

Response to COVID-19

The COVID-19 pandemic has resulted in severe social and economic disruption worldwide. Many countries resorted to long lockdowns, which led to adverse impact on the livelihood of people. The Indian industries too faced huge operational disruptions due to the subsequent lockdowns and were constantly challenged to ensure the wellbeing of their employees.

CEAT responded to the crisis with a robust action plan with safety of its employees and operational stability among the top priorities. CEAT also went the extra mile to support India by facilitating in setting up well-equipped fever clinics made of portable cabins, when faced with a dearth of oxygen supply and beds during the second wave.

CEAT's agile practices made it possible to prevent suspension of operations and services beyond the statutory mandated lockdown, while ensuring safety of its employees and other stakeholders. Timely delivery of products was ensured by leveraging synergies between internal functions as well as the value chain partners using digital capabilities. A strategic

business continuity management and resilience of the people during the time of crisis provided the pillars of strength for CEAT to mitigate its way out of the pandemic.

Some of the initiatives implemented by CEAT for its employees, customers and the communities around are highlighted below.

EMPLOYEE HEALTH AND WELLBEING



- ◆ A dedicated Chief Fitness Officer ('CFitO') who connects regularly with employees and their families to address any concerns related to COVID-19.
- ◆ A weekly podcast hosted by the CFitO guides employees on staying healthy while working from home, boosting immunity and other relevant topics.
- ◆ CEAT onboarded a physical trainer to conduct virtual workout sessions for its employees under the series 'CoFit-20'.
- ◆ The CFitO, along with Employee Assistance Programme psychologist, are extending counselling services to employees in addition to hosting webinars on mental health-related topics.

Since I joined as the CFitO of CEAT, seeing the journey of employees towards maintaining a healthy lifestyle and focus on losing weight had been encouraging. However, things came to a standstill due to the outbreak of COVID-19 resulting in a nationwide lockdown. The situation was challenging in terms of extending support across all the plants by connecting virtually. Thanks to Mr. Milind Apte, CHRO and his team for making all possible arrangements to drive the virtual sessions. These 30 minutes sessions focused on explaining preventive measures related to COVID-19, providing consultations on food, mental

health and physical exercises as well as on resolving misconceptions and queries. During the 1-hour slot of CFitO hotline, employees were provided consultation on medicines, masks, anxiety management etc. Furthermore, consultation sessions with mechanics, truck drivers and vendors were also arranged by CEAT.

As we battled through the first wave, the second one proved to be more dangerous and frightening. I was personally fighting for medical arrangements for friends and family and could also see the virulence with which our employees were being affected. During these inconsolable times, support from Factory Medical

Officers ('FMOs') has been promising. I also came forward as a listener to employees who were losing their loved ones in the battle against COVID-19. We provided personal consultations for them through calls and messages to address their basic concerns and issues. With the third-wave looming, we are now focusing on addressing issues for associates and workmen by setting up Cohorts. We are advising them to work on their co-morbidities, which will help them in fighting upcoming health challenges arising due to COVID-19.

Dr. Deepali Athawale
Chief Fitness Officer

VALUE CREATION

- ◆ Training and development content is being delivered to employees in formats such as case studies, e-books, TED Talks, online courses and articles.
- ◆ July 6, 2020 was announced as Wellbeing Day for the employees to take a break from the 'Work from Home' monotony and connect with their families.
- ◆ A photography cohort has been formed for the employees to learn new techniques and follow their passion.
- ◆ Audio-visual training module prepared on precautions to be taken at home and the workplace.
- ◆ Start-up manual and Standard Operating Procedures ('SOP') implemented across all plants to resume the operations in line with the Regulatory advisory and safety measures.
- ◆ Pandemic checklists, COVID-19 suspect handling and contact tracing procedures prepared as per the government guidelines to ensure safety of the employees.



SUPPORTING COMMUNITY DURING THE CRISIS

Ventilators, Masks and Sanitizers

- ◆ 75 COVID-19 testing booths developed in collaboration with RPG Foundation provided to hospitals across various states like Maharashtra, Andhra Pradesh, Tamil Nadu, Gujarat and Kerala.
- ◆ 1.25 Lac pairs of gloves, 10,000 PPE kits, 50,000 N95 masks and 500 Litres of sanitizer distributed to the frontline workers in FY 2020-21.
- ◆ COVID-19 awareness programmes conducted in communities around the Bhandup Plant as well as Belgaon, Dhaga and Jalapur villages in Nashik.
- ◆ Sanitised over 9,000 trucks by July 2020, at various locations across India.



- ◆ Face masks, sanitizers and food packets were distributed to truck drivers and other daily-wage workers.
- ◆ Distributed more than 200 sanitizers and 550 masks to Kannanthangal village, Chennai.



Digital and Differentiated Practices

- ◆ Introduced the GoSafe S95 masks with formidable six-layer filter protection, having soft anti-bacterial fabric, microbe protection and consisting of small particle filters for added safety. These are available across all CEAT shoppes and leading e-commerce websites like Amazon, Flipkart, Myntra etc.
- ◆ Permanent Journey Plans ('PJP') for virtual dealer visits removing the need for any sort of physical interaction.
- ◆ CEAT utilised Netra, a video analytics application developed by KEC International (RPG Group company), to monitor social distancing, at Halol and Nagpur plants.
- ◆ The online platform CEAT Shoppe, introduced options for home pick up, drop and appointment-based shopping for a range of different products.



Other Initiatives

- ◆ A COVID-19 Dashboard prepared using government APIs to identify red, orange and green zones to identify risks to regional sales and plan the value chain accordingly.
- ◆ Donated ₹ 10,00,000 to the COVID-19 response fund in Tamil Nadu.
- ◆ CEAT's employees and their family members supported the RPG Foundation's 'A Story A Day' initiative by reading simple English stories to children.
- ◆ CEAT contributed ₹ 25,00,000 to the Milkar, a collaborative platform that distributes food kits to underserved communities in Mumbai.

Distribution of Food and Meals

- ◆ Distributed over 3.7 Lacs cooked hot meals to migrant labourers, homeless and vulnerable groups in the vicinity of its plants in Nashik, Bhandup, Ambernath, Chennai, Halol and the head office in Worli.
- ◆ Distributed dry ration worth more than ₹ 35 Lacs to more than 1,580 households in Tamil Nadu and Mumbai.
- ◆ Dry ration kits distributed to 500 families near Bhandup Plant through Mumbai Shramik Sansthan.



Wall of Gratitude

Words fall short to express our gratitude to the COVID-19 warriors in our country. RPG's token of appreciation for the doctors, nurses, policemen, media persons, delivery executives and our very own COVID-19 warriors for braving the situation and undertaking their duty. This artwork was created by Mumbai-based graphic designer and illustrator, Sameer Kulavoor at our head office, RPG House.



EXTENDED SUPPORT

As India was struck with the deadly second wave around April 2021, CEAT stepped up using all of its resources to

bring immense support where needed. Some of the initiatives carried out during this period are mentioned below:



Fever clinic

- ◆ In partnership with National Health Mission ('NHM'), Public Health Department, Government of Maharashtra planned to set up 100 sturdy and well-ventilated fever clinics. CEAT contributed its bit through to fight the deadly virus during the second wave, to set up these fever clinics across rural and semi-urban area of Maharashtra.

- ◆ Fever clinics operators who are responsible for managing the clinics are trained as per a specially developed curriculum.
- ◆ The National Health Mission and RPG Foundation ('RPGF') have jointly drafted the guidelines for the appropriate use of the Fever Clinic cabins.

- ◆ Each clinic is attached to a hospital and will serve as a first check point for COVID-19 related symptoms. These units will continue to be used for OPD, or as jointly decided between National Health Mission health department and CEAT.

- ◆ Out of the 100 fever clinics, 25 were funded by the CEAT and 8 fever clinics were delivered.
- ◆ Made out of corrugated sheets which can easily assembled, these clinics are designed by having three sections for the following:
 - OPD for doctor consultation,
 - Window for swab collection
 - Window for medicine dispensing (and storage for dispensary).



Oxygen and medical infra support:

- ◆ Medical equipment and essential infrastructure worth ₹ 12.6 Lacs donated to Govt Covid Health Centre at Madhuramangalam, Tamil Nadu.
- ◆ Donation of two Portacryo Liquid Oxygen Tanks to dedicated COVID-19 hospitals at Panchmahal District located at Halol, Gujarat.
- ◆ 42 Oxygen Concentrators donated to District Collector, Salem and Kanchipuram in Tamil Nadu.

Vaccination drives

- ◆ 1,500+ Covid Protection Kits (including oximeter, immunity boosters, medicines etc) distributed to employees, dealers and other channel partners.
- ◆ 75 Emergency ventilators donated to various hospitals across Maharashtra, Gujarat, Tamil Nadu, Rajasthan, Delhi and other states.
- ◆ Vaccination drives were also conducted across all locations for customers, employees and stakeholders.
- ◆ CEAT Bhandup Welfare Centre provided as a COVID-19 Vaccination Centre where over 3,000 people were vaccinated.

The COVID-19 pandemic hit us all badly with loss of human life and challenges put forth to public health, economy and our overall ecosystem. It has changed every aspect of our lives including the way we work. Initially it looked challenging to be available on all the fronts, be it home, work, taking care of children or fulfilling their demands. This was posing strain on physical and emotional health, causing unwarranted stress and

fatigue. But CEAT's initiative Cofit-20 helped me cope up with this situation and to take care of both physical as well as mental health of myself and my family. Our Chief Fitness Officer was always available to resolve even smallest of our queries related to health. This has really helped a lot and turned out to be booster dose to stay calm and productive at all fronts. When the lockdown was imposed, the quick technology support at the organisational level by CEAT, helped

connect and collaborate with team members to carry out the work seamlessly. The support provided by entire management including our managers during the most difficult times when the entire family was affected due to COVID-19 was commendable and beyond explanation. I must say, CEAT... it helps!!

Geeta Bandekar
CEAT Employee