

Hindustan launches #WomenOfZinc to boost women's participation in metals

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MAR 10, 2025

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Hindustan Zinc Limited, an integrated zinc producer, has launched the #WomenOfZinc campaign in celebration of International Women's Day 2025. This initiative aims to showcase career opportunities for women in the metals, mining, and manufacturing sectors, challenging outdated perceptions and encouraging greater gender diversity.

Through an inspiring video series, #WomenOfZinc highlights the stories of women professionals shaping core operations at Hindustan Zinc. By spotlighting these trailblazers, the campaign fosters strong role models and positions the metals and mining industry as an attractive career destination for young women. With a goal to increase its women workforce from 25% to 30%, Hindustan Zinc is accelerating its journey toward greater gender representation and inclusion.

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Despite rapid economic expansion and a growing demand for metals, women remain underrepresented in the industry. Hindustan Zinc is at the forefront of change, leveraging digitalization, robotics, and automation to create an inclusive and dynamic career landscape. The company's commitment to gender diversity is evident in its recruitment efforts, with 34% of women hires coming from top-tier colleges in FY24.

Commitment to Diversity & Inclusion

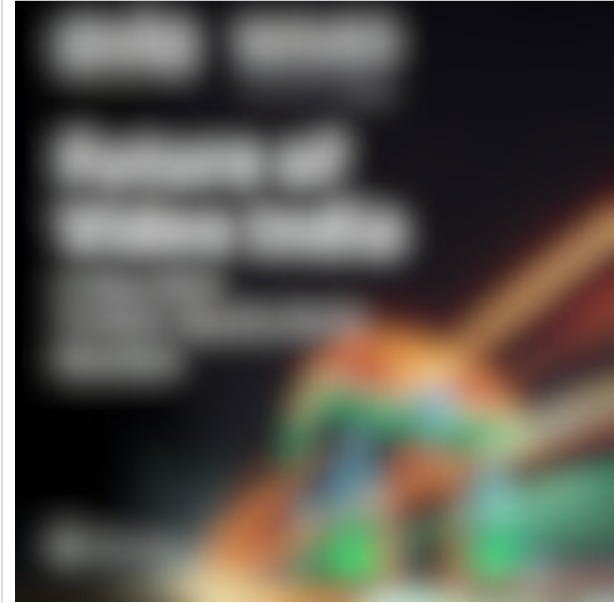
Hindustan Zinc has implemented progressive policies such as flexible work arrangements, spouse hiring, mental health leaves, year-long sabbaticals for childcare, and work-from-home options. The company is also pioneering women's integration into backshifts (2 PM to 10 PM) across its mines and plants, ensuring equal career growth opportunities.

Arun Misra, CEO, Hindustan Zinc Limited, emphasized: "Metals & mining are critical to a low-carbon future, yet historically, they have seen very low representation of women. We must bridge the skill gap by leveraging the high-quality talent pool presented by women. Diversity, equity, and inclusion are integral to our business, and we are committed to achieving 30% female representation by 2030."

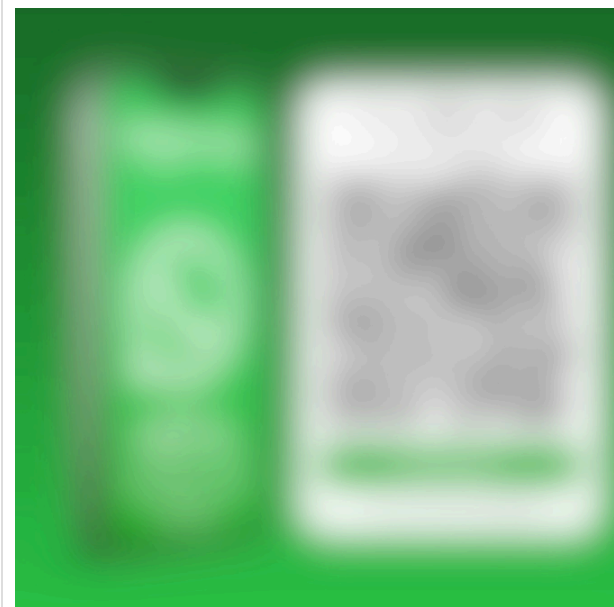
Hindustan Zinc's International Women's Day celebrations extend beyond corporate walls, reinforcing its commitment to women's empowerment. The company has planned a month-long series of activities, including self-defense workshops, personal finance training, soft skills development, exclusive mentoring sessions, and C-suite role shadowing.

At the community level, Sakhi Utsav will bring together over 10,000 women from Hindustan Zinc's flagship Sakhi initiative, which supports nearly 30,000 rural women entrepreneurs in Rajasthan and Uttarakhand, promoting economic independence and entrepreneurship.

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