

JK Organisation deploys multi-pronged battle plan to defeat Covid19

JK Organisation, a Group with a rich legacy of more than 135 years, known for its commitment to the communities and nation at large, has committed INR 10 Cr for the fight against Covid-19.

Integral to its philosophy of making a substantive impact on the ground and working for the needy, JKO has decided to support both financially and through direct action on the ground - involving its own leadership and employees, thus leading the fight from the front.

While a large part of the fund will go to Prime Minister's Fund in fighting Covid19, the rest will be utilised in meeting the immediate needs of communities and migrant labour, currently underway, at several locations across the country. The relief work which has been going on for quite some time at several places, includes distribution of food, drinking water, masks, sanitisers, safety kits for various front line workers of health and sanitation deptts, creation of isolation wards etc.

JKO has been fighting the battle at several fronts, ie supporting the communities, migrant labour, its own employees, families including the residential townships. An Apex Team (Covid Core Group), which includes all Directors, CEOs/CXOs have been reviewing the situation very regularly, and ensuring all actions are being implemented in a timely manner.

Supporting communities around & the migrant labour :



As a mass campaign, communities in more than 150 villages around our plants, across several states have been educated about COVID-19, by Public address systems, door-to-door visits, banners and posters at prominent locations. Fumigation has been

done covering more than 25000 inhabitants and we have distributed more than 20000 masks and sanitizers in the villages.

50 Medical camps were set up in several villages to check for symptoms. Awareness sessions were conducted for nearly 5,000 truck drivers, suppliers and other vendors, and provided with masks as well as sanitizers.



We are supporting government officials, police department and government hospital employees with packed food and drinking water with the help of NGO's. We have been supporting the district health department by providing ambulance, safety materials, masks, soaps, hand gloves to sanitary workers in municipal corporations.

We have created many Isolation wards near our plants, at several locations, supporting the government by providing curtains, partitions and isolation beds at primary health centers.



We have also helped migrant labour by with food, water, sanitisers, masks as well as dry ration, ie rice, atta, biscuits etc. covering more than 20000 people in many locations across the country.

Anticipating future needs and staying ahead, in fighting Covid19 :

Realising that, as a country, we may need large number of ventilators and sanitizers, our many plants have started working on developing the prototype and formulae for ventilators and sanitizers respectively.

Taking Care of Employees & their families:

JKO had declared “Work From Home” for our employees, even before the national Lock down was declared on 25th March. We organized awareness sessions by our own doctors from Pushpawati Singhania Hospital & Research Institute to educate all our employees for their safety as well as their families –including the townships at our plant locations all over the country, by webinars, zoom calls, telecoms etc. Such awareness sessions also been organized for more than 100 dealers and channel partners.

Proper hygiene, deep sanitization and social distancing measures were implemented at all our offices and plants. More than 20,000 Hand sanitizers, masks were distributed at various locations, covering even the residential colonies of our plants across several locations.

JKO are also organising a lot of skill building webinars and on-line courses for supporting our employees in capability development.