

ACC

Community Counts

Building Self Reliant Communities

2016

**ACC
SAMPOORN
SWACHHATA**



**ACC
SANRAKSHIT
PARYAVARAN**

**ACC
AROGYAM**



ACC LEISA

ACC DRONA



**ACC
VIDYA UTKARSH**



**SAVE KIDS
LIVES**



**ACC
VIDYA SAARTHI**



ACC DISHA



**ACC
SWAVALAMBAN**



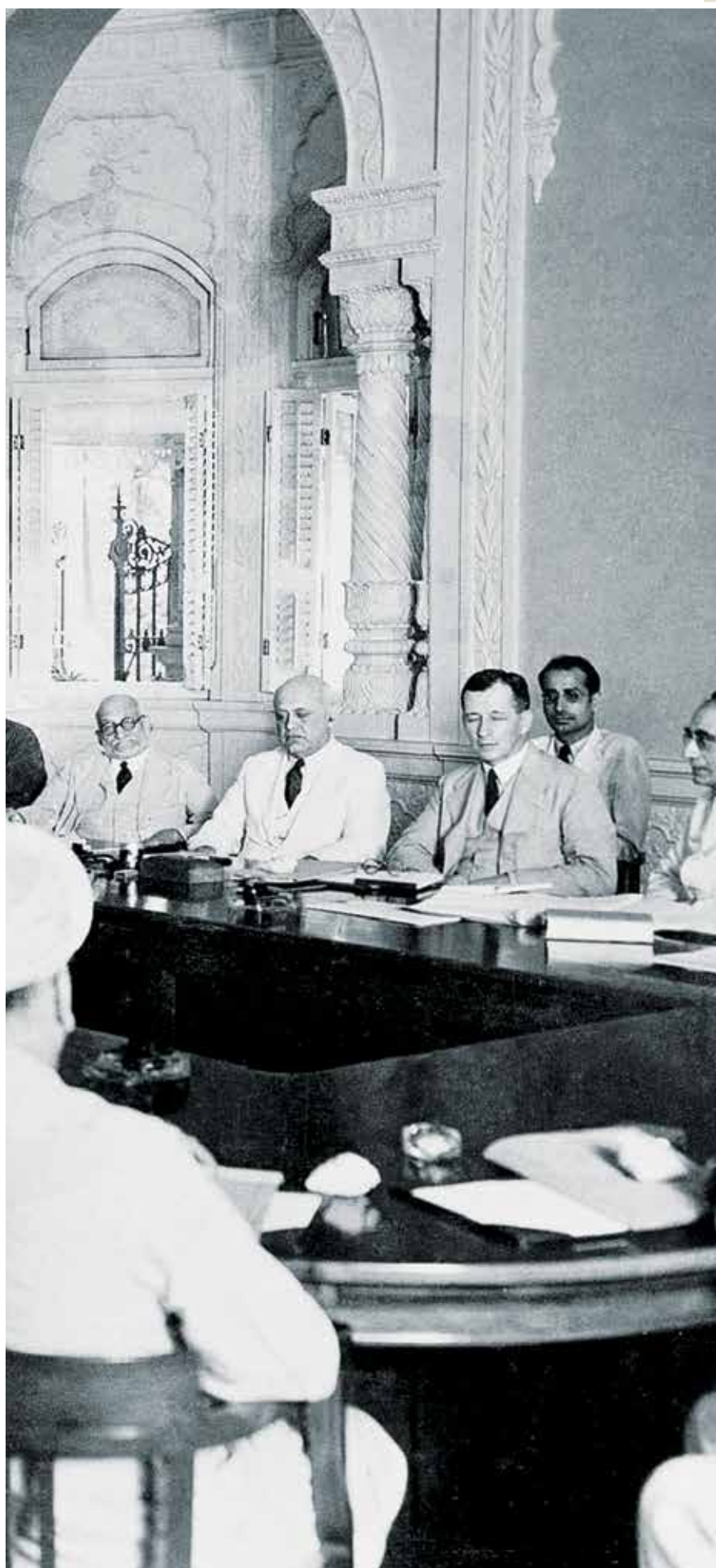
A Collection of Case Studies

Our Vision

To be one of the most respected companies in India;
recognized for challenging conventions and delivering
on our promises.



The first formal meeting of the Board of Directors of The Associated Cement Companies Limited in November 1936. No other company at the time could boast of so many illustrious names from the business and legal world: J.R.D. Tata, Sir N. B. Saklatvala, Ambalal Sarabhai, Seth Walchand Hirachand, Mulraj Khatau, Sir Akbar Hydari, Nawab Salar Jung Bahadur, Sir Homi Mody, Sir Jehangir Boman-Behram, Sir Rahimtulla M. Chinoy, Sir Chunilal V. Mehta and Sir Purshotamdas Thakurdas, among others.



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Foreword

Creating Shared Value through CSR

The hallmark of a great organization is the shared value it creates within communities in which it operates. ACC has been a leader in creating a greater impact, through a sustainable organisation in CSR, for several decades.

ACC was the first recipient of India's maiden CSR award, ASSO-CHAM's 'National Award for Outstanding Performance in Promoting Rural and Agricultural Development Activities' instituted in 1976 and this legacy continues even today. In 2016, ACC was awarded the inaugural 'ICSI CSR Excellence Award 2016', instituted by The Institute of Company Secretaries of India. We were also the proud recipients of the 'CII-ITC Sustainability Award 2016' in corporate excellence.

Our CSR efforts today impact over half a million people in 200 villages spread across 14 states in which we operate. Our CSR outreach is structured around 10 thematic areas of employability, agricultural 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 in accordance with the Company Act 2013 and aligns with Sustainable Development Goals.

Read all about our CSR efforts and more in our annual publication, **"Community Counts"** a compendium of the best CSR case studies from our 14 plant locations across the country. This compendium will give you a glimpse of how our CSR programme traverses the last mile to reach the doorsteps of the most needy and marginalised amongst the communities in which we operate.

Reading these case studies arouses in me a sense of great pride. I hope, while reading them, you feel inspired and committed to this great company.

Best wishes,



Neeraj Akhoury
Managing Director & CEO



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



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 and create social, environmental and economic value to the 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 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, Art 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.

Neeraj Akhoury

Feb 4, 2017

Managing Director & CEO



Job offer letter distribution in presence of MD and CEO, ACC and other dignitaries from ACC at Alternative Livelihood Hub of ACC Jamul



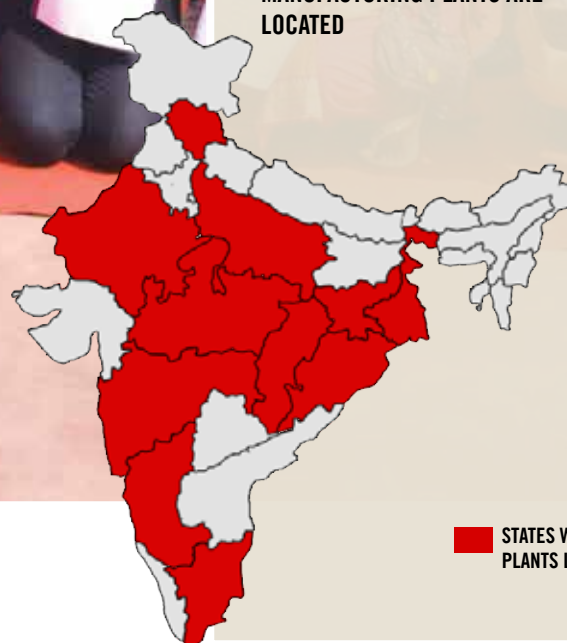
OUR PRESENCE ACROSS
THE COUNTRY

14 STATES
200 VILLAGES

BENEFICIARIES
REACHED IN 2016

4,99,344

IN STATES WHERE ACC CEMENT
MANUFACTURING PLANTS ARE
LOCATED



**STATES WHERE
PLANTS LOCATED**

ACC CSR - THEMATIC FOCUS AREAS

LIVELIHOOD	EDUCATION	WASH	RURAL CULTURE & SPORTS AND ROAD SAFETY
 ACC DISHA (Skill Development of Youth)	 ACC Vidya Utkarsh (Quality of Elementary Education)	 ACC Sampurn Swachhata (Open Defecation Free & Hygiene)	 ACC Drona (Promotion of local Sports, Art & Culture)
 ACC Swavalamban (Women Empowerment & Micro Enterprises)	 ACC Vidya Saarthi (Online Scholarship for Higher Education)	 ACC Sanrakshit Paryavaran (Natural Resource Management)	 Save Kids Life (Road Safety)
 ACC LEISA (Low External Input for Sustainable Agriculture)		 ACC Arogyam (Reduction of IMR, Malnutrition, HIV+ & Morbidity)	

SANITATION

Indicators	Numbers
HH Sanitation units	1224
Community toilets constructed	4
Number of ODF villages	4
Support for Nirmal Gram status	32

DRINKING WATER

Indicators	Numbers
People benefited (drinking water)	49,239
People benefited (excavation of ponds)	4,156
Borewells repaired and recharged	414

LIVELIHOOD

Indicators	Numbers
Youth benefited (employability programme)	4234
Membership (NABARD 'A' level rated SHGs)	6947
Number of total SHGs in operation	1380
New SHGs (in the year)	131
SHG savings	3,20,78,159
SHG bank loans	6,06,16,400

HEALTH

Indicators	Numbers
Anganwadis supported	201
Children benefited	9731
General health camps	276
Beneficiaries at general health camp	19573
Special health camps	85
Beneficiaries at special health camp	8908

AGRICULTURE

Indicators	Numbers
Farmer's clubs	167
Members in farmer's clubs	2237
Farmer club beneficiaries (support services)	1766
Farm ponds created	36
Farm ponds de-silted	12

EDUCATION

Indicators	Numbers
Students reached	36,709
Schools reached	239
Student scholarships	465
Schools (100% sanitation)	123
Schools (e-learning)	70
Schools (internet connection)	159
Libraries operationalised	264

SOCIAL AUDIT AT ACC

CSR interventions at ACC is duly assured and audited through a social audit process which has long been in place. In 2014, the social audit process was modified to include a third party validation in the way ACC engages with the community through its CSR programme.

The social audit process is vested in the social audit committee comprising of social sector experts from outside the company. This committee is chaired by an economist of international repute and members are drawn from academia and industry. The committee has brought in rigour, transparency, objectivity and arm's length observation to the social audit.

The methodology for the social audit adapted the DAC criteria, originally developed by the Organisation for Economic Cooperation and Development (OECD) for assessing development outcomes. The dimensions for measuring social performance include (i) Efficiency, (ii) Sustainability, (iii) Rigour of Implementation, (iv) Compliance, (v) Effectiveness, (vi) Relevance. The plants were scored on each of these dimensions and weighted aggregation done for the final scores and plant rankings.

BUDGET SPENDS, BENEFICIARY REACHED & CSR SCORE

Rank	Plant	Social Audit Score	Expenditure (Cr.)	Beneficiary
1	Kymore	83	1.99	23,675
2	Chanda	82	2.52	19,586
3	Bargarh	81	1.80	14,619
4	Kudithini	81	0.80	21,180
5	Gagal	80	1.76	43,450
6	Madukkarai	80	2.31	45,075
7	Lakheri	78	0.72	26,535
8	Jamul	77	2.35	10,032
9	Thondebhavi	77	0.72	26,412
10	Wadi	77	2.06	91,581
11	Tikaria	75	1.34	12,176
12	Sindri	74	1.09	15,853
13	Damodar	72	0.48	10,412
14	Chaibasa	72	1.50	17,681
Average/Total		78	21.44	3,78,267(*)

(*) Does not include the beneficiaries under CSR projects done by sales offices across the country



Members of self help group organised by Damodar Cement Works

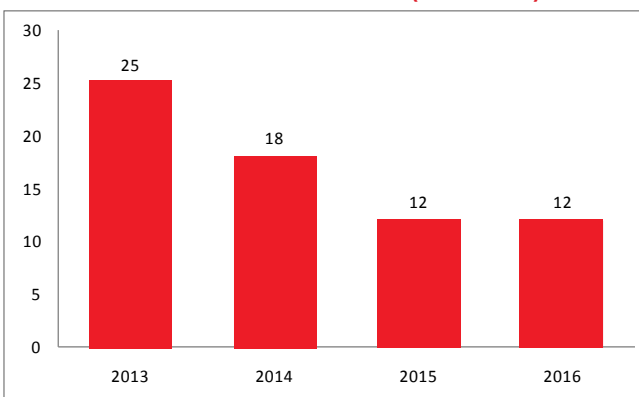
ACCOLADES 2016

ACC Madukkarai won the prestigious 'Clean & Green India 2016' award under the Best Community based Solid Waste Management project. The award was presented by Mr. Lim Thuan Kuan, Singapore's High Commissioner to India.

ACC is the very first company chosen to receive the maiden 'ICSI CSR Excellence Awards 2016' instituted by The Institute of Company Secretaries of India. Smt. Nirmala Sitharaman, Hon'ble Minister of State for Commerce and Industry presented the award.

ACC won prestigious CII-ITC 'Sustainability Awards 2016 in Corporate Excellence'- outstanding accomplishment category. Mr. Prakash Javadekar, Hon'ble Union Minister for Human Resource Development handed over the award.

ET-IIM UDAIPUR CSR RANKING OF ACC (2013-2016)



Source: www.futurescape.in/india-top-companies-for-sustainability-and-csr-2016/



SRI technique for paddy cultivation has brought prosperity to farmers at Kymore



ACC LEISA

Low External Input for Sustainable Agriculture

Enunciate improvement of agro-based livelihood options through environment-friendly and sustainable practices.

LEISA is a form of agriculture that optimise local resource utilisation, including social and human resources, but the use of external inputs are not excluded and seen as complementary to the use of the local resource. 'Low External Input for Sustainable Agriculture (LEISA)' is commonly developed for and promoted in poor rural areas of the developing world because they are presumably more appropriate for farmers who may not have the access or ability to adopt methods requiring significant purchased inputs.

FEATURED PROJECTS

1. Ensuring This Side of the Fence Remains Green, ACC Kymore Cement Works, Madhya Pradesh

The introduction of System of Rice Intensification (SRI) to increase farm yields for paddy.

2. Dream of an Organic Hub, ACC Lakheri Cement Works, Rajasthan

Taking steps towards creating an organic hub for agro produce

Mapped to



ENSURING THIS SIDE OF THE FENCE REMAINS GREEN

The System of Rice Intensification (SRI) is a technique for cultivating paddy which increases yield, saves water, reduces production costs, brings down the probability of pest attack and increases income. Developed in 1983 by the French Jesuit Father Henri de Laulanié in Madagascar, the technique was popularised by International Institute for Food, Agriculture and Development at Cornell University. It has now been adopted in more than 40 countries across estimated 4-5 million farmers. ACC Kymore Cement Works by introducing SRI in the CSR project village has brought the local farmers into the fold of the global movement in sustainable agriculture.

The Challenge

The host community in the CSR project villages of ACC Kymore cement plant are primarily dependent on agriculture for their livelihood. The majority of farmers in the area have marginal land holdings in which they cultivate paddy and wheat as their main crops. Due to consecutive years of drought and water scarcity, paddy cultivation has been almost negligible for last two-three years and when grown, the yield has been considerably low. Any meaningful intervention to improve livelihood in the CSR project villages cannot bypass improving farm yields since agriculture is the mainstay of the economy.

The Intervention

The raising of the farm yields required a technology which was amenable for small farmers- had low input costs, easy to learn, low water intensive and scale neutral. The System of Rice Intensification (SRI) technique met these criteria and was selected for promotion amongst farmers in the CSR project villages.

For adoption to happen, three steps were followed - (i) organising the farmers, (ii) providing advisory and (iii) providing technical inputs.

The CSR team along with HARITIKA (implementation partner) organised the farmers into 17 farmer clubs. These clubs were the kernel through which SRI cultivation was launched. A number of activities focussing on the promotion of improved agricultural practices



Paddy seedling nursery

were undertaken including pre-season meetings on the cultivation of different crops, training on low input farming and other scientific techniques of agriculture.

Technical inputs were provided by Agriculture Technology Management Agency (ATMA), a registered society setup by the government for technology dissemination at the district level

In the month of July 2016, 97 farmers were supported with 186 kg of 'Paddy Dhanya' seeds (DRH-836) for a demonstration of SRI technique. The farmers apportioned a part of their land for cultivation of the paddy crop in accordance with the SRI technique.

While SRI is a proven technology that is implemented successfully in over

SRI Method

SRI methodology is based on four main principles that interact with each other:

Early, quick and healthy plant establishment: seedlings are transplanted very young, usually between 8 and 12 days old

Reduced plant density: one plant per hill instead of 3-4 together to avoid root competition

Improved soil conditions through enrichment with organic matter: Organic matter is the base fertilisation for the crop and is complemented if needed by fertiliser.

Reduced and controlled water application: Only a minimum of water is applied during the vegetative growth period.



A farmer inspects the paddy cultivated using the SRI technique



Improved yields from SRI technique is a cause for celebration

Keeping the Fields Green

Support provided by ACC Kymore Cement Works to farmers

- Formation of farmer clubs and sensitization on various Govt. Schemes.
- Support for preparation of farmyard manure and organic pesticides.
- Exposure visit of farmers.
- Training of farmers on low input farming and other scientific techniques of agriculture.
- Facilitation in Govt. departments for the supply of seeds and agricultural equipments at subsidized rates.
- Facilitation for Pradhan Mantri Fasal Bima Yojana.
- Promotion of nutritional kitchen gardens.
- Support to farmers for commercial production of cash crops.
- Water conservation measures like construction of check-dam, irrigation channels, pond deepening etc.

97
Number
of Farmers

17
Farmer
Groups

601 quintals
Paddy
Harvested

18-20
quintal/acre
Improved Yield

30%
Increase in
Yield

Haritika
Implementation
Partner

40 countries globally, it was difficult to convince the farmers initially to adopt the new technology. With three years of consecutive drought, it was natural for the farmers to be risk averse. It took hours of discussion and constant interaction at the farmer club meetings to convince 97 farmers from surrounding areas to adopt SRI for paddy cultivation. The volunteer farmers collectively spared 35.49 acres of their land for SRI demonstration. This is a positive commentary about the openness of our farmers to adopt new technology and processes.

Support was extended through providing paddy seeds and helping develop nursery beds for raising seedlings. The CSR and NGO team were in regular touch with all farmers participating in the project.

It was interesting to see that women pro-actively participated in all the work related to paddy cultivation under SRI. "I will never give up on SRI", said a farmer when asked about her experience with SRI. When probed if SRI is laborious

and demanding in terms of labour, she responded unequivocally, 'No, not at all'.

Farmers are Reaping the Advantages of SRI

The total harvest of paddy demonstration under the project has been 601 quintal, which translates to an average crop yield of 17 quintal per acre.

Under the traditional method of paddy cultivation, farmers require 10-15 kg of paddy to be able to get a harvest of 10-12 quintal/acre. However with the introduction of SRI technique, with just 2 kg of paddy, the farmer is able to take a yield of around 18-20 quintal/acre.

In addition to increased yield, an increase in spacing under SRI technique reduced the incidences of pest outbreaks which is very common in the paddy cultivated via conventional methods. Also not only did the paddy yield double under the SRI method but the quality of seeds also improved significantly.

The success of the early adopters has drawn the attention of other farm-



Shri Bharat Singh Bagri

ers and many have decided to adopt the SRI method in the next crop season. This initiative has also helped the ACC CSR team to gain the trust and confidence of the farmers.

It is said that 'nothing succeeds like success', and successful demonstration of the SRI technique has made it considerably easier now to introduce new farming techniques in the area. Many

Cause for Applause

There are some farmers with exemplary performances:

Bharat Singh Bagri (in picture) from Khalwara village could produce 12 quintal of paddy from just 30 decimel of land.

Kodulal Sen from Rajarwara village received 14 quintal of yield from 35 decimel area of land.

Ramsajeewan Kushwaha from Gudgaduha took 18 quintal of yield from 80 decimel of land.

farmers are showing their willingness to organise themselves into farmer groups.

The stage is set for further intensification of SRI and most importantly to make agriculture more remunerative for the farmer.

With SRI technique the farmers are not adapting to cope but adopting to win.



Paddy threshing

"I was excited and interested in the new technique but I had doubts too because the seedlings are planted wide and far apart. But after a month we observed that my neighbour's crop was not so healthy but the crop in my field was lush and green".

Kodulal Sen
Rajarwara village

For more information: vikram.sharma@acclimited.com

DREAM OF AN ORGANIC HUB

Organic farming is a system which avoids or largely excludes the use of synthetic inputs (such as fertilisers, pesticides, hormones, feed additives etc.) and to the maximum extent feasible rely upon crop rotations, crop residues, animal manures, off-farm organic waste, mineral grade rock additives and biological system of nutrient mobilisation and plant protection. The farmers from the surrounding villages of the ACC Lakheri Cement Works have dared to dream. They are slowly adopting organic farming aided by technical inputs provided by ACC and hope that one day the region would be known as the 'Organic Farming Hub' of Rajasthan. A journey of a thousand miles starts with a single step, and that step has been taken at Lakheri.

The Challenge

With more than 2/3rd of the population dependent on agriculture, it is the main livelihood option in the surrounding villages of the Lakheri plant. However farming is not lucrative given low rainfall (<700 mm) and lack of irrigation facilities. This means that most of the farmers grow a single crop through the year in their small landholdings which average 1.8 hectares. The low cropping intensity (1.10) and poor per hectare productivity and profitability keeps the farmers at subsistence level.

Farmers grow maize, jowar, moong, urad, soyabean and til crops in Kharif season and a limited number of farmers are able to grow Rabi crops like mustard, wheat, coriander and gram.

The problem of lack of irrigation and marginal landholding is further compounded by low skill and knowledge of improved agricultural practices, high cost of agri inputs, rudimentary marketing facilities, over use of fertilizers, micronutrient deficiency and poor organic content in the soil.

For the farmers at Lakheri, incremental changes would not lead to fruition, a paradigm shift was needed. This paradigm shift has come in form of introduction of organic farming.

The Intervention

The organic farming initiative is spread across 550 hectares of farmland covering 350 farmer families of surrounding ten villages of the Lakheri plant.

Farmer's Club: Farmers were sensitised and organised into farmer clubs in each village and linked with Department of Agriculture, Horticulture, Kishi Vigyan Kendra, NABARD and Agri-



Farmers club meeting

culture University to avail the benefits under various government schemes and programs. The Farmer's Club became the hub around which the entire organic farming project was structured.

Bringing in best know-how: The project had established linkages with National Institute for Mustard and Rapeseed, Bharatpur; Agriculture University, Kota and Rajasthan Agriculture Department for sourcing in varieties well suited for this region. Improved quality seeds and bio-fertilisers were provided to the farmers for demonstration at farmers fields and farmers educated about recommended agriculture practices for wheat, mustard, coriander and linseed. Integrated pest management practices were also promoted.

Progressive Farmer Groups: A new practice is made pervasive by demonstration of its efficacy by the early adopters. Promotion of good agricul-

Farmer Clubs

Farmer's Clubs are grassroots level informal forums. The forum meets at least once a month and its broad functions include:

- Interface with subject matter specialists in the various fields of agriculture and allied activities including agri-extension personnel of Agriculture Universities, Government Departments, and other related agencies for technical know how. For guest lectures, even experienced farmers who are non-members from the village/neighbouring villages are invited.
- Farm produce marketing, etc. for the benefit of members.
- Liaison with input suppliers to purchase bulk inputs on behalf of members.
- Market rural produce and products.



Organic manure production



Demonstration farm for PU31 Urad

Pant Urad 31 Saves the Day

Urad (Blackgram) is susceptible to Yellow Mosaic virus transmitted through the white fly and has been a serious production constraint. Path breaking research was done at the GB Pant University on developing Yellow Mosaic resistant strains. Inheritance of the disease was studied and genes for resistance incorporated through hybridisation. The PU31 variety is a culmination of years of research by agricultural scientists at Pantnagar. The variety was released in 2005 and gained national popularity especially in the southern peninsular region where more than 30000 hectares is under PU31.

The farmers at Lakheri were facing a major problem with Yellow Mosaic and the traditional varieties of urad were unable to stand-up to the disease. The battle against the Yellow Mosaic had almost been lost. It was in the midst of this that the project introduced PU31 with excellent results and very high adoption rates by the farmers. The disease outbreak was effectively contained.

A path-breaking research at a premier national agricultural university, coupled with timely extension services and the openness and faith of our farmers in the abilities of our research scientists and skills of the extension staff has lead to complete defeat of Yellow Mosaic virus in the project villages in Lakheri. We at ACC are proud to have played a small part.

550ha
Farmland under
the Project

350hhs
Farmer Families
Impacted

155
Vermi-compost
Pits

**Krishi Vigyan
Kendra, Bundi
Knowledge Partner**

tural practices was started with a subset of Farmer's Club members. Five to ten progressive farmers from each village were identified to demonstrate the best practices at their fields. Demonstration plots (0.25 ha) were set up and farmers were supported and guided with field preparation, soil testing, seed treatment, selection of crop varieties, improved crop cultivation practices and right doses of manure by the scientists of Krishi Vigyan Kendra, Bundi and other partner agencies.

Vermi-compost: For promoting organic farming, the farmers were supported and trained in setting up of vermi-compost units and preparation of organic manure and organic pesticides. Chemical fertiliser and pesticides were completely replaced from the demonstration plots. 155 vermi-compost units

were established at farmer fields where compost was prepared using farm waste and animal dung. The farmers were encouraged to start the use of organic culture and fungicides. The demonstrations have been very successful and have clocked significant reduction in the cost of inputs. The response to organic produce in Lakheri town, where most of the produce is sold, has been very encouraging. Customers are ready to pay a premium price for the organic produce given the quality and taste. Lakheri is a small town with a population of approximately 40,000. It indeed augurs well for the organic farmers that organic produce has a market not only in metros but also in small towns.

More and more farmers are adopting organic farming and it can be expected that the entire belt will soon be com-



Shri Ishwari Prasad

pletely organic given the fast rate of adoption.

Organic Certification

To take the next step towards making the project area an organic hub, individual farmers will be registered for producing certified organic produce. The Rajasthan State Seed and Organic Production Certification Agency has laid out norms for such certification. As organic farming becomes more pervasive, farmers with contiguous land holdings under organic farming would be facilitated to obtain certification as Organic Grower Group.

From practicing subsistence agriculture to reaching out to becoming an organic farming hub is a big leap of faith. However this leap has been into charted waters thanks to the excellent hand holding by the technical partners brought on board by the ACC Cement Works, Lakheri.

Vermi-compost Technique

Beds/rows of crop waste such as leaves, straw etc. is layered alternatively with the dung to 75 cm height and 1m wide. Water is sprinkled and earthworms are put on the top of the manure row/bed. Composted layer of 10 cm depth is removed every 7 days and in 40 days the entire batch is complete.

Ishwari Organic Farming Model

Mr. Ishwari Prasad is a progressive organic farmer from Chamawali village, Lakheri. So successful has he been in turning organic farming into a viable business proposition that we have started referring to his approach as '*Ishwari Organic Farming Model*'.

Mr. Prasad, is a small farmer having five members in his family and completely dependent on his 2 hectare farm for livelihood. A member of the Farmer's Club, Mr. Prasad participated in the training programme on organic farming organised at Krishi Vigyan Kendra (KVK) Bundi. He showed keen interest in taking up organic farming and the Lakheri CSR team supported his enthusiasm by providing regular support and guidance in establishing a vermi-compost unit at his farm.

Mr. Prasad started out initially by making vermi-compost manure on a pilot basis in three small pits for use in his field. His pilot project would yield approximately 2 quintals of compost per year. On getting positive results, he increased the number of pits to reach a production capacity of vermi-compost to 140 quintals per year. He used this organic manure in his field and would sell the surplus in the market. He gradually replaced chemical fertilisers by vermi-compost and has now developed a 100% organic farm.

The results of his organic farming experiment are extremely positive. He got better quality produce, lower disease incidence, improved soil health and more than 25% premium in the market for his organic produce. In addition, he has developed a vermi bank and provides know-how to other farmers for making a switch to organic farming.

In the last cropping season, he got an additional income of Rs. 92,000 from the sale of vermi-compost and worms. In addition, the sale of the organic produce from his farm got him a revenue of Rs. 1,25,000.

Currently the ACC team has involved Mr. Prasad in promoting organic farming to other farmers as a master trainer and resource person. Farmers take his word seriously, coming from someone amongst them who has proved that organic farming works.



Nursing Assistant trainees supported by ACC Wadi Cement Works



ACC DISHA

Skill Development of Youth

Focuses on strengthening the capabilities, assets and activities required to earn a living. It facilitates youth in the host communities to upgrade their capabilities (both human and material) for meeting their livelihood requirements on a sustainable basis with dignity.

It is estimated that more than 700 million people would be of working age (24-59 years) in India by 2020. Demographers term this as 'demographic dividend' as it would lead to a low dependency ratio compared to the rest of the world. For the demographic dividend to fructify, approximately 500 million workers (including temporary migrants from rural to urban areas in lean agricultural seasons) will require some kind of vocational/skill training. Besides, about 50 to 70 million jobs would need to be created over the next five years.

FEATURED PROJECTS

1. **Making Preparation Meet Opportunity, Wadi Cement Works, Karnataka**
Providing youth a bouquet of skill training options to prepare them for gainful employment.
2. **Matching Aspirations, Sindri Cement Works, Jharkhand**
Coaching classes for government jobs, admission to government technical institutions and allied livelihood opportunities

Mapped to

8 DECENT WORK AND
ECONOMIC GROWTH



MAKING PREPARATION MEET OPPORTUNITY

For the demographic dividend to make a payout, the addition to the workforce and consequent lowering of the dependency ratio has to be followed up by ensuring that this workforce has the right skills and there are enough economic opportunities. Ensuring that this dividend cheque is written does not lie entirely with the government. The private sector has a significant role to play which includes developing curriculum for skills, establishing standards, certification processes, training facilities and more. It is this alignment with the national priorities that has prompted ACC to put in significant resources across its plant locations in building skills for youth from its host communities. ACC Wadi Cement Works spearheads one such successful initiative and provides the youth with a bouquet of skill training options. This is poised for further expansion through the newly set up Livelihood Hub facility at Wadi.

The Challenge

The CSR project area of the ACC Wadi Cement Works is characterised by youth being unemployed or under employed in low productivity household or farm based activities. A significant number of these young people are from BPL families. With poor quality basic education and meagre or no marketable skills, the youth are unable to engage with the labour market for paid employment.

The provision of good quality post-school skills training and extension services for rural youth has the potential of making the rural youth market ready and thereby breaking the vicious circle of poverty.

The Intervention

ACC Wadi Cement Works along with its implementation partners SEEDS and AKRUTI has successfully trained and placed large number of youth into remunerative employment.

2 Year Certified Nursing Assistant Training to the Young Girls: In the CSR project area, the general trend for girls is to discontinue studies after completing school. The reasons being poor family financial situation, lack of guidance and out of pocket expenses involved in higher studies. However despite wanting to pursue further education most of the girls are forced by family circumstances to stay at home. A liberal arts education without any skill or vocational training means their employment potential is poor and most of them fail to secure any employment even if they wish to earn and supple-



Newly constructed Alternate Livelihood Hub

ment the family income. The ACC CSR team at the Wadi Cement Works decided to tackle this issue by providing support to the young women to pursue a Nursing Assistant Diploma at Gulbarga. Nursing assistants assist nurses and other health care professionals and are in great demand in the job market. Till date, 80 students have been supported to study the 2-year diploma course at Gulbarga Community College for Women. The first year deals with nursing theory and behavioural skills while the second year is devoted to practical training at Basweswara Hospital and other private medical institutions.

The first batch of 20 students recently completed the course and 11 of them have got placed in various hospitals in Gulbarga. They get a monthly sal-

Alternate Livelihood Hub (ALH)

To further strengthen the skill training, the ALH was recently inaugurated at the Wadi Cement Works. Modelled on a similar facility at ACC Cement Works, Jamul, the Wadi hub will house facilities for providing integrated support for livelihood development and training under one roof. These include (i) Micro-enterprise sheds: manufacturing facility for garment tailoring, masala processing, eco-bag manufacturing etc., (ii) Instruction and tool rooms: For skills training in trades like welding, fitting, two-wheeler repair, carpentry etc., (iii) Utkarsh Classrooms: for competitive exam coaching, (iv) Retail outlet: for sale of products of SHGs, (v) exhibition halls, (vi) Information kiosk: Resource centre for career and trade counselling and (vii) Library. All facilities are provided free of cost.



A computer training class



Pooja gets her ID card

Initiation Into a Noble Profession

Pooja Kattimani is 20 years old and a resident of Vijayanagar, Wadi. She completed her pre-university (PUC) but could not study further due to financial constraints. Pooja's father is a social worker and her two brothers are unemployed. The family found it difficult to make the ends meet. Pooja wished to supplement the family income but did not have the skills to get a job. Pooja's father, Parshuram Kattimani, heard about the ACC skill development project and approached the DISHA office where he was told about the Assistant Nursing course for young women. Pooja enrolled for the programme and ACC provided her support to attend Manisha Community College, Gulbarga. She received her Assistant Nursing certificate in 2016 and is currently employed with Nagaraj Kotli Hospital in Gulbarga on a monthly salary of Rs. 4000. Pooja is proud of her nursing uniform and in her ability to support her family financially.

ary of Rs. 5000/month and also get supplemental income through home visits for patients requiring nursing care.

3 Months Certificate Course in Two Wheeler Servicing: The course involves hands on training in repair and servicing of scooters and motorcycles. The course curriculum includes familiarising the trainee in safety and first aid, tools and measuring instruments and automotive engine repair - inlet and exhaust system, lubrication, tyre and tube, suspension, brake system, cooling system, valve operating mechanism and ignition system. The uptake of the training has been very good and the programme remains over-subscribed. The placement is arranged at company franchised service centres of TVS, Honda, Bajaj etc.

3 Months Certificate Course in Refrigeration and Air

Conditioning: This course acquaints the trainee on: fundamentals of science behind refrigeration, basic tools and measuring instruments, air conditioning and refrigerator system parts, study of compressor, control devices, condenser, cooling tower, lubrication, window AC and split AC wiring, vacuum and gas charging, gasket fitting, insulation and refrigerants. The trainees are placed with the service centres of large white goods companies like Samsung.

Basic Computer Training: In the CSR project area the schools hardly provide exposure to students on the use of computers. The situation is worse for students studying in government schools. To bridge this gap, a basic computer literacy course was designed and is open to anyone (from the CSR project area) desirous of having a working knowledge of computers.

140 youth
Basic Computer
Literacy

90 youth
Fashion Design

80 youth
Nursing Assistant
Training

65 youth
Two Wheeler
Mechanic Training

61 youth
Refrigeration & AC

45%
Placement Rate

SEEDS & AKRUTI
Implementation Partner



Machinist training

Incense stick (Aggarbatti) manufacturing unit: ACC has helped train the women SHG members and provided them with processing equipment and market tie-up for bulk purchase of the incense sticks by a local enterprise. Talk is ongoing with the popular Cycle brand aggarbatti for doing job work for them. This arrangement will ensure volumes and better remuneration.

Red Chilli Grinding and Popcorn Making: ACC has provided chilli grinding unit and popcorn making equipment to a women collective. The collective has a small shop in the main bazaar road from where they operate. The collective also vends popcorn at local schools during lunch time. The enterprise is small but the women have a big heart and put in enormous hard work to keep the business running.

Coaching for Competitive Exams: ACC Wadi is in the process of finalisation a collaboration with TIME institute for coaching the youth for government job recruitment tests.

English Speaking Classes: With knowledge of English getting a premium in the job market, English speaking course and soft skills training have been started. This is a must have skill for youth wishing to get into trades related to retailing, merchandising and sales.

From Waiter to a Star Mechanic

Sunil is a junior mechanic at the Honda showroom and service centre. Before joining the ACC 2 wheeler mechanic course, Sunil used to work as a waiter in a small eatery. He had completed his XII class and felt embarrassed when his friends or acquaintances would come to the eatery where he worked and he had to serve them.

Coming from a family of limited means, Sunil did not have any option after his schooling but to start earning to supplement the family income. After searching for suitable employment, the waiter job is what he could manage. It was a chance meeting with the mobiliser from SEED (ACC implementation partner) at the eatery that changed Sunil's life trajectory. As Sunil served tea, the mobiliser struck a casual conversation with him and soon Sunil was eagerly listening about the Two-Wheeler servicing course. The next day, Sunil enrolled himself for the course and rest as they say is history.

Today Sunil is a star mechanic at the Honda showroom and his seniors are all praise for his hard work, diligence and ability to learn new things. Sunil has set his sight on seeking employment in a Middle Eastern country. From a waiter to a star mechanic, Sunil has certainly come a long way and we are happy to be a partner in his success.

The demand for the above mentioned courses are ensured by the mobilisers who do an outreach to inform potential trainees about the opportunities available. This includes seeking referrals from the village panchayat and community resource persons, putting up posters, distributing pamphlets, frequenting places where youth are employed like eateries and shops in the marketplaces in order to contact potential candidates directly.

There is Cause for Hope

The empowerment is in the freedom to choose. Skills training has given the youth the requisite tools to chart a future hitherto considered impossible in their circumstances. Hope has been rekindled where there seemed to be absolutely none at all.

MATCHING ASPIRATIONS

Rural India is fascinated with government jobs, and it remains an aspiration for youth with even marginal academic merit. There are many reasons for this- lack of jobs in the organised sector, the job security that comes with it, fixed hours of work and at lower levels in the government hierarchy jobs are much better paying than the private sector. While one might argue that such fascination is misplaced, the fact on ground facing the ACC CSR managers is the demand from the community for coaching classes to prepare the youth for government recruitment exams and admission to government technical institutes. Empowerment is about giving choices and coaching for the youth desirous of getting into government/PSU jobs or institutes opens up another channel for livelihood. ACC Sindri Cement Works runs such a highly successful coaching program.

The Challenge

The government job market and admission to government technical institutions is extremely competitive, with thousands vying for a few vacancies. For most students from rural areas, a chance to qualify requires specialised coaching. There has been a great demand for such coaching opportunity from the host community. The ACC Sindri Cement Works responded with an eight month customized competitive exam coaching class for rural students.

The Intervention

The first pilot was started with a batch of 30 students from the CSR villages of Chatatand, Simatand and Shyamalpur. These students had ITI diplomas and aspired for engineering jobs in the government sector. The classes comprised of aptitude tests (mental ability, arithmetic, general awareness and language skills relevant for competitive exams) and soft skills. The coaching sessions were held thrice a week.

The course has been a success with 10 students clearing the written test for Railway Loco Pilot exam conducted by Northern Coal Fields Ltd. More success stories are expected once the written test results for other exams where the trainees have appeared are declared.

Given the success of the first batch, a wide range of courses have been introduced for a range of recruitment and admission tests. The Disha centre has been set up and is located about 500 mts from the plant gate.

Engineering / Polytechnic Entrance Tests: The curriculum primarily revolves around providing relevant scholastic (maths, physics, chemistry)



RTO Dhanbad with LMV trainees

Particulars	Students
State level engineering college entrance preparation	21
Polytechnic college entrance	24
Preparation for various government service job	34
Computer training and spoken English classes	35
Hand pump repairing training	20
Stitching and Embroidery work	60
HMV and LMV operator training	20

knowledge and skill.

Government Jobs Coaching: Concentration on improving language aptitude and reasoning skills of the trainees.

While the main focus has been training for government jobs/admission tests, training in popular trades is also being provided.

Hand-pump Repair: In order to have technical know-how in the com-

Interaction with Practitioners

The coaching not only included theory classes but also lectures by practitioners, experts and people in government service after clearing government recruitment tests. Providing such role models helped motivation levels of the trainees.

munity to manage village level infrastructure volunteers are trained in repairing hand-pumps. They are also provided with repair toolkits.

Stitching and Embroidery: Infrastructure has been setup at the Disha centre and collaboration with USHA International for imparting training.

LMV & HMV Operator: HMV training was provided in collaboration with the truck driving institute in Dhanbad. LMV training was provided at the Maruti driver training facility. 15 LMV trainees have obtained licenses, 5 HMV trainees are expected to get their licenses soon.

ACC Sindri Cement Works is opening up new livelihood opportunities and ensuring preparation is in step with aspiration.



Students at coaching class for government job recruitment exams

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Women SHG members at the first meeting of their SHG Federation at ACC Wadi Cement Works



ACC SWAVALAMBAN

Women Empowerment and Micro Enterprises

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

It is becoming increasingly clear that women are, and will continue to be, powerful drivers of development. When men and women become equal, economies grow faster, fewer people remain in poverty, and overall well-being increases. Studies (WDR 2011) have reported that raising female employment levels to male employment levels can have a direct impact on GDP growth rate and that can increase countries' productivity significantly. Labour Force Participation Rate (LFPR) in India for women is 26.9% as compared to 79.1% for men (World Bank).

FEATURED PROJECTS

1. **Mushrooming of New Livelihood Options, Damodar Cement Works, West Bengal**
Focus on how mushroom farming is providing a remunerative livelihood option for rural woman
2. **The Right Livelihood Fit, Kudithini Cement Works, Karnataka**
Training and providing hands on training in non-traditional trades in an erstwhile rural economy is helping women engage with the market on their own terms
3. **You Are Never Too Old To Learn, Bargarh Cement Works, Odisha**
Adult literacy classes for empowering women

Mapped to

5 GENDER
EQUALITY



MUSHROOMING OF NEW LIVELIHOOD OPTIONS

A remote corner of West Bengal is witness to a slow churn where age-old gender roles are reversing. Damodar Cement Works is bringing about a turnaround in the lives of rural women through the promotion of entrepreneurship and technical skills in agriculture and allied activities. The initiative which started with the training of a small group of women in mushroom cultivation and backyard farming has grown in beneficiaries, economic returns and in smiling faces of confident women.

The Challenge

At Balitora Gram Panchayat which abuts ACC Damodar Cement Works, the women have their role in society determined by the norms of patriarchy. Women are treated as dependent and in need of filial male support.

However, the expected male support does not materialise in a region plagued with rampant alcoholism amongst male folk, high frequency of domestic violence and irregular income from non-remunerative agriculture and irregular secondary/tertiary employment options. This leads the household economics to the brink and poverty is pervasive amongst a majority of the households.

The challenge was to provide livelihood options to women so that they look after the household without being dependent on the male folk for sustenance.

The Intervention

The central idea was to organise the women into self help groups (SHG) and provide requisite training and attendant support to start micro enterprises dealing with agricultural and allied produce.

Over the project period, 80 SHGs have been organised and are in operation with a membership of around 800 women. Initial rounds of support to the SHGs included training in book-keeping, account maintenance, legal aspects and assistance in the opening of bank accounts.

Subsequent to the SHGs being put in place, capacity building and technical expertise were provided for various trades to the SHG members.

Mushroom Farming: This has seen a significant success with the entire process from spawn culture to the selling



Laminar box at Spawn lab

of the produce internalised within the project without any external dependencies. When the mushroom production was initiated, the spawns were bought from a private commercial spawn lab in Illambazar, Birbhum district. The distance, cost, quality and the logistics of getting spawns became a deterrent to expanding mushroom cultivation. In response, a spawn lab was set up in July 2016 and has ensured regular good quality spawn to the mushroom cultivators. Currently, about 100 women are involved in mushroom production. Given its high nutrition value, there is significant local demand for mushrooms and the entire production is consumed locally. ACC is in the process of tying up with Big Bazaar departmental store in Asansol for supply of mushrooms. Once this deal is signed, it is expected that there would be a spurt in demand. The economics works out well, with 2.5 kg of mushroom fetching a profit of around Rs. 35.

Backyard Farming: In an effort to improve the nutrition of the households and to provide some additional income,

Setting up of Spawn Lab

With mushroom cultivation picking up, the demand for spawns rose. However bringing spawns from Illambazar, Bolpur had its issues of distance and cost. It was decided that a spawn lab be setup and managed by the SHG collective (DISHA Swanirbhar Sammanay Jote). ACC supported with capital investment in purchase of Laminar box, autoclave and attendant accessories and the plant was setup under the technical supervision of the implementation partner- Loka Kalyan Samiti. The lab has become a viable income source for the SHG collective and provides employment to 6 women members.

The demand is on the rise with customers coming in from as far as Jharkhand to purchase mushroom spawns. Within a radius of 100 kms, there is no such mushroom spawn lab. Currently, spawns are produced in two batches per month. The entire running expenses of the lab is borne by the SHG collective through the sale of spawns. Plans are afoot to increase production through investment in additional laminar boxes. The production cost of one batch (4 kg) of spawn is Rs. 97 and the sale price is Rs. 880, resulting in significant profits.



Cultivated Mushrooms



Economics of Mushroom Production

Cost Involved (2.5 kg)

Straw :	Rs. 10
Sterilization process :	Rs. 2
Poly Pack and other :	Rs. 3
Total :	Rs. 15

Revenue (2.5 kg)

Sale Proceed (@Rs. 20 /kg) : Rs. 50

Profit (2.5 kg) : Rs. 35

95
Number of SHGs

240.35 lakh
Total Savings
of SHGs

271.80 lakh
Leverage from
Banks

Skill Training Provided to SHGs

- Mushroom Cultivation
- Aggarbatti Making
- Poultry
- Kitchen Garden
- Kantha Stitching
- Vermicompost

LOKA KALYAN PARISHAD
Implementation Partner

nutritional gardens have been started in five CSR project villages. Under this project the women are trained on how to manage backyard kitchen gardens. This initiative has much to recommend for itself:

- Households can now include several nutritionally rich seasonal vegetables in their diet
- Organic way of cultivation enhance the nutritional level of crops and also builds skills and appreciation regarding organic farming
- Fallow land is being utilised
- Source of alternate livelihood by selling vegetable, nursery saplings and vegetables

Each household with a nutritional garden has a vermi-compost pit to ensure 100% organic farming. Also bio-pesticide use has been extensively adopted in these gardens. In addition, drip irrigation system has been introduced given the year round paucity of water. 60 drip irrigation kits have already been distributed to the selected families. An encouraging outcome has been the change in food habits with seasonal vegetable replacing the staple potato in the diet. The project has a unique positioning given the focus on enhancing nutrition at the household level and enabling the women as the key driver. Sale of kitchen garden produce has also been started locally by the women with surplus produce and given the organic po-

sitioning, a niche market has developed.

Puffed Rice Making: Dolan Champa Self Help Group formed with 10 like minded women members of Sunuri village is an ideal SHG. The members would save regularly and meet often to discuss options on the micro enterprise they might start. Tapati Dasgupta, Purnima Dasgupta and Jharna Dasgupta, office bearers of the SHG, convinced other members to set up puffed rice making business. Initially they went to Balitora for processing of rice which is almost 6 kms away which necessitated hiring of a minivan for transportation and cut into profits. Initially the SHG faced a loss but did not give up and continued the business on a small scale. ACC CSR team introduced a low cost puffed rice making unit under the technological support from IIT Kharagpur. This technical infusion has helped to turnaround the business and the puffed rice making unit is now running as a profitable micro-enterprise. Seeing the success, other SHGs have also shown interest in setting up a similar enterprise.

Kantha Stitching and Aggarbatti Making: Aggarbatti making and Kantha stitch have found a niche amongst the beneficiaries. 45 women have been provided intensive training and are involved in traditional kantha stitch, gujarati stitch and tailoring. They have exhibited their produce at a number of fairs



Women SHG members display Kantha stitch work done by them

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 making, of whom 14 women have taken it up as a vocation. The incense sticks are branded and sold locally and has a loyal clientele.

The determination of the women in not giving up is inspiring. They are trying to turn the tide through hard work and hope. The good news is that they are succeeding.

Economics of Puffed Rice Production

Cost Involved (conversion of 10 kg rice)

Rice (10kg. @ Rs.19) :	Rs190
Fuel (4kg. @ Rs.3) :	Rs12
Labour cost (½ Hour) :	Rs.7
Rent :	Rs. 2
Packaging and selling :	Rs.5
Marketing :	Rs. 3
Total production cost :	Rs. 219

Revenue (10 kg rice converts to 8.5 kg puffed rice) @ Rs. 36/kg: Rs. 306

Profit: Rs. 87/10 kg of rice converted



Smt Kalpana Mandi at her kitchen garden

Kalpana Mandi, is a member of Rina-mala SHG of Dumdumi village and belongs to a landless family. She along with other members of her SHG have started a backyard kitchen garden in a small piece of fallow land. She currently earns Rs. 500-600 per week by selling seasonal vegetables.

“ACC has re-excavated and de-silted this pond (Bashpukur). Our SHG has taken consent from the owner of the pond for using the nearby land and water for agriculture. During kharif season we have cultivated various vegetables by using the water from the rejuvenated pond and the training provided by ACC in organic farming. I earn Rs. 500-600 per week by selling the vegetables”

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THE RIGHT LIVELIHOOD FIT

Rural women through their hard work and eye for detail have turned Kudithini into an apparel manufacturing hub. Standing tall in the highly competitive ready made garment manufacturing sector, the units run under the guidance of the SHGs organised by the Kudithini Cement Works and provides sustainable and year-long employment opportunities to rural women. The high quality jeans and garments from these units are proving to be the right fit for both the wearer and the stitcher. Apart from tailoring, training in other trades like beautician, incense stick making and computer operations are opening non traditional vocations for rural women who till recently only had skills for agriculture based work, which is fast dwindling in Kudithini.

The Challenge

Kudithini village which is located about 25 kilometres from the district head-quarter town of Bellary is making a transition to an industrial milieu. With a number of industries coming up in the region, including the Kudithini Cement Works which started operations in 2010, there has been a perceptible shift in the economic base from being largely agricultural based to being more industrial. However, the transition of the social mores, skills and the world view of the local populace, in sync with the new economic reality, is taking time. This is particularly true for women.

The population in ACC CSR project villages comprise 50% of women. The literacy rate is 48%, much lower than the state average. They do not have the skills required to engage with the newly emerging industrial economy in their midst. The prevalent social mores are dictated by the norms of patriarchy, a society ruled by an ideology of female subordination. The traditional engagement of women in agricultural operations is not possible given that large swathes of crop land have been converted to industrial use. Industrialisation has left the rural women more vulnerable than they were in an agro based society.

The Intervention

The central idea was to organise the women into self help groups and provide requisite training and attendant support for alternate livelihoods.

Training in a number of trades have been organised including tailoring, beautician course, paper bag making, computer training, dairy and sheep and



Jeans manufacturing unit

poultry rearing.

The training in tailoring has been particularly successful in transforming Kudithini village into a hub of jeans and apparel stitching.

Establishment of first apparel unit: ACC established Apparel Training cum Production Centre in 2013 at Kudithini village. Support was provided for procuring machinery, furniture and centre maintenance cost. More than 60 women were trained in design, cutting, stitching and finishing of various garments. The women have formed a collective called 'Mother Theresa Village Organisation' which now maintains the centre. Market linkage was facilitated wherein the unit now does work for wholesale garment manufacturers located in Bellary. The members of the collective are involved in the production of jeans, uniforms and other readymade garments. At present, each

woman tailor of the collective stitches 15 to 20 garment pieces earning Rs. 180 to 240 per day (@ Rs. 12/ piece), this translates to an average earning of Rs. 5500/month. The Mother Theresa collective receives maintenance charges for the centre from the garment manufacturer as well as cloth and stitching accessories.

Establishment of second apparel unit: The success of the first unit spurred demand for setting up more such centres. A number of women SHGs approached ACC for support in establishing similar facility and this led to the opening of the second apparel unit in Kudithini. The SHG has contributed an amount Rs.150000/- and purchased 10 sewing machines. ACC provided support for purchase of SuKansai Belt Machine with motor power set and Brother Five Thread machine with power set worth Rs.1,53,400 of which



Jeans manufacturing unit



A beauty parlour set up by a trainee

A Beautiful Vocation

After successful completion of the beautician course in Synd RSETI (Rural Self Employment Training Institute), Hemlata started a beauty parlour initially with her own investment. Six months later, she got a loan of Rs. 50,000 from her SHG and invested the amount on beauty products and furnishings. Hemlata currently earns Rs. 5000 to 8,000 per month and employs one woman. She has also diversified into imitation Jewellery (Hand Crop *Jhumkis*). Women trained under the ACC Swavalamban programme are succeeding in starting their own enterprises in non-traditional trades in the area. With economic independence comes confidence and voice of women is heard and their views respected.

160
Number of SHGs

2141
SHG Membership

144
Members Involved
in Income Generation Activities

181.86 lakh
Leverage
from Banks

Skill Training Provided to SHGs

- Tailoring (Dress making & Designing)
- Computer - Soft Skills
- Aggarbatti Making
- Beautician
- Paper bags preparation,
- Dairy management
- Sheep rearing
- Poultry
- Food products preparation

FORD
Implementation Partner

70% was borne by ACC. Also, an agency has been hired to provide training, establish market linkages and other attendant support to the SHG. Currently, 30 women are involved in stitching jeans which earns them Rs. 5500 to 6500 / month. Linkage has been established with Bellary jeans/uniform manufacturers who provide work to the centre.

Establishment of third apparel unit: Encouraged by the success of ACC supported apparel units, a young entrepreneur Mr. Umakantha Reddy made a capital investment for the establishment of a third apparel unit in Kudithini. ACC provided support for training and recurring expenditure for six months to stabilise the unit. Presently 20 women are working at the facility. Sai Garments, Bellary is providing job work to the unit and also support for training more women in tailoring.

Beautician Course Finding Ground: ACC Limited, Kudithini Ce-

ment Works, in collaboration with Synd Rural Self Employment Training Institute, Bellary (established by Syndicate Bank) organised a one month beautician training for 20 rural unemployed women in 2016. The training was conducted at SYND training institute premises and the training material costs were disbursed by ACC. On completion, 10 women have started beauty parlours mostly from their homes. ACC linked them with banks for loan to establish the parlours. The beauticians are earning Rs. 5000/- to 6500/- per month. We acknowledge the encouragement from DDM, NABARD and Regional Manager, Syndicate Bank.

Incense Stick (Aggarbatti) Making: Sri Saraswathi SHG members of Kudithini approached ACC to start an Aggarbatti manufacturing unit. ACC requested a market survey to estimate the demand. The survey conducted by the SHG revealed a demand of ap-



Ms. Rukhmini

proximately 1000 kg per month for incense sticks and that there were no local manufacturing units in the area. It was indeed a good business proposition to set up a unit. ACC helped organise a 15 day training in incense stick making through M/s Venus Engineers Ltd, Bangalore, a reputed firm which manufacturers and installs Aggarbatti manufacturing machinery. Twenty five women attended the training programme. Subsequently on the completion of the training, ACC helped the SHG to install a 80 kg/day capacity incense stick manufacturing unit (Sri Sivajyothi Aggarbatti) at Siddammanahalli with a total outlay of Rs.2 lakh of which ACC contributed 50% as a grant and the balance came from SHG through bank loan. The SHG is successfully running the unit. The SHG members working at the unit earn Rs. 70-100 per day. The production is sold in bulk to the brands in Bellary and as well retailed locally. The second incense stick unit has recently been set up in Kudithini village.

Significant Employment Generation

- Establishment of 3 jeans manufacturing units, which currently engage 90 women tailors with each women earning Rs. 5000 to 7000 per month.
- Two automatic incense stick mak-

Stitching Independence

Rukhmini is a home maker. She always wished that she could contribute to the family kitty thereby reducing her dependence on her husband. Rukhmini is a member of Om Sairam SHG and she joined the apparel centre where she received training and is currently part of the tailoring team. She stitches uniforms for which she receives Rs. 12 per piece. On an average she earns Rs. 180-240 per day. Rukhmini now has the independence to spend, and has enrolled her children in tuition classes which she pays from her stitching income. She also takes care of a substantial part of household expenses.

ing units set up at Siddammanahalli and Kudithini villages which providing employment to 40 SHG members.

- An amount of Rs. 181.86 lakh has been leveraged from banks by the SHGs setup by Kudithini Cement Works.
- 3 SHG federations have been formed and linked with government livelihood generation schemes.
- 20 unemployed women SHG members trained in beautician course of which 10 women have started beauty parlours earning on average Rs.3000 to 5000 per month.

The women SHGs at Kudithini have made a place for their produce in the competitive market place with sheer hard work and perseverance. Archimedes, the Greek philosopher and scien-

tist once said, "give me a place to stand and I will move the world". What works in physics works in economics as well, the women in Kudithini are proving Archimedes's maxim to be true in their context.

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YOU ARE NEVER TOO OLD TO LEARN

Adult education aims at extending educational options to adults, who have lost the opportunity and have crossed the age of formal education, but now feel the need for learning of any type, including literacy, basic education and skill development (vocational education) and equivalent. When it comes to women, adult education takes a whole new meaning. A better educated mother has fewer and better educated children. She is more productive at home and in the workplace and she raises a healthier family since she can apply better hygiene and nutritional practices. In the mainstream development practice, the connection between women literacy and development is well recognised. It is this paradigm which informs the basic literacy programme for women that was launched by ACC Cement Works Bargarh.

The Challenge

The primary driver for an illiterate woman's wish to learn how to read and write is to improve her self esteem and to get respect in her family and peer group. With society giving high premium to education, an illiterate woman feels ashamed of her unlettered status. It is this esteem need which is the main motivator for women to attend literacy classes. The fact that a woman with high self esteem also feels empowered and can engage more efficiently with her family and society is what economists call a 'positive externality'.

The Intervention

The adult education programme is being conducted for 229 illiterate women at 7 adult education centres at Khaliapali village. This village falls under the CSR catchment area of the ACC Bargarh Cement Works. The learners were taught how to read, write and do basic calculations. The teaching medium is vernacular.

The classes are taught by education volunteers who were paid a nominal honorarium. The volunteers are provided a 2-day training on the concept of joyful learning and use of teaching learning materials (TLM) like alphabet cards etc.

For the volunteers, this is a means to contribute to the society by removing the ills of illiteracy from their community. It is this bigger cause which motivates the volunteers to teach at the adult learning classes. The volunteers are also getting home tuition opportunities for the children of the women they teach.



An ongoing adult literacy class

I Can Also Read and Write

Subhadra Naik, 30, resident of Marketpada, Khaliapali, was denied the opportunity to attend school when she was young. She has always blamed her parents for this. Today, she attends the adult learning classes regularly in the afternoon after getting free from household chores. Her husband, and other family members including her mother-in-law encourage her. Most importantly Subhadra has forgiven her parents.

Betikhai Deep, 58, of Schoolpada, Khaliapali, could not read and write. She would feel humiliated when her grandchildren would point out that she was illiterate. A determined Bethikhai proved to be one of the best students at the literacy centre and today can read, write and count currency. Her grandchildren are proud of her.

Brundabati Nag, works as a volunteer at the adult education centre at Schoolpada. She feels extremely privileged to get an opportunity to do something for the people of her hamlet. She said, "I take great satisfaction to lend a hand in making literate the women who were not fortunate enough to get an opportunity to learn."



Adult neo-literates practicing their newly learnt writing skills

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To inculcate reading habits in children library books have been procured for government schools by ACC Gagal Cement Works



ACC VIDYA UTKARSH

QUALITY ELEMENTARY EDUCATION

Facilitating the reach of quality education to every child in the host community. Providing a healthy, safe and 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.

Quality of learning is a major issue and evidence shows that children are not achieving class-appropriate learning levels. According to Pratham's Annual Status of Education 2016 report, close to 75 percent of children in Standard III and about 50 percent of children in Standard V cannot yet read Standard II texts. Arithmetic is also a cause for concern as only 26 percent students in Standard V can do a division problem. Without immediate and urgent help, these children cannot effectively progress in the education system. Improving the quality of learning in schools is by far the biggest challenge facing our school education system today.

FEATURED PROJECTS

1. **Giving Every Child a Fair Chance At School, Gagal Cement Works, Himachal Pradesh**
Focus on taking innovative teaching methodologies and using technologies into the classroom in government schools to improve learning outcomes.
2. **Moving from Equipping Schools to Equipping Students, Chaibasa Cement Works, Jharkhand**
Give students from poor families access to best possible education in the region

Mapped to

4 QUALITY
EDUCATION



GIVING EVERY CHILD A FAIR CHANCE AT SCHOOL

While enrolment has picked up in elementary schools, the quality of education has not kept pace. It is now time to universalise quality of education. This would require transforming schools into productive, inclusive and learner-friendly environments. To reach out to large numbers with quality education, there is a need for a big push in government schools where the maximum enrolment is. While extensive research continues in evolving new teaching methodologies and technologies, the insights have to be taken from the lab into the classrooms in rural government schools. ACC Cement Works, Gagal has embarked on investing in new ways of providing meaningful education to every child in select schools in its CSR project area.

The Challenge

A baseline assessment of the middle grade classes at select government schools revealed extremely poor learning outcomes. The worst performance was in English followed by Science and Math.

The CSR project area of ACC Gagal Cement Works has a relatively well off community. It has high aspirations from the children. However, the baseline results revealed that the schools were not matching up.

It was felt that best practices in teaching methodology backed by technology be introduced in the classroom so as to accelerate the learning levels of the students so that they have a fighting chance of matching up to the aspirations expected of them.

The Intervention

It is an accepted fact that environment in which learning takes place is of critical importance. Major variables of a positive classroom climate include supportive teacher-student relationships, good peer learning environment, result orientation and well-organized and managed classroom processes. The interventions under the project has tried to influence these aforesaid variables.

The Intervention Schools: The project ambit includes four government schools namely (i) Government Senior Secondary School(GSSS) Panigain, GSSS, Barmana, Government Upper Primary School(GUPS), Lagat and GUPS, Dhonkothi. Grade VI to VIII were included in the project, while for GSSS Barmana and Panigain, Grade IX and X were also included. The total number of



Activity based learning session

students covered is 537 and teacher number is 25.

Programme focus: Improving student outcomes in math, science, English and life Skills

The field team: ACC provided nine supplementary teachers and one project coordinator cum technology person.

Provision of teaching learning material (TLM)

- Interactive kits in math, English and science to promote activity based learning
- Extensive use of Teaching Learning Material (TLM)
- Reading programme
- Multimedia content from class VI-X mapped to state board and one K-Yan for technology enabled education. K-Yan is a technology box which combines

Activity Based Learning

It is a child centred approach, learning by doing is the main focus in this method. The information processing theory in psychology is grounded in the premise that people innately strive to make sense of the world around them.

In the process they experience, memorize and understand. Students need to be provided with data and materials necessary to focus their thinking and interaction in the lesson for the process of analysing the information. Teachers need to be actively involved in directing and guiding the students' analysis of the information. The activities used in this strategy can be generalised under three main categories:

- Exploratory: gathering knowledge, concept and skill.
- Constructive: getting experience through creative works.
- Expressional : presentations



Students are being taught their lessons using the K-Yan projector



Some of the supplementary teachers

Supplementary Teachers-Bridging Critical Gaps

Three supplementary teachers in senior schools and two in middle schools have been stationed under the project. They provide :

- Support school teachers to incorporate TLMs and new constructivist pedagogies in math, science and English
- Support students by taking classes as part of the school time table
- Constant up-gradation of skills of the mentors along with support material

Supplementary teachers have undergone Certificate Course For Foundation in Education (CCFE) training in using TLM.

4

Schools Covered

537

Students Covered

25

Teachers Covered

9

Supplementary
Teachers
Provided

IL&FS

Implementation Partner

a high end projector with a PC, a DVD writer, a TV tuner, in-built speakers, a 500 GB HDD, 3G-Internet, a wireless keyboard and a mouse

Provision of Supplementary teacher: Three supplementary teachers in senior schools and two in middle schools to assist the regular government teachers in rolling out the programme

Training of School Teachers

- Constructivist pedagogies and use of TLM
- Three teacher refresher training have been organised

Provision of life skills programme
First year

- Introduction of programmes and projects which help students participate in taking responsibility for self and environment
- Setting up of library

Second year

- Extension and deepening of these

programmes

- Increasing the confidence level of students
- Remove the hesitation of the students
- Improve student's skills

Celebrating special days/events: To improve the learning culture and ownership of stakeholders

Monitoring and Evaluation: Monthly reports on progress and annual evaluation report

Progress So Far

The project was initiated in April 2015. In the first six months, the initiative was integrated into the schools and has now got substantially main-streamed with discernible results:

- Mentors: Have gained acceptance in the school and they own the project
- Time Table: School principals have worked out a time table in tune with the programme intervention



Use of K-Yan

One significant intervention under the program is the introduction of Information and Communication Technologies (ICT) lead teaching in the classroom. This was a move away from the traditional 'Chalk and Talk' method. The concepts become live in the classroom through a multimedia projector and specially designed multimedia lessons, videos, mind-maps, experiments, simulations, assessments and practice sheets for science, mathematics and social science. Currently, the supplementary teachers take the K-Yan based classes and gradually this will be mainstreamed with regular teachers taking K-Yan based classes. K-Yan units have been provided to each intervention school under the project.

- Learning Activities: Constructivist approach is integrated in the classroom teaching process
- Special activities: AIDS, Thalassemia, Earth and Mothers Day are regularly celebrated. Science and maths fair was organised to encourage scientific temper; Inter state sports and cultural competition was held, and knitting/embroidery sessions organised for students in collaboration with Vardhaman Pvt. Ltd
- Enrolment drive was initiated by the supplementary teachers through a door to door campaign
- Supplementary teachers taught with the help of K-Yan and TLM kits. Use of multimedia content, to address difficult topics of the curriculum, has been a success.
- Library reading program has been initiated to promote reading habit
- Remedial classes are taken by supplementary teacher for weak students.
- Government teachers training was held in Delhi and Bilaspur on 'Activity Based Learning'
- SMC and community involvement

is being encouraged

Future Plans

- Use of teaching learning material (TLM) will be made more pervasive among regular teachers in project schools
- Improved performance of students in English math and science
- Integration of technology in classroom instruction
- Programme to address the academic needs of students with special needs



- 15-20% of senior school students will read library books in free time for 30 minutes
- Students will elect their council for taking ownership in student governance
- Both senior and middle school teachers apply Activity Based Learning methodology (ABL)
- Students develop confidence, ownership and responsibility by participating in activities like school sports, cultural programs, debates, competitions etc.

Improving education quality is a difficult process, ACC Galgal is committed to do whatever it takes to make this happen.

Rubric Based Grading

A rubric is a scoring tool that explicitly represents the performance expectations from the student. A rubric divides the learning expectations into component parts and provides clear descriptions of the characteristics of the work associated with each component, at varying levels of mastery. Rubrics is used to provide formative feedback to support and guide ongoing learning effort under the project.

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MOVING FROM EQUIPPING SCHOOLS TO EQUIPPING STUDENTS

A child's circumstances, as in their family economic condition, geographical location, gender, ethnicity and caste are important influencers in shaping a child's opportunities for education and life. In a remarkable piece of policy making, the Government of India took the issue of education inequality head on by proposing to make elementary education a fundamental right. The consequential legislation is known as the Right to Education Act 2009. Public investment towards a big push in improving school education has been largely confined to provisions and infrastructure. The question is whether the impressive performance in provision, inputs and infrastructure has translated into better learning outcomes in our primary school classrooms. The answer is unfortunately 'NO'. Better infrastructure, increasing the number of teachers, mid-day meal, more schools and putting the children into the class room is a necessary but not a sufficient condition for ensuring education is delivered. The Right to Education has ensured the right to sit in a school, the right to get educated still remains elusive. The learning levels are floundering with children being much below the expected grade levels. Providing quality education in state run elementary schools is the key bulwark of ACC CSR intervention in education.

The Challenge

In the surrounding area of ACC Chaibasa Cement Works within the radius of five to seven kms there are around fifteen primary schools, four junior high schools and four higher secondary schools. These schools are expected to raise the education level of the area. In order to help them to do so, the government has put in place the required infrastructure such as classrooms, toilets, boundary walls and playground facilities. However, the schools are not delivering quality education to children as is expected of them. A recent assessment study commissioned by ACC revealed that of the sampled grade V students, 43% of the children cannot read class II level text in their local language, 68% could not identify words or read a text in English and only 28% could do division in arithmetic.

In addition the students in the government run schools are unkempt and appear unhealthy. There are very few schools with specialised teachers for Mathematics, English or Hindi.

The Intervention

ACC Middle School was setup in 1952 in the ACC campus to provide good quality education in the area when none existed. Over the years ACC Middle School has continued to provide quality education and boasts of a very



Kanchan Laguri

accomplished alumni. The school has state of the art smart classrooms, qualified teachers and the best infrastructure in the region. Children from neighbouring areas attend the school and there is intense competition to take admission. The school charges a fee from the students, and is also supported by a grant from ACC.

Since 2008, every year the school takes 25 meritorious students from the CSR villages of the ACC Chaibasa Cement Works, majority of them being tribal and from BPL families. The education for these students is provided free. Currently, 205 children from LKG to grade 12th are receiving English medium education in a quality learning environ-

We Cannot Allow Kanchan to Lose Out

Kanchan Laguri sits on a mat in a corner of her classroom patiently teaching her juniors to read. Kanchan is a 11 year-old girl with a sweet smile and student of UPG PS Taktabazar. She belongs to a family of first generation learners. Her parents are contract labourers. Kanchan demonstrates exceptional reading and writing skills which are above average. Her teacher made special mention of her memory and excellent grasping power which sets her apart from her peers. Her drawing skills are also noteworthy. She dreams of becoming a doctor and help her fellow villagers. There are many Kanchans in our government schools whose potential will be lost if not nurtured in time. We as a nation cannot afford this.



Morning assembly at ACC Middle School



Class at a Government School Daudanga, Chaibasa

It Takes The Whole Village To Bring Up A Child

The CSR team at the ACC Chaibasa Cement works has set up a school education committee to keep tabs on the quality of education being provided by the government schools in the CSR project villages. The committee comprising of elected representatives and with support from ACC, monitors key indicators like teacher attendance, children regularity, mid day meal, etc. Some of the members of the committee stand out for walking the extra mile in ensuring that the schools deliver to expectations. One such person is Shri Rasik Lal, who visits at least one school daily. He also organises community meetings on a monthly basis to discuss school performance. Such is his interest that he knows most of the children by their names. People like Shri Rasik Lal give us the hope that stake holder demand if articulated well will make our state run schools make a turnaround for the better.

ment at the ACC Middle School.

Of the 205 students who have been enrolled in the ACC Middle School under the scholarship scheme, 90% are tribal. Not only are these children getting the best available education in the area, this has also challenged the prevalent norms of class hierarchy. As the tribal children excel in academics and in extra curricular at ACC Middle School, they send out a message that ability is not determined by accident of birth but by the strength of character and ethics of hard work.

The scholarship scheme has also changed the outlook of the tribal community towards education. Good education for their wards is increasingly being considered an asset by the tribal households.

School Committee: Under the mentorship of ACC CSR, Chaibasa Cement Works, a committee has been formed to look after the proper func-

tioning of the government schools in the CSR catchment. The committee consists of representatives elected by the villagers. The committee with close support from ACC undertakes the following:

Shortlisting children from the villages around the ACC plant for admission to the DAV Middle School, the only English medium school in the locality, for free education. The Munda (village head) assist the committee in the screening process.

Tracking the performance of the children admitted to ACC Middle School as school dropout is a common problem in the region.

Arranging volunteer teachers from the community to work as support teachers in the schools when regular school teacher(s) go on leave.

Appointment of Para teachers: Para teachers or educational assistants or teacher's aides, is a teaching-related

205

Students Getting Scholarships

15

Beneficiary Schools

ACC Middle School
Implementation Partner



Students (in uniform) who have got feeships for studying at ACC Middle School

position within an elementary school generally responsible for specialised or concentrated assistance for students. Para teacher at Primary School, Baiguttu, Dokatta have been appointed on the recommendation of the committee. The salary of the para teacher is paid by ACC. This said school had only one teacher teaching five classes.

Support school development plan which each school has to submit for their annual budgets.

Build bridge between the community and the school. As the stakeholders (parents) are illiterate, they do not feel confident in putting forth their problems and opinions in front of the school teacher. Communicating with the committee members is easy and convenient for them. The committee member acts as a catalyst in improving the educational needs of the children and is a communication channel between the parents and the teacher.

Need to Make Excellence More Pervasive

While ACC Middle School maintains excellent standards, the remaining schools are far from catching up. The Middle School has capacity constraints

Confidence Which Only Education Can Bring

Children from below poverty line tribal families in an economically backward region are amongst the most marginalised sections of our society. For them there remains no cause for hope, no ambitions to achieve, no idea to pursue or the luxury of a dream to nurture. They are a witness to their parents daily struggle for survival and get habitual to living on the margins. They grow up as nation's citizens on the sidelines, the subject of rhetoric but not of action. However, for some of these children, ACC has managed to bring about a change. Its program of providing feeship to tribal students from BPL families for studying at the ACC middle school means attending the best school in the region, accessing the best teaching aids and to be taught by highly trained teachers. Most importantly this is their passport to seek ambitions and dreams, to nurture hope and to declare that they are no longer on the sidelines but on the main stage.

in catering to the demand of every deserving child from a poor family. It is therefore critical that the government run schools improve their standards.

ACC commissioned a study to chalk out the strategy for improving the teaching standards of government schools. The study has made a slew of recommendations including (i) improving grade specific learning outcomes in English, vernacular, numeracy and arithmetic skills through introduction of para teachers, (ii) classroom reading corner, (iii) promoting learning beyond the curricula - music, dance, theatre, craft and general awareness in target schools, (iv) inducting technology in the form of computer teaching and aided learning in the target schools, (v) promoting positive achievement attitude in

gifted children, (vi) regular sensitising of mothers on how to help in scholastic and general upbringing of the students, (vii) ACC Middle School to be the nodal for organising competitions like debates, essay writing, elocution etc. for all the schools in the CSR project area, (viii) introducing computer education in schools through organising of coding clubs.

The strategy outlined does hold a significant possibility of upgrading the existing schools in a phased manner. The feasibility of rolling out of the recommendations is being considered.

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Inauguration of the Vidya Saarthi pilot by the Dr. Deepak Mhaisekar, District Collector of Chandrapur at ACC Chanda Cement Works



ACC VIDYA SAARTHI

SCHOLARSHIP SCHEME FOR RURAL STUDENTS

To support meritorious students from ACC operational districts who wish to pursue higher education.

India's ability to sustain its economic growth in the future will be governed by its ability to grow its tertiary enrolment ratio in order to create an educated and employable workforce. Given the lower government appropriations (0.7% of GDP), Indian institutions fund a large portion of their operations from tuition fees. Indian students fund almost 57% of tuition fees through family funds, savings or job-related income. This clearly implies that a lot of low-income students have to forgo higher education. It is in this context that financial assistance to students for higher education becomes critical.

FEATURED PROJECTS

1. **Access to Scholarship Through Digital Platform**
Use of a web-based portal to manage the end-to-end scholarship application and award process under Vidya Saarthi with complete transparency.

Mapped to

4 QUALITY
EDUCATION



ACCESS TO SCHOLARSHIP THROUGH DIGITAL PLATFORM

ACC's Board CSR Committee had desired in its first meeting that ACC initiates a national level scholarship scheme for the deserving meritorious candidates from rural areas, where ACC has its operations. The logistics of launching a scholarship across multiple locations, maintaining transparency, adhering to tight time-lines, processing a large amount of data to make the scholarship award decisions and providing ease of application to thousands of students was intimidating. The use of a web-based portal to manage the end to end scholarship application and award process has helped in the launch of a successful scholarship scheme.

The ACC team was in search of a technology backbone to power a web-based scholarship application and management solution for Vidya Saarthi initiative. In NSDL e-Gov, ACC found such a partner. NSDL e-Gov currently manages some of India's most robust and complex web solutions including National Pension System, Registrar & Authentication Service Agency for Aadhaar, Tax Information Network for Central Board of Direct Taxes (CBDT), Custodian of EzeeWill which is an On-line Succession Planning Service Pilot of GST, National Judicial Reference System and many others.

It was indeed providential that NSDL was looking for a partner to pilot its one stop portal for availing scholarships from corporate organisations. The partnership between ACC and NSDL for Vidya Saarthi was win-win for both the organisations.

Benefits of the Web Based Vidya Saarthi Portal

The online platform gives the advantage of electronic computing in analysing large data from student applications across the country and to timely respond with award of scholarship. This further meant that the whole online system could ensure maintaining transparency in scholarship application processing and real time status tracking of application. The electronic processing of application data would also help in timely and accurate Management Information System (MIS) data that helps in the decision making process of awarding and reducing turnaround time resulting in speedy award of scholarships. Another big advantage of the NSDL

web solution was the possibility for defining a custom algorithm for selecting the candidates to be awarded the scholarships.

Pilot Launch

The pilot for Vidya Saarthi scholarships was launched on 26th February 2016 in Chandrapur district where ACC Chanda Cement Works is located. This was launched by Dr. Deepak Mhaisekar, District Collector of Chandrapur, in the presence of the local community leaders, principals of reputed colleges in the district and ACC plant management. ACC Vidya Saarthi scholarship pilot covers the students pursuing education in diploma & ITI, graduation (10+2+3), engineering (10+2+4) and post graduate studies.

The scholarship application window was kept open for 45 days. During this time duration more than 500 applications were received. The power of digital computing helped in the quick analysis of the received applications and total of 100 scholarships were awarded, of which more than 50% were to girls. All the education institutes in the district were registered on the Vidya Saarthi portal which helped disburse the scholarship directly into the education institutes' bank account where the students were admitted.

National Roll Out

The success of the pilot, led to the launch of Vidya Saarthi nationally on 12th January 2017 on Yuva Divas (Youth Day). All manufacturing plants of ACC organised their respective launch in presence of district officials, local community leaders, heads of educational

ACC

ACC VIDYASAARTHI SCHOLARSHIP SCHEME

ACC Vidya Saarthi scholarship for the academically inclined

Register Today

Courses covered are as follows
 Graduation (BA, B.Com, B.Sc),
 Diploma (10+3), ITI (10+1, 10+2),
 Engineering

For registration log on to www.vidyasaarthi.co.in

For more details contact: 022-40904484

institutions in the districts, ACC plant management and students from the neighbourhood. The window for application has been kept open for 6 months and final award of the scholarship will be announced on 8th September 2017 which coincides with the International Literacy Day. For this year's round, a total of 1200 students are to be awarded the scholarship.

The ACC Vidya Saarthi is well poised to link some of the brightest but under-financed youth from our host communities to educational opportunities which otherwise would have bypassed them. The online solution is also a template which other corporates might consider emulating and help make higher education accessible to those who have the potential but not the means.



Vidyasaarthi - Revolutionizing Education Funding

Vidyasaarthi is a technology-enabled initiative by NSDL e-Governance Infrastructure Limited (NSDL e-Gov) to bridge the gap in education finance in the country through an online platform. This initiative is supported by Centre for Digital Financial Inclusion (CDFI) and Tata Institute of Social Sciences (TISS) as a central trust for administering & managing scholarships under

3 easy steps to Apply for Scholarship



Recent News



ACC launches Vidyasaarthi-enabled Scholarships at Chandrapur
ACC launches scholarship schemes on Vidyasaarthi

[More](#)

Testimonials



A path breaking initiative by NSDL e-Gov for building a trans user friendly education funding ecosystem. Vidyasaarthi has been able to help us identify deserving student scholarship programme while reducing our administrative and cost towards this process.

Mr Pratyush Panda, Head CSR - ACC



Samita Bhatia
"I am pursuing M.Sc. in Physics and falling in open category. So, I had to pay my full academic fees."



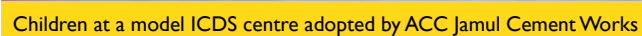
Deepak Mohan Mahur
"I was honored to receive scholarship from ACC under Vidyasaarthi scholarship initiative and I ..."



Swapnil Khatke
"I feel privileged to be one of the recipients of the Vidyasaarthi Scholarship through ACC center ..."



Samita Khan
"After completing BCA I wanted to study further. Because of ACC, Vidyasaarthi I could take ..."





ACC AROGYAM

REDUCTION IN INFANT MORTALITY RATE, MALNUTRITION, HIV AND 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 preventive health care with limited curative healthcare interventions.

The World Bank estimates that India loses two to three per cent of its annual GDP by way of lower productivity, the underlying cause of these is malnutrition. The Ministry of Finance in its Economic Survey 2015-16 says, "Imagine the government were an investor trying to maximise India's long-run economic growth. Given constraints on fiscal space and the state's capacity to deliver public services, where would it invest." This report answers the question by stating "some of the highest economic returns to public investment in human capital in India lie in maternal and early-life health and nutrition interventions."

FEATURED PROJECTS

1. **May Every Flower Bloom, Jamul Cement Works, Madhya Pradesh**
Converting existing Anganwadis into Model ICDS Centres.
2. **Giving Water An Extra Sparkle, Thondebhavi Cement Works, Karnataka**
Mitigation of fluorosis risk through installation of reverse osmosis plants for the community.
3. **Making Public Health Services 'Public', Tikaria Cement Works, Uttar Pradesh**
Improve usage of public health services.

Mapped to

3 GOOD HEALTH AND WELL-BEING



MAY EVERY FLOWER BLOOM

World Bank in its Nutrition in India report identifies India to be having one of the highest burden of child malnutrition in the world. The 2010 Global Hunger Index designates national levels of hunger as alarming, and India scores lower than many Sub-Saharan African countries despite having a considerably higher GDP. About 30% of India's children are born underweight, and by the age of five, 44% are underweight and 48% are stunted (low height for age) due to chronic malnutrition. India accounts for nearly 30% of all global childhood deaths attributed to chronic malnutrition. This malnutrition data has remained stubborn despite India showing a remarkable economic growth rate and also running the world's largest child nutrition programme, the Integrated Child Development Scheme (ICDS). Experts recommend that for the benefits to trickle down, a more targeted approach is needed. It is with this premise that ACC Cement Works, Jamul in collaboration with the Jamul district administration has adopted 29 ICDS centres for targeted nutrition, health and pre school teaching initiatives for children below the age of six.

The Challenge

Integrated Child Development Scheme (ICDS) is the flagship program of the Government of India to combat child malnutrition. It provides a package of services comprising supplementary nutrition, immunization, health check-up, referral services and pre-school non-formal education to children under age of 6 and pregnant women and lactating mothers.

While the ICDS program is well-conceived and well-placed to address the major causes of child malnutrition in India, there is considerable scope for improving quality of services provided at the ICDS centres. It is this quality gap which ACC Cement Works, Jamul has bridged by adopting 29 ICDS centres in its CSR project area and converted them into model centres.

The baseline assessment revealed that the targeted ICDS centres required support in terms of supplementary nutrition, infrastructure, hygiene, child-friendly environment, capacity building of Anganwadi Worker, enrolment improvement and community participation. The project was designed to bridge these critical gaps so as to improve nutritional and holistic developmental outcomes for the enrolled children.

The Intervention

The project was initiated in Jamul-Surdu (20 centres), Dhor (4 centres) and Kurud (5 centres). These villages/semi-urban areas abut the plant and the mining sites. The project currently caters to



Insulated van to transport meals from Akshaya Patra base kitchen to project Anganwadis

2261 children. The facilities provided to the children are as follows:

Supplementary Nutrition: Under the ICDS program, cooked meal prepared in the kitchen of the ICDS centre is given to the children. However, the meals do not cater to a balanced diet required for a growing child like micro-nutrients, vitamins, iron etc. The intervention by ACC Jamul is structured to provide quality, hygienic and tasty food which plug the nutritional gaps in the ICDS regular menu. The supplementary food items are prepared at the state of the art base kitchen run by the Akshaya Patra Foundation at the Bhilai Steel plant premises. The food is then transported through a custom built van to each of the ICDS centres. The supplementary nutrition food is staggered with the main meal cooked at the ICDS centre. While the ICDS meal is served

Nutrition on Wheels

ACC has signed an agreement with Akshaya Patra Foundation for the supply of supplementary nutrition to the 30 ICDS centres. The food is cooked at the Akshaya Patra base kitchen located at Bhilai Steel Plant premises. This kitchen supplies mid day meal to schools in the region including the ICDS centres under ACC's watch. This mechanised and ISO certified kitchen strictly follows the provisions of the Food Safety Standards Act 2006. The equipment is made of 304-grade stainless steel and is sterilised using steam before the cooking process begins. The food is freshly cooked as per the menu of the day and in quantities as per the indent sent in by individual ICDS centres. The meals are transported in a custom fabricated insulated van provided by ACC. This van maintains an internal temperature of around 60 degrees for 5-6 hours so that hot, hygienic cooked food reaches every child's plate every day.



Children at a project Anganwadi



Awareness rally on child health

29

Number of ICDS Centres

2261

Number of Children Enrolled

30%

Increase in Enrolment at ICDS Centres

11%

Malnutrition rate (has declined)

Material Provided to ICDS Centres

- Gas Cylinder and Stove
- Wall Painting
- Weighing Scale
- Toys and Games
- Water Filter
- Floor Mats

Akshaya Patra Foundation
Implementation Partner

Supplementary Nutrition Menu

Day	Food Item	Quantity/child
Monday	Kheer	50 gm/day
Tuesday	Nariyal Laddu	50 gm/day
Wednesday	Mix Veg/Mushroom	50 gm/day
Thursday	Seasonal Fruit	50 gm/day
Friday	Daliya/Vegetable	50 gm/day
Saturday	Rajgira Laddu	50 gm/day

at noon, the supplementary food is given at 1.30 PM, just before the children break for the day.

Child Friendly Environment: Before the intervention started, the ICDS centres were drab cement plastered buildings. The white washed walls of the classroom had nothing to hold a child's interest. Under the project, the walls have been transformed with colourful pictures and motifs which not only make the environment vibrant but also reinforces basic concepts of alphabets, numbers, animals and nature amongst others. The walls also have black painted broad strip running parallel to the floor on which the children can write or draw on it.

Uniforms: To ensure that the children come to the ICDS well groomed and clothed, the project has provided uniform and shoes for every child. The mothers are also counselled not to send their children unkempt to the centre.

Upgrading the Kitchen: The ICDS kitchens have been equipped with LPG gas and stove. The cooking assistants have been made aware of the importance of hygiene and the processes they should follow in the kitchen to ensure the same.

Weighing Scales: Weight monitoring of children is an important statistic to track malnutrition status. Electronic weighing scales have been provided which have replaced the manual scales, which in many cases were not accurate.

Water Filter: To ensure that children have access to potable water, water filters have been installed in all the project ICDS centres. This reduces the risk of water borne diseases which is endemic in the region.

Toys and Games: To make learning fun, toys and games recommended for pre-school children have been provided to the project ICDS centres. This has helped the Anganwadi Workers to make the pre-school classes more joy-



Wall paintings done at project Anganwadis

ful and participative.

Awareness for Mothers & Community: Running ICDS effectively will not address the child malnutrition in its entirety unless change can be influenced in the family-based feeding and caring behaviour. For this the project has started an extensive awareness and counselling initiative. Folk art form like Pandavini has been used to reach out to the community on why child malnutrition is an issue. Awareness session for mothers is organised where information is given on improving nutrition within the family food budget. Tips on new innovative recipes which are healthy, tasty and inexpensive is provided. Awareness rallies and street plays have also been organised to take the message of health and nutrition to the community. Slogan writing competition on health and nutrition issues elicited a good response from the community members.

Sanitation Committee: Given that sanitation levels (e.g. drainage) have a direct impact on child health, a sanitation committee has been set up in the village to take up the issues on village level sanitation with the Gram Panchayat.

Training of Anganwadi Workers: The key to the ICDS centre's success lies in the commitment and skill of the Anganwadi worker stationed at the centre. Skill, Knowledge and Attitude (KSA) training of the Anganwadi workers from the project ICDS centres is regularly carried out.

A Beautiful World

Children love to imagine, and the environment around them stimulates their imagination. Research shows the importance of imagination in cognitive development of a child. The images of animals, trees, nature and even cartoon characters help the child build an imaginary world for himself/herself. Experts believe that such imagination is correlated with positive attributes like creativity, social understanding and appreciating perspective of others as the child grows up. At a more functional level, a colourful classroom surrounded with fun characters makes the space child-friendly, where children enjoy being in. The intervention ICDS centres have been converted into such child friendly spaces with painting of colourful motifs on their walls.

ICDS Centres are delivering Better

The project caters to 2261 children of which 253 children have been identified to be suffering from severe and acute malnutrition when enrolled into the ICDS centre. The enrolment in the ICDS centres since the inception of the project has gone up by approximately 30%. The malnutrition rate in the target villages amongst children has come down to approximately 11%. Pregnancy registration has gone up to 95%. Complete immunisation rate is 70% which is a significant rise. The institutional delivery is 100%.

It is ironic but true, that it is easier to send a space craft to Mars than to be able to put adequate food in every child's plate. It has been a long time since independence but the nation still fights a very difficult battle against child malnutrition. This is one battle it just can't afford to lose.

Healthy Baby Show

In an effort to communicate the importance of child nutrition and health, healthy baby show was organised and babies/children were judged to be healthy as per WHO parameters were awarded prizes.



Baby and mother receiving prize for coming first at the baby show

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GIVING WATER AN EXTRA SPARKLE

In 20 states of India, in more than 100 districts across the country, it is estimated that more than 60 million people are consuming drinking water with high (more than 1mg/ltr) fluoride content. This leads to conditions like dental fluorosis in children and skeletal fluorosis in both children and adults. Fluoride disturbs the calcium metabolism, which results in softening and weakening of bones resulting in deformities leading to crippling. It can also aggravate calcium related disorders such as rickets in children and osteoporosis mainly in adults. The district of Chikballapur where the ACC Thondebhavi Cement Plant is located has high fluoride content in groundwater. To mitigate the risk of fluorosis in the host community, ACC Thondebhavi Cement Plant has installed three reverse osmosis plants for the community.

The Challenge

Discussion with the medical officer at the primary health centre during the regular outreach of the CSR team with government service providers, revealed high fluoride content in the ground water in the villages within the CSR project area. With groundwater being the primary source of drinking water, the long-term exposure to fluoride contamination was a real risk. Compounding the problem is shrinking of surface water sources of safe drinking during frequent droughts in the area thereby increasing the dependence of ground water sources.

The ACC CSR team discussed the issue with the Gram Panchayat and other opinion leaders in the community. It was decided that remedial measures were required to mitigate the risk of fluoride exposure and also to other chemicals and pathogens which might be present in the drinking water.

The Intervention

Three reverse osmosis plants have been set up at Thondebhavi village (1000 lt/hr), Hussainpura village (500 lt/hr) and Sri Swamy Shivananda Sevashrama High School (250 lt/hr) located close to Thondebhavi Railway Station.

While ACC provided the RO equipment, the Panchayat and school authorities provided water connection, land and electricity connection. After installation, the RO facility was handed over to the Panchayat/school for handling operations. To make the project self sustaining, the Panchayat charges Rs. 5 for 20 litres of RO purified water. The amount collected goes into paying for electricity, change of filters/membrane,



Inauguration of RO unit at SSS High School, Thondebhavi

salary of the operator and cost of regular preventive maintenance. At the school, the maintenance cost is borne by the school management.

90% of the residents in both the villages where the RO units have been installed buy water from the facility. At the school, the RO plant caters to 423 students. The community RO plant operates three hours in the morning and evening, which corresponds to the time when the piped water supply to the plant is provided by the Gram Panchayat.

ACC procured the RO units from Andhra Pradesh based Sree Sai Water Treatment Pvt Ltd, an ISO certified reputed manufacturer of Mithra branded RO systems. The close proximity of the manufacturer's facility to Thondebhavi translates to quick turnaround to maintenance calls.

The installed RO plants are the first

Credible Technology Used

The reverse osmosis technology used in the installed units has been licensed from Institute of Mineral and Materials Technology, Bhubaneswar, a CSIR Institute

such community water purification facility in the entire district. Successful working of these plants has portends of being replicated across the district in areas facing fluoride or other chemical contamination of water.

While the technology is proven, the replicability depends on the beneficiary willingness to pay and the efficiency of the community in maintenance of the system. At Thondebhavi both these variables have been achieved to the fullest measure.



RO water plant installed at Thondebhavi village decorated for inauguration

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MAKING PUBLIC HEALTH SERVICES 'PUBLIC'

The government has been implementing the Reproductive and Child Health (RCH) programme under the umbrella of the National Rural Health Mission for providing health care facilities to women and children in the country. The major components of the RCH programme are maternal health, child health, immunization, family planning, adolescent health and the pre-conception and pre-natal diagnostic act. Despite significant budgetary provisions backed by the might of the government machinery and its large complement of medical professionals and trained service providers, the implementation of RCH in some of the pockets in the rural hinterland has at best been patchy. This is not entirely due to the failings on the supply side, the issues have been there at the demand side as well. Low literacy and awareness is as much of a detriment in the uptake of RCH services as is low competency of a public health personnel. The CSR project area of the ACC Tikaria Cement Works is one such pocket where the RCH programme has been faltering. The plant has taken the onus of assisting the public health service providers to reach out to the community and create demand for RCH services..

The Challenge

The package of RCH services is primarily aimed at reducing maternal, infant and child mortality. Given its preventive nature and voluntary adoption, the onus is as much on the beneficiaries as is on the service providers for the RCH programme to make an impact. The community in the CSR project area of the ACC Tikaria Cement Works was ambivalent towards the RCH services being provided through the village sub-centres and the Anganwadis. This reflected in low immunisation rates, poor ante natal care (ANC) uptake, low institutional (or skilled assisted) birth, limited awareness amongst girls on reproductive health and hygiene, etc.

While the RCH services were available there were not many takers primarily due to low appreciation of how public RCH services can be beneficial over the traditional means and methods. To meet this challenge, the CSR team along with its implementation partner DEHAT started a major outreach campaign so as to increase awareness and off-take of the RCH services.

The Intervention

100% coverage under routine immunisation sessions: The outreach workers would do a door to door campaign and convince the mothers of the target age group to get them immunised. The immunisation coverage is now universal.

Health Camps: Camps are held on



RCH camp organised in Amiya village primary school premises

a fixed date every month in the CSR villages. ACC field workers in conjunction with the Auxiliary Nurse Midwife (ANM) and Anganwadi worker mobilise pregnant and lactating mothers, children and adolescent girls to attend the camp. This has resulted in improved ANC rate, follow-up of at-risk pregnancies and improved postnatal care.

Follow-up of anaemic/high risk pregnant women: During ANC screening the women were identified and continuous follow-up provided till the delivery of the child. If the newborn is of low weight, the baby is tracked and required support is provided.

Adolescent Girls Clubs: Adolescent girls have been organised into clubs for orienting them on proper health, hygiene and sanitation practices. Alongside activities like application of mehendi, rangoli, drawing and in-house games are conducted to keep the girls

RCH Services for Pregnant Women, New Borns, Children and Adolescents

Maternal Health : Essential obstetric care, quality antenatal care, post natal care for mother & newborn, skilled attendance at birth, emergency obstetric and neonatal care

Child Health: Neonatal health, nutrition, management of common childhood illnesses and immunisation

Adolescent Health: Nutrition(I-FA), sexual and reproductive health, substance abuse and mental health

engaged with the club.

School Health: ACC team help organise school health check-up camps. All identified malnourished children are provided with de-worming, multivitamin, calcium tablets and counselling.

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



An adolescent girls club in progress

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ACC CSR coordinator, Chanda Cement Works, in discussion with the beneficiaries of toilet unit



ACC SAMPOORN SWACHHATA

OPEN DEFECATION FREE AND HYGIENE

Access to potable 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 community and household infrastructure like drainage, toilets, bathrooms and washing area.

According to 2011 census data, only 30.7% of rural households had access to toilets. Open defecation in rural India remains a problem that perplexes policy makers and civil society alike. India has the largest number of people who practice open defecation (626 million) and the most number of child deaths due to poor water, sanitation and hygiene conditions compared to the rest of the world.

FEATURED PROJECTS

1. **Open Defecation Free, Chanda Cement Works, Maharashtra**
How the ODF status was achieved for Hanuman Nagar village ?
2. **From Community Toilet to Community's Toilet, Jamul Cement Works, Chhattisgarh**
Promoting community ownership of public toilet

Mapped to



OPEN DEFECATION FREE

Eliminating open defecation in India by 2nd October 2019, the 150th birth anniversary of Mahatma Gandhi, is one of the key aims of the Swachh Bharat Abhiyan movement. This is a mammoth task. According to the most recent Swachhta Status Report in 2015, more than half of the rural population (52.1 percent) of the country still defecate in the open. Eliminating open defecation cannot be expected to be accomplished by the Government alone, it would need a citizen's movement with corporates, social sector, community groups etc. as participants. ACC is committed to the national effort. It has already achieved ODF status for Barmana Gram Panchayat in HP, Tikaria village in UP and Hanuman Nagar, Maharashtra is the latest addition to the list.

The Challenge

Hanuman Nagar village abuts the ACC mining colony which is part of the ACC Chanda Cement Works. A cluster of 150 households, Hanuman Nagar's population mix comprise of OBC, ST and SC communities, who derive their livelihood primarily from working at the mines.

As of 2015, 107 households had toilets, which left 43 households without any toilet facility. Members of these households would go to the open to defecate. The target was clear, if these 43 households could have individual toilet, along with other general cleanliness issues in the village sorted, the ODF status was achievable. Hanuman Nagar was on the radar of Chanda Cement Works for the conversion to ODF status.

The target which seemed doable on paper was not so easy to achieve in practice. Households without toilets were reluctant to spend money from their own resources due to difficult economic conditions. Also toilets were not on the priority list of the households for open defecation had been a way of life.

The Intervention

This effort to get ODF status for Hanuman Nagar was initiated by the CSR team at Chanda Cement Works in collaboration with its implementation partner Amhi Amachya Arogyasathi in August 2015 with a one year time frame to achieve the target.

The initial foray to convince the households to construct toilet came to a nought. The team realised that for it



Wall paintings on virtues of household toilet

to succeed it had to work on breaching two obstacles- (i) realisation at the household level that toilet was a necessity and (ii) lowering the investment threshold for toilet construction.

Comrade in arms with the ACC CSR team and its Implementation partner was Shri Rajendra Gore, a panchayat member. ACC also decided to provide a subsidy of Rs. 6000 to households desirous of constructing a toilet.

Neither having an influential panchayat member in the ranks nor the subsidy seemed to be working. Four months passed without a single household coming forward to build a toilet. It seemed the dead end and the ODF tag for Hanuman Nagar was proving out of reach.

The team brainstormed and realised that they had got their communication strategy on benefits of toilets wrong. The message had to connect with household members who suffered the most from not having toilets at home.

Provoking Into Action

The communication strategy devised slogans which hit the self esteem and were provocative. The wordings on first view seemed harsh, but they had the desired effect. Some of the slogans used include:

- आपकी नई नवेली दुल्हन को आप रोड पर टॉयलेट के लिए भेजते हैं, क्या आपको शर्म नहीं आती
- बाहर टॉयलेट जाने से अनेक रोग लग जाते हैं और हजारों रुपये खर्च करते हो परन्तु कुछ पैसे लगाकर टॉयलेट नहीं बनाते
- आपकी जवान बेटी बाहर टॉयलेट के लिए जाती है, जवान लड़के उसे देखते हैं, क्या अच्छा लगता है
- बारिश के दिनों में टॉयलेट जाना कितना तकलीफदायक है, खासकर बुजुर्गों के लिए और महिलाओं के लिए
- अनेक बार रोड पर टॉयलेट जाने वालों के साथ दुर्घटना हो चुकी है



Proud beneficiaries in front of newly constructed toilet unit



Shri Raju Ramu Rude- the first mover

The Man Who Turned the Tide

The first person to come forward for construction of toilet under the ACC initiative in Hanuman Nagar was the 62 years old Shri Raju Ramu Rude. Shri Rude is a vegetable vendor and has modest means, earning about Rs. 150/day. He expressed to the ACC team that throughout his life he has always felt ashamed that his wife and daughter have to go for open defecation. It pained even more when after his son got married, the new bride also had to face the same humiliation. The promise of ACC for Rs. 6000 subsidy along with the relentless campaign for construction of toilet had convinced Shri Rude to act. He sold his three goats to garner the beneficiary contribution amount. The construction of toilet started in the month of December 2015 and was completed in January 2016. Shri Rude's initiative was followed with interest in the village and villagers would come to witness the construction progress. As the toilet began to take shape, it also motivated others to follow suit. Having a toilet at home became a matter of prestige.

Such groups were newly wed couples, elderly, women and young girls. Meetings were held with these population groups and targeted message on the need for toilet communicated.

The team also brought out a provocative pamphlet in Marathi which evoked much response and jolted the mind and heart of the community.

The first person to respond to the call for constructing toilets was Shri Raju Ram Rude (see box). The successful construction of the toilet at Shri Rude's residence spurred others to follow suit.

A thought provoking communication strategy and a successful demonstration of toilet construction triggered a wave and within a span of five months each of the 43 targeted household constructed its own toilet. During this time they consistently received encouragement and support from PRI members, ACC

CSR team and its implementation partner.

Hanuman Nagar Attains ODF Status

Out of total 43 toilets supported by ACC, 37 households received financial support of Rs.6000 towards constructing toilet from ACC while the remaining amount of Rs. 6000 being beneficiary contribution.

There were 6 households who despite wanting a toilet were not in a position to afford Rs. 6000 towards beneficiary contribution. Such household put in Rs. 2000 and the rest Rs. 4000 was contributed by the community. This gesture of the community is indeed credible and praiseworthy and helped Hanuman Nagar traverse the last mile towards the ODF recognition.

All 150 households now have toilets in their homes and village is free from open defecation. The status was

43

HHs Supported with
Toilet Construction

50%

Cost
ACC Support

**Amhi Amachya
Arogyasathi**
Implementation Partner



Toilet blocks- functional and reasonably priced

Technical Specification and Estimated Cost

ACC team helped in selecting an appropriate design for the toilet suited to local conditions and with consideration to local material costs.

Proposed design for toilet with soak pit requires 6 sq ft area below ground level and 4 sq ft above ground. Length, breadth and height of the soak pit is 6 X 4 X 4 feet respectively. The depth of the soak pit is kept 4 feet which enable bacterial growth for stool decomposition process. Floor of the soak pit is so designed so as to aid water absorption. Length of soak pit is divided into two chambers (each 4 X 3 feet) by constructing a wall at the middle. One pit is filled first in 8 to 10 years, followed by the next in following 8 to 10 years duration.

Construction above ground level is with bricks, sand and cement where in length, breadth and height are 4x4x6 feet respectively. Roof is made of GI sheet. The back wall has a window for ventilation and light. Indian style commode is fitted at the middle of floor. The toilet is provided with a door. Internal side walls are plastered with sand and cement, while outer walls have been left unplastered in order to save costs.

reviewed by the panchayat and a certificate was issued by the Gram Panchayat on 1.3.2016. This achievement was celebrated by the community at a public function on 12 April 2016. As an demonstration of the high priority accorded by ACC towards ODF villages in its CSR project catchment, the function was attended by Mr. Marin Krieger, Country head (India) of ACC Lafarge-Holcim along with other senior officials.

Complementing the toilet construction initiative is the laying of a 1.5 km water pipeline by ACC. This line connects with the existing distribution main at Hanuman Nagar and augment the piped water supply to individual households. This water is useful for drinking as well for use in the toilets.

To maintain sanitation and cleanliness in the village, cement dust bins at select locations in the village has been put up.

A third party assessment of the utilisation of toilets was undertaken by Sushilabai Ramchandra Mamidwar Samaj Karya Mahavidyala, Padoli, Chandrapur. Each household was surveyed and the assessment report revealed that every household in the village is using the toilets. No instance of open defecation was found. The nation had inched a little closer to the ODF target.

S.No	Item	Quantity	Amount(Rs.)
1	Bricks	750	2700
2	Sand	Half Tractor	1500
3	Cement	6 bags (270/bag)	1620
4	Door	1	1000
5	Window(vent)	1	50
6	GI Sheet	1	400
7	Mason	4 days	1600
8	Helper	4 days	1000
9	Cement concrete cover for soak pit	2 nos.	900
10	Pipe+porcelain seat	3 mts + 1	500
11	Excavation	90 cubic ft	600
12	Transportation of material to site		200
Total			12070

FROM COMMUNITY TOILET TO COMMUNITY'S TOILET

In urban slums, a number of reasons contribute to making household sanitation options (individual household toilets) limited. The reasons include insecurity of tenure, lack of space and affordability. Given this, communal facilities can make a potentially important contribution towards reducing open defecation in urban slums. However, research shows that the use of communal facilities is heavily dependent on the quality of operating conditions of the facility and the appreciation in the community of the importance of sanitation. ACC Jamul Cement Works by putting both these conditions in place has been able to ensure very high usage of the community toilet facility it has constructed in a slum in Jamul. The facility has been running successfully for the past 4 years, and its success has been widely appreciated. U.S. Agency for International Development (USAID) has featured the ACC Jamul community toilet as a best practice.

The Challenge

The residents of the squatter abutting the boundary of ACC Jamul Cement Works would use a vacant portion of land belonging to ACC for defecation. With the plant expansion in the offing, ACC started to secure its land by the construction of boundary wall around the perimeter of all the land parcels it owned. Resultantly the squatter colony residents realised that soon they would not have any place to go for defecation. About 90 households comprising of approximately 500 individuals were affected.

The issue was brought to the notice of the plant management, and it was decided that ACC would construct community toilets for the residents of the squatter colony.

The Intervention

The construction of the community toilet hit its first bottleneck in the design phase itself. In the tightly packed squatter settlement and also around its fringes there was no land available to construct the said facility. The CSR team at ACC Jamul Cement Works took it upon itself to approach the Jamul Nagar Panchayat (Urban Local Body) for land. After several rounds of discussions a 1000 square feet land parcel was identified which was owned by the Nagar Panchayat and this was allotted for community toilet construction.

The local body officials were sceptical about the idea of community toilets because the ones they had construed in other parts of the town were lying in disuse due to poor maintenance and lack of community ownership.



CSR Coordinator interacts with the users of the community toilet. ACC Jamul Cement Works regularly monitors the maintenance of the public toilet facility.

Soon the toilet block came up with 3 toilet seats for men and 4 for women. The CSR team was clear from the outset that promoting toilet use and putting the ownership for maintenance of the toilet with the community were the cornerstones for the success of the initiative.

ACC partnered with a NGO which was to work with the community in the first year of operation of the community toilet facility. It would promote the use of the toilet and also put in place the charging of a user fee.

A caretaker was appointed to look after the maintenance of the toilet and would get remunerated for her services from the user fee collected. The user fee was fixed at Rs. 100/month/hh. Each household has a user card in which the user fee details of the said household is updated. The caretaker keeps a track of

those households who do not pay the user charge. They are not allowed to use the facility. The facility opens from 5 - 9 am in the morning and again from 4-7 pm in the evening. Through the day one urinal unit for women and men is kept open.

In the initial days of operation, there were times when the community would demand free use of the toilet. It took patience and mediation to make them understand that in the absence of community ownership, the fate of the facility would be similar to other community toilets in the town and end up in disuse.

Opportunity comes knocking in many unforeseen ways. Who could have imagined that Jamul plant expansion would fuel circumstances that would lead to a reduction in open defecation. The challenge that presented itself got solved through a win-win solution.



The community toilet constructed by ACC Jamul Cement Works

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Secondary transportation of segregated waste under 'My Waste, My Responsibility' project, ACC Madukkarai Cement Works

ACC SANRAKSHIT PARYAVARAN

NATURAL RESOURCE MANAGEMENT

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

India's current environmental safeguards are dominated by the country's landmark National Environment Policy 2006. The policy acknowledges that environmental degradation in India is being driven by population growth, poor resource usage choices, and poverty. The guidelines state that environmental protections need to be integrated into the development processes. The policy also states that a lack of full scientific certainty is not a valid reason for postponing measures to stop degradation. Policy is clairvoyant that the polluter should generally bear the cost of pollution.

FEATURED PROJECT

1. **My Waste, My Responsibility, Madukkarai Cement Works, Tamil Nadu**
Introduction of a process of segregation, collection, recycling of waste in urban wards of Coimbatore City.
2. **Lighting Homes and Hopes, Damodar Cement Works, West Bengal**
Setting up of micro solar grid

Mapped to

11 SUSTAINABLE CITIES
AND COMMUNITIES



MY WASTE MY RESPONSIBILITY

In a country which generates approximately 60 million tons of garbage annually, disposing mountains of trash is probably one of the severest challenges facing urban managers across the country. With landfills fast filling up, the garbage has nowhere to go. Taking up this challenge is the 'No Dumping' initiative of ACC Cement Works, Madukkarai in collaboration with the Municipal Corporation, Coimbatore. Going by its success, this may well turn out to be the template for managing urban solid waste across the cities and towns of India in the future.

The Challenge

Coimbatore generates 900 MT of waste which directly enters the Vellalore dumping yard. This twenty acre landfill has become a mountain of garbage. The land fill poses a huge threat by adversely affecting the surrounding environment through water and air pollution. The garbage occasionally catches fire and spews toxic fumes affecting the community living in the surrounding areas.

The Swachh Bharat rankings which ranked 476 cities in the country on various parameters of sanitation and solid waste management in 2014 had put Coimbatore in 169th position. Stung by this unexpected result, Coimbatore civic body, which holds a Guinness World Record on providing waste management lessons to the largest group of school students, redoubled its Solid Waste Management (SWM) efforts and upscaled it on a war footing.

The 'No Dumping' initiative of ACC Madukkarai Cement Works in collaboration with Coimbatore Municipal Corporation is part of this effort.

The Intervention

ACC Madukkarai along with its implementation partner the No Dumping Team and in conjunction with Coimbatore Municipal Corporation has devised a process of segregation, collection, recycle and disposal of solid waste. The target is to minimise the amount of garbage reaching the landfill.

Geographical Spread: The initiative has been implemented in two municipal wards- Ward No. 90 and 92 in Kovaipudur and Kuniyathur localities. It covers population of approximately 15000 persons residing in apartment



Segregated garbage collection kiosk

blocks and gated communities. The initiative has also been extended to Coimbatore International Airport as well. The effort is to take waste management to the next level by thorough processing, segregation, and safe disposal of waste generated at public facilities.

Segregation: Garbage is segregated at the household level. There is a Green Bin for segregating wet organic decomposable waste like fruit and vegetable leftovers. No plastic liner is used. The White bag is for dry inorganic recyclable waste including milk covers, food parcels which are to be rinsed, drained and disposed in the white bag. The Red bin is for unhygienic sanitary waste including medical waste and sanitary waste (napkins). For sanitary napkin disposal, the napkins are to be wrapped in a newspaper and a big red cross with a red marker made on the wrapper.

Successful from Day 1

My Waste My Responsibility project was implemented at the Coimbatore International Airport in January 2016 with the aim of managing waste responsibly at the airport.

On Day one, a total of 177 kg of waste was collected. Out of this, 67 kg was organic waste, 70 kg was recyclable waste, and the remaining 40 kg was non-recyclable waste.

On Day two, 373 kg of waste was collected by the waste collection kiosk. Out of it 161 kg was organic waste, 163 kg was recyclable waste, and 49 kg was non-recyclable waste.

On the third day, 150 kg of organic waste, 149 kg of non-recyclable waste and 473 kg of recyclable waste was recovered.

The initiative continues with full gusto, and probably Coimbatore airport is the only airport in the country doing waste segregation at scale.



Door to door garbage collection at gated communities and apartment blocks in Coimbatore



Some of the Swacch Bharat ambassadors

Swacch Bharat Ambassadors

44 city residents have been nominated as 'Swacch Bharat Ambassadors of Coimbatore City'. They provide help to the corporation and to the My Waste My responsibility project in various ways including

- Awareness to curb open defecation in the city
- Organise awareness of segregation of waste in respective communities
- Organise thematic mass cleaning drives
- Coordination with the corporation officials and organise various events in their locality as part of Swachh Bharat Mission
- Popularise the Swachata App which is a complaint logging and tracking mobile/web platform launched by the Prime Minister on 2 October 2016 to register complaints and grievances on sanitation to be addressed by the urban local body on priority. Currently 4014 cities use this App, Coimbatore is one of them.

An active WhatsApp group has been formed for effective communication between the members and officials involved in the Swacch Bharat mission in the city.

2750
Apartments Covered Under Waste Segregation & Collection

3
tonne/annum Waste Collected

90%
Recycled

NO DUMPING
TEAM
Implementation Partner

Collection: Customised single bin push cart is easily usable inside the lift. Bin/bags placed in the corridor of the apartments is collected by the apartment housekeeping staff. Wet waste is collected into big bins using brush to clean the house wise bins. Dry waste is emptied into a big white bag attached to the pushcart.

Kiosk Waste Collection Centre: Every apartment block has a waste collection kiosk where the segregated waste collected from the apartments is dumped. Waste is weighed at the collection point and updated in 'No Dumping' mobile application. The entered data is available for monitoring purposes both by the apartment association, municipal sanitation department and the No Dumping team managers man-

Use of Technology

The No Dumping created an exclusive mobile application for the daily waste collection details. The registered apartment users get daily SMS of the waste collected from the apartment and their quantities. The No Dumping Website live recovery meter is visible to everyone to monitor everyday waste collection. The website also provides information about the project and waste management. The interested people can send request for implementing no dumping in their area. All IEC materials and brochure are available online.



Awareness to residents on waste segregation

aging over-seeing the waste collection operations. The kiosks are managed by waste entrepreneurs who receive a fee for their services.

Transportation: The segregated waste is transported by e-ricks to the municipal corporation's transit facilities where secondary segregation of the waste is done.

Disposal: The following options are exercised for recycling and disposal

- Organic waste converted to organic compost (manure),
- Recyclables are sold to scrap dealers for further processing,
- Plastic and other combustible waste are sent to ACC Madukkarai Cement Works where the waste is burnt in the kiln at high temperatures. Applicable law allows burnable refuse derived fuel to be used in plants with a kiln temperature of 1000 degree Celsius and above. The cement plant kilns conform to this stipulation.
- The rest of the waste is dumped at the landfill. At an aggregate level the recycling process reduces 75% of waste entering the landfill.

The project encourages young people to become waste entrepreneurs and manage the garbage collection kiosks. The project makes some money by selling the recyclables. The main funding which sustains the initiative comes from ACC Madukkarai Cement Works.

Changing the way solid waste managed in our cities

The project has been highly successful and the Coimbatore Municipal Cor-

Creating Awareness

- Making residents of apartment complexes made aware of the importance of waste segregation
- Creation of WhatsApp group for quick discussions.
- Door to door campaigning for convincing residents and monitoring compliance
- Identification of 'No Dumping Ambassador' for apartments.
- Training of House Maids in local language using colourful illustrated posters which are easy to understand

poration plans to extend the initiative to 50 more wards in the city. As of September 2016, 25 apartment blocks comprising of 2750 flats have been covered. The population covered is approximately 15000. The total waste being collected daily is 3 tons of which 90%

is recycled. This initiative has significant potential for bringing down the pressure on the landfill sites.

The Coimbatore initiative has been short-listed by the Ministry of Urban Development as one of the successful waste management practices in India.



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LIGHTING HOMES AND HOPES

As per the National Rural Electrification Policy 2006, a village is deemed 'electrified' if the basic infrastructure such as distribution transformer and distribution lines have been set up in the inhabited locality. By this norm 98 % (as on May 2016, Min of Power) of the villages in India are electrified, including Bakulia village which falls within the Damodar Cement Works' CSR area. However, in Bakulia, 33 houses would till recently remain dark after sunset since these households could not afford to pay for the conventional electricity that was being supplied. An electrified village does not translate to electrified households. Access to electricity is increasingly seen as ranking beside clean water and safe sanitation as a human right. With this in mind, Damodar Cement Works has setup a solar micro grid in the village for providing affordable electricity to these households who cannot afford to pay for conventional electricity. The reduced carbon footprint is a welcome bonus.

The Challenge

There are 33 households in Bakulia village that do not have access to conventional electricity. Its not that these households are not on the supply grid but lately find it unaffordable and have dropped off the distribution system.

This situation has come to pass because the electricity distribution agency in order to recoup lost revenue due to theft of electricity (which is rampant in the region), has started the practice of apportioning the cost of unaccounted for electricity consumption in the village across all the households who have connections. This has resulted in monthly electricity charges to rise to Rs. 500-600/household. The poor households could not afford to pay and ran up arrears, resulting in their electricity being disconnected. These households shifted to the use of kerosene lamps, which other than providing inadequate light also causes indoor air pollution.

In order to provide electricity to these households, Damodar Cement Works decided to set up a 2 KW solar micro-grid in Balitora village. The system also powers seven street lights in the village.

The Intervention

When the idea was mooted to set up the solar micro-grid for the select 33 households, there was a demand from other villagers as well to be connected to the solar electricity supply grid. It took a lot of discussion and explaining that the planned solar plant would not be able to generate power for the entire village and that it was meant for



Solar micro grid project at Bakulia being inaugurated by Dr. V.P. Upadhyay, Scientist 'G', Eastern Regional Office, Ministry of Environment, Forest & Climate Change

the poorest amongst them who cannot afford conventional electricity.

Distribution lines have been laid out from the solar plant to the beneficiary households. Each household has a connected load for powering two CFL bulbs of two to five watt each (one room and kitchen) and one mobile charging unit. There is a miniature circuit breaker (MCB) which trips on overload thereby restricting a household to its allotted usage load. Electricity is supplied in two shifts: 4-5 am and 6 to 11.30 PM and is regulated by an electronic timer. Each household pays Rs. 30/month as user charge which goes towards maintenance of the micro-grid.

The maintenance is provided by a 'user group', which comprise of four local youth who have been trained by the manufacturer (NatureTech). The maintenance requirements are low and comprise of replacement of distilled

Clean Technology

The micro grid has two solar panel and eight set of batteries was setup by NatureTech. The solar panels and batteries are guaranteed for twenty years and five years respectively. It is estimated that the Balitora unit will help save 3000 lts of kerosene/yr and emission reduction of two tonnes of CO₂/yr.

water in the batteries and ensuring the distribution line is up and running.

A similar facility has been installed in Dumdumi village that powers 11 street lights.

Solar micro-grid at Balitora is an example of how decentralised systems can provide access to clean energy everywhere and to everyone.



Solar powered light helps a student in her studies

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Probables for Chhattisgarh state judo team at a coaching camp supported by ACC Jamul Cement Works

ACC DRONA

PROMOTION OF SPORTS, ARTS AND CULTURE

To promote sports in the local area for facilitating physical fitness, social interaction, enhancing competitiveness, inculcating 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.

The National Sports Policy, 2001, accords high priority to the development of sports in rural areas to harness the available unknown talent and potential. In this context, the Village Panchayats/Gram Sabhas as well as rural youth and sports clubs are to be mobilised. They would facilitate development of the requisite infrastructure and identify talent through an appropriate competition structure in rural areas and also in the disadvantaged and remote parts of the country, which appear to merit special consideration.

FEATURED PROJECTS

1. In Search of Champions

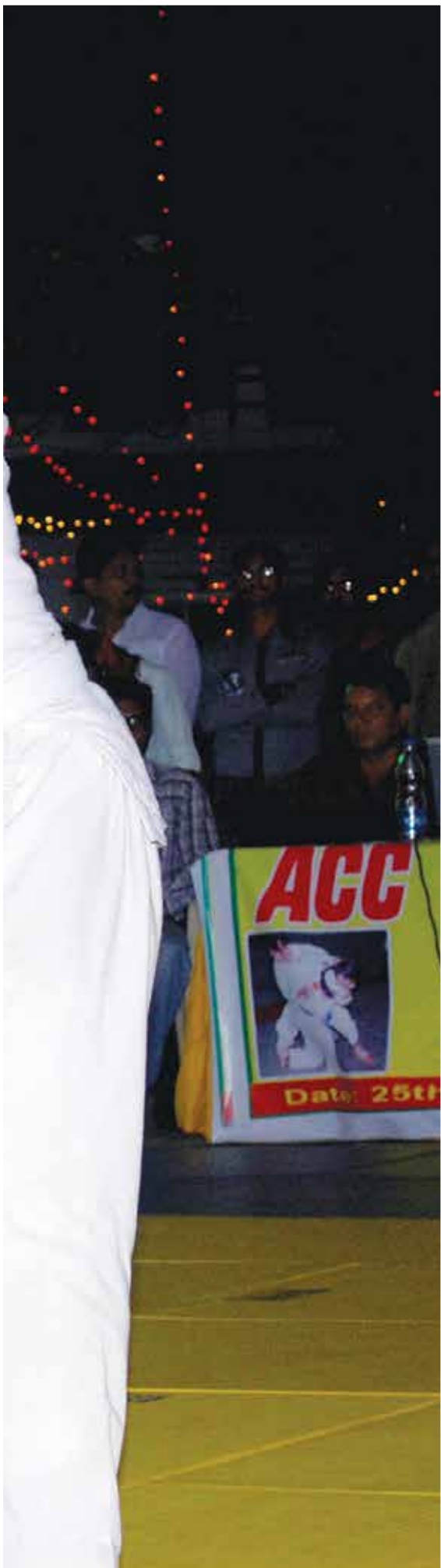
ACC Jamul Cement Works helps the state government of Chhattisgarh and the State Judo Federation to identify and train exceptional judokas to represent the state at national competitions.

Mapped to

11 SUSTAINABLE CITIES
AND COMMUNITIES



SUSTAINABLE
DEVELOPMENT
GOALS



IN SEARCH OF CHAMPIONS

A nation that does not play does not win. Countries with a large grassroots sporting culture find themselves winning medals in international sports. In India, sports falters because not enough youngsters are playing. This absence of a sports culture is not due to the lack of talent but it is about lack of enabling conditions like sporting facilities, incentives, training expertise and societal approbation. The sports talent at the grassroots has to be tapped, honed and prepared to excel by putting the enabling conditions in place. ACC Jamul Cement Works in collaboration with the state government of Chhattisgarh and the State Judo Federation helps identify and train exceptional judokas to represent the State at national competitions.

The Challenge

Chhattisgarh will host the 37th National Games to be held in 2019. Along with putting in place the required infrastructure, the state is also keen to perform well in the games, with the home team high up in the medals tally. In preparation, the state has instructed all the state sports bodies to gear up the selection and preparation of the teams. While other sports federations will have much catching up to do, the State Judo Federation, which is supported by ACC Jamul, is well prepared to take on the challenge. Currently, the state is placed amongst top 10 in the national rankings.

However five years ago Chhattisgarh was amongst the worst performing states nationally in Judo. The state lacked good judokas who could compete successfully at the national level.

The turnaround happened when ACC Jamul, on request of the state government, started providing support to the State Judo Federation. The support came in the form of help in organising coaching camps, conducting state level tournaments, selecting players to represent the state at national events and providing sports kit to the state judo team.

The Intervention

State level judo camp: Twice a year ACC helps organise the state level judo training camp at Durg. About 500 judokas nominated by the district judo federations attend a six day camp. Some of the best available coaches in the state provide tips and conduct practice sessions.



Deserving winners at the state level judo competition at Durg. Some of them would go on to don the state colours

State Level Tournament: ACC helps the federation conduct the state championship every year. ACC also provides judo kits to every participant. At this tournament, the promising players are picked for the state team.

Refresher camps for the Chhattisgarh judo team: The state team is coached at these camps for preparation for the nationals.

The 37th National Games support: To enhance the medal prospects for the state at the games to be hosted by Chhattisgarh in 2019, the government has sought the collaboration of the industries located in Chhattisgarh. The sports and cultural ministry has identified 33 disciplines and has allotted one discipline each to a major corporate, including the PSU's. Given ACC Jamul Cement Works' long association with judo in the state, the onus of providing support for preparing the

state judo team has been given to ACC. ACC will be inducted into the federation (Chhattisgarh Pradesh Judo Sangh) with voting rights. ACC will also have the power to check the accounts and demand the expenditure details from the federation.

Work has already started on preparing the state team, and potential players are being groomed at specially organised camps.

Reaching to the top of the podium is not an easy walk. The state government has asked the corporates to step up and be a partner in taking Chhattisgarh to sporting excellence. We at ACC take this responsibility very seriously and this shows in the judokas from Chhattisgarh frequently making it to the winner's podium at the national level.



Judo trainees at a training camp organised at Durg and supported by ACC

The Judokas supported under the ACC- State Judo Federation collaboration and have won medals at national meets

S. No.	Name	Competition	Position	Venue
1	Jyoti Rani Sahu	School National 2014-15 Junior National 2015-16	3rd 3rd	Delhi Gujarat
2	Lata	School National 2012-13	3rd	Pune
3	Amisha Mashi	School National 2012-13	1st	Pune
4	Nikhil Kumar	School National 2012-13 School National 2008-09	3rd	Pune Patiala
5	Anuradha	School National 2011-12	3rd	Ujjain
6	Amita Yadav	School National 2011-12 School National 2012-13	2nd 3rd	Ujjain Pune
7	Gouri	School National 2014-15 Sub Junior National 2014-15	3rd 3rd	Delhi Chennai
8	Rahul Kumar	Sub, Junior National 2010-11	3rd	Kerala
9	Rupendra Kumar	Junior National 2014-15	3rd	Shillong
10	Ajay Sahu	School National 2014-15	2nd	Delhi
11	Varsha	School National 2014-15	3rd	Delhi
12	Ajay Dahariya	Sub, Junior National 2014-15	3rd	Vijaywada
13	Bhupendra Netam	Sub, Junior National 2013-14	3rd	Manipur



Rally on road safety organised by ACC Galgal Cement Works



ACC #SaveKidsLives

CAMPAIGN FOR KIDS AND ROAD SAFETY

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

India's road safety record is amongst the worst in the world. According to data from the National Crime Records Bureau, 15,633 children were killed in road accidents across India in 2015. The children below the age of 18 years who die in road accidents make up 10.5 percent of all road fatalities.

FEATURED PROJECTS

1. No Life Cut Short

In support of United Nation's #SaveKidsLife campaign promote initiatives towards raising awareness on road safety across plant sites and sales units.

Mapped to

3 GOOD HEALTH
AND WELL-BEING



NO LIFE CUT SHORT

In recognition of the urgency to stem 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. The UN enjoins signatory nations, non government agencies, citizens and the corporate sector to play a role. In consonance with this expectation, ACC supports the United Nation's #SaveKidsLife campaign and supports initiatives on raising awareness on road safety across its plant sites and sales units.

#SaveKidsLife is a company wide activity which coincides with the UN Global Road Safety Week (4-10 May). All ACC plants, sales offices and ancillary units participate through meaningful intervention to raise awareness on road safety. With the bulk of cement being transported by road, road safety is an essential part of ACC's logistics excellence objective and extends the focus to the safety of children.

The Intervention

Gate Meetings: Senior officials across plant locations addressed gate meetings and reiterated the importance of road safety. This was followed with participants taking 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 and also by professional groups were organised at some plant locations and sales units. The street plays highlighted the perils of disregarding traffic rules. The street plays organised by ACC Kuthini Cement Works saw enthusiastic participation with more than 900 community members attending the series of *nukkad nataks* (street plays) that were organised.

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 encourage positive change.

Reaching out to government personnel working with children: Government departments dealing with children are well positioned to take forward the message of #SaveKidsLives. Awareness/sensitisation workshops were conducted for the block education



Safety expert speaking to school students on road safety

officer, the child development project officer, ICDS personnel, the executive officer, panchayat members, headmasters 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, student rallies organised around local town/city to spread awareness. The children carried placards and distributed pamphlets on road safety.

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

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

Truck Drivers and Supervisors sensitized: Given that ACC gener-

Expert Speak

Safety experts were invited to address the community and students on what are the basic steps we should imbibe to reduce accidents in general and road accidents in particular.

ates large truck traffic, ACC plants organised sensitisation meetings for the truck drivers. In these meetings, the truck drivers signed a pledge to be extra careful when there were children on the road. Poor driver eyesight increases the risk of road accidents. Eye camps were organised for truck drivers in many plants including Bargarh, Kymore, Madukkarai and Chaibasa.

Awareness programmes across schools: Awareness programmes 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.

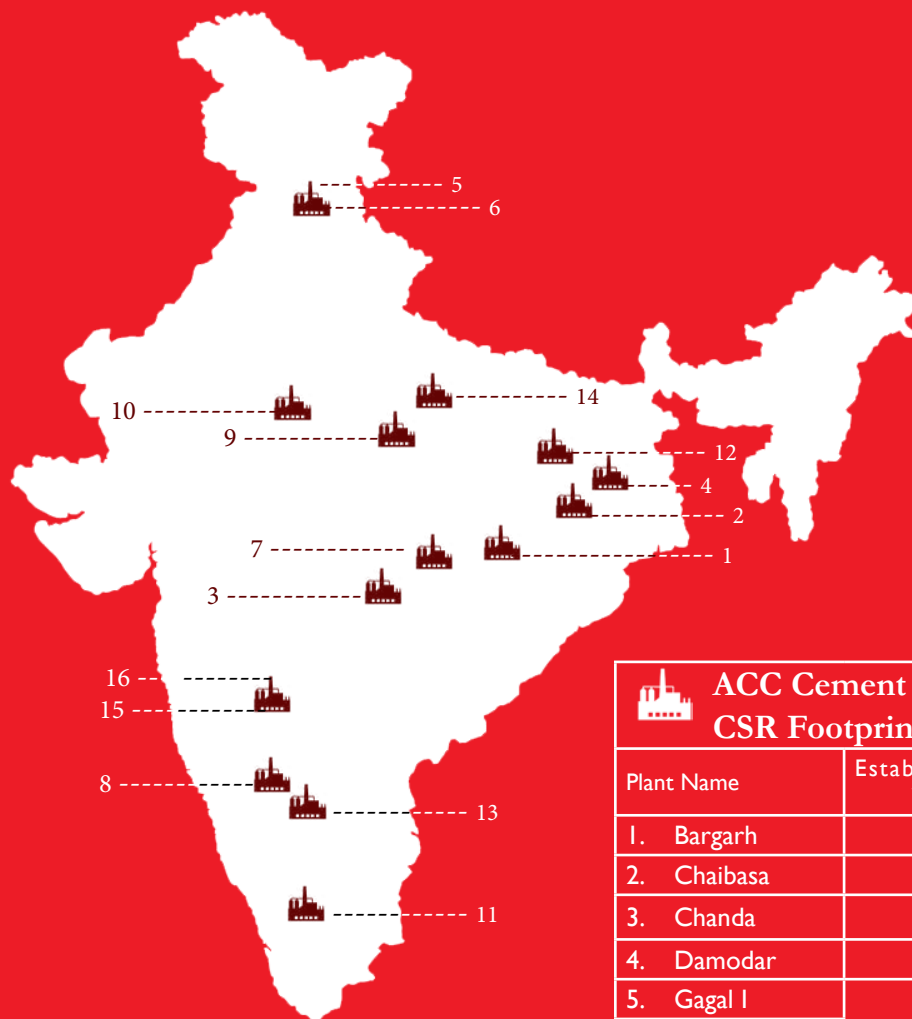
Across the world 1.8 billion children leave their homes every morning for school, 500 do not make it. At ACC we are committed to the global movement towards bringing these casualty figures down.

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17 SDGS, 169 Targets taking us to THE FUTURE WE WANT



ACC is committed to the attainment of the UN SUSTAINABLE DEVELOPMENT GOAL (SDG) in its operational areas by 2030.



 ACC Cement Manufacturing Units CSR Footprint			
Plant Name	Establishment Year	District	State
1. Bargarh	1967	Bargarh	Odisha
2. Chaibasa	1947	W. Singhbhum	Jharkhand
3. Chanda	1970	Chandrapur	Maharashtra
4. Damodar	1978	Puruliya	West Bengal
5. Gagal I	1984	Bilaspur	Himachal Pradesh
6. Gagal II			
7. Jamul	1965	Durg	Chattisgarh
8. Kudithini	2009	Bellary	Karnataka
9. Kymore	1923	Katni	Madhya Pradesh
10. Lakheri	1917	Bundi	Rajasthan
11. Madukkarai	1934	Coimbatore	Tamil Nadu
12. Sindri	1955	Dhanbad	Jharkhand
13. Thondebhavi	2009	Chikballapur	Karnataka
14. Tikaria	1998	Sultanpur	Uttar Pradesh
15. Wadi I	1968	Gulbarga	Karnataka
16. Wadi II	2001		

- 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 also 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 the National Stock Exchange of India for being part of the original Nifty 50 Index
- It is an organisation that imbibes the global best practices from its strong alliance with LafargeHolcim, the 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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