Larsen & Toubro Ltd.



COVID-19 pandemic brought life to a standstill across cities in India. Apart from creating distress and disturbance, social life was severely affected. Even as citizens reconciled to the new norm with restricted lifestyle and movement, the second wave hit the country hard, taking people by anger and disbelief.

As a responsible corporate citizen, Larsen & Toubro contributed substantially to the COVID-19 care program. Besides all employees of the company pooling together two-days of their wages, the company also contributed INR 150 crore to the Prime Minister Care Fund. L&T extended support to worker colonies at construction sites, distributing grocery bags to the underprivileged and supporting self-help groups in making face masks.

L&T Construction & Mining Machinery stood at the forefront addressing the challenge by safeguarding the health of their employees, associates, dealers, and their families across locations.

Despite the lockdown, the company's service engineers had to remain engaged at customer sites and remote projects, operating under Essential Services Maintenance Act. The company ensured that the field-force was well equipped to take care of their individual health and safety. In some cases, customers provided special accommodation to the key staff close to sites. COVID appropriate behaviour (CAB) was strictly enforced and followed.

Likewise, manufacturing activities at L&T Construction Equipment Limited restarted after a hiatus induced by the mandatory lockdown. With adherence

to COVID-19 safety protocols, the production process picked up and slowly more models were covered under the manufacturing plan. Repair activities also began at L&T Service Centres.

The company provided enhanced insurance coverage to employees, strengthened hospital network and managed oxygen demand in multiple cities. While task forces were set up to handle medical emergencies, counselling was offered to employees undergoing stress due to the pandemic. These activities were supplemented with webinars wherein health experts guided the staff on understanding and handling COVID-19.

Those infected were provided support in terms of hospital admission, intensive care, reimbursement, and special leave. Family members were counselled online by a panel of doctors and HR functionaries also ensured that they were cared for. COVID Care Centres were set up not only for employees and associates,

but for the residents of the neighbourhood as well.

L&T demonstrated its commitment in the peak of the pandemic by delivering about 25 Oxygen generators to hospitals across India. These units absorbed air from the atmosphere before converting it into medical-grade oxygen and pumping it into pre-existing pipes in hospitals.

The company's business leaders connected online with employees working from home. They shared the changing business scenario and need to take the COVID-19 vaccination. L&T launched a vaccination drive across the country and organized vaccination camps in select hospitals, public health centres in Bengaluru/Doddaballapur for employees and their families. More than 60% of the company's employees are vaccinated. The vaccination drive is being closely monitored and coordinated by senior management to ensure that all employees are double vaccinated before end of October 2021.



## Adapting to Change with Alacrity

# Metso Outotec India



As the COVID-19 pandemic spread across the world rapidly, Metso Outotec's first priority was to secure the health and safety of its employees, customers and partners by doing the best to control the spread of the virus. A frontrunner in sustainable technologies, end-to-end solutions and services for the minerals processing, aggregates and metals refining industries globally, Metso Outotec has always put the health and safety of its stakeholders ahead of everything else.

Keeping this in mind, the company began to quickly adapt to changes and support the employees in working remotely and staying safe. The company revisited its practices that usually require physical presence and found a high number of reported risk observations. Internal safety audit practices were modified in the light of the pandemic restrictions to also remote audits to take place. During 2020, ten locations were audited remotely, and hundreds of corrective

actions were taken to improve the level of safety for those involved.

Region and department wise coordinators were appointed for identifying COVID-19 positive cases amongst employees and their families and for helping them tide the crisis. A dedicated task force was formed to track daily COVID-19 cases and provided support, virtual doctor consultations and oxygen concentrators in case of emergency. The senior management took a daily update of the company related COVID-19 cases, while ensuring that confidentiality is maintained. Metso also introduced 'ekincare' app for employees in remote areas through which they could connect to doctors for assistance.

A special vaccination drive was arranged for employees and their families at onsite and offsite locations in Gurugram, Kolkata, Ahmedabad, Vadodara, Bangalore, Chennai and Hyderabad. The COVID Task Force also undertook a vaccine motivation campaign under which they sent out mailers and organized talks by leaders to encourage employees to get vaccinated. As a result, the first vaccination dose was administered to more than 95% of the company's employees (~2500 nos.). More than 40 Metso Outotec volunteers facilitated this onsite drive. A digital tool has been developed in-house to track the vaccination status of employees.



## Rising up to the COVID Challenge

# Puzzolana Machinery Fabricators LLP



Puzzolana stepped up to the COVID-19 challenge first by ensuring that the employees and their families remained safe. A diversified multi engineering company, Puzzolana announced work from home for the activities that could be performed remotely. With a view to reducing the COVID-19 related risks and exposure, most others were asked to work from the company premises on alternate days.

Concerted efforts were made to promote COVID Appropriate Behaviour at all the facilities of the company.

Posters were displayed at several places in manufacturing facilities, washrooms and offices to create awareness about the safe hygiene practices. During meetings, employees are updated about the pandemic's situation and informed of the latest practices to safeguard themselves and their families from infection. Prior to the 2nd wave of the pandemic, for easier coordination of project execution, WhatsApp groups were formed. This practice not only proved effective but is now being continued with greater rigor.

Sanitization points were set up to enable employees to observe safety and hygiene practices at the entry points, office areas and shopfloors. In the manufacturing units, employees are provided with fresh face masks and face shields regularly. They are also given sanitizers for personal use. The factories are bleached at regular intervals and hydrochloride solution is sprayed often to ensure high levels of sanitization. Temperature checks were mandated for all employees while entering and exiting the buildings. Visitors to the offices / shopfloors are restricted to situations where they are absolutely essential.

In the unfortunate event of an employee or their family members getting infected with Coronavirus they were provided moral, financial and medical support. While encouraging home quarantine and isolation for the

asymptomatic employees, hospitalization and financial support were provided to those who were more critical. The company ensured that employees didn't have to worry on this account.

Employees were encouraged to get vaccinated as soon as vaccination drive was rolled out for citizens above 45 years of age. Puzzolana quickly took the initiative of ensuring that all eligible employees received their first dose of vaccination, at various locations. Thereafter, there was continuous follow up with employees for the second dose when it fell due. The vaccination drive promoted by ICEMA, organized at SREI's premises in Hyderabad, was received enthusiastically by Puzzolana employees and their families. Puzzolana also joined in the organization and administrative efforts of the vaccination camp.



## At the Forefront of the Pandemic Battle

# Sandvik Mining and Rock Technology India Pvt. Ltd.



Sandvik is a leading provider of advanced products and services for mining and rock excavation. The company has for 150 years been focused on conducting business with high integrity, ethically and legally. When the pandemic broke out in early 2020, Sandvik was at the forefront of the fight with a holistic approach. Both inward looking initiatives as well as community-based initiatives were designed and launched quickly to help ease the impact of pandemic induced challenges. The COVID Relief Initiatives were designed based on a

combination of the company's philosophy of zero compromise on safety of stakeholders and focus on being a socially responsible organization.

COVID-19 has necessitated the adoption of COVID appropriate behavior by every individual. To reduce the chances of transmission, the company created a process of checking body temperature of every individual entering their premises and as a matter of abundant precaution vehicles entering the premises are

also sanitized. Face masks being essential to staying safe are provided to every employee under the COVID Relief Initiatives.

Not only are employees asked to sanitize hands at the entrance, sanitizer stands/automatic sanitizer machines have been placed across all units and offices to make it convenient for them to follow hand hygiene. RAT/ RTPCR was conducted for all employees / contractual staff / apprentices/ trainees/ entering the factory premises. While further reducing the risk of transmission, these tests also assured the employees that they were in a safe environment.

A series of webinars, sessions on good health, safety and wellbeing practices during COVID-19 outbreak helped a large number of people. These included sessions with medical experts and doctors addressing queries and concerns on COVID-19 safety protocols, do's and don'ts, all about COVID vaccine, post COVID care, recovery and dealing with grief or loss. Sessions on life skills such as yoga, mental wellness and others helped employees as well as community members alike.

In the unfortunate case of an employee succumbing to COVID-19, the company extended enhanced entitlements, in addition to the existing compensation policy. A top-up Mediclaim, an additional insurance coverage, was organized for all employees. A COVID-19 policy was announced entitling employees and

their family to a one-time lumpsum amount on being diagnosed COVID-19 positive and employees were granted Special Rest leave in case they or their families were infected.

The 15-bed quarantine centre, set up at the company guest house, helped infected employees to quarantine in in a safe and hygienic environment. It has proven to be a big convenience for those employees who did not have adequate isolation arrangements at home.

Sandvik's inhouse Medical Officer advised and supported employees who needed help with hospitalisation and other medical emergencies either for themselves or their families.

Dakshata Committee, a joint effort of the Management and Union, is a one point contact for support in COVID related crisis such as hospitalization.

At the onset of COVID -19 in India, Sandvik partnered with a civil society organization for conducting COVID-19 Awareness and Relief programs. As part of the strategic partnership, support was extended to marginalised sections of the society with distribution of dry ration and hygiene kits in the midst of the lockdown.

During the first wave, Sandvik provided infrared thermometers to a few Rajasthan villages for close monitoring of residents. In the second wave, the support was stepped up to strengthen medical infrastructure with kits that included oxygen concentrators and pulse oximeters to Pimpri-Chinchwad Municipal Corporation (PCMC).

Critical relief, extended in partnership with Swedish Chamber of Commerce India, included food/ration distribution, shelter and medical support to street dwellers and homeless, community health programs. Home based care for women, children, and the elderly, trauma and mental health counselling were also provided.

Vaccination being an important aspect of CAB, vaccination drives were initiated for all Sandvik employees and their families for age groups 45- 60 years and 18-45 years. A COVID awareness and vaccination camp was also organized for employees of supplier companies .



## Standing Firm with the Nation

# Sany Heavy Industry India Pvt. Ltd.



Standing in solidarity with the nation Sany, a leading manufacturer of construction equipment heavy machinery, and renewable energy solutions, consistently stepped up its efforts to fight the pandemic through innovative measures and preventive care.

An Epidemic Prevention Team comprising of top management members came together in April 2020 to design COVID related SOPs and train employees. Following India's determination in combating the calamity, the company adopted several initiatives, both online and offline, to promote a healthy and safe environment for employees. Offline measures such as work from home

and onsite measures such as thermal screening, physical distancing and sanitization continue to be practiced to reduce the risk of transmission.

Sany has illustrated the true spirit of a saviour in the fight against the pandemic with a series of initiatives and demonstrating commitment. Sany has consistently worked towards maintaining safe practices across its offices, manufacturing units and construction sites. The company's proactive approach in following government guidelines, be it in sanitization and disinfection processes or following social distancing norms, ensures that a healthy work environment is maintained at all times.

Reiterating 'wellness before business' belief, the company in association with the Confederation of Indian Industry (CII) and ICEMA held a special vaccination drive at its Pune facility. It was open to employees and families of Sany, financiers, suppliers, and business associations such as Chakan Industries Association. While over 1400 people were vaccinated against COVID-19 at the first vaccination camp, to ensure that most employees are inoculated at the earliest, more such vaccination drives will be organized in the near future.

A COVID Care helpline was launched to extend a helping hand to employees, customers, dealers, dealer employees and workers as well as their families. The helpline provides virtual doctor consultation, medical prescriptions, and assistance in securing beds, oxygen, plasma, and ambulance services.

Sany focused not just on its direct stakeholders, but also made concerted efforts by providing critical medical supplies and food rations to the needy people affected by the pandemic. "SANYtization", a digital initiative to promote COVID-19

awareness in the community, was launched on Sany's social media channels.

At the very beginning of the pandemic, the company supported the Government of Maharashtra by donating 1 lakh N95 masks and 5 lakh 3 ply masks through Maharashtra Industrial Development Corporation (MIDC) for the state's healthcare and administration professionals. Face masks and personal protective equipment (PPE) kits were also donated to various hospitals and people working at construction sites and rations were distributed to the residents of villages in the plant's neighbourhood.

During the second wave the country's health infrastructure was crumbling under the COVID-19 chaos and hospitals were reeling under an acute shortage of ventilator beds. Stepping up to the belief that unprecedented times call for unprecedented measures, the company donated ventilators to Sassoon Hospital in Maharashtra and other COVID-19 relief material such as oxygen concentrators, oxygen plants, and ventilators to various hospitals, business associations and their members.



## Putting People First to Fight the Pandemic

# Schwing Stetter India Pvt. Ltd.



Ever since the pandemic broke out, Schwing Stetter's first priority has been safety of all stakeholders, be it employees and their dependants, vendors, suppliers or customers. In this context, the company set up a COVID-19 Emergency Task Force with members from HR, safety and security departments. This team worked zealously 24/7 to ensure employee well-being.

Efforts were made to make family members of employees trust and believe in the company's intent and ability to take care of their loved ones while they were at work. The message "We are here to take care of them" was

constantly communicated to families not just in words but through action as well.

To ensure that COVID protocols are followed strictly, a COVID SOP was circulated to all employees. In addition, a separate COVID SOP meeting was conducted for small batches to apprise them of how to follow the protocols on a daily basis. Awareness generation material were displayed on the shop floor as well as other appropriate places in the factories.

The company buses deployed for employee transport are sanitized both before pick up and after the drop.

Employees are issued masks and made to sanitize hands before they board the bus. All used masks are collected at the main gate and disposed in a separate bin allocated for the purpose, hands are sanitized and temperature of each individual is recorded when entering and leaving the premises as well as at lunch. To make it convenient for employees to sanitise their hands often, sanitizers have been placed at various locations across the work place.

Arranging proteinized food, soups, veg salads, Kaphasura Kudineer and herbal water for all employees to help increase their immunity was one such effort. An approved Medical KIT was distributed to all employees as well as their family members. The kit included zinc tablets, arsenic album, approved homeopathy tablets, kaphasura kudineer, masks, hand sanitizers and soaps.

Vaccination camps are being organized, in partnership with the local government, to help employees and their families get vaccinated. Starting with frontline workers, the camp was scaled up to include all employees.

A group Mediclaim, developed along with the company's insurer, was designed to enable COVID infected employees seek reimbursement of nearly 80 to 90% of the amount incurred at cashless facilities.

Further employees were granted interest free loans/advances and paid full salary during the pandemic.

Schwing was the first company to set up a separate COVID Centre to help

infected employees. Isolated from the working area, the center was designed to provide infected employees or their dependents the best hospital like treatment. Set up after the State Government's approval, this center was also open to vendors, suppliers, SIPCOT Company Employees in the area and contract workers and their family members.

A medical team comprising of 3 doctors and 9 nurses, the Emergency Response Team, housekeeping staff, ambulance drivers worked 24/7 to ensure that employees received critical medical care when needed. A COVID positive employee or their family members were picked up from their home, cared for at the COVID center and safely dropped back home after recovery. A total of 36 members were treated at the COVID Care centre and returned to work after recovery. A 24/7 helpline was set up with members of the Special Emergency task force. COVID affected employees and their family members were motivated to overcome the health challenge by members of this task force and provided the requisite support. Yoga training was also provided at the center.

Admissions for the highly infected employees and their family were arranged in reputed hospitals such as Apollo, Venkateshwara, Bewell, Saveetha, Meenakshi Medical Mission amongst others. During the peak, when hospitals were over loaded with cases and faced oxygen shortage, the emergency task force and Schwing

management sought support from Govt. authorities to ensure the safe recovery of their patients. To address the oxygen shortage, the company imported 50 oxygen concentrators for use at its COVID Centre and branch offices across India.

An amount of INR 8 Lakhs each was contributed by SSI to collectorate of Kancheepuram and Thiruvannamalai to enable them to procure state of the art medical equipment to equip the government hospitals. In addition, sanitizers, mask and handwash were also supplied in bulk to them.

Migrant workers as well as local employees considered key members of the Schwing family were provided shelter, food and medical kits and their periodic medical check-ups were facilitated. The company also facilitated the travel of migrant workers to their hometowns during the lockdown.

Instant response by Management of SSI was welcomed by all stakeholders and it also helped boost the morale of the employees which relieved them of the tensions of the pandemic. SSI has now built an ongoing mechanism to address a pandemic or a similar crisis in future.





## Together We Will Win

# SREI Equipment Finance Ltd.



Employees are the backbone of any business' success and that's why when the COVID-19 pandemic spread across the world rapidly, SREI's first priority was to secure the health and safety of its employees, customers, and partners by taking proactive initiatives to control the spread of the virus.

SREI, a leading asset finance and leasing institution of India, ensured that its 1000 plus employees working in offices switched to remote working and stayed safe. Towards this end the company quickly adapted to the changing business environment and the way businesses were being done.

Though employees were encouraged to mostly "Work from Home", several safety measures were put in place to control the spread of COVID-19. The company increased the frequency of cleaning, disinfection and sanitization of offices as a precautionary measure. The company also created a standard operating procedure for those entering the offices. Temperature checks are conducted at the entry and exist points and hands are sanitized. Sanitizers are also placed at different places in the workplace. Employees were asked to strictly follow COVID protocols of maintaining social

distancing and wearing face masks while in the office.

Coordinators were appointed across all departments to identify COVID-19 positive cases amongst employees and their families, and for helping them tide the crisis. A dedicated task force was formed to track daily COVID-19 cases and provide support through virtual doctor consultations in case of emergency.

A special vaccination drive was arranged for all employees and their families/relatives at locations across

Kolkata. The COVID Task Force also launched a vaccine motivation campaign under which they sent out mailers to encourage employees to get vaccinated. As a result, the first dose of the vaccination was administered to more than 95% of the company's employees. This brought the employees together as a family with many of the ex-employees welcoming the gesture.

SREI believes that such community initiatives foster stronger bonds and the spirit of the company's motto "Together we will Win"



## Standing Tall Amidst the Pandemic

# Tata Capital Financial Services Ltd.



When COVID-19 broke out, Tata Capital, a non-deposit accepting, leading Non-Banking Financial Company (NBFC) of India, made it its first priority to support the community through response programs. Relying on its digital ecosystem and technology the company rolled out several measures to ensure the wellbeing of its employees and their family members.

A dedicated Task Force was created to extend support to employees for medical needs and relay information on availability of resources such as hospital beds, oxygen beds, medicines, ambulances amongst others.

The Task Force comprises of over 300 Tata Capital employees who work

round the clock. A helpdesk in Mumbai and a dedicated email id were also set up for employees to seek COVID-19 related support 24x7. An online COVID-19 Medical Helpdesk has also been set up for employees. The Helpdesk microsite provides updated information about emergency contacts, SPOC, BIC, Task Force members, hospitals, ambulance and other medical services across locations.

A special provision for ambulances and Tele Medicine Services for all employees has been set up in association with CNH Care. Under this facility, employees have 24 X 7 and 365 days access to over 2500 verified doctors on call /WhatsApp, a network of more than 2000 ambulances, non-COVID

cardiac ambulances with paramedics facility and support to avail hospital services within a 10 km radius. In addition, the company has provided oxygen concentrators to various offices for use by employees and their families in case of emergencies.

Mental health, being as important as physical health in these trying times, the company introduced UMANG, a service that offers mental health support. This service is being delivered through a tie up with Itohelp.net, India's leading Employee Assistance Program (EAP) provider for psychological counselling and comprehensive wellness solutions.

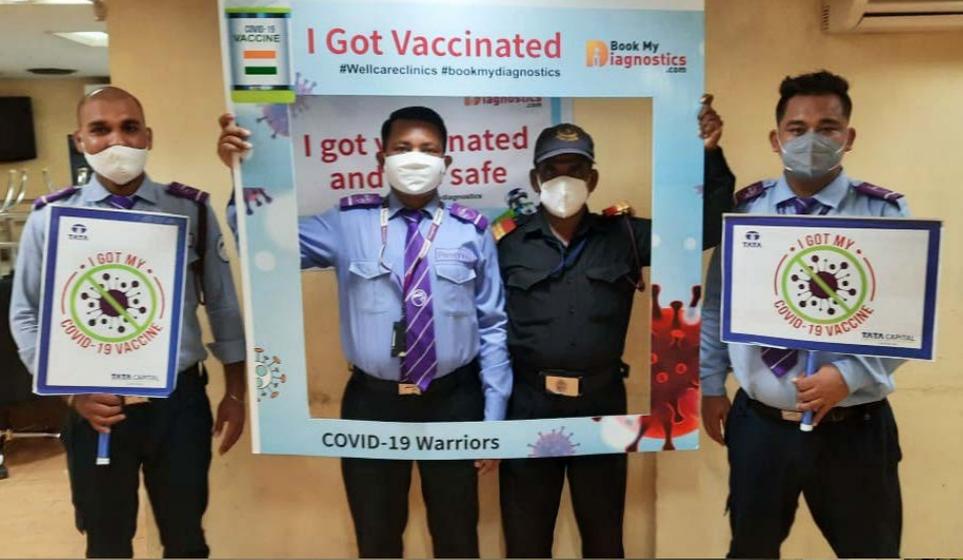
The vaccination drives conducted across New Delhi, Mumbai, Bangalore, Jaipur, Lucknow, Noida and Gurgaon, saw a large number of employees and their families getting vaccinated. Also open to off roll and partner organization employees, the vaccination camp benefitted a total of 2,975 people. Similar vaccination drives continue to be undertaken in other cities as well.

As the COVID-19 crisis brought all economic activities to a standstill in 2020, the internal migrants of the country faced a grave challenge. Mostly from the poorer section of society, especially from the underdeveloped rural areas who have migrated to urban economic centres, they lost their livelihood and were left without any food supplies. To combat such effects and provide immediate relief, Tata Capital engaged in 8 districts of Madhya Pradesh with support from Transforming Rural India Foundation (TRIF).

During this period, the company reached out to more than 78,000 beneficiary households with support in various areas. These included humanitarian and relief support, relief entitlement linkages and livelihood opportunities. Efforts were also made to build capacity and create awareness.

With these efforts Tata Capital continues to strive towards building a better future for everyone.





## Delivering on Societal Commitment

# Tata Hitachi Construction Machinery Pvt. Ltd.



Tata Hitachi, a leading construction equipment manufacturer in India, stands committed to larger societal obligations. With the COVID-19 pandemic severely impacting all strata of society, the company launched a series of COVID-specific initiatives to ensure safety of employees, provide relief to affected communities and augment capabilities of the local administration in their efforts to address the challenge.

Right at the beginning, the company's safety team started sending out regular communication regarding safety protocols and practices to be observed to avoid getting infected. 'Work From Home' was implemented

wherever possible to ensure the safety and wellbeing of employees and their families. Strict standards for combating COVID-19 were put in place and all offices and plants were disinfected. A quarantine area, with basic facilities, was created across all plants to immediately isolate anyone found with health issues.

With the objective to ensure safety of its employees and their families, a first of its kind vaccination drive was organized at Tata Hitachi's Kharagpur factory. Altogether, 1600 permanent and contractual employees were vaccinated on a single day. As a mark of gratitude, the inaugural doses were administered to security guards who

relentlessly guarded the factory premises even during the strict lockdown. The vaccination booths were controlled by 8 para-medical staff members from local government hospitals, 2 doctors and 3 para-medical staff members from Tata Hitachi's Occupational & Health Centre.

Tata Hitachi's CSR initiatives during COVID-19 are aimed at providing relief and care to the underprivileged and strengthening the country's health infrastructure. During the 1st wave of the pandemic, the company set up an in-house assembly line for face-shields and masks at its plant. These face shields & masks were handed over to the District Hospital and the Joint Director of District Industries Centre in Dharwad. The company also distributed thermal scanners, 3-ply masks, face-shields, sanitisers and hygiene kits to government functionaries, Primary Health Centres and COVID Health Workers. Drives were conducted in

villages and rural communities in and around the company's areas of operations to provide sanitisers, COVID-19 hygiene kits, face masks, family survival food kits comprising of one month's dry ration, clothes for stranded labour amongst other such initiatives for the underprivileged.

The 2nd wave of the pandemic left medical infrastructure across the country severely stressed. Realizing the challenge, Tata Hitachi stepped forward to donate 100 beds to Karnataka Institute of Medical Sciences (KIMS) Hospital and other key medical equipment to a Public Health Centre (PHC) in Dharwad, Karnataka. The company also provided life-saving biomedical equipment (such as ventilators, pulse oximeters, oxygen concentrators, ECG machines) to the office of the District Magistrate in Paschim Medinipur, West Bengal. Through ICEMA, Tata Hitachi is also monetarily supporting the CII Foundation in sourcing life-saving equipment during the ongoing Pandemic.



## In Pursuit of Keeping Communities Safe

# Terex India Pvt. Ltd.



The Terex teams around the world have always gone the extra mile to ensure the safety of the team and communities where they live, and Terex India is no exception. Terex, a global manufacturer of aerial work platforms and materials processing machinery, rose to the occasion to address the challenges posed by the pandemic.

Several measures were instituted to prevent COVID-19 transmission such as calling reduced staff strength at workplace, extending work from home for non-essential staff and providing PPE kits such as face shields, disposable face masks and hand gloves to shopfloor teams. Other

stringent measures include employee temperature checks, regular health check-ups, floor markings with an indication of at least 2 meters social distance in all common areas, staggered lunch breaks, and regular work area sanitization. Through regular communications, team members were encouraged to practice basic hygiene and social distancing, both inside and outside the Company's premises.

Continuous efforts were made to coordinate with local primary health centers to get the employees tested for COVID-19 and getting test reports the same day specially when the healthcare system was highly stressed.

The company conducted two successful COVID-19 vaccination drives over a short 5-day period to help vaccinate employees, their families and the support staff in the Hosur facility. Between the two camps a total of 355 people were vaccinated. The company's HR and Admin teams worked relentlessly to make the drives successful. Prior to the drives, the company facilitated vaccination of over 100 team members at the Government Health centers. In addition, vaccination of team members at offsite locations such as Kolkata, Hyderabad, Chennai, Pune and Delhi is being facilitated with support from ICEMA.

Apart from ensuring the safety of the Terex Family, the company supported the local communities in enduring the COVID-19 challenges. A total of 21 oxygen concentrators, 50 adult oxygen masks and 20 child oxygen masks were donated to government hospitals, Primary Health Care Centers (PHCs) and NGOs across India. The oxygen concentrators, flown in from United Kingdom and China, will be used for patients from the underprivileged sections of the society.

Critical medical supplies such as PPE kits, 500 pairs of nitrile examination gloves, 15 BP apparatus were also donated to government hospitals and PHCs in and around Hosur. These will be used by frontline healthcare workers to support COVID-19 treatment in villages in and around Hosur.

The company partnered with MASCOTS, an NGO based in Hosur to provide groceries to families who lost their livelihood due to the lockdown. The 25 families supported included daily labourers, destitute, widows, and needy. During the first lockdown Terex India volunteers collected USD 8,500 by voluntary donation of one to two day's salary. With this fund, they purchased 9,000 kgs of grains for a community kitchen in Delhi. They also prepared 160 food packets of 2 weeks ratio for affected families, including those of Terex contractors in severe need.

Terex's COVID initiatives are driven by its purpose to help improve lives of people and contribute to a better society. There is no better time than now to pursue this purpose.



## Staying Safe, Playing Smart, Combatting COVID-19

### Volvo CE India Pvt. Ltd.



With COVID-19 playing havoc in the country, Volvo CE India, dealer partners and Volvo Group India consolidated their forces to combat it tactfully and effectively. While the primary measures of work from home were implemented as soon as the cases started rising, different units from organizations put their heads together to ensure maximum protection for employees and their families, which played a big part in keeping the overall community safe.

Knowing that the Volvo CE and dealer teams, at the forefront, were in a vulnerable situation, over 2000 care kits were distributed across the country. These included surgical

masks, fabric masks and sanitizers. Oximeters and concentrators, with a 'how to use' video, were also distributed to dealerships.

A COVID-19 Self Help Guide, was developed to provide fundamental guidance on steps to take on experiencing early symptoms, using oximeters and addressing some FAQ's. With people getting an overdose of information, this simple guide was an effective ready reckoner. In addition, the in-house doctor, Dr Sunil Kasturi, walked the dealer through basic COVID precautions, busted many myths, and took COVID related questions during two webinars. These sessions provided hope and clarity,

while building mental strength towards combatting the second wave of the pandemic.

With the lockdown being relaxed and employees gradually returning to offices, utmost care is being taken. Apart from providing multiple sanitizer stations, masks and ensuring physical distancing, the company is trying to adopt a hybrid way of functioning by working at 50% capacity. Virtual interactions are preferred, and travels are limited.

During the multiple vaccination camps conducted across the company's Bengaluru offices, over 1500 employees and their families were vaccinated. The vaccination camps continue to be conducted to administer the 2nd dose to employees and their families.

The launch of the 3C (Connect, Culture, Care) program, created a better work environment. Activities such as virtual FIKA (virtual coffee breaks), internal engagement activities and #Beat TheBlues contest helped bring focus on mental wellbeing and create a conducive and engaged work atmosphere.

Volvo Group India partnered with ISKCON's Higher Taste, a food service provider. They supplied high-quality and hygienically controlled nutritious vegetarian meals, at a nominal charge, to COVID affected members.



A 15 membered Volvo CE COVID Support Group was formed to provide additional help in initiatives such as arranging beds, oxygen concentrators, catering services, medicines and counselling. This group constantly interacted with affected parties to understand their needs and provide timely help.

Volvo CE India & Dealer teams also joined hands to formulate a joint fund for the COVID-19 bereaved families. This fund will remain active and be used as necessary.

As a result of the interactions between Confederation of Indian Industry and the State Health Minister, Dr K Sudhakar some companies took up the vision of strengthening medical infrastructure and health-care ecosystem in Karnataka. To provide relief to employees, their families & the community, the company joined hands with Government bodies, local hospitals and other corporates to create additional COVID care facilities. Towards this end, Volvo Group partnered with 3M India and Hitachi ABB Power Grids as sponsors and Columbia Asia Hospitals as technical experts to augment a 56-bed ICU facility at the CV Raman Nagar Hospital. Another 100-bed COVID Care Centre (CCC), promoted and sponsored by Volvo Group in partnership with BBMP, was set up at Karnataka Institute of Endocrinology. The 1st phase of this project was sponsored along with IKEA India.

## Fighting the Pandemic with Resilience

# Wipro Enterprises Pvt. Ltd.



With the second surge of the global pandemic currently bearing down upon India, Wipro Enterprises launched a series of COVID-relief operations across multiple cities. These initiatives were aimed at supporting the employees and their families as well as the local community. The company, a diverse industrial engineering and consumer care business, was driven by the Spirit of Wipro in its fight against the pandemic.

The first efforts were directed at ensuring safety and wellbeing of employees and their families. To this end COVID-19 compliances and

preventive measures were strictly implemented across the facilities. These included launching a wellness platform for creating awareness through virtual consultation with doctors, nutritionists, health coaches and 24x7 emergency care, conducting webinars and awareness on COVID-19 infection, vaccination and post COVID care.

Regular disinfection, sanitization of facilities including workspaces, shopfloors, canteens, washrooms and lifts along with social distancing norms and staggering shift timings were put in place for employee safety. A set of guidelines was drawn up to ensure

compliance of government regulations on hygiene and social distancing.

To take care of medical emergencies, the company has placed oxygen concentrators at all the plants and offices for use by employees and their families. Ambulances equipped with oxygen, nebulizer, emergency medicines are also available at the plants. Hospitalisation assistance, real-time access to COVID bed availability information, list of near-by/tie-up hospitals and telephone numbers for emergency referrals were also provided to employees in need.

Medical insurance cover has been doubled for all employees and now includes COVID related hospitalisation and home treatment expenses for employees and families on actuals. The medical re-imburement program has been expanded to include COVID prevention and treatment expenses. Contingency loans extended to support employees financially for COVID related exigencies.

Apart from on-premises vaccination camps for employees, the company is



facilitating walk-in vaccination at tie-up hospitals, clinics and at the local health authorities and primary health centres.

Wipro has always stepped forward to support communities through its CSR activities. In these very trying times too the company rolled out a series of initiatives to improve community awareness and promote preventive measures. Over 900 IEC materials were developed and distributed in the community to enhance COVID awareness in Sriperumbudur through project Hand In Hand. More than 5000 individuals were provided sessions on COVID related precautionary measures. An additional 6000 people benefitted from COVID-19 awareness camps organized at the community level. Door to door visits to over 16,000 households ensured that each household was following practices of sanitation and hygiene. An additional 4000 families were sensitized and equipped with safety medical health kits.

Nutrition awareness programs were organized for mothers to ensure proper feeding practices during the pandemic. Frontline workers were provided COVID-19 training and related IEC materials.

To support the nation's fight against COVID-19, Wipro 3D, Wipro Infrastructure Engineering's Additive Manufacturing business, rapidly developed innovative products such as AirBridge EBAS<sup>®</sup> (Emergency Breathing Assistance System). Developed jointly with Sree Chitra Tirunal Institute

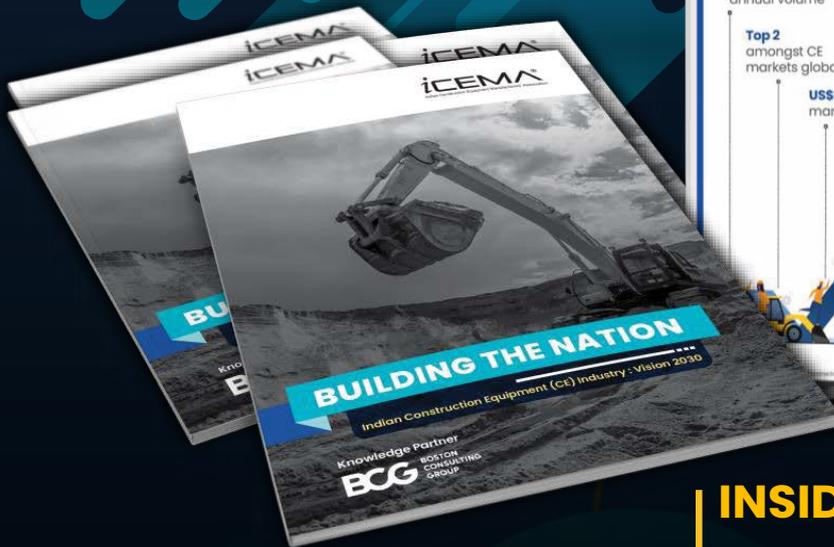
for Medical Sciences & Technology (SCTIMST) and Dept. of Science & Technology, Government of India, the device provides sustained but temporary breathing/ventilation support in emergency situations to patients with varying lung ailments. SafeShield, a full face shield that is comfortable, sterilizable, lightweight and re-usable, has also been developed in collaboration with Defence Research and Development Organization (DRDO).

Azim Premji Foundation and Wipro have been working to help tackle the COVID-19 pandemic since March 2020. Under the foundation, the integrated healthcare support has built capacity and enabled operations to serve over 15 crore people in more than 100 districts in some of the most deeply disadvantaged regions of the country. With these combined efforts, Wipro will continue to fight the pandemic and provide support across the country.



# BUILDING THE NATION

## Indian Construction Equipment Industry : Vision 2030 Report



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- ▶ Indian CE Industry – Current Status
- ▶ Constituents of Indian CE Industry
- ▶ Role of CE Industry as Growth Enabler
- ▶ Market Size & Growth Opportunity
- ▶ Mega Trends in CE Industry
- ▶ Vision Plan Recommendations
  - Sustained Demand Creation
  - Robust Operating Ecosystem
  - Stable Foundation – Technology & Skills
- ▶ Way Forward
- ▶ Industry Size Projections : Statistical Modelling Approach



ICEMA is an apex association for construction equipment manufacturers in India. Constituted in 1949 as Tractor & Allied Equipment Manufacturers and Importers Association Ltd., the association started with 10 Indian member companies, primarily manufacturers and importers of tractors, earthmoving and allied equipment. It was rechristened as Indian Earthmoving & Construction Industry Association Ltd. (IECIAL) in 1986 with the objective to make the body a national point of reference for the Indian earthmoving & construction equipment industry. In 2012, the association was renamed as Indian Construction Equipment Manufacturers Association (ICEMA), with the objective to make the association a truly representative body of the Indian construction equipment industry and to expand its scope of services. The association boasts of a stellar legacy of 70+ years.

ICEMA represents OEMs covering 95% of the total CE Industry in India, apart from other leading companies who manufacture, trade and finance a variety of products such as hydraulic excavators, wheel loaders, backhoe loaders, motor graders, vibratory compactors, cranes, dumpers, tippers, forklifts trucks, dozers, pavers, batching plants, diesel engines, etc. A non-government & not-for-profit organization, ICEMA serves as a reference point for India's Construction, Earthmoving, Material Handling & Mining (CEMM) industry. From influencing policy to encouraging debates and engaging with policy makers, ICEMA articulates the views and concerns of CEMM industry in India. It serves its members from the Indian private & public corporate sectors and multinationals and derives its strength and sustenance from the membership which is key to its subsistence. The major corporate and manufacturing units in India including OEMs, component manufacturers, financiers, banks and insurance companies are in direct membership of this apex body and play a key role in charting out the key policies that are needed for overall economic growth & development of CEMM industry in India.

In pursuit of its nation building endeavour, ICEMA supports and guides the CE industry and engages with governments and policy makers in shaping new policies, works towards development of new standards for construction equipment and creates platforms for knowledge dissemination. The Association is a bridge between the Indian and global construction equipment industry by interfacing with international counterparts.

ICEMA pursues its vision of becoming the CE industry's most respected and credible apex body contributing to healthy and sustainable growth of construction equipment industry.

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## CONTACT US

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