

ACC LEISA

ACC DISHA

ACC SWAYLAMBHAN

ACC VIDYA UTKARSH

ACC AROGYAM

ACC SAMPOORN SWACHHATA

ACC SANRAKSHIT PARYAVARAN

ACC DRONA

ACC #SAVE KIDS LIVES

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FOREWORD

ACC has a firm commitment to create larger societal value. The foundation of being a '*socially responsible business*' was laid by ACC's founding members and judiciously followed by the succeeding generations. The Company initiated its community development initiatives in pre independence era and since then it has continued to engage with development initiatives with host communities around its operations. It was in 1951 that ACC started a structured Village Welfare Scheme (VWS) at its plant sites. This VWS gradually expanded into what we know today as the '*corporate social responsibility*' function in the company. ACC was the first recipient of India's maiden CSR award, the ASSOCHAM's National Award for outstanding performance in promoting rural and agricultural development activities instituted in 1976.

ACC is ranked 12th in the '*Best Companies for CSR*' rankings (year 2015) released by Economic Times and IIM, Udaipur. ACC is the only cement company to be awarded the prestigious CII-ITC Corporate Excellence Award 2015 in the category '*Outstanding Accomplishment*' for its commitment to Sustainable Development.

ACC reaches out to more than half a million people residing in 200 villages spread across fourteen states of India. ACC CSR is structured around 10 thematic areas namely youth employability, agriculture productivity, women empowerment, quality of elementary education, scholarships, community health, open defecation free villages, biodiversity & environment, rural culture & sports and road safety.

CSR at ACC is fully compliant with the Company Act 2013 and aligns with 13 **UN Sustainable Development Goals** out of the complete list of 17 goals. CSR projects at ACC respond to the imperatives of the host community as gleaned through a bottom-up planning approach. Community oversight in CSR project implementation is actively encouraged. In 2014 ACC started the social audit process to strengthen community oversight in CSR project implementation. The feedback received from the community has helped us immensely to course correct our ongoing projects.

At ACC CSR our guiding question has been, "*How do we improve the quality of life of the host communities where our plants are located ?*" We have found some answers, few of which are compiled in this collection as case studies. How good our answers have been, we would leave the host community and to you as our prime stakeholder to judge. Please send your valuable feedback to pratyush.panda@acclimited.com.

Pratyush Panda
Head, CSR



ACC LEISA (Low External Input for Sustainable Agriculture)

- The 5% Principle
- Prepared for the Rainy Day



ACC DISHA

- One Stop Shop for Livelihood Support
- Becoming Worthy of Success
- Creating the Door for Opportunity to Knock



ACC Swavlamban

- 0 To 10,000 and Going Strong
- Giving Hard Work a Helping Hand



ACC Vidya Utkarsh

- Writing on the Wall
- Potential to Performance



ACC AROGYAM

- The Thousand Days Challenge
- It is Not Someone Else's Problem



ACC SAMPOORN SWACHHATA

- Delivering on a Promise
- The Toilet Row



ACC SANRAKSHIT PARYAVARAN

- Wrestling from Waste
- Going to the Grass Root



ACC DRONA

- Reverence to a Legacy
- Going for Gold



#SAVE KIDS LIVES

- No Life Cut Short

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CORPORATE SOCIAL RESPONSIBILITY POLICY

For complete CSR policy document visit <http://www.acclimited.com> or write to brr.info@acclimited.com

PREAMBLE

Our vision is to be one of the most respected companies in India, delivering superior and sustainable value to all our customers, business partners, shareholders, employees and host communities.

Our CSR initiatives focus on the holistic development of our host communities while creating social, environmental and economic value to society.

To pursue these objectives we will continue to:

- Uphold and promote the principles of inclusive growth and equitable development.
- Devise and implement community Development Plans based on the needs and priorities of our host community and measure the effectiveness of such development programmes.
- Work actively in the areas of Livelihood advancement, Enhancing employability and Income Generation, Improving Quality and reach of Education, Promoting Health and Sanitation, conserving the Environment and supporting local Sports, Arts and Culture.
- Collaborate with like-minded bodies such as Governments, Civil Society Organisations and Academic Institutions in pursuit of our Goals.
- Interact regularly with stakeholders, review and publicly report our CSR initiatives.

Harish Badami
CEO & Managing Director

December 8, 2015

Social and community initiatives have been a part of ACC's culture since pre independence era. It was way back in 1940 that the maiden community development work was started for a village on the outskirts of Mumbai. The first formal Village Welfare Scheme was launched in 1951. ACC was recipient of India's first ever CSR award, instituted by ASSOCHAM in 1976. Over the years, there have been many such causes for applause.

ACC CSR team works with some of the poorest and marginalised communities that are residing at remote locations where the company has its manufacturing units. While the big picture guides us, it is in the detail that we revel. The flurry of activity at our SHGs, the erudition at the schools we work in, the first salary cheque of the youth skilled by us, tipping of productivity scales at our agriculture extension farms and similar achievements drive us to continue with the good work.

ACC CSR has undertaken wide range of interventions across the country through its **10 major project initiatives** namely -*DISHA* (Skill Development of Youth), *LEISA* (Low External Input Sustainable Agriculture), *Swarlamban* (Women Empowerment & Micro Enterprises), *Vidyautkarsh* (Quality of Elementary Education), *Vidyasaarathi* (Online Scholarship for Higher Education), *Arogyam* (Preventive Health), *Sampoorn Swachhata* (Open Defecation Free & Hygiene), *Sanrakshit Paryavaran* (Natural Resource Management), *Drona* (Promotion of Local Sports, Art & Culture) and *#SaveKidsLives* (Road Safety).

While statistics indicate measurable progress, it does not tell about the travails and tribulations, the highs and the lows and the defeats before a win. This case study collection goes behind the numbers and looks at the processes, hard work and commitment which drive our CSR success. This success draws upon our management credo, employee participation, community acceptance, solid implementation partnerships and cooperation of government agencies.

We are proud of the cement we manufacture. We are also proud of the way we cement relationships with the communities we serve.

CSR FOOT PRINT - 2015

Total number of villages covered 156	Total population covered 410976	Total number of children reached through education initiatives 34875	Number of schools reached through education initiatives 142	Number of meritorious students supported with scholarships 409
Number of schools with 100% sanitation 106	Number of schools introduced to e-learning initiatives 27	No. of Borewells repaired and recharged 321	Open defecation free village 01	Number of teachers & teaching assistants trained 236
Number of libraries operationalised in community schools 42	Number of household sanitation units constructed 864	Number of villages supported through initiatives for achieving Nirmal Gram status 24	Number of people benefited through drinking water initiatives 70684	Number of people benefited through excavation of ponds 25705
Number of bore wells recharged 321	Number of rain water harvesting structures created 52	Number of youth benefited through employability programs 1833	Number of functional SHGs (cumulative) 1213	Number of new SHGs created 203
Number of SHGs brought at NABARD's A' level rating 407	Number of women having membership of NABARD 'A' level rated SHGS 4568	Total Savings of all SHGs Rs 3.67 cr	No of farmer's group (cumulative) 140	Number of Anganwadi centres supported 156
Number of general & special health camps conducted 880	Number of participation in save kids lives campaign 32673	Children benefited at Anganwadi centres 7940	People benefited through health camps 57234	Farmer's club members 2149



ACC LEISA

(Low External Input for Sustainable Agriculture)

The project enunciates improvement of agro based livelihood options through environment friendly and sustainable practices.

FEATURED PROJECTS

1. The 5% Principle: Bucket Farming Project by ACC Chanda Cement Works, Maharashtra

2. Prepared for the Rainy Day: Drought Proofing Project, Beed District, Maharashtra

Bucket Farming Pond, Chanda Cement Works

Mapped to



THE 5% PRINCIPLE

Bucket Farming Project, Chandrapur, Maharashtra

One of the famous prescriptions which economists (including the famous Milton Keynes) had given during the Great Depression of 1920s was 'Dig Holes and Fill Holes'. This was to generate employment and get the economy in shape. What works for the economy works for water conservation as well. The bucket farming technique, introduced by ACC Chanda Cement Works in its CSR project villages also calls for digging holes and filling them up, but this time it is with water and not with soil as suggested by Prof Keynes. Bucket farming follows the 5% principle recommended by the experts which suggests that if 5% of the total farmland is dedicated to water conservation structures, it is enough to irrigate the entire farm.

The Challenge

Wani Taluka of Yavatmal district, in which ACC Chanda Cement Works (and its CSR ambit) is located, is amongst the worst rainfall deficit areas in the entire district. Paucity of rainfall impacts agricultural productivity adversely. The challenge is to increase irrigated land and to change the cropping pattern. ACC CSR team has put in place a mechanism for conservation and storage of water through bucket pond technique.

Intervention

Bucket pond intervention was rolled out in Shivani village bordering ACC Chanda Cement Works plant site. The village has a population of 796. The livelihood options remain precarious in this village comprising mostly farming families who are dependent on meagre and inconsistent rainfall for cropping their unirrigated farmlands. The answer to a turnaround lay in conserv-

A bucket pond dug for water conservation

Productivity
Increase

20%

Area Under
Bucket Farm

40Hac

Smile on
a Farmers
Face





Farmers stand around a bucket pond and share views

ng rainfall surface runoff in the farm itself.

ACC CSR contacted Prof Avinash Shirke from Mahatma Jyotiba Phule College of Social Work at Yevatmal, who visited the site and helped formalize the bucket pond initiative.

Bucket farm ponds/pits are dug on the path of the surface runoff at a place where crops are not grown. The pit is then bunded with excavated soil and reinforced by stone pitching. A PVC pipe of 3-inch diameter is inserted through the bund, with the inlet side having a filter which allows the runoff water to flow through the pipe and drain into the pit. Such structures store water and recharge ground water and borewell catchment. The pit also provides drinking water to cattle and the water can be used for fogging and spraying.

ACC CSR team started an intensive campaign for promoting bucket ponds. It conducted awareness programs, exposure visits for group of farmers, technical

handholding and demonstration pits to promote the initiative.

Results

About 40 hectares of farmland has been brought under the ambit of bucket ponds. This has seen a dramatic increase in farm productivity by approximately 20% in farmlands with bucket ponds as compared to farmlands without bucket ponds. Aggregate value of produce (from cotton, soyabean and toor) in farms having bucket ponds has gone up from Rs. 15.2 lakhs to Rs. 18.7 lakhs. The water in the bucket pond is surely creating ripples.

■ For more details, please contact: prakash.vinchurkar@acclimited.com

PREPARED FOR THE RAINY DAY

Drought Proofing Project, Beed, Maharashtra

Some of the largest corporate entities in Maharashtra sat in a meeting called by the Hon'ble Chief Minister of Maharashtra to explore how the private sector could assist state agencies in combating the persistent drought in parts of the state. The official presentation gave a grim picture of the situation on the ground. There were pockets of severe water distress spread across the state, resultantly the livelihood options were running out for a large section of the population. It was an emergency.

Official presentation over, the Hon'ble Chief Minister invited the business houses present to suggest how they could help. In response, ACC requested the government to allot villages where it could roll out a program towards drought resilience. The experience and expertise garnered through water conservation projects for host communities across plant sites gave ACC the confidence for direct action on the ground. Hivra and Pimparkhed villages in Ashti tehsil, Beed district, with a total population of 3800, were assigned to ACC for drought proofing. The CSR team at ACC Chanda Cement Works was tasked to manage the project.

The Challenge

The baseline data told a story of parched villages, both Hivra and Pimparkhed in recent years have been receiving on an average of 100 - 110 mm/year of rainfall against the normal of 590 mm/ year. Paucity of water impacted both agriculture and drinking water availability. Non remunerative agriculture, heavy indebtedness and uncertain livelihood options contributed to the prevailing sense of despondency in the target villages. ACC CSR personnel managing the project summarized the pre-intervention situation well, "the

Water
Harvesting Tanks

21

Cement
Bunds

5

KT Weir
Repaired

1



Permanent stone masonry wall of height 1.5 m at KT on Kambli river

throats were dry, the fields were scorched and hope was running thin". The key was to hold on to every possible drop of rain.

Intervention

The first step was to get the best technical and implementation expertise to assess, design and roll out a drought proofing program in the target villages. ACC engaged Dilasa Janvikas Pratishthan, an NGO with over 20 years of experience and an impressive portfolio in watershed development and livelihood support projects.

The Dilasa experts after an extensive investigation and consultation with the community came up with three key suggestions to drought proof the target villages. This included (i) Roof top rain water harvesting cum storage tanks in most vulnerable settlement clusters, (ii) Cement nala bunds across drainage channels to conserve water for recharging of dug wells, (iii) Repair of K.T (Kol-

hapuri Type) Weirs to trap water for recharging the ground aquifers.

Roof top rain water harvesting and storage: This entailed construction of Ferro cement tanks of 3000 lts capacity each, benefitting a cluster of households (ranging from 20-30 families). The tanks were fitted with a PVC pipe for roof top water collection. The location of the water harvesting tanks was decided through participatory meetings in the target villages. A typical selected cluster did not have access to conventional water supply and were extremely water stressed. This shared facility provides for storing of trucked water during lean seasons and for collection and storage of precipitation when it rained. Such structures have been constructed at 19 locations benefitting approximately 500 households. One tank each has been constructed at a temple and a school benefitting 200 pilgrims and 50 students respectively. The Ferro cement tanks have much to recommend for themselves. They score high on both longevity and cost effectiveness compared to conventional metal tanks. In addition they

provide positive externality in terms of introducing low cost ferro cement construction technology into the community. These tanks have benefitted landless, small land holders and low income groups by providing water security, reduced drudgery and facilitated social dynamics through ownership of a shared facility. Women from the beneficiary households have been trained to maintain the structures.

Cement Nala Bunds: As a part of the micro watershed plan for the target villages, cement bunds have been constructed across natural drainage channels at carefully chosen locations. These structures help trap and hold the surface runoff and the resultant percolation recharges the ground water and rejuvenates the dug wells in the vicinity. The Dilasa team did a technical survey and marked out the existing drainage channels to determine the best location for the bunds. The findings were shared with the community and the recharge capacities explained to get buy in and consent. Three bunds have been constructed at Hivra village and two at Pimparkhed village.

Ground water retention through repair of KT (Kolhapuri Type) Weirs: Kambli river, a tributary of Krushna, flows close to the target villages. The hydro geologic data indicates that when Kambli river flow ebbs, which is around last week of January, the water table in the adjacent dug wells also diminish. The key is to trap the water when Kambli river is flowing. The existing KT (weir) was designed to allow such trapping of water. Built in 1981, the KT is in a structurally good condition, however the bushes of the gates have corroded and it is cumbersome for the farmers to lower the gates. Dilasa proposed to alter the water trapping mechanism by constructing a permanent stone masonry wall of height 1.5 m which would replace the gates of the KT. The construction of the proposed wall has been completed. This will help store 40 TCM of water with the reservoir extending up to 800 m on the river's upstream side. This would help recharge around 27 dug wells and 30 bore wells.

The water conservation measures which have been carried out are expected to provide sustainable solution for drinking water problem, increase in irrigated



Cement bund on natural drainage channel

area, raise ground water level, change cropping patterns, improve agricultural productivity and raise economic returns for the farmers.

The rains continue to be scanty in the target villages. However we now have the infrastructure to hold on to rain water. The villages are prepared for the rainy day.

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ACC DISHA

(Skill Development of Youth)

Focuses on strengthening the capabilities, assets and activities required to earn a living. It facilitates host communities to do so by working either individually or as a group by using endowments (both human and material) for meeting their requirements on a sustainable basis with dignity.

FEATURED PROJECTS

- 1. One-Stop Shop for Livelihood Support :** An Hub for Integrated Livelihood Support, ACC Jamul Cement Works, Chhattisgarh
- 2. Becoming Worthy of Success :** Coaching for Government Jobs, ACC Bargargh Cement Works, Orissa
- 3. Creating the Door for Opportunity to Knock :** Youth Skill Project, ACC Chaibasa Cement Works, Jharkhand

Masonry training at Alternate Livelihood HUB , Jamul

Mapped to

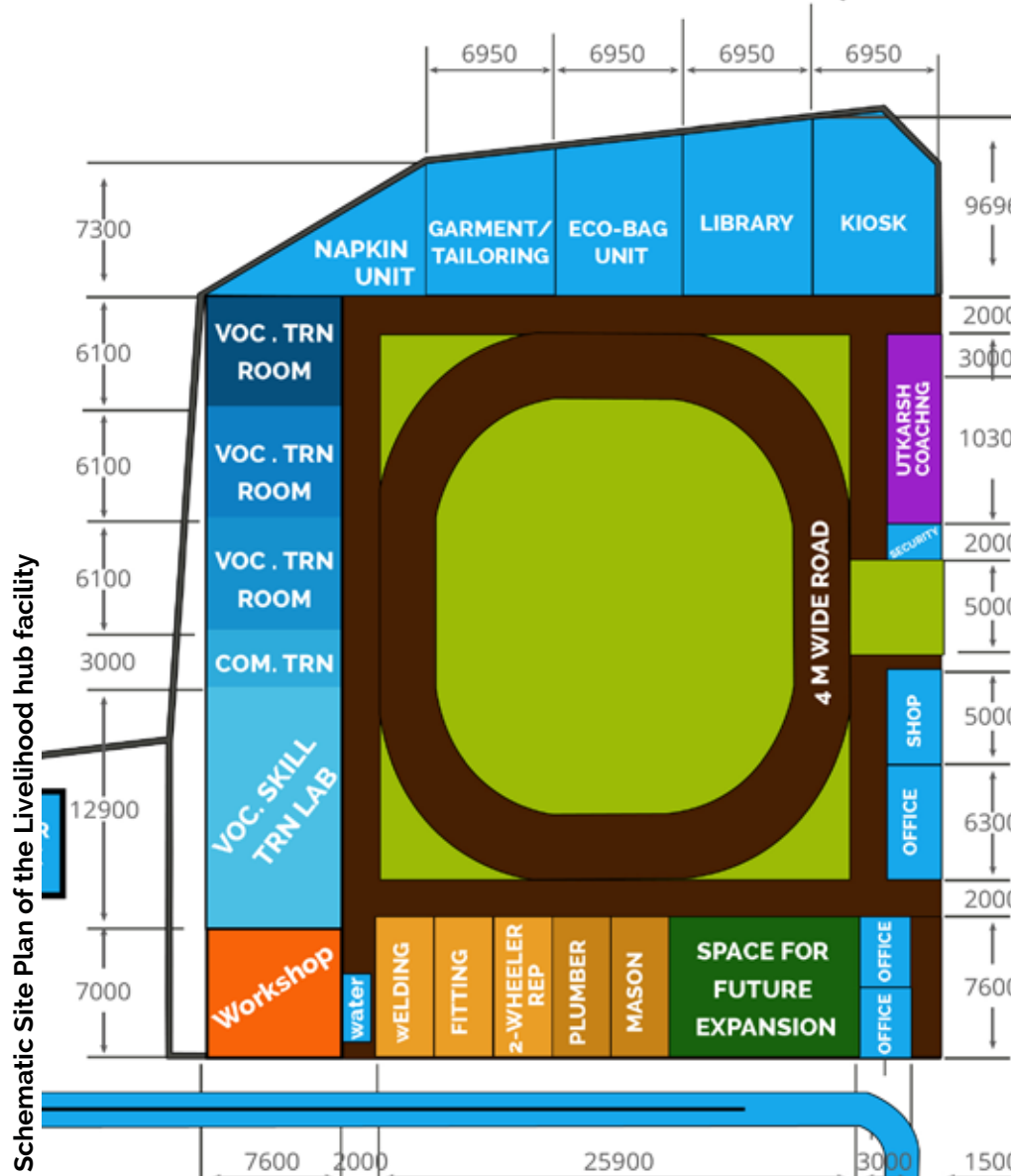
8 DECENT WORK AND
ECONOMIC GROWTH



**SUSTAINABLE
DEVELOPMENT
GOALS**

ALTERNATE LIVELIHOOD HUB

TOTAL BUILT-UP AREA= 1000Sqm



ONE STOP SHOP FOR LIVELIHOOD SUPPORT

An Alternate Livelihood Hub for providing integrated livelihood support services, Jamul, Chhattisgarh

Famous economist and Nobel Laureate, Prof Amartya Sen , talks of poverty as lack of '*capabilities*' for remunerative employment. The capability to earn money emanates from command over earning assets. In an increasingly industrialized world, it translates to an individual having marketable skills, education, capital, market information and access. It is this capability model which lies at the heart of the innovative '*Alternate Livelihood Hub*' rolled out by ACC Jamul Cement Works under its CSR programme.

Alternate Livelihood Hub is essentially a campus which has under one roof the expertise and the attendant facilities to provide high quality skill training, remunerative placement and incubation of micro enterprises. The hub primarily supports three client groups – rural unemployed youth, women SHGs and rural students.

Facilities created at the Hub

The Alternate Livelihood Hub Campus started operation in 2014 and has key facilities for providing integrated support for livelihood development under one roof. These include (i) *Microenterprise Sheds* : Manufacturing facility for garment tailoring, sanitary napkin, eco bag and masala processing, (ii) *Instruction and Tool rooms*: For skill training in trades like welding, fitting, two-wheeler repair, plumbing, masonry, computer etc , (iii) *Uttkarsh Classrooms* : For competitive exam coaching for children in IX and X classes, (iv) *Retail outlet*: For sale of products of SHGs including Jamul branded products,



Alternate Livelihood Hub, Jamul

(v) *Exhibition Hall*, (vi) *Information Kiosk*: Resource center for career and trade counseling and (vii) *Library*. All facilities are provided free of cost. Management and operation of the facility is done by ACC Jamul Cement Works with its implementation partners - Centum and Seed.

Youth Skill Development for Employment

Alternate Livelihood Hub through awareness and mobilization drives in its rural hinterland motivates unemployed youth to enroll for skill training. Three month skill courses are provided in eleven trades – Computer, Masonry, Welding, Fitter, Electrical, Plumbing, AC & Refrigeration, Automobile Mechanic, Motor Driving and Retail Sales. The process starts with a counseling session at the Information Kiosk, where trained counselors match the aptitude and interest of the candidate with appropriate trade and also advise the candidate on the future employment options associated with each trade. Training comprises of class-

room theory lessons and hands on training at the tool room facilities at the Hub. On the Job Training (OJT) option is also available for interested candidates. The Hub has an impressive 100% placement record. Till date 431 candidates have been trained and placed..

Process for developing skills of SHGs

The Hub motivates women groups to setup micro enterprises for which it provides training and handholding. Currently skills are imparted for food processing, garment tailoring, soap, shampoo and masala making, manufacture of sanitary napkin, catering and desk top publishing (DTP). The three months training comprise (i) SHG management, (ii) training in selected trade and (iii) business management. Each women group is encouraged to set up their own micro enterprise. The hub also provides post training mentoring and also helps tying up bank loans. The Hub houses manufacturing facility for sanitary napkin, garment



ACC team briefs the Hon'ble Chief Minister of Chhattisgarh on the Alternative Livelihood Hub

tailoring, eco bag manufacturing and masala processing. The Hub markets Sanitary Napkin under '*Sabeli*' brand and spices under '*Jamul*' brand name. Effort is on to put in place marketing arrangements for other SHG products. SHGs can incubate their enterprise in the existing manufacturing facilities at the Hub campus before moving out to its own facility. 187 women till date have received training and 14 Hub mentored SHGs are running successfully.

Coaching for Students

While skill training and business incubation are the main strands of activity of the Hub, it however believes that education precedes skill development as part of a continuum. Class IX and X students are provided coaching at the Hub for

preparing them for the school board and other competitive examination. Till date 84 students have received coaching at the Hub.

The Hub remains the first and the only integrated skill development and micro enterprise incubation facility in India. Group companies from across the globe have shown interest in replicating the Jamul model. Corporates in India also regularly visit the Hub. The office of the Hon'ble Chief Minister of Chhattisgarh has evinced keen interest on possible replication of the Jamul model across the State.

Every trainee who comes to the Hub possesses talent and ability to excel, the Hub puts the final coat of paint.



Andriyash George, aged 22, from Jamul village in Chhattisgarh had drifted from the mainstream. Born into a poor family, Andriyash could barely finish VIII standard before being pulled out of school due to meager family means. Half finished education and no livelihood options at Jamul turned Andriyash into an unemployed youth. There was a latent anger in Andriyash, family circumstances and geography had conspired to deny him a choice to shape up his life. Andriyash came to know about skill development training from the Alternate Livelihood Hub extension workers. It took him some time to be convinced of the need to undergo skill training and after initial procrastinations he joined the welding trade course at the HUB. Andriyash knew this was probably his only passport to escape poverty. He was a regular and diligent student. He got selected by the Surendra Group at the campus placement with a salary package of Rs. 5000. For Andriyash, three months of training transformed his life.

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BECOMING WORTHY OF SUCCESS

Coaching for Government Jobs , Bargarh, Orissa

Kaabil bano... Kamyaabi toh jhak maarkey peechey bhagegi (become worthy, success will have no choice but to run after you), quoted Jyotsna Nanda, from the Hindi film 3 Idiots, as she commenced her speech on stage at the Bargarh Cement Works auditorium. In the audience were 600 youth from nearby villages. The occasion was the valedictory session of Nai Dishaa, a youth orientation workshop organized under the ACC Saksham project.

Jyotsna Nanda and 80 youth like her attend the coaching center run by ACC Saksham to prepare themselves for recruitment examinations pertaining to government Group C and D, defence, police, teaching, quasi government, NGO and corporate sector jobs. At ACC Saksham coaching center *Kaabil Bano* is not just a dialogue, it is a credo.

Challenge

The CSR ambit of ACC Bargarh Cement Works comprises five panchayats with a population of 30,000. The main livelihood is agriculture and there are not many alternate employment opportunities. Youth lack focus and information on potential employment opportunities beyond the precincts of their village. The community puts high premium on government jobs and resultantly government jobs are the most sought after amongst the youth. While intent is there, the gap between ambition and preparation results in no one making it through the recruitment tests. It is this gap which ACC Saksham aims to bridge.

Intervention

The project is implemented through Ahead Charitable Trust (ACT) who have

Group Discussion training classes ongoing at Saksham

Youth
Trained

42

Trainees
Placed

11

Dreams
Achieved

∞



Chandrama Barge is very special to ACC Saksham. She is the first trainee to get a government job. Dressed in crisp Excise constable uniform, she looks smart, professional and someone whose presence is reassuring. She belongs to a family of limited means, her father is a daily wage labourer and mother is a home maker. A graduate, Chandrama always wished to pave a path of her own but was not sure how. The career counsellors at ACC Saksham advised her to prepare for government recruitment tests for which she could avail of coaching from the Saksham center. A bright student and always willing to learn, Chandrama stood out in her batch. She remembers her written examination for Excise constable recruitment. There were moments of self-doubt as she waited for the question paper to be distributed. However question paper in hand, the answers came quick. The results put her amongst the top rankers in the test. The defining moment came when the postman delivered a brown envelop with Govt of Orissa marked on it. This was her appointment letter. Chandrama had paved a path for herself.

significant experience in coaching and skill development amongst youth. ACT has formulated a ten month coaching curriculum: (i) *Theory classes*: 6 months (mental ability, arithmetic, general awareness and language skills), (ii) *Soft Skills* : 2 months (better usage of English language/Vernacular), presentation skills and self management, (iii) *Interview Skills* : 1 month (group discussion participation, interview facing techniques), (iv) *Mock tests and revision*, (v) *Physical training classes* for trainees desirous to join the defence and police forces and (vi) *Yoga and Meditation*. The coaching center also acts as a information clearing house for job vacancies. Classes are held 6 days a week for 3 hour duration in Bargarh town. Online test paper practice is part of the daily timetable.

The project started in 2014 with an inaugural batch of 42 trainees. The 2015

batch has 80 trainees, with a significant number being girls. Extensive road shows, posters, awareness meets and personal convincing went into getting the trainees to join the coaching center. For the trainers the challenge has been to upgrade the below par baseline knowledge and skill levels of the trainees.

Results

From the first batch, 16 trainees have been placed or are in advanced stage of placement. For the 2015 batch, it is expected that atleast 10 trainees will get

Placement of 2014 Saksham batch

Employer	Number of Trainees
Orissa Excise Department (Govt)	1 (Constable)
Panchayat Department (Govt)	1 (Assistant)
SBI Kiosk	1 (Business Correspondent)
SSVM Public Schoo	1 (Primary grade teacher
Tata	6 (Sales Representative)
Others (Pharma & Marbla	2
Basix NGO	1

government jobs and remaining 50% will be successfully placed in Corporate and NGO sector.

It is said that while most are dreaming of success, winners wake up and work hard to achieve it. ACC Saksham acts as the wake up call with *Kaabil Bano* as the battle cry

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CREATING THE DOOR FOR OPPORTUNITY TO KNOCK

Skilling and Youth Employability Project, Chaibasa, Jharkhand

It is said that if opportunity does not knock then build a door. ACC in association with PARFI (Pan IIT Alumni Reach for India) and NABARD has built such a door by providing job related skills to rural youth. The door is being carpentered at the 'Gurukul' situated at Chaibasa, where youth are trained on marketable skills and provided with job placement.

The Gurukul, run by PARFI, combines hard skill training in driving, construction, welding, catering and plumbing with soft elements like yoga, patriotism, public speaking and work values aimed primarily for rural youth.

The Challenge

School dropouts, casual labourers, and marginal farmers are aplenty in the rural hinterland of West Singhbhum district, Jharkhand, where ACC Cement Works, Chaibasa is located. Remunerative livelihood options come at a premium in this area. Youth remain unemployed due to lack of requisite marketable skills and are prone to go off the mainstream.

Intervention

The Gurukul in Chaibasa started with an agenda to provide a financially self-sustainable model of skill development to the youth of this region. Set up in 2013, it imparts skills and creates assured jobs for the tribal youth of the Chaibasa region. The center is housed in a government building. ACC has provided assistance in terms of training, boarding and lodging infrastructure. The current cost of training is between Rs. 7000-8000/month

Gurukul Chaibasa Complex

**Persons
Trained**

787

Placement

100%

**Average
Salary**

Rs. 8-12000

**Economic Em-
powerment**

∞

which includes stay, stipend and training costs over the 45 days training period. This amount is recovered in equal monthly installments over 6-7 months from the wages of the trainees after they are placed. The cost of training is refinanced by NABARD. The Gurukul has an intake capacity of 50 trainees per batch.

The Gurukul approaches training in a learning by doing mode, rather than through extended classroom lectures. The Chaibasa Gurukul currently imparts skill in tile cutting, laying and fixing. For the current batches the placement is tied up with Sobha Developers, Bangalore. Gurukul boasts of a 100% placement record.

Other than getting skill training, the trainees learn a number of life skills. Like Gurukul of Indian tradition, the candidates are expected to keep the premises clean and partake in activities like Yoga, community service and tree plantation..

The sourcing of trainees is generally done through various MFIs/NGOs with the only criterion being that they should belong to the region.

Outcome

Since inception the Gurukul has provided skill training to a total of 787 boys in the age group of 18-30. Almost all trainees have been placed successfully on jobs with monthly wages ranging from Rs 8500 – 12500 per month.

We at Saksham have built the door for the opportunity to knock and prepared our trainees to answer the knock when opportunity comes calling.



Mangta Tubid, aged 22, had to discontinue his studies owing to ill health of his father. Being the eldest, Mangta was expected to start earning and support the household. However with no education, capital or skill, Mangta did not have much livelihood options. Inability to fulfill the family expectations would lead to frustration and there was a time when Mangta even considered running away from home. He came to know about the Gurukul from a village elder. He joined the program and is now working as a supervisor in Bangalore with Shobha Developers. He draws a salary of Rs 15,000/- per month. Following in his footsteps, his brother also underwent the same training and is now employed in Hyderabad. The two brothers have become role models for the youth in their village and financial support for their family.

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Women SHG members being trained to do katha stitch work, Damodar Cement Works

ACC SWAVLAMBAN

(Women Empowerment & Micro enterprises)

Integrate gender equality and women's empowerment into poverty reduction, democratic governance , environment and sustainable development with specific focus on women coming from economically and socially marginalized communities/households.

FEATURED PROJECTS

1. 0 to 10,000 and Going Strong: Women Economic Empowerment Project, Damodar, West Bengal

2. Giving Hard Work a Helping Hand
: Women Self Help Group Project, Kudhithini, Karnataka

Mapped to

5 GENDER
EQUALITY



**SUSTAINABLE
DEVELOPMENT
GOALS**

0 TO 10,000 AND GOING STRONG

Women Economic Empowerment Project, Damodar, West Bengal

As one walks through Dumdumi village, the strain of women singing a Santhali song hits the ear- *Noaa soner dharti puri re ,baai re manmi janam* (The life of human beings on this golden earth, made up of air and soil). It is through harnessing of golden earth's bounty (calibrated with modern business practices) that 800 women in five remote villages in Purulia district, West Bengal, have pulled off a silent revolution. Most of them did not earn a single rupee three years back, they today earn up to Rs 8,000-Rs 10,000 / annum. This in effect has pumped in about Rs. 40 lakhs/annum, through increased earnings of these women into the economy of Shunuri-1, Shunuri-2 Bakulia, Dumdumi, Makura & Balitora villages. The welcome news is that the best is yet to come.

The Challenge

These villages happen to be the CSR project villages of Damodar Cement Works, were three years back a women livelihood project was started under the aegis of ACC CSR in collaboration with Loka Kalyan Parishad, the implementation partner. Socio-economic condition of women were at the margins for a majority of the women in the region- agriculture was non remunerative, rampant alcoholism amongst men folk, irregular household earning from secondary and tertiary work and high frequency of domestic violence. Tottering household income meant that women had to cut corners to keep the kitchen fire burning. Poverty was not a spectator but a stark reality. The challenge was to provide livelihood opportunities so that women could look after herself and her children without being overly dependent on her husband for economic sustenance. The corners needed to be padded.

A beneficiary of the poultry project through ACC supported SHG at Balitora village

**Income
Growth**

200%+

**Number of
SHGs**

80

**Number of
Members**

800

**Additional
Income**

Rs.

40 lakhs



Puffed rice making machine setup at Shunuri village

Intervention

A bouquet of interventions were designed to be implemented through the Self-Help Group (SHG) route. Capacity building, hand holding, marketing support and technical expertise were provided for a number of livelihood options - kitchen gardens, agriculture service centers, duckery, katha stitching, Aggarbatti making, poultry, mushroom production, detergent making, goatery and puffed rice production. A number of options were made available to provide the beneficiaries to have a choice of vocation and also an opportunity to be involved in

concurrent activities to maximise earnings.

Getting SHGs in Place

The starting point was to put the women SHGs in place. Over the project period 80 SHGs have been organized and are running. The SHGs have a total membership of 800. Initial rounds of support to the SHGs included training in book keeping, account maintenance, legal aspects and assistance in opening bank account. Once the SHG infrastructure fell in place, capacity building and technical expertise were provided for various trades to the SHG members.

Farm and Allied Trades

The most popular vocation has been the homestead backyard organic farming taken up by women. The project provided training in seed production & bio pesticides, know-how for vermi composting, drip irrigation kits and knowledge of agrarian practices. More than 60% (488 nos) of the members are involved in this activity which earns them roughly Rs. 5000/annum. Poultry and Duckery has over 50% members involved with returns of around Rs. 4000/ annum. Banaraj variety poultry and Khaki Campbell ducks have been distributed through the SHGs. Mushroom spawns have been distributed to 545 members. 143 SHG members have benefited from vaccination of goats.

Agriculture service centers have been opened at two SHGs in each village. They have been provided with paddle paddy thresher and sprayer machines. The beneficiary SHGs earn through renting these machines to the farmers at very competitive rates

Most of the SHG produce is marketed locally. An exclusive shop (Swabhiman counter) has been opened in Damodar plant residential complex for selling the produce of the ACC supported SHGs.

Non Farm Trades

Aggarbatti making and *Katha* stitch have found a niche amongst the beneficiaries. 45 women have been provided intensive training and are involved in traditional kantha stitch, gujrati stitch and tailoring. They have exhibited their products at a number of fairs and exhibitions and their workmanship has been appreciated. A sustained market linkage is in the process of being explored. 30 women received training in incense stick (aggarbatti) making, of whom 14 women have taken it up as a vocation. The aggarbatti is branded and sold locally and has a loyal clientele. Puffed rice machines have been recently installed with a few SHGs and production has started.

Sustenance

SHG's have bank balance ranging from Rs 8,000- 1,20,000 and are in the pro-



The fragrance from an Aggarbatti spreads across a room. At Damodar, the benefit from making them has spread to many poor households across CSR project villages of Damodar Cement Works. Shantimani Hembram, aged 27, lives in Kapash Danga village of Balitora Gram Panchayat. A homemaker, Shantimani joined the Naoa Sakha Self-Help Group started under the

ACC CSR. A three day training program in Aggarbatti making gave her a new vocation. She started a household enterprise for making Aggarbattis with a capital of Rs. 1500. As a first mover, she found marketing a challenge, there were hardly any takers. Loka Kalyan Parsishad(LKP) got packaging material designed for aggarbattis to be sold under brand name DISHA. Slowly, both the fragrance and the brand name spread and today Shantimani earns around Rs.900/month from her enterprise. A number of women now market incense sticks under the DISHA brand name. In the next phase, LKP is contemplating experiment with natural fragrance incense sticks to provide DISHA a differentiator in the market. The aromatic plants are being planned to be grown locally, thereby providing backward linkage.

cess of getting federated. SHGs in Madhukunda village have already organized themselves into a federation – Disha Swanirbhar Samanya Jote.

With small but sure steps, women are turning back the tide of poverty. It has been hard work, but it has been worth the effort. It is not about money alone, it is about freedom of choice.

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GIVING HARD WORK A HELPING HAND

Women Self Help Group Project, Kudhithini, Karnataka

At village Veni Veerapura you will find a well stocked shop run by the ever smiling Lakshmamma. The store sells bread, biscuits, bottled drinks, chips, stationary and condiments. This quaint little shop has a big story to tell about how women are starting small businesses helped by the Self Help Groups organised by ACC.

Lakshmamma heads the Devamma Self Help Group which was setup in 2011 as part of the CSR initiative of ACC Cement Works, Kudhithini. Her husband's earnings from farming could barely keep the household running. Difficult times were temporarily tied over by loans from neighbours.

Her village which has a population of 400 households did not have a bakery and a stationary stall. Lakshmamma recognised the business opportunity and took the onus of starting such a shop. She tied up with Bellary bakery manufacturers and approached the Devamma Self Help Group (SHG) for financial support. The SHG sanctioned her a loan of Rs. 40,000 and arranged for her a bank loan of Rs. 25,000.

The bakery and stationary stall has been up and running since January 2015 and earns for Lakshmamma Rs. 10,000 -12,000 per month. Income from the shop helps repay the loan and also pays for her son's education. Lakshmamma quoted a proverb in Kannada in response to our query on her success, '*Kai Kasaraadhare Bai Mosaru*' (You have to get your hands dirty to deserve a sumptuous meal). Hard work surely has its rewards.

Backing the ability and hard work of the women like Lakshmamma is the

Lakshmamma at her bakery shop funded through a loan from SHG

Number of
SHGs

145

SHG
Membership

1964

Loan from
Banks

137 lakh

Women Em-
powerment

∞



Under SHG - Bank linkage facilitated by ACC, cheque being handed over to Shree Anjaneya SHG

CSR team at ACC Kudhithini Cement Works. The support comes in the form of finance, technical knowhow, marketing linkages and organizational backing through SHGs organized exclusively for women.

The Challenge

In the CSR project villages (Kudithini, Veni Veerapura, Siddamanahalli and Vaddatti) women comprise 50% (12052) of the population. Women role remains confined to managing the home and the hearth. It is ironical that despite the spectre of poverty staring, 50% of the potential workforce (women) remain economically unengaged. The need of the hour is to increase women participation in economic activities. This would bring more hands to work and enable the household income to rise.

Since inception 145 women SHGs have been established and are func-

The CSR team was faced with a daunting task. The societal construct of women being confined to household work had to be overcome, training in requisite skills imparted, financial support provided and women given the confidence that they can succeed.

Intervention

Swavlamban Project was launched in 2011 and focused on formation of women SHGs in the project villages. The individual SHGs were federated into a Village Level Organisation (VLO). The main objectives of the initiative were: (i) increase household income, (ii) leverage government livelihood programs, (iii) improve skill levels, (iv) establish forward and backward linkages and (v) foster linkage with banks and financial institutions.

Progress in formation of SHGs

Details	2011	2012	2013	2014	2015	TOTAL
Formation of SHGs	56	19	23	24	23	145
No of Members	795	271	309	319	270	1964
No of SHGs Linked with Banks	04	27	17	14	28	90
Amount of locans (in Lakhs)	9.10	36.57	34.48	22.36	35.35	137.86
Saving Mobilized (in lakhs)	38.95	16.66	18.19	12.29	9.43	95.52
No of Members started Income Generation programmes	00	84	62	66	77	95.52
No of Members trained in tailoring	43	75	51	83	57	309
No of Members are trained on Computer Education	00	00	40	20	10	70

tional with a total membership of one thousand nine hundred and sixty four. Two hundred and eighty nine members have started income generation activities. Skill training has been provided in a number of trades including (i) tailoring, (ii) computer training, (iii) aggarbatti making, (iv) rural entrepreneurship, (v) pickle making and (vi) dairying & poultry. The SHGs have slowly matured and can manage their activities without much handholding from ACC.

Notable Successes

- Establishment of three jeans manufacturing units which currently engage 80 women with each woman earning a monthly income of Rs.4000 - 7000.
- Semi-automated agarbatti making unit set up at Siddamanahall village which employs 25 SHG members
- Chilli powder unit has been established and is in operation
- An amount of Rs. 137 lakhs has been leveraged from banks
- Three SHG federations have been formed and linked with government livelihood generation schemes
- 309 members have been trained in tailoring which earns for each member a sum of Rs. 2000-4000 /month.

The perseverance of the women at Kudhithini may well come from the lines of Mankuthimmana Kagga by Kannada literary giant DV Gundappa :

ಎಡವದೆಯೆ ಮೈಗಾಯವಡೆಯದೆಯೆ ಮಗುವಾರು |

ನಡೆಯ ಕಲಿತವನು ಮತಿನೀತಿಗತಿಯಂತು ||

ತಡವರಿಸಿ ಮುಗ್ಗರಿಸಿ ಬಿದ್ದು ಮತ್ತೆದ್ದು ಮೈ- |

ದಡವಿಕೊಳುವವರೆಲ್ಲ ಮಂಕುತಿಮ್ಮ ||

Which child learnt to walk without falling down?

This is how the mind learns wisdom too.

To slip, to fall, and to shake oneself and get up;

Isn't this what everyone does? –Mankuthimma





Aggarbatti Manufacturing Unit

Under the ACC Swabhlamban project, Kudithini Cement Works has started an Aggarbatti production centre in Siddamanahalli village in association with Jhanshirani SHG federation.

On suggestion of the SHG federation regarding bright business prospect in manufacture and marketing of Aggarbattis, the CSR wing at Kudithini Cement Works stepped in and approached M/s CP Industry, a Bangalore based Aggarbatti manufacturer, for providing technical knowhow and raw material support. M/s CP Industry helped the federation prepare a project proposal for setting up of a semi automatic aggarbatti manufacturing unit. The total cost of the unit was estimated at Rs. 2.50 lakhs. ACC agreed to provide an assistance of Rs. 90,000 and the rest was borne by the SHG federation.

M/s C.P. Industry installed the Aggarbatti manufacturing machine and trained 50 SHG members on Aggarbatti manufacture, scenting, packing and machine operation. The unit started production from August 2015, with an initial production of 10kgs/ day. The production has since increased to 40 kgs/day. The facility employs 10 women with each earning Rs. 6000/month. The local bank is willing to finance the expansion of the unit. The project has converted homemakers into entrepreneurs.

Gross Earning/month: Production of 41kgs/day which is locally marketed @ Rs. 130/kg. The total monthly turnover is Rs. 1,59,900.

Production Cost/month:

	Unit	No of Units/day	Unit cost in Rs	Amount in Rs
Coal powder, Gum & Dusting Powder (ready mix)	kg	24	18	432
Bamboo Sticks	kg	12	110	1320
Scent	lt	1	800	800
DEP Oil	lt	4	160	640
Packing covers	kg	0.25	160	40
Raw Material Cost/day				3232
Raw Material Cost/month				96960
Monthly rent ,electricity and maintenance				1500
Total Production Cost/month				98460

Profit/month (Gross Earning – Production Cost): Rs. 61440

Per Member Profit Share: Ten SHG members are engaged at the manufacturing unit and share the profits @ Rs. 6000/month/person

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ACC VIDYA UTKARSH

(Improving Quality and Reach of Education)

Facilitate reach of quality education to every child in the host community. Provide healthy, safe, non-discriminatory learning environment with adequate resources and facilities. The content must aid acquisition of basic skills, especially literacy, numeracy and skills for life and general knowledge. Children must gain knowledge, skills and attitudes that are linked to national goals for education and positive participation in society.

FEATURED PROJECTS

- 1. Writing on the Wall:** Building as Learning Aid (BALA) Initiative, ACC Tikaria Cement Works, Uttar Pradesh.
- 2. Bridging the Gap Between Potential and Performance :** Bridge Learning Project, Kymore, Madhya Pradesh

Mapped to	

Walls display illustrations from prescribed text books, Tikaria Cement Works

WRITING ON THE WALL

Building as Learning Aid (BaLA) Initiative Tikaria, Uttar-pradesh

If you were to visit Amiya Government Primary School near Tikaria, you would hear students count as they climb the stairs for on each stair is written a digit. If you were to ask a student to open a door at Baboopur Junior High School, she would ask, “*by how many degrees*”, for on the floor at the door opening of each classroom is drawn a geometry protractor. It is indeed fascinating to see how the walls, floor and the grills in the school have been transformed into teaching aides. This is part of BaLA (Building as Learning Aid) initiative taken up by ACC Tikaria Cement Works in the six government schools under its CSR programme. The BaLA initiative was also complemented with provisioning necessary school infrastructure.

The Challenge

The CSR team undertook a study in the year 2013 to understand the prevailing situation in the six schools in the CSR villages and explore if there were gaps which could be plugged. The assessment revealed that actions had to go beyond just filling in the gaps, the intervention had to be long-term and sustained requiring significant resources.

The issues included: (i) schools did not follow prescribed learning and teaching methods under SSA (e.g. BaLA), (ii) no separate toilet for girls, (iii) no facility for E-learning, (iv) almost minimal class room furniture, (v) broken hand pumps leading to paucity of drinking water, (vi) the pupil student norm (1:25) not adhered to and (vii) teachers training not regular. All this obviously resulted in poor learning outcomes. The solution required work to be undertaken on multiple dimensions.

Drinking
Water

6 schools

BALA Test
Scores

50%

e Learning
Kiosk

5 schools

Wings to
Dreams

∞



Wall painting under BaLA initiative

Intervention

The CSR team at Tikaria took a phased approach and started with the essentials for Phase I. The interventions were:

- (i) provision for essential infrastructure
- (ii) improve learning outcomes.

Providing Key Infrastructure

Key infrastructure, which is essential for learning to happen were put in place across all six intervention schools- (i) New hand pumps were installed in all the schools, (ii) desks were provided for all class rooms, (iii) library with infrastructure like books, book racks and reading tables were provided, (iv) E-learning

kiosk at 5 schools.

Improving Learning Outcomes

This flagship intervention Building as a Learning Aid (BaLA) has been rolled out across all the six project schools. The BaLA technique uses the school building as a teaching instrument to make learning easier and interactive. ACC and its implementing NGO started transforming the school buildings. Soon walls had illustrations which displayed important dates from the history book, map of India and its states, geometric shapes, alphabets, days of the week and much more. Also, on the walls were found names and images of role models like Jawaharlal Nehru, Mahatma Gandhi, Rabindranath Tagore, Bachendri Pal, Mother Teresa,

Intervention Schools

- a. Primary School , Amiya
- b. Junior High School , Baboopur
- c. Primary School, Belkhore
- d. Primary School, Annibaizal
- e. Junior High School , Annibaizal
- f. Primary school , Tikaria

Kalpana Chawla, Rakesh Sharma and many others who have done India proud. Having the chapters from the text book, illustrated on the walls and seeing the same everyday at school helped in learning and assimilation.

Outcome

ACC CSR team did an assessment as to whether BaLA has any impact on learning outcome. A sample of students from the project schools were administered a question paper with a set of questions related to BaLA illustrations and a set from the text book which did not have any corresponding BaLA illustration. 50% of the questions relating to BaLA illustration were correctly answered by the students while only 10% of the non-BaLA questions elicited correct answers. This clearly indicates the efficacy of the BaLA methodology.

ACC CSR is busy chalking the second phase of the intervention, wherein it will bring in direct interventions like teacher training and bridge learning to further consolidate the gains from phase I.

“When we have free period in class, we learn from walls and doors. Since these paintings were created, attendance in class has also increased.”

Diksha Singh
Class VIII
Baboopur Junior High School



Concept of angles explained by a protractor drawn on the floor

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Students from Bridge Education Center, Kalehra

Bridge
Learning Centers

13

Students
Enrolled

630

Potential
Realised

∞

POTENTIAL TO PERFORMANCE

Bridge Learning Project, Kymore, Madhya Pradesh

Until recently passing the school leaving examination was a daunting task for most students from the villages surrounding the Kymore Cement Works. The arrears in learning accumulated over the schooling years reflected in the students faltering at the school leaving examination.

The Challenge

The gap between potential and performance of the students could be attributed to certain fundamental bottlenecks - lack of quality teaching at the government schools, parents unable to afford private tuitions for their wards and low premium on education in the community. A solution was required to bridge the learning gap which was economical, scalable and effective. Low educational attainment meant a high level of unemployment in the area.

Implementation

The impetus came from the then president of the ACC Ladies Club, Smt Yashoda Rathore, who along with the club members started a Bridge Education Centre in 2010 at Kharkhari village (1.5 kms from the Mahegaon mines) for 50 students studying in classes I to V. The club inducted educated local youth as support teachers. These teachers were to take after school hours remedial and special tuition classes for students in Mathematics, English and Science. The result of the experiment was extremely heartening. The learning level of students enrolled in the Bridge Learning Center far outstripped those who did not take these supplementary classes.

ACC CSR team at Kymore which was part of the experiment saw potential for replicating of the Bridge Learning Centre model to other project villages. Good quality education was a felt need and the model had lot to recommend for itself.

Currently there are 13 Bridge Learning Centres across 6 project villages (Barapar, Kharkhari, Amheta, Amuwari, Kalhera and Khalwara) with an enrolment of 630 students mostly from economically marginalised backgrounds. These centres provide free remedial and tuition classes for students from Class I-X in Mathematics, English, Science and soft skills. The students are provided with note books and stationery as well. The classes are held daily for two hours before the school opens in the morning at the existing school premises. Educated youth from the villages in the vicinity serve as support teachers and are paid an honorarium. The teachers have a bachelor degree in either Science or English and have cleared a written assessment test to be eligible to teach. The teachers are provided with training, IEC material and required reference books. Currently there are 29 support teachers putting up a brave effort to usher in quality education. The good news is that they are succeeding.

Outcome

Signs of change are visible. Amheta a tribal village in the project areas has been considered to be a laggard with regard to education. The school leaving examination pass percentage till very recently used to hover around 33%. A Bridge Learning Centre started operation at Amheta a couple of years back and today the village boasts of a phenomenal pass percentage of 83%. The same trend is visible in other project villages as well. With availability of quality education, the girls are beginning to excel in examinations. The attendance at schools has also significantly improved. The Education Department has acknowledged the contribution of ACC in improving the quality of education in the area.



Books being distributed at Bridge Learning Centre at Village Amuwari

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ACC AROGYAM

(Reduction of IMR, Malnutrition, HIV+ & Morbidity)

Support enhancement of physical, mental, and social well-being of the host communities by preventing diseases, promoting environmental health, safety and healthy behaviours. The emphasis is mainly on primary and secondary health care initiatives (preventive health care) with limited tertiary health care (curative care) interventions.

FEATURED PROJECTS

1. Health Care for Rural Women :
Women Health Project, ACC Lakheri Cement Works, Rajasthan

2. It is Not Someone Else's Problem :
Anti Retroviral (ART) Centre Project, ACC Wadi Cement Works, Karnataka

Immunisation camp organised by ACC Lakheri Cement Works

Mapped to



THE FIRST THOUSAND DAYS CHALLENGE

Reproductive Child Health Project, Lakheri, Rajasthan

Experts believe that if a child in its first thousand days - from conception to two years old does not get adequate care and nutrition, the damage is irreversible. ACC Lakheri Cement Works has taken up this 1000 days challenge head on in its project villages through an intensive antenatal program followed by support to Anganwadi centres for child immunization, nutrition and care. The ACC CSR team at Lakheri remains committed to ensuring that every child is safely delivered beyond the 1000 days mark.

The medical officer at the Primary Health Center, Lakheri is a worried man. The blood test reports of the high risk expectant mothers identified at the ACC monthly health camp is rather long with 12 names in it. The medical officer writes a referral for the Community Health Center (CHC), which has the facility and expertise to manage severe anaemic cases. Referral done, the ACC outreach workers would now reach out to each individual woman on the list, traveling to their doorsteps and ensuring that they reach the CHC for treatment.

Six-month pregnant Shivani has been identified with Hb count of 5; this is an emergency. The ACC ambulance races Shivani to the Community Health Center (CHC) at Lakheri, where doctors do the required medical procedures. ACC outreach staff is at hand in conjunction with the ICDS and health outpost in her village to provide follow-up during the remaining term of pregnancy. Shivani three months later gave birth to a healthy baby weighing 2.5 kgs. Had timely medical intervention not been taken, persis-

A child being weighed at a Anganwadi centre supported by ACC at Lakheri

Complete Im-
munization

94%

ANC

100%

Institutional
Deliveries

100 %

Women Em-
powerment

∞



Health checkup camp organised by ACC

tent anemia could have led to fetal restriction resulting in low birth weight. The odds of preterm delivery was also high and even moderate hemorrhage during child birth could have been fatal.

The Challenge

Bundi district in which Lakheri Cement Works is located has amongst the worst maternal health and nutritional indicators in the nation- IMR: 58, MMR: 284, Malnutrition in children > 50%, Anemia in pregnant mothers > 90%. Needless for the ACC CSR team at Lakheri, grappling the maternal and child health issue has been the top priority.

Intervention Strategy

ACC complements the government efforts, filling in the gaps so that the national reproductive child health and nutritional programs get delivered in desired quantum and quality in the CSR project villages. There are 1 CHC, 3 Sub-centres and 34 Anganwadi centers in the project villages which are supported, by ACC. The field operations are managed by ACC's implementation partner, Mahatma Gandhi Integrated Development and Education Institute.

Maternal & Child Health Nutrition (MCHN): MCHN Day is the flagship intervention to reach health services to women, children, pregnant and lactating mothers. Health camp is held on a fixed date every month at a given village.



Adolescent girl's club members engaged in a group activity

ACC field workers in conjunction with Auxiliary Nurse Midwife (ANM) and Anganwadi worker mobilize pregnant and lactating mothers, children and adolescent girls to attend the camps. This has led to 94% complete immunization, 100% Antenatal check-up (ANC) and 100% institutional deliveries. Traditional practices like *Godh Bharai* (baby shower) has been extended to include advice to the expectant mother on the importance of nourishment for herself and her child. Through ACC support, MCHN days has been institutionalised at 34 Anganwadi centers.

Safe Deliveries : ACC has supplied neonatal kits to Community Health Center

(CHC) at Lakheri to reduce infection during delivery. The government of Rajasthan is replicating the ACC initiative of provisioning neonatal kits across its hospitals in the state.

Followup of Anemic/ High Risk Pregnant Women : In the CSR project area it is estimated that 96% of the women are anemic of which 70% are in the moderate to severe category. The anemic pregnant women are identified and treatment provided. Continuous follow up is done till the delivery of the child. If the new born is low weight, the baby is tracked and required support provided till the new born gains normal weight.

Adolescent Girls' Program : Adolescent girls are future mothers. ACC has organized these girls into clubs for orienting them on proper health, hygiene and sanitation practices. Health checkups are done regularly and corrective action suggested. Alongside activities like application of mehendi, rangoli, drawing and in-house games etc are conducted for the young girls to keep them engaged with the club. A significant outcome of these clubs has been the reduction of anemia amongst adolescent girls by 25% compared to baseline.

School Health : ACC helps organize school health check-up. Of the 1260 students covered under the project, 65% were found to be underweight. All such children were provided with deworming, multivitamin, IFA and calcium tablets and counseling.

Communities are only as strong as the health of its women and children. ACC's maternal and child health initiative at Lakheri is a reinforcement towards such strong communities

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IT IS NOT SOMEONE ELSE'S PROBLEM

Anti Retroviral (ART) Centre Project, Wadi, Karnataka

AIDS had long been treated as someone else's problem until it became a global issue with a local footprint. An estimated 35 million people live with HIV in the world, of which 2.1 million are in India alone. With such a high prevalence rate, HIV is no longer someone else's problem.

The Challenge

In close consultation with the Confederation of Indian Industry (CII), the management of ACC decided to step forward to participate in the national effort to eradicate HIV/AIDS. ACC readied itself to be a foot soldier at the frontline where the battle lines against the HIV virus has been drawn.

Intervention

As a first step, ACC announced a workplace policy for HIV/AIDS that protects the fundamental human rights of employees who may become affected by HIV/AIDS, while also ensuring their proper care and treatment.

This was followed in 2007 by ACC signing an MoU with National AIDS Control Organisation (NACO) to set up an Anti Retroviral Treatment (ART) and Voluntary Counselling Centre at ACC Wadi Cement Works.. ACC thus became the first private sector company in India to commission an ART centre. The Wadi centre is part of NACO's 453 ART centre network across the nation which act as the first line of defence in prevention of the HIV epidemic. The facility provides outreach and treatment to Persons Living with HIV (PLHA).

NACO reports that about 2.6% of the 2 million truckers in India are living

The ART centre at Wadi

HIV Screening

962

Retroviral
Positive

11

National
Crusade

∞



with HIV. Some of them could well be on rounds to the Wadi plant for lifting cement. The Wadi plant is ACC's largest cement manufacturing unit and has a large truck traffic. Gulbarga district in which the Wadi plant is located has been identified as highly vulnerable to HIV by NACO.

ACC established Ayushmaan Trust to manage the ART operations. A 2500 sq ft building was constructed and equipped with adequate seating, consulting rooms for the doctors, rooms for social workers and counselors, laboratory, pharmacy, pantry and toilets. The centre is equipped with state-of-the art CD4/ CD8 cell counting machine, making it the only facility with such sophisticated equipment in Gulbarga and adjoining districts. The centre has full complement of medical and support personnel including a doctor, nurse, lab technicians and support staff. ACC has signed a MoU with Christian Medical College for procuring medical competencies and advice.

Beneficiaries availing services of Wadi ART centre (2015)

General OPD Camp	ART OPD	CD4 Testing	Counselling	HIV Testing	Retroviral Positive
3394	3585	460	1247	962	11

The centre has as its primary clientele the truckers who transport cement bags from the factory to sales depots across the country. The first line of intervention is through raising awareness on HIV prevention and screening affected people. All PLHA are provided with Antiretroviral Treatment (ART) free of cost. Follow-up of patients on ART is done by assessing drug adherence, regularity of visits, periodic examination and CD4 count (every 6 months). Treatment for opportunistic infections is also provided.

HIV affected children are prone to stunted growth and susceptible to complications if proper nutrition is not taken. ART provides 1 kg of nutrition supplement per month to the affected children. Currently 27 school going ART children are also supported with educational material.

Results

ACC Wadi ART centre is fighting a pitched battle against HIV. NACO has reported a decline in HIV prevalence in the country. It has taken a stupendous effort to put the HIV virus on the back foot. ACC Wadi ART centre is proud to have played a part in reclaiming lost territory.

Defying HIV

Niyas Khan (name changed) is a 41-year-old PLHA. A steady hand at truck driving, Niyas is a regular at Wadi Cement Works, loading cement for cross country delivery. In 2008 during screening at Wadi ART centre, Niyas was identified to be HIV positive and subsequent tests revealed his wife to be also infected. His two sons however do not carry the HIV virus. His treatment was started by Wadi ART centre and carefully monitored for adherence. There has been an improvement in his CD4 count and general health. Niyas now regularly goes on long distance routes, transporting cement and sustaining the livelihood of his family. 'OK TATA' written on the rear rail of Niyas's truck takes a new meaning.

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ACC SAMPOORN SWACHHATA

(Water Access, Open Defecation Free & Hygiene)

Access to drinking water, sanitation and improved hygiene practices in communities served. For water, the effort is concentrated on providing potable water within easy reach and in sufficient quantity. Under sanitation, the focus is on household infrastructure such as toilets, bathrooms and washing area.

FEATURED PROJECTS

- 1. Delivering on a Promise :** Creating an Open Defecation Free (ODF) Village by ACC Tikaria Cement Works, Uttar Pradesh
- 2. The Toilet Row :** Urban Sanitation Project by ACC Sindri Cement Works, Jharkhand

Mapped to	
	

A rally to create awareness on sanitation by students and teachers organised by ACC Sindri Cement Works

ACC सामाजिक दायित्व के अन्तर्गत परियोजना
सिंदरी, धनबाद

DELIVERING ON A PROMISE

Creating an ODF Village, Tikaria, Uttar Pradesh

As you enter Tikaria village a large wall painting greets you, it says in Hindi, 'Bahu Betiyaan Babar Na Jaayein, Ghar Mein Shauchalaya Awashya Banayein' (Ensure that toilet is at home so that daughters and daughters in law do not have to go outside in absence of a toilet at home). Tikaria is witness to how an ordinary low cost toilet can become a tool for social change.

Tikaria is a medium sized village of 462 households which until recently had nothing spectacular to differentiate itself from the thousands of villages which dot the rural Indian landscape. Majority of the families here are economically marginalised with 68% of the households below poverty line. Prior to the implementation of the toilet construction project by ACC Tikaria Cement Works, more than 90 % of the households did not have a toilet.

The village came into the reckoning when ACC Tikaria Cement Works launched a sanitation program in early 2015. Such has been the impact that Tikaria is now on its way to be the first Open Defecation Free (ODF) village among the 2,499 villages of Amethi district. Amethi district is considered amongst the sanitation backbenchers of the country and in this context the achievement of ACC Tikaria is indeed path-breaking.

The Challenge

When the project started only 10% of the households had individual toilets, the rest went for open defecation. With 68% of the households below poverty line, the affordability for individual toilets was limited. Lack of awareness on the benefits of toilets coupled with only 56% literacy level took the problem much beyond affordability alone. Open defecation was the norm in Tikaria with nook on the bend of a road, the corner of a playground, fields,

A toilet constructed at Tikaria Village

HH with Toilets

100%

% of funds leveraged

109%

Esteem

∞



A wall painting at Tikaria village informing on the importance of cleanliness and hygiene

dried out ponds and any other secluded place were sites for open defecation.

The biggest sufferers were women who faced esteem, health and safety issues attendant with open defecation. Poor sanitation also meant high incidence of illness especially amongst children which resulted in poor attendance at school. The ACC CSR team set for itself a steep target, in one year time it aimed at getting 365 individual household toilets constructed. This was to be done through leveraging of government funding and by bringing about behavioural change towards toilet use. The aspirational goal was to get Tikaria declared as a Nirmal Gram. It was a difficult wager to win.

Toilet Construction

Under the government scheme only Rs 9,500 was available as a grant for each household desirous of constructing an individual toilet. The balance was expected to be contributed by the beneficiary. Since the majority of households were below the poverty line, the beneficiary contribution was hard to come by. ACC signed an agreement with the Gram Panchayat under which ACC agreed to contribute Rs 5,000 for each toilet (door, roofing and some peripherals). The ACC CSR team facilitated the Gram Panchayat to engage the concerned government departments for release of funds for toilet construction.

Over the next 6 months, starting early 2015, 365 toilets came up in Tikaria. The ACC CSR team relentlessly followed up each case of toilet construction. The enthusiasm was infectious and the entire government and panchayat machinery fully backed the programme. The civil engineering department at ACC Tikaria Cement Works extended support to the CSR team in supervision of toilet construction.

Community Sensitization

ACC CSR team was fully aware that building toilets without addressing common norms, attitudes and beliefs around latrine use was unlikely to reduce open defecation. It is not easy to change long standing practices overnight. An intensive campaign was launched which had slogans painted on walls, door to door sensitization, involving opinion makers within communities as change agents, regular monitoring of toilet use and educating school children on the importance of toilets and hygiene. ACC roped in Dehat, a NGO with years of experience in rural sanitation, to spearhead the sensitization effort.

SHGs proved to be a very potent vehicles for promoting toilet construction and use. Early adopters became the ambassadors for toilet construction by fueling the demonstration effect. School children could be seen marching through the village shouting slogans on why construction of toilets was a great idea. The sensitization program caught the imagination of the target audience.

Traversing the Last Mile

Today every household in Tikaria has an individual toilet, a major upgrade from the 10% baseline figures. 80% of the households use the toilet regularly, the remaining 20% will soon be joining in once some minor construction issues with the toilets are rectified. All this was achieved in a year's time. ACC is in active liaison with the district level sanitation committee to prepare the paper work for Tikaria to be declared the first ODF village in Amethi district. The journey which started a year back is on its last mile and the humble toilet is winning.



A Crusader

Kiran Devi is a widow with two grownup daughters and a son. Her elder daughter, who studies in class X, was leered at by a group of cyclists when she was on her way for her morning ablutions to a field nearby. These people made unseemly comments at her as well. Kiran Devi feared for her daughter's safety and was among the first movers to get a toilet constructed under the ACC project. The family has now heaved a sigh of relief, no longer the girls are required to go to the field. Kiran Devi is a strong votary for toilets primarily because she realises the dangers involved for women going out in the open due to want of a toilet at home. Kiran Devi goes door to door asking women to convince their husbands to have a toilet at home. She also made a strong pitch in favour of toilet construction among the SHG members in the village. Kiran Devi is a flag bearer in the march towards the ODF status for Tikaria.

■ For more details, please contact: bijay.singh@acclimited.com

A toilet constructed at Akalaputtu Slum

Households

25

Leverage

260%

Dignity

∞

THE TOILET ROW

Urban Sanitation Project, Sindri, Jharkhand

The twenty five shanty dwellings at Akalaputtu slum in Ward 55 of Sindri town is popularly referred to as '*Sauchalaya Pankti*', which in English translates to '*Toilet Row*'.

The Akalaputtu slum is the residence of migrant families who came in fifties and sixties in search of employment at the then newly setup fertilizer plant at Sindri. The fertilizer factory closed down in 2001 rendering a large workforce unemployed. Currently most of them are daily wage labourers or petty shopkeepers, barely managing to keep the home and hearth together.

The travails of earning a livelihood has relegated concerns on health and hygiene down in the individual household's priority list. Open defecation, water logging, garbage piles and poor personal hygiene are considered business as usual.

Challenge

It was in this situation that ACC Cement Plant, Sindri, decided to intervene. The motivator being that a large number of contract labour at the plant were residents of Akalaputtu slum. The CSR team mooted a program on advocacy for hygiene and sanitation coupled with construction of individual household toilets. The question was from where and how to start, given the general apathy towards sanitation in the community.

Intervention

It was decided that a cluster of households would be taken up for an intensive intervention to bring about behavioural change towards sanitation



Wall paintings have proved to be very effective in facilitating daily recall of good hygiene practices

and construct individual toilets. It was expected that the selected group would have a demonstration effect on other households in the slum and be a reference for emulation. This would set the launch pad for scaling up of the sanitation initiative to rest of the community.

The cluster selected for the pilot phase was a row of 25 households comprising mostly daily wage earners. ACC CSR team and personnel from the implementing NGO (Shree Amar Sanskar Kalyan Kendra) initiated stakeholder meetings where importance of sanitation and building of toilet at home was emphasized. The ACC CSR team contacted the local MLA, Shri Hembran, who agreed to

facilitate government subsidy for construction of individual toilets at the pilot cluster.

It took many meetings and personal discussion with each household to convince them to build a toilet. The questions ranged from what is the need, the procedural hassles involved in accessing government funds, affordability towards the beneficiary contribution and water availability for keeping the toilets clean.

The ACC CSR team assured that through the good offices of the local MLA, the procedural issues towards release of government funds would be minimal. To address the affordability issue, ACC decided to supplement the government subsidy of Rs. 12,500 by an additional grant of Rs. 4,800 thereby bringing down the beneficiary contribution to only Rs.1,500 per toilet. The ACC grant was to be used for installing a 500 lt tank, provision a better toilet door and lay tiles on the floor. By mid October 2015 toilet construction started and by Dec 2015 all the 25 houses had individual toilets in place.

When the ACC assessment team visited the site and enquired from the beneficiaries on the benefits from individual toilets, a young woman shyly pointed at a wall painting put up by ACC CSR team, *'Pati ne raakhi meri laaj, sauchalay hai mere ghar aaj'* (my husband has guarded my dignity by constructing a toilet at home).

The Sauchalya Pankti (the toilet row) is now famous in Akalaputtu slum for being the first adopters of individual toilets. The message on benefits of toilet at home is spreading in the community. In the next phase when ACC scales up the sanitation initiative for the entire slum, the going would be easier.

In a letter to ACC Sindri Cement Plant, Shri Hembran, the local MLA, has congratulated ACC for the initiative taken at Akalaputtu.

Thank you Sir !!

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ACC SANRAKSHIT PARYAVARAN

(Natural Resource Management)

Promote reduced/prudent use of resources, enhance their quality/availability in the neighborhood area and further reuse/recycle/manage wastage to ensure sustainability of resources for posterity.

FEATURED PROJECT

1. Wrestling from Waste : Solid Waste Management project implemented in Madukkarai town, ACC Madukkarai Cement Works, Tamil Nadu

2. Going to the Grass Root : Sewage treatment through Root Zone technology, ACC Gagal Cement Works, Himachal Pradesh

Mapped to

11 SUSTAINABLE CITIES AND COMMUNITIES



Door to Door garbage collection and primary segregation in Madukkarai Town



WRESTING FROM WASTE

Solid Waste Management Project, Madukkarai, Tamil Nadu

It is 6am in the morning and 47 women dressed in grey uniforms have assembled in front of Madukkarai Town Panchayat office. They put on their green jackets, adjust their caps, check for their gloves and line up for the morning roll call. They are the 'Green Friends', who have transformed Madukkarai into a 'green and clean' town. These Green Friends are part of the solid waste management program supported by ACC Madukkarai Cement Works in collaboration with Hand in Hand/SEED Trust (NGO) and Madukkarai Town Panchayat.

Door to Door Garbage Collection

The roll call is followed by a quick sip of tea before these women in squads of two to three pan out across the 18 town wards for door to door collection of garbage. Every morning, may it be winter or rain, 4000 households in Madukkarai wake up to the knock on the door by a Green Friend on her household garbage collection round. The garbage is segregated for plastic, biodegradable and inert waste by the green friend at the point of collection and dumped into individual compartments in her garbage collection tricycle.

Recycle and Reuse

The collected garbage is aggregated at the community dustbins which are strategically placed in every ward. From the community bins the garbage is transported to the dump yard. Here a group of Green Friends get busy with the secondary segregation. Sifting through the entire town's garbage day after day is a demonstration of first-rate perseverance, dedication and belief in the work.

Households covered

100%

Garbage collection

10.39
lakh MT/yr

% recycled and reused

70 %

Benefit of a clean town

∞



The Green Friends

The biodegradable waste is put in vermi compost pits for conversion to manure and the same distributed to the nearby farmers. Cardboard boxes, glass, steel and wooden articles are sold to scrap merchants for recycling. Plastic waste is converted into pellets and sent to ACC Madukkarai for use as an alternate to fossil fuel in the cement kiln. Disposal of plastic waste in this manner has been acknowledged as a best practice by the Ministry of Environment, Government of India. As cement kilns operate at very high temperatures (900°C- 1450°C), there is no risk of toxic emission from burning of such waste.

The onus of keeping Madukkarai clean rests on the shoulder of the 'women garbage collection and segregation collective'. This collective is organized as a Self-Help Group of which every garbage collector (Green Friend) is a member. Each of the 47 Green Friends is drawn from the local community and goes through extensive training in solid waste collection and management. The





Green Friend Padmavati

I am a Green Friend and I pride myself in keeping Madukkarai clean. My husband works as a sanitary worker with the Madhukkarai Town Panchayat. To meet the financial requirements of my family, I used to work at construction sites. The work was irregular with no social security benefits. Three years back I got the opportunity to work for the 'Clean & Green Madukkarai' project. I felt a purpose in the job, it was the mission to keep my town clean. I and my other Green Friends were given uniforms, ID card, Life Insurance and a fixed monthly remuneration. We have been organized into an SHG, and we own the garbage collection collective. The citizens of the town consider us as their friend. Many times we are offered tea during garbage collection rounds, we however politely refuse. Early mornings are a busy time for us.

Green Friend is provided uniform, protective gear (like gloves, masks, jackets and caps) and identity card. Given the hazards of the job, regular health check-ups are done.

Making of a Guinness Record

On 5th August 2015, a world record for largest recycling lesson was achieved by Coimbatore City Municipal Corporation in collaboration with ACC Madukkarai. 12,994 students were simultaneously given lessons on recycling in a mass classroom organized at a single venue in Coimbatore and tested for learning outcomes. ACC Madukkarai created the lesson plan. The assessor from Guinness was present at the event and after careful examination of evidence declared the event as a Guinness Record. The event was inaugurated by the Hon'ble Mayor of Coimbatore, Dr. Ganapthy P Rajkumar. Such was the interest generated amongst the town residents, that a huge crowd congregated at the venue. 1,500 volunteers, the city police and Rapid Action Force had to be deployed for crowd control.

In Madukkarai, the Green Friend is respected and valued for her professionalism, diligence and spirit.

The involvement of citizens and their active participation has been essential towards making this program effective and result oriented. Door to door visits, audio-visual campaign, awareness programs and street plays create continual recall about effective solid waste disposal amongst the town residents.

Achievements

Of the 10.39 MT/year of garbage collected, 71% is being recycled. Previously in absence of an efficient solid waste collection and disposal mechanism, significant portion of this garbage would litter the town. The solid waste that would find its way to the dumping ground would be burnt leading to air pollution.

The project has succeeded in making the town residents aware of the importance of solid waste management and has transformed Madukkarai into a clean and green town.

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GOING TO THE GRASS ROOT

Sewage treatment through Root Zone technology, Gagal, Himachal Pradesh

It is a grass root movement of a different kind that has been initiated by ACC Gagal Cement Works. The grassroots are doing the hard work of moving contaminants out of sewage water and making the water reusable.

Gagal Cement Works installed the root-zone water treatment facility for treating the sewage from its township as a technology demonstrator. The success of the project has spurred similar initiatives for communities in the CSR project area of Gagal Cement Works. The technology has been replicated at the district headquarter complex at Bilaspur by the district administration.

The Challenge

Urban and semi urban areas generate large quantity of sewage. The existing sewerage treatment and disposal technology requires huge capital investment and scale. The scale of operations required for conventional sewerage treatment and disposal methods to be cost effective is not feasible to be achieved for small towns and semi-urban areas. Hence there is a need for scale independent method for sewage treatment. Waste water treatment by Root Zone Technology (RZT) is emerging as the alternative low cost method which involves use of plant species for treatment of sewage. To make RZT an acceptable alternative to both community and government agencies, it is important that the efficacy of the technology be demonstrated. It was this challenge which ACC Gagal Cement Works intended to address by implementing a pilot RZT project at its residential campus.

Intervention

The residential campus of ACC Gagal Cement Works houses the residential

Root Zone Treatment facility at Gagal Cement Works

RZT Plant
Capacity

100 m³/
day

Coverage

400 hhs

Clean
Environment



quarters of employees, guest houses and training hostels. On an average the campus accommodates 400 families. A Root Zone Water Treatment Plant with 100 m³/day capacity was setup to treat the sewage generated at the residential campus.

The RZT involves running the contaminated water underground through the root zone of specially designed reed beds. The reeds and the reed beds together create beneath the soil surface an outstandingly efficient effluent treatment factory. RZT comprises of three essential systems:

- *Reeds:* The reeds are wetland plant, which push oxygen into the root zone (below the soil surface) and creates optimal conditions for the growth of bacteria and fungi.
- *Reed Beds:* A trench of approximately 2 feet depth is dug in the ground and filled with soil to provide optimal conditions for both plant and bacterial growth. The reeds are selected as per the flow rate, nature and concentration of contaminants in the wastewater.
- *Microbial Organisms:* Thousands type of bacteria and fungi thrive in the root beds and oxidize impurities in the waste water, decomposing the contaminants to basic elemental forms.

The treated water coming out of the system can be used for secondary purposes.

Outcome

Currently the entire sewerage at Gagal residential campus is being treated through RZT. The treated water is used for gardening purposes. There is no discharge in the nearby water bodies.

Similar RZT facility on pilot basis has been initiated for a number of community clusters in the CSR project area. The CSR team at Gagal Cement Works has been able to create Open Defecation Free (ODF) village at Gagal. Now it is taking it to the next level by treating the resultant sewage through RZT method. Government of Himachal Pradesh has taken keen interest in the initiative. A number of government teams regularly visit the RZT facility at Gagal. The

District HQ, Bilaspur already has a RZT initiative in place.

The Gagal experiment certainly reiterates there is much to gain by concentrating at the roots.

Comparison of Gagal Effluent Composition with CPCB Limits

Sr. No	Parameters	Limits	Gagal RZT water test result
1	ph	5.5 to 9.0	6.83-8.46
2	Dissolved Solids (mg/lit)	2100	268-666
3	Suspended Solids (mg/lit)	200	4- 0.85
4	COD(mg/lit)	-	20 -184
5	BOD(mg/lit)	100	4 - 60
6	Oil &Grease (mg/lit)	10	0.002 - 0.005



RZT reed bed at Gagal Cement Works

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ACC DRONA

(Promotion of local Sports, Art & Culture)

To promote sports in the local area for facilitating physical fitness, social interaction, enhance competitiveness, inculcate discipline and teamwork in particular, and general entertainment for the larger population. Further encourage local Arts and Culture to flourish and sustain its uniqueness for posterity.

FEATURED PROJECTS

- 1. Reverence to a Legacy:** Maintenance of the Freedom Park at Vidurashwatha by ACC Thondebhavi Cement Works, Karnataka
- 2. Going for Gold:** Sports coaching for creating future champions by ACC Kymore Cement Works, Madhya Pradesh

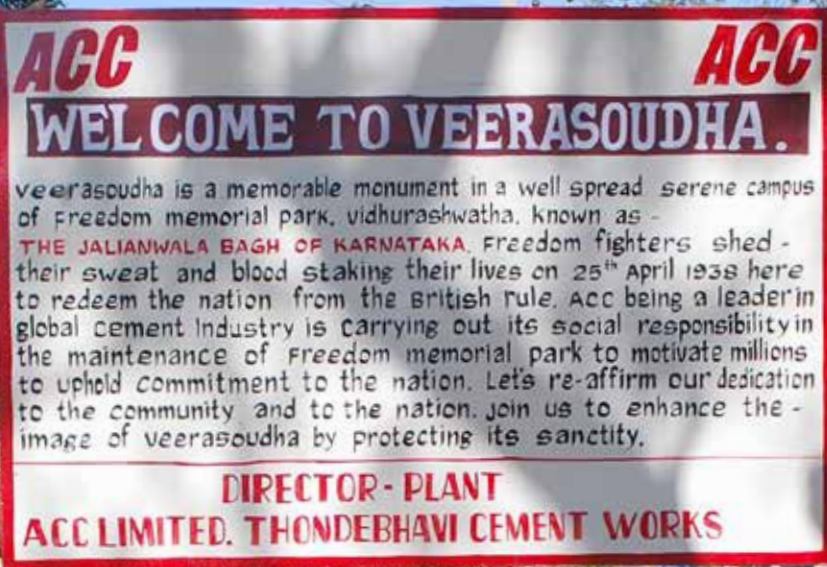
The memorial for the martyred freedom fighters at Freedom Park, Vidurashwatha

Mapped to

11 SUSTAINABLE CITIES AND COMMUNITIES



SUSTAINABLE
DEVELOPMENT
GOALS



**Increase in
Visitors**

100%

**Leverage
Ratio**

1.70

**National
Pride**

∞

REVERENCE TO A LEGACY

Maintenance of the Freedom Park at Vidurashwatha, Karnataka

Vidurashwatha, is a small village about twenty kilometers from ACC Thondebhavi Cement Works. This small village has made a big contribution to the Indian Independence movement.

On 25th April 1938, more than a thousand villagers congregated peacefully at Vidurashwatha village and raised the Congress national flag. In retaliation soldiers of the then Mysore king shot 92 rounds indiscriminately into the crowd. The firing was aimed to kill and martyred 35 protestors and injured many more. The entire nation rose up in protest. Sardar Patel and Acharya Kripalani rushed to Vidurashwatha and protested against the firing. Such was the uproar that the Mysore state had to withdraw the ban on hoisting the Congress national flag. Nineteen years back in 1919, a similar incident at Jalianwala Bagh in Amritsar had martyred hundreds of people. Vidurashwatha has come to be known as the “Jalianwala Bagh of the South.”

Setting up of the Freedom Park

In 1973 the site was converted into a 4.5-acre Freedom Park and a memorial was constructed. In subsequent years, a cenotaph, a children park, Veera Soudha (The House of Martyrs) housing a pictorial exhibition on the freedom movement and a library got added. Recently, an auditorium has been constructed.

As years rolled by the upkeep of the park suffered. Though new structures and activities were added, it failed to become a popular destination. With water being a perennial shortage, the park lost most of its greenery, amen-

“I congratulate ACC for excellent park maintenance. This is an example of responsible corporate citizenship.”

Shri. N.H.Shivashankar Reddy
Hon'ble Deputy Speaker, Vidana Sabha, Karnataka

ities needed upkeep and security was lax. The Karnataka state government in 2012 set up the Vidurashwatha Freedom Memorial Development Committee chaired by the Deputy Commissioner to oversee the management of the memorial. The biggest hurdle in bringing about a turnaround was lack of resources and managerial capability.

ACC Intervention

Towards the year end of 2012, the Committee approached ACC for resources for maintenance of the park. ACC responded with reverence and pride.

ACC CSR wing at the Thondebhavi Plant, pulled in resources and managerial capacity to put in place a structured maintenance regimen. Gardeners, security guards and housekeeping staff were engaged. Water was trucked into the park for watering the plants. Toilets in the park got a rigorous cleaning and security guards were posted at strategic points. Effort started to show results, the park looked greener and well kept, something which behooves the martyrs and their sacrifice.

Outcomes

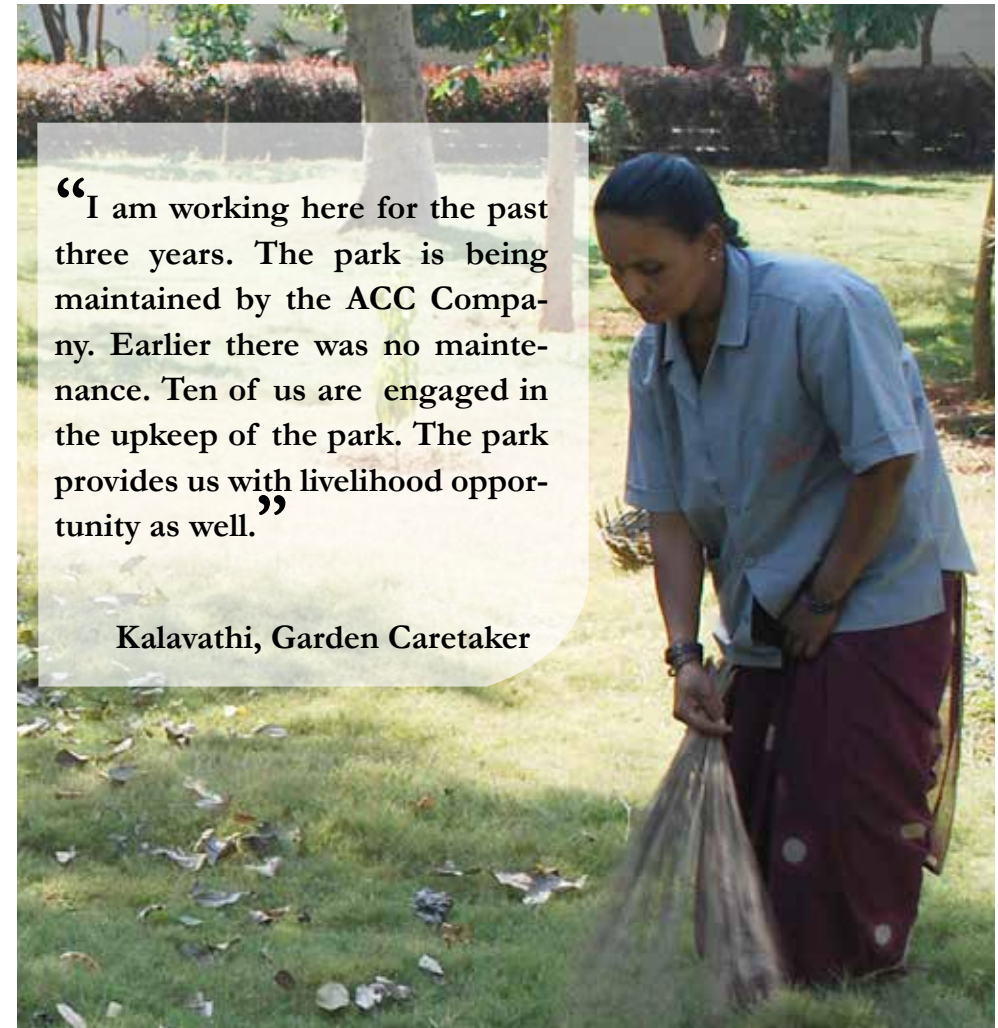
Increase in visitors: With the improvement in ambience, the visitor count has increased from 750/month in 2013 to 1500/month currently.

Sustenance: On the suggestion of ACC, the Memorial Committee has started charging an entry fee which currently is Rs. 10/person. As the park became popular, funding from other sources started to flow in. The local MLC provided

funds for a library. The sale of books to visitors brought in significant income.

Leverage: For every Rupee put in by ACC, Rs. 1.12 have been leveraged from other sources.

This memorial needs to be preserved for future generations. We at ACC, are proud to play a small part.



“I am working here for the past three years. The park is being maintained by the ACC Company. Earlier there was no maintenance. Ten of us are engaged in the upkeep of the park. The park provides us with livelihood opportunity as well.”

Kalavathi, Garden Caretaker

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GOING FOR GOLD

Sports Coaching Creates Future Champions, Kymore, Madhya Pradesh

It is said that gold medals aren't really made of gold, they're made of sweat, determination and a hard-to-find alloy called guts. ACC Kymore Plant has taken on the onus of preparing national and state champions and is well on its way to success.

The Challenge

ACC Kymore Plant has long been associated with sports and for many years would organise Khel Mela (rural sports meet) which attracted wide participation. It was found that youth from the ACC CSR villages could not match up to the participants from other villages at the Khel Mela. A nascent idea germinated -- children from the ACC CSR villages needed to be provided sports coaching so that they could match up to the best from the villages in the region. As the ACC CSR team was brainstorming on organising a sports training program, ambitions were raised - *'Why try to excel locally, was it not worthwhile to try and create state level champions?'*

There were insurmountable odds. Where to get coaches, how to get the children assembled from different villages, parental permission (especially for girls), sports kit, regular practice and to remain motivated to an idea which had yet to be tested. The CSR team at Kymore had doubts - could these kids from remote villages climb the winner's podium in a cheering stadium? It seemed a steep climb, but it was worth making that effort.

Coaching Process

Work started in right earnest with the help of Naad Gunjan Kala Parishad,

Children going through the paces at the coaching camp

Number of
Trainees

230

Representa-
tion in Block
team

72

Representa-
tion in Dis-
trict Team

15

Representa-
tion in State
Team

01



Coaches taking the budding athletes through their paces

a Katni based NGO active in sports and culture. Posters were put at vantage points across the CSR villages inviting children and youth aged between 10-20 years to register for the sports camp. The response was overwhelming, 163 boys and 69 girls, mostly from ACC CSR villages and largely belonging to the tribal community, signed up for the camp. National and state level coaches agreed to take the children through their paces.

Each trainee group had a training plan which dictated the work to be carried out to achieve agreed objectives. Coaches concentrated on cognitive and perceptual motor skills of the trainees. A concurrent monitoring regime was put in place to track the progress being made by each trainee. Sports kits comprising of one pair of shoes, shorts, T-shirts and socks were provided by ACC to the trainees. Representatives from various district level sports associations/ federations were invited to visit the training camps. Coaches and sports managers who visited the sports camp were pleasantly surprised at the enthusiasm and natural ability

of the children. 85 potential children were handpicked who could be trained further for district and state level meets. The kernel of the sports team which would take Kymore to the world was starting to take shape.

ACC CSR procured the annual timetable for sports meets at the district and block levels from the respective sports federations and ensured that the selected children participated in the trials and tournaments.

Outcome

So far from the 85 shortlist, 72 children have represented the block at the district-level sports meet. 15 trainees were selected for representing Katni district team at the state level in athletics and volleyball. Of them, Saurabh Tiwari was selected to represent the state of Madhya Pradesh in the 13th National Inter District Junior Athletics Meet at Vishakhapatnam in the long jump. Out of 348 probables who were picked up for the state level volleyball championship from



Coaching is Difficult, Winning is the Easy Part

Coaches at the ACC Sports Coaching Camp did a tremendous job in honing the skills of the athletes and making them believe that they can win. Once belief was instilled, winning was the easy step.

Coaches:

1. Mr. Rasul Mazgul (National Player, Athletics, Gujarat)
2. Mr. Parth Patel (National Volley Ball Player, Gujarat)
3. Ms. Meenakshi Dhuraiya (Divisional Basket Ball Player, M.P.)
4. Mr. Girish Parouha (Senior Sports icon from Katni)
5. Ms. Rachna Tiwari (Sports Teacher, ACC School, Kymore)

across Madhya Pradesh, 12 children trainees from CSR project villages made the grade.

Children who had never stepped out of their villages were now donning the district and state colours and competing with the best in the state. Sports was not only fueling medals, it was shaping the worldview and promoting the culture to compete and excel.

To sustain the culture of sports, ACC has provided to each school in the CSR villages at Kymore, professional level sports kits and requested the schools to encourage sports. With sports finding a regular place in the school timetable, attendance in the schools have improved.

ACC CSR team is on a high and is talking with the district authorities for leveraging government resources to put in place a regular and rigorous coaching

program for budding sportspersons.

All that kids need is a little help, a little hope and somebody who believes in them. ACC Kymore Cement Works has exactly done that, and the kids have not disappointed. The winners podium which appeared distant has now become a habit.



Best is Yet to Come

Pooja Burman studies in Class IX at ACC Higher Secondary School on ACC scholarship. Her father, a truck driver, committed suicide a few years back. Her mother took up work as a housemaid to support her and her two siblings. Life has been hard. Always good at sports, Pooja attended the ACC sports training camp and received training in athletics and volleyball. She was picked up as a probable for district and state level meets. Pooja knew this was her only passport to break through. She participated in the district level under 14 athletics and secured 1st position in 100 mt event. She also participated in 3rd A.D. Sir Prize Money Volleyball Championship and secured 3rd position. She was also selected to represent Sagar Zone in the 38th Sub Junior State (Inter Zone) Volley ball Championship. Pooja trains hard every morning at the Kymore sports ground, there are still many milestones to be realized. She has also set her ambition to be an IPS officer. Sports has helped Pooja to dream big and given her the confidence to realize them.

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ACC #SAVE KIDS LIVES

(Across ACC Campaign for Kids & Road Safety)

#SaveKidsLives is a United Nation's supported campaign for halving by 2020 the total number of deaths and injuries caused to children due to road accidents. ACC is committed to this global goal.

FEATURED PROJECT

No Life Cut Short: All ACC initiative for creating awareness for making roads safe for children.

Children display their paintings on road safety

Mapped to

3 GOOD HEALTH AND WELL-BEING



SUSTAINABLE
DEVELOPMENT
GOALS



Painting competition on road safety

No LIFE CUT SHORT

Save Kids Lives Campaign, ACC

More than 1,86,300 children lose their lives every year due to road accidents globally. This puts road casualty amongst the top four causes of child (above 5 years) death. It is estimated that 95% of the deaths are most likely to occur in low and middle income countries. In India, 20 children under the age of 14 die every day from road accidents.

In recognition of the urgency to ameliorate the rising road fatalities, the United Nations sustainable development goals has set a target of halving the number of global deaths and injuries from road traffic accident by 2020. UN enjoins signatory nations, non government agencies, citizens and corporate sector to play a role.

In consonance with this expectation, Holcim group companies across the world responded in unison to the appeal from Mr Bernard Fontana, CEO Holcim to show support for United Nation's # SaveKidsLife campaign. The campaign calls for urgent action by national governments to achieve the 2020 goal of halving the children deaths and injuries caused by road fatalities.

ACC Ltd launched the #SaveKidsLife backed by the Chief Executive's office, which sent directive to all ACC plants, sales offices and ancillary units to implement the campaign companywide as a CSR project with meaningful interventions.

ACC units spread across the country were to gear up to launch the program to coincide with the UN Global Road Safety Week (4-10 May 2015). The launch was a massive logistical exercise and was structured to reach out to



School students take out a rally to raise awareness on road safety

“Road safety is in any case an essential part of our logistics excellence objective. The #SaveKidsLives campaign extends the focus to the safety of children who are among our most valuable stakeholders.”

Harish Badami,
CEO and Managing Director, ACC Ltd.

thousands of children and other stakeholders including parents, teachers, local community members, government and local administrators, police officials and scores of others.

Implementation

The CSR and OH&S units at ACC Mumbai office coordinated with their coun-

terparts at the plants and the regions to chalk out the program of action so as to maximize reach.

Gate Meetings: #Savekidslife campaign was launched on 4 May 2015 across all the plants with the plant directors addressing gate meetings. The participants took an oath to observe traffic rules. Employees, workmen, school children, truck drivers and community members participated in large numbers.

Street Plays: Street plays on road safety by school and college students were organized across plant locations and sales units and were very effective. The street play organized by children from Mother Teresa School (ACC Cement Plant, Sindri) had as the main protagonist a teenage boy with a penchant for doing motorcycle stunts which lead to tragic consequences. The play ended on a poignant note with the boy's family grieving over the loss. The powerful play made the audience realise the perils of disregarding traffic rules.

Videos on Safety: A number of plants played road safety videos on large screens for employees, children, ladies club members and local schools. This helped bring awareness and demonstrate positive change.

Reach out to government personnel working with children: Government departments dealing with children are well positioned to take forward the message of #SaveKidsLives. Awareness/ sensitization workshops were conducted for Block Education Officers, Child Development Project Officers, ICDS personnel, executive officers, panchayat members, head master of schools, school development managing committee members and officials from the health department.

Student Rallies: To take the voice of the children to the general public regarding road safety, all ACC units organized student rallies which went around plant colony and local town/city to spread awareness. The children carried placards and distributed pamphlets on road safety. In Mumbai, children displayed posters near Eros Theatre and Maharshi Karve Road and distributed leaflets. The enthusiasm was so infectious that the traffic police personnel present at these locations joined in to spread the message on road safety. Sales Unit, Lucknow in collaboration with the city traffic police took out student rallies through thoroughfares and roads which have high incidence of road accidents. More than 17000 students participated in the events organised by the Lucknow unit.

Competitions for students on Road Safety: Essay writing, slogan coining, elocution and drawing competitions were held in large number of schools in the vicinity of plants and area offices. The prizes were given to the winners. Senior officers from the organizing ACC plant/unit were present during the award ceremonies.

Oath Taking: At all plant locations, parents, guardians, teachers and villagers took an oath to provide safe routes for children to walk or cycle to school.

Truck Drivers and Supervisors sensitized: Given that ACC generates large truck traffic; all ACC plants organized sensitization meetings for the truck drivers. In these meetings the truck drivers signed a pledge to be extra careful when there



are children on the road.

Awareness programs across schools: Awareness programs on road safety were conducted in schools through interactive sessions. Parents and guardians also took part with interest. Thousands of children were reached through these programs.

Across the world 1.8 billion children leave their homes every morning for school, 500 do not make it back home. A road accident cuts their life short. At ACC we are committed to the global movement for bringing these casualty figure down, so that no life is cut short.

■ For more details, please contact: sanjay.bhattacharya@acclimited.com

17 SDGS 169 Targets taking us to THE FUTURE WE WANT



ACC's CSR Policy is committed to the attainment of the UN SUSTAINABLE DEVELOPEMT GOAL (SDG) in its operational areas by 2030.



Cement Plants

- | | |
|---------------------------|-----------------------------|
| 1. Bargarh (Odisha) | 9. Kymore (MP) |
| 2. Chaibasa (Jharkhand) | 10. Lakheri (Rajasthan) |
| 3. Chanda (Maharashtra) | 11. Madukkarai (TN) |
| 4. Damodhar (West Bengal) | 12. Sindri (Jharkhand) |
| 5. Gagal I (HP) | 13. Thondebhavi (Karnataka) |
| 6. Gagal II (HP) | 14. Tikaria (UP) |
| 7. Jamul (Chhattisgarh) | 15. Vizag (AP) |
| 8. Kudithini (Karnataka) | 16. Wadi I (Karnataka) |
| | 17. Wadi II (Karnataka) |

ACC is a company born out of an unparalleled merger of ten cement companies in 1936. ACC's founders were large business groups of repute that practiced high standards of governance. Today, the name ACC represents not just a trademark for cement and concrete but a brand name that has stood the test of time

It is an organisation that is counted among India's most sustainable companies

It is commended by the Institute of Chartered Accountants of India for excellence in financial reporting

Its scrip is felicitated by National Stock Exchange of India for being part of the original Nifty 50 Index

It is an organization that imbibes global best practices from its strong alliance with LafargeHolcim, world leader in building materials

It is a superbrand, counted among India's most admired companies, ready to contribute in building the nation's future



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