

# Hindustan Zinc's internal wellness campaign encourages open dialogue

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Hindustan Zinc's sensitive and human-centric campaign aptly called #WeHearTheQuiet is encouraging employees to notice the unspoken signs of anxiousness and stress at the workplace. The initiative is proof that the company realises the importance of pausing, listening and building a culture where even the most subtle signs of struggle are acknowledged and addressed with care.

On the occasion of #WorldMentalHealthDay, the Indian integrated producer of zinc and silver has introduced this thoughtful internal wellness campaign designed to encourage open dialogue, emotional support, and greater psychological safety in the workplace.

Benefitting over 3500 employees, the campaign reaffirms the company's strong commitment to making mental well-being a vital part of employee safety and professional growth.

To celebrate World Mental Health Day, Hindustan Zinc rolled out this three-day digital teaser series across its social-media platforms, featuring short clips designed to help viewers pause, reflect, and empathise with subtle signs of emotional struggle. These powerful moments set the stage for the main film launched on 10 October, which beautifully captured the message – "When we notice the silence and act, no one carries their struggles alone."

#WeHearTheQuiet points out how while workplaces are abuzz with activity, silence often hides unseen challenges – a tapping foot, a faint sigh, an "I'm fine" that isn't.

The campaign will keep the conversation alive throughout the month of October, encouraging employees, partners, and communities to tune into mental health, speak openly, and support one another with empathy and awareness.

In alignment with the International Council on Mining & Metals (ICMM)'s performance expectations, Hindustan Zinc continues to work towards safeguarding both psychological and physical health of its employees. The company has introduced a series of immersive initiatives including health tracker charts to promote self-kindness, healing sound bowls as wellness aids, and online counsellor sessions offering confidential support to employees. A digital detox hour is also on offer to ensure employees have time to rejuvenate through walks, talks and freshly-brewed coffee—symbolic of pausing to care.

Arun Misra, CEO, Hindustan Zinc, emphasised how “safety has always been our priority – not just physical, but emotional and psychological as well. The #WeHearTheQuiet campaign is an embodiment of our belief that true strength lies in empathy. It is a reminder to pause and listen, not just to others but also to ourselves.

Over the past three years, Hindustan Zinc has continuously strengthened its employee-wellness ecosystem through initiatives such as Employee Assistance Programmes (EAP); wellness leave; parenthood and adoption policies; flexible working hours; ‘No Question Asked’ leaves; and inclusive engagement platforms that prioritise mental, emotional and physical health.