

Summer Internship Project Report

on

**Communication and Media Strategy during Covid 19
at JK Lakshmi Cement Limited Sirohi**

By

**Tanya Agarwal
Roll No.: 2019 M.B.A 023**



Under the Supervision of

Dr. Richa Mishra

(Submitted in partial fulfillment of the requirements for MBA degree)

**Institute of Management
JK Lakshmipat University, Jaipur**

(2019-20)
Industry Certificate

Declaration Form

I the undersigned solemnly declare that the project report **Communication and Media Strategy** is based on my own work carried out during the internship – SIP (**Batch M.B.A 2019-21**) Program , under the supervision of **Mr.Asif Karim Sahir , Industry Supervisor JK Lakshmi Cement Limited Sirohi** and **Dr.Richa Mishra , Faculty Mentor , J.K.Lakshmipat University.**

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

I. The work contained in the report is original and has been done by me under the general supervision of my supervisors.

II. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad, except J.K.L.U.

III. We have followed the guidelines provided by the university in writing the report.

IV. Whenever we have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

Tanya Agarwal
2019 M.B.A 023
M.B.A (2019-21)

(2019-20)

Certificate

It is certified that the Summer Internship Report titled **Communication and Media Strategy During Covid** submitted by Tanya Agarwal is an original piece of research work carried out by the candidate under my supervision.

ACKNOWLEDGEMENT

“U have shown me the light, I pray for thee; U have shown me the life, I bow to thee”

It is with the utmost humility and gratitude that I recognize those individuals who have been instrumental in seeing this document to completion. I would like to express deep sense of gratitude to **Dr.Richa Mishra, Professor J.K.Lakshmipat University and Mr.Asif Karim Sahir DGM (HR) , JK Lakshmi Cement Limited Sirohi** , my guides, who always acted as a guiding light and filled me with new zeal and enthusiasm to work and move forward in the right direction regarding this study. On the very outset of this report, I would like to extend my sincere and heartfelt obligation towards all the personages who have helped me on this endeavour, without their active guidance, cooperation and encouragement, I would not have made headway in the project.

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I extend my collective profound thanks to our families, all faculty members and our classmates for moral support throughout my work.

Thanking you,

Tanya Agarwal

INDEX

S.No.	Chapter	Page Numbers
1	Executive Summary of the Project	7-8
2	Industry and Company Overview	9-11
3	Project Objectives	12
4	Methodology	13-22
5	Analysis and Conclusion	23
8	References	24

CHAPTER 3

CHAPTER 3

EXECUTIVE SUMMARY OF THE PROJECT

Executive Summary of the Project

This project is qualitative based project, which helps to identify what are the communication and media strategies adopted by J.K. Lakshmi Cement, Sirohi, in order to ensure effective communication amongst the employees and clients. The project accomplishment is done through qualitative research with the employees of JKLC.

Communication is the key to better results.

The project highlights what adaptive measure were taken by the senior department of the organization during this covid phase. The study is a qualitative research , where a brief study was analyzed through the interview and discussion from the employees of the organization.

Effective communication is a vital tool for any business owner. One's success at getting their point across can be the difference between sealing a deal and missing out on a potential opportunity. One should be able to clearly explain company policies to customers and clients and answer their questions about their products or services. It is crucial to communicate effectively in negotiations to ensure they achieve their goals. Communication is also important within the business. Effective communication can help to foster a good working relationship between staff, which can in turn improve morale and efficiency.

This guide will explain the key aspects of both verbal and non-verbal communication, how to listen to and understand others, and how to make the best possible first impression on the people you encounter in and around your business.

Thus, the report has the overall measures and innovative steps taken by the officials to overcome this pandemic situation.

CHAPTER 4

CHAPTER 4

INDUSTRY OVERVIEW

COMPANY OVERVIEW

J.K. Lakshmi Cement is a cement manufacturing company based in Rajasthan. JK Lakshmi Cement Limited is a piece of more than 132 years of age JK Organization. A prominent mechanical house, with tasks in India and abroad and having an initiative nearness in the fields of tire, concrete, paper, power transmissions and fixing arrangements, dairy items and materials. JK Lakshmi Cement (JKLC) was set up in 1982—in a town in District Sirohi, Rajasthan. Today, the organization stands tall with a yearly turnover of about Rs. 4000 Crores and a great creation of 13.30 million tons for every annum. JK Lakshmi Cement is the quality behind structures that India is pleased with – Indira Gandhi Nahar Pariyojna, Sardar Sarovar Project, Golden Quadrilateral , Mundra and Kandla Port stands to give some examples. It accomplices India's driving companies, for example, L&T, Reliance, NTPC and Essar to make the new India's example of overcoming adversity. It is the brand decision over all area of clients, for example, lodging activities, streets and scaffolds, air terminals, processing plants and just as the individual house developer (IHB). Behind these numbers and accomplishments lies an account of coarseness, determination and an ache to exceed expectations through advancements in items ,utilizing world-class innovation , greatness in assembling by being the least cost maker , a vigorous showcasing and appropriation arrange ; and the heart to offer the general public a chance to develop .The further firsts in JK Lakshmi Cement's creative thoughts crate were:

The idea of shaded sacks for item separation.

A waste warmth recuperation power plant.

Presenting OPC 43 evaluation concrete in North India.

Worth Added Products which further satisfied purchaser needs from JK Lakshmi Cement.

Vision

+ To be a profitably growing, innovative & caring Company & to become a significantly relevant player in the mind of consumers

Mission

+ Achieve Operational Excellence

+ Be a workplace of choice - Attract, Retain and Grow Talent Pool of change leaders

+ Achieve growth in Sales & Profit, higher than comparable sized players

+ Create superior value for the customer through Premium Products & Brand Positioning

+ Continuously enhance shareholders' wealth and be a Preferred Portfolio among

Investors

+ Be a Socially Responsible Corporate Citizen

Core values

+ Caring for people

+ Integrity including intellectual honesty, openness, fairness & trust

+ Commitment to excellence

PROJECT OBJECTIVE

The objective of the project is to study the communication strategy adopted by JK Lakshmi Cement Limited Sirohi to ensure effective & timely communication between the Management & employees during the COVID 19 pandemic. The research covers the situation during the pre lockdown , lock down and post lockdown period through a qualitative research.

CHAPTER 5
METHODOLOGY

METHODOLOGY

RATIONALE

Communication is fundamental to associations—it's the way we arrange activities and accomplish objectives. It is characterized in Webster's word reference as a procedure by which data is traded between people through a typical arrangement of images, signs, or conduct. We realize that half to 90% of a supervisor's time is spent imparting In most workplaces, a miscommunication is a disturbance—it can interfere with work process by causing delays and relational struggle. In any case, in some work fields, such as working rooms and plane cockpits, correspondence can involve life and demise. Anyway, exactly how pervasive is miscommunication in the working environment? one may not be astonished to discover that the connection among miscommunication and negative results is exceptionally solid. Information propose that insufficient relational correspondence was a causal factor in around 70% to 80% of all mishaps throughout the most recent 20 years.

In business, helpless correspondence costs cash and sits around. One examination found that 14% of every week's worth of work is squandered on helpless correspondence. Inability to impart exorbitant for organizations. Compelling relational abilities, for instance, are a benefit for work searchers. Communication fulfills three main functions within an organization, including coordination, transmission of information, and sharing emotions and feelings. All these functions are vital to a successful organization. The coordination of effort within an organization helps people work toward the same goals.

Research mode :

This is a qualitative research, done by taking the insights through a telephonic interview with Officers of JK Lakshmi Cement Limited Sirohi

The questions framed for the interview are as follows was as follows:

- **What is the communication hierarchy followed and how exactly it is done?**
- **How is media strategy taken care ?**
- **How are we dealing in communication if necessary and urgent notices?**
- **What is the difference in quality with respect to client handling now and before?**
- **What mode / platform you require now if things are WFH methods for a longer time?**
- **In a week how many times we can have group meetings?**
- **Which platform you think is suitable to deliver desired communication?**
- **Is there a need to discover / create a new platform for communication?**
- **How do we commute with people who don't have access to technology?**
- **How are we maintaining the regular meet ups and training mode required by new employees and existing too, to have improvements.**
- **How is the communication channel with media in terms of any announcements pre lockdown and post too?**
- **How is government communication ensured?**

Interview respondents :

- Mr. Asif Karim Sahir : DGM (HR) JK Lakshmi Cement Limited Sirohi
- Mr. Sujeet Kumar Singh : GM (Safety) JK Lakshmi Cement Limited Sirohi

Interview with Mr. Asif Karim Sahir DGM (HR)

Insights gathered from Mr. Asif through a telephonic interview:

Pre lockdown (6th March 2020 to 21st March 2020)

1. The Management was very proactive once information pertaining to the advent of COVID 19 in India was received and the JKLC Head Office at New Delhi organized an emergency meeting on 6th March 2020 with the Plant Head & HR Head pertaining to precautions to be taken in the emerging situation.

2. From 7th March 2020, strict guidelines were issued by the Management covering the following aspects:

- a. Restriction of outside official tours / travel by Officers considering the threat perception of infection
- b. No visitors / guests were to be invited from outside locations till further instructions
- c. Close monitoring of health indices, temperature scanning at the Main Gate to be initiated and in case any Township Member is feeling unwell she / he has to report to the Medical Centre for examination & treatment
- d. Cancellation of all Official gatherings including the planned Holi Milan Samaroh by the Officer Club
- e. Extra vigilance to be ensured through strict Township Gate Control
- f. Formation of an Emergency Response Team to deal with any exigency

Widespread awareness sessions were organized by the Emergency Response Team for the benefit of all employees to educate them on COVID 19 disease & motivate everyone to take precautionary measures. The JKO Group HR organized a videoconference with a Medical Expert of Pushpawati Singhanja Research Institute (PSRI) to explain the precautions to be taken related to COVID 19.

We also formed a JKLC COVID 19 Whatsapp Group on 21st March 2020 which served well as a one point reliable information source for all Officers of the Plant where announcements / guidelines issued by the Union & State Government , JKLC specific guidelines , status of the Jaykaypuram Market & instructions pertaining to the current scenario as well as appreciation of special efforts of our teams during this difficult time were posted by the Administrators.

The Rajasthan Government announced a State wide Lockdown on Sunday 22nd March 2020 & following the State guidelines the Plant went into lockdown mode with immediate effect.

Lockdown Phase (22nd March to 19th April 2020)

1.Stringent Gate Control was introduced where no visitor / guest was allowed & no member of the JKLC Family was allowed to leave the Township. Exceptions were made only in case of an emergency.

2.Vehicle movement in the premises was strictly prohibited & members of the Township were allowed to shop for necessary provisions in the Market on foot only.

3.Social Distancing in the Market was strictly followed with markings made on the floor , token system was put in place to prevent overcrowding at any time in the Market & the Co-Operative Store was well stocked with necessary provisions. The tea stalls , Swet Shop & Barber shop was closed with immediate effect. With a very clear vision & understanding of the emerging situation, the President of the Co Operative Society Shri Amit Rawat ensured that there was never a stock out at the Co-Operative Store & supply of clean drinking water was ensured without any disruption.

The Medical Store of the Co Operative also ensured supply of emergency medicines to all Township residents through their tie up with existing Medical Wholesellers.

4. We took advantage of the learning opportunities through Zoom by launching a special webinar series titled “The 7 JKO Competencies” with the help of a renowned Management Expert Shri Kamal Dabawala MD of Continuous Learning Private Limited Nadiad Gujarat where Identified Talent of the Plant were connected together. The webinars were conducted on alternative days for two hours which comprised of learning content ,experiential sharing & question answer sessions. We also circulated information pertaining to various webinars conducted by the leading Management Institutions during this period.

5. We also had the pleasure of being addressed by our Respected VC MD Smt. Vinita ji Singhania & Respected Wholetime Director Shri S K Wali ji through Zoom Platform where they motivated all employees to be safe & sound with their families and to not worry about the future.

6. A lot of innovative activities were undertaken by our Officers where they constructed a ventilator machine for the Medical Centre , a Sanitization Booth for the Main Gate & Mines Gate , touch free sanitizer dispensers , touch free washing points for employees etc.

7. Awareness campaigns were launched by our CSR Team in the nearby communities & our Township pertaining to the importance of social distancing , importance of hand washing & best hygiene practices. Food packets were also distributed to the needy persons residing in the nearby community.

Post Lockdown Phase (20th April 2020 onwards)

1. The Plant opened up with all safety precautions in place following all Corporate guidelines.

2. Social distancing was ensured by staggering of the working times in the general shift. For Production & Mines working hours were from 8:00 a.m. to 12:00 p.m. & 1:30 p.m. to 5:30 p.m.

For Maintenance & Quality Control working hours were from 8:30 a.m. to 12:00 p.m. & 1:30 p.m. to 6:00 p.m & for Commercial Functions working hours were from 9:00 a.m. to 1:00 p.m. & 2:30 p.m. to 6:30 p.m. This prevented crowding during entry & exit of the workforce & availability of all critical people in the Plant without any level of work disruption.

3. Members of the COVID 19 response team comprising of Shri Sujeet K Singh GM (Safety) , Shri P K Paliwal DGM (Mechanical) & Shri Sameer Chaturvedi DGM (P&A) ensured daily inspections from the Mines to the Packing Plant to ascertain whether COVID 19 guidelines are being followed or not. In case of any deviation , the employee groups were counselled & motivated to follow guidelines. The team also ensured our truck drivers take special precautions as their risk of exposure was very high.

4.The Security Department played a wonderful role in ensuring safety of man & material. Proper controlling of the Township Gate ensured prevention of spread of infection in the Township , proper discipline among Township residents & excellent relation building with the Government District Authorities & Health Department Officers. All Government bodies appreciated the role of JK Lakshmi Cement Limited in ensuring following of Government guidelines to prevent spread of COVID 19.

5. The Plant performed exceeding well during this period & all necessary activities were carried out as per schedule to sustain the level of despatches as desired by our Marketing team in the month of April , May & June 2020.

6. It was heartening to note that the morale of all employees was very high despite the environment of fear prevailing due to the spread of COVID 19. This bears testimony to the resolve of employees of our Plant to remain resilient & positive.

7. The strongest aspect which helped the Plant was clear communication channels & accessibility of the Plant Leadership Team to deal with the emerging situation. At any point of time, no panic was created.

Interview with Mr. Sujeet K Singh, GM (Safety) JK Lakshmi Cement Limited Sirohi

According to him, clear guidelines were made and were followed as per WHO recommendations. Safety was given great importance and improvements were ensured in all areas considering COVID 19 guidelines in the Plant.

Some examples are

1. Sanitization booths were constructed for entry gates,
2. Hands free washing facility (touch free taps)
3. Hands free sanitization machines
4. Mechanized sanitization apparatus for incoming trucks
5. Free mask distribution was encouraged by the officials
6. Safe Work Practices were ensured in Plant operation with proper social distancing & in cases where close proximity was necessary face shields were given to workers.
7. Thermal scanning was ensured for all employees and visitors at the Township Gate & Main Gate of the Plant

Interview with Mr. Amit Rawat, JK Lakshmi Cement Limited Sirohi

According to him, clear guidelines were made and were followed as per Government recommendations. Safety and hygiene were utterly taken care of. The officials received the guidelines on 7th March 2020, since then special care and attention was ensured in the working of the plant. Insights provided are as follows :

During Covid 2020

1. People who came from Thailand and U.S.A. , were asked to keep in quarantine fir 14 days.
2. Whats ‘ app group were made to ensure right information is transferred to people.
3. Ration was distributed for people during quarantine.
4. Internal communication was kept highly strong to make the team stringer during this pandemic.
5. DecelARATION app was made to ensure the health of employees.
6. Different group wer made with contacters and clients to ensure the communication and working.
7. The labourers (employees) from different places working in the plant , were safely sent home, ensuring full safety , transportation and security by the officials of plants.
8. JKLC Leaders made sure that the people reached their home safely and happily.

Post Covid 2020

1. Post covid , when the plant opened up for working , paper less work was encouraged highly .
2. All official work was online to avoid contact , and paper work.
3. The truck drivers safety was ensured in a very specific and structured way, they were asked to do paper less work , also full history was taken of the drivers for record , and they were not allowed to eat in dhabas , while thy were provided with food packets for the travelling.
4. Scattered timings was encouraged , initially 30% people joined , gradually 40% and was increased accordingly. But people today as well , join at different timings to avoid crowd.
5. Employees as asked to walk to the plant , rather the their vehicles, to avoid the infection.
6. No recruitment process as of now.

According Mr.Rawat, it's a phase where more then physically , one should be mentally strng too , to avoid the confusions and stay strong .

Analysis and Results

In these present times, Corporates must have a well-established communication channel between the employees to ensure trust and promote effective performance. As per the personal interviews taken, it was impressive to see an effective communication channel between the Senior Management Team & the rest of the employees. The Whatsapp group JKLC COVID 19 made communication clear, consistent & accessible to all. Webinars created employee engagement and Zoom Meetings conducted by the VC MD & WTD ensured all employees felt safe in the given turbulent times & exemplified the core value of JKLC as “Caring for People”.

The DecelARATION App , is an innovative Way to ensure in house safety.

Also the importance of internal communication is the key to strong organizational bonding, which can be achieved by effective and right communication by the leaders of the organization.

In this time, Zoom app played a very good role for all the meeting and webinars.

Thus , it is highly important to have good policies for communication to ensure a strong bond inside house and stay strong and together during such crisis. JKLC and the HR Dept. has portrayed and set an example of great organizational policies.

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