## ACC CSR Footprint
January to December 2014

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of villages covered</td>
<td>154</td>
</tr>
<tr>
<td>Total population covered</td>
<td>457359</td>
</tr>
<tr>
<td>Total number of children reached through education initiatives</td>
<td>29161</td>
</tr>
<tr>
<td>Total number of meritorious students supported with scholarships</td>
<td>504</td>
</tr>
<tr>
<td>Number of schools reached through education initiatives</td>
<td>114</td>
</tr>
<tr>
<td>Number of meritorious students supported with scholarships</td>
<td>504</td>
</tr>
<tr>
<td>Number of schools with 100% sanitation</td>
<td>169</td>
</tr>
<tr>
<td>Number of schools introduced to e-learning initiatives</td>
<td>26</td>
</tr>
<tr>
<td>Number of teachers and teaching assistants trained</td>
<td>127</td>
</tr>
<tr>
<td>Number of libraries operationalised in community schools</td>
<td>50</td>
</tr>
<tr>
<td>Number of Household Sanitation Units constructed</td>
<td>540</td>
</tr>
<tr>
<td>Number of villages supported through initiatives for achieving Nirmal Gram status</td>
<td>19</td>
</tr>
<tr>
<td>Number of people benefited through drinking water initiatives</td>
<td>57686</td>
</tr>
<tr>
<td>Number of people benefited through excavation of ponds</td>
<td>17510</td>
</tr>
<tr>
<td>Number of youth benefited through placement linked employability programs</td>
<td>4405</td>
</tr>
<tr>
<td>Number of Borewells repaired and recharged</td>
<td>362</td>
</tr>
<tr>
<td>Number of Rain Water Harvesting structures created</td>
<td>89</td>
</tr>
<tr>
<td>Number of women having membership of NABARD ‘A’ level rated SHGS</td>
<td>4355</td>
</tr>
<tr>
<td>Number of SHGs brought at NABARD’s ‘A’ level rating</td>
<td>410</td>
</tr>
<tr>
<td>Number of General and Special Health Camps conducted</td>
<td>287</td>
</tr>
<tr>
<td>Number of children benefited</td>
<td>7986</td>
</tr>
<tr>
<td>Number of teachers and teaching assistants trained</td>
<td>127</td>
</tr>
<tr>
<td>Number of libraries operationalised in community schools</td>
<td>50</td>
</tr>
<tr>
<td>Number of Household Sanitation Units constructed</td>
<td>540</td>
</tr>
<tr>
<td>Number of villages supported through initiatives for achieving Nirmal Gram status</td>
<td>19</td>
</tr>
<tr>
<td>Number of people benefited through drinking water initiatives</td>
<td>57686</td>
</tr>
<tr>
<td>Number of people benefited through excavation of ponds</td>
<td>17510</td>
</tr>
<tr>
<td>Number of youth benefited through placement linked employability programs</td>
<td>4405</td>
</tr>
<tr>
<td>Number of Borewells repaired and recharged</td>
<td>362</td>
</tr>
<tr>
<td>Number of Rain Water Harvesting structures created</td>
<td>89</td>
</tr>
<tr>
<td>Number of women having membership of NABARD ‘A’ level rated SHGS</td>
<td>4355</td>
</tr>
<tr>
<td>Number of SHGs brought at NABARD’s ‘A’ level rating</td>
<td>410</td>
</tr>
<tr>
<td>Number of General and Special Health Camps conducted</td>
<td>287</td>
</tr>
<tr>
<td>Number of children benefited</td>
<td>7986</td>
</tr>
</tbody>
</table>
Since the launch of project Swabalamban in August 2014 for the local community in the vicinity of Gagal Plant, the project has made significant contributions in building skills and promoting income especially for the youth, women and farmers who are the key stakeholders.

Gagal CSR team is implementing this project with the NGO partner, ‘We the People’, and has made major contribution up to March 2015:

- 50 Farmers Clubs (FC) were formed out of which 38 were linked to savings.
- A cumulative saving of ₹1,10,500/- have been deposited by the Women Self Help Groups (WSHGs) with an average saving amount per WSHG of ₹2,210.
- 76 Lead Resource Persons (LRPs) were identified from amongst the FCs who were trained to work as facilitators to promote agri-business development in their respective groups.

- A farmer producer company viz. Gagal Swabalamban Farmers Producer Company Ltd. (GSFPC) was registered under the project consisting of 500 members of FCs and WSHGs in January 2015. The basic objective of GSFPC is to promote income of its members through agri-business development amongst members and make it a self-sustainable farmers company.
- Some of the initial agricultural activities were undertaken that includes potato production, seed treatment and soil testing.
- 112 soil samples were collected from the WSHG and FC members and sent to District Soil Testing Laboratory. The reports were shared with members along with agri-extension services to improve soil deficiency and agricultural productivity.

Gagal team continues to involve the community in these programmes to help them derive maximum benefits.

For more details, please contact hitender.kapoor@acclimited.com
ACC Kymore is supporting and facilitating livelihood opportunities for families residing in the vicinity of the Plant.

In 2012, ACC Kymore through Udyogini (NGO Partner) approached Bebibai, one of the community members for forming a Self-Help Group (SHG), with the help of Grassroot Management Training (GMT). Udyogini staff shared with Bebibai the benefits of being an SHG member. She in turn shared this concept with her husband who encouraged her to join the SHG. In August 2012, Bebibai became a member of Amardeep SHG and started saving ₹100 in her SHG per month. Today this SHG has considerable savings.

In April 2014 Amardeep SHG was credit linked with ICICI bank in Katni with a grant of ₹90000. Bebibai also took a loan amount of
₹7500 from the sanctioned amount and opened a small grocery shop. Today she is able to earn ₹2000 per month from her grocery shop and from that income she is also paying instalment of ₹500 to the bank. She has a positive attitude towards bank loans and she wants to take a higher loan to set up a micro-enterprise. Bebibai also participated in a five days USE (Udyogini School of Entrepreneurship) training program organized in the village in December 2014 on enterprise development. 25 SHG members who also wanted to run VLSC (Village Level Service Centre) participated in the training program. VLSC is a ‘village level market and livelihood hub’ engaged in provisioning of economic and social goods and services for village consumers as well as downstream consumers.

Bebibai Dahiya understood the concept of Village Level Service Centre and now she wants to sell SHG products like scented incense sticks, sanitary napkins and ground spices in her shop. She also wants to become a member of a cooperative to get more opportunities to sell her products and to help other women. She has become a role model and encourages community women to join SHGs and make themselves secure and self-reliant.

ACC has helped us in making us united and self-reliant. We want to become member of cooperative and help all members to start micro enterprise to enhance our family income.

- Bebibai Dahiya
Village Artisans

Lakheri CSR team conducted needs assessment among the community and based on their findings, ACC Lakheri decided to support “Women empowerment & Livelihood” as a major CSR intervention to improve the socio-economic status of women in society. It was observed that illiteracy, lack of limited employment and income generating opportunities together with social structure are factors deterring the development of women. It is a fact that empowering women will bring sustainable positive changes for overall development of society and the country.

Lakheri facilitated various skill building training programmes for members of Self Help Groups to enhance their knowledge and skills based on their needs, interest and market feasibility. Total 540 women are covered through 51 village level women SHGs. These SHGs have a corpus of more than ₹12 Lakhs and they have mobilised more than ₹25 lakhs from the local banks to support their members, thus providing support to a large number of women.

On the suggestions of Ms. Ananadi, District Collector, Bundi, focus was given to educate women on their rights and privileges by facilitating educational sessions with specialists and exposure visits to various government law enforcing and development offices like police station, courts, administration and various district level offices.

NGO partner Mahatma Gandhi Integrated Community Development and Education Institute conducted a feasibility study and explored new avenues of textile handicraft to provide regular employment and income generation opportunities to women in semi urban areas of Lakheri. Skill building training programmes were held to train local women on the skills of Zardoshi, Gotapatti, Aratari, Sitaramoti and embroidery on traditional Indian costume like saris, ladies suits and lahnga chunnis. About 145 women and girls have been trained on basic skills.

The uniqueness of the project is that just after completing basic training of three months each artisan was given an option to establish their own unit to start working at home as per their convenience. Established linkages with market, raw material suppliers, designers were made available. Out of 145 trained women, about 89 women started working commercially. Artisans earned ₹500 to ₹4600 per month during their spare time after completing their routine household chores. A number of women are well trained and confidently carrying on their trade and are enjoying their work. NABARD has agreed to support some of the initiatives.
Most women are interested to do some work to support their family in addition to managing their household activities. It is observed that to empower women they should be financially independent.

Shabina, a 34 year old lady lives in trying conditions Ward No 21 of Lakheri village. She proved to be a Star of this training. Her husband works on daily wages and his monthly income is only ₹4000/-. Her mother-in-law remains sick due to age related disorders and a large part of his income is spent on medicines. Shabina attended a training course and currently she is one of the top paying artisans in the area working with utmost efficiency.

Her passion for work also motivated the other team members to work harder in extreme conditions. She cooperates with workers living in the neighbouring sites. After seeing her performance, she was given additional responsibility of trainer for the neighbouring units. In recent months she earns ₹ 6900/- making saris, Lahnga-Chunni and ladies kurtas during spare time after doing household work and looking after her mother-in-law.

Now she proudly says

“I am very thankful to ACC Lakheri who has given me this opportunity to work from my home and support my family.”

Most women are interested to do some work to support their family in addition to managing their household activities. It is observed that to empower women they should be financially independent.
Devamma Self Help Group was set up a few years ago in 2011 by enterprising Lakshamma and since then, she has been heading the Self Help Group. Her Husband is a farmer and she has three children, two daughters and one son. Her daughters got married and the young son is studying. Her husband was the only bread winner in the family and as the income was not sufficient, she used to take loans from neighbours to make ends meet.

ACC Kudithini supported Lakshamma to set up a small scale business. The village comprises 400 households and lacked a bakery and book stall. Villagers visit Kudithini to purchase bread, biscuits and books. Lakshamma tied up with Bellary Bakery manufacturers and approached the village organization for financial support. This organization sanctioned her a loan of ₹40,000/- and arranged for bank loan of ₹25,000/-. Hence she managed to get a loan of ₹65,000/- and set up a bakery unit along with Book stall in January 2015. She began to sell biscuits, bread, small cakes and stationery items. She also managed to arrange for photocopying of documents in the shop.

At present Lakshamma earns ₹400 per day and her total earnings for the month are about ₹10,000 to ₹12,000/-. Income from the bakery helps to repay her loan and she also manages to pay for her son’s education.

She is now a successful women entrepreneur and has set an example to other Self Help Group members. Lakshamma also heads the Village organization as President. She is very thankful to ACC Kudithini for giving her full support and helping her discover her potential and talent.

For more details, please contact peddanna.beedala@acclimited.com
A variety of developmental activities are initiated by Tikaria Plant to improve the quality of life of neighbouring villagers and bring about social and economic betterment. Community living in the vicinity require health, livelihood enhancement and education especially for young girls.

A large number of school going kids are keen to learn but good tutors are not available in these villages. Tikaria has arranged coaching centres in the project area for poor performing and financially challenged students. In all, six Coaching centres are operating in six villages and about 218 students currently attend these classes. These Coaching centres provide reading material on subjects like Mathematics, Science, English and if required on any other subjects in which students have difficulties. One of the students, Nidhi Singh from Annibaijal village scored 71.83% marks in her board exam, simply by studying on her own, without attending school since her family could not afford to pay her fees. Nidhi took the opportunity to attend the coaching centre and studied for two hours per day and cracked the board exam. She feels proud and is happy to have scored good marks. She lost her father in early childhood in an accident. There are cases of quite a few families who do not have sufficient financial resources to educate their kids.

Nidhi and many other children are grateful to ACC and DEHAT organisation for bringing about transformation in their lives. All of them dream of a better life free from the shackles of poverty and illiteracy.

For more details, please contact vikram.sharma@acclimited.com
Managing Home and Hearth

As part of livelihood training for women, ACC Madukkarai provided skill training to women in various micro-enterprises. Mubina, a young lady joined Self Help Group in 2014. She hailed from a conservative Muslim family and was married early. She has two children and her life revolved around her family and children. Her husband was a security guard with meager salary to support the family.

Mubina’s neighbours convinced her to join the Self Help Group so that she could become financially independent. She was determined to improve the living conditions of her family but with responsibilities she could not think of venturing out of her home.

Mubina choose to study Tailoring conducted by Avinashlingam JSS. The training centre is located near her house and her friends too joined the course. In the initial sessions she evinced keen interest to learn. She showed great dedication and was not absent even for a single day during her six months training program. She stood first in her practical and theory.

ACC supported her with a sewing machine as a reward for her dedication and performance in the training course where she got first rank. The sewing machine helped her to practice on her own and master the craft. She started stitching clothes for her entire family and they were astonished and happy to see the transformation in her life. Slowly she started stitching clothes for her neighbours. Seeing the quality of her good work and timely delivery which is very rare in tailors, Mubina started getting regular orders for stitching clothes. She now earns around ₹6,000/- to 8,000/- per month.

As part of her training she attended various life skill classes, which brought about further change in her personality. She was a timid and shy woman but now she has become a brave and bold lady. Currently Mubina is pursuing her course in fashion designing to enhance her capabilities. A good example for the community indeed!

For more details, please contact shyam.sunder@acclimited.com
Costume Jewellery – a lucrative business

Asha, a young housewife from a middle class family was eager to become financially independent and support her family who encouraged her to join a Self Help Group. She underwent training in making jewelry imparted by Bangalore based Mahila Sansthan, having wide expertise and marketing set-up. The training continued for seven days where local varieties including export variety items of fancy jewellery were taught using practical methods.

After completing this training, Asha took loan from her SHG and slowly attempted making a few samples of simple jewelry which were liked by college girls and working women. Asha was given marketing linkage with Govt. ICDS mobile sales van exclusively catering to the sales of products made by Self Help Groups. At present, she is one of the resource persons for orientation for beneficiaries of HDFC bank, Doddaballpura branch.

Today Asha earns a monthly income of about ₹4000–4500/- per month working from home. She is extremely hardworking and is keen to share her skill free of cost with other young girls. ACC has transformed her from a mere housewife to an ambitious entrepreneur. Well done Asha !!!

For more details, please contact chinduluri.ramanjulu@acclimited.com
Teaching Teachers

A good teacher plays the role of an educator, guide, and a friend. While gently nudging the ‘slow learners’ to better themselves, they engage with the ‘bright minds’ to delve deeper into concepts and thereby meet their need to be ahead of others.

Realising the significance of good teachers and their important role in society, ACC Wadi organised a three-day training programme for 50 teachers from government and private schools in the surrounding villages of Wadi.

In the inaugural speech Dr. S. B Singh shared that “Great teachers help create great students”. In fact, a teacher is the most important factor influencing a student’s achievement. Hence it is critical to pay close attention on training and support to new and experienced teachers. Interesting topics covered included:

- Importance of Learning
- Understanding Self through SWOT
- Communication Skills,
- Mentoring and Counselling
- Understanding Child behaviour
- Time Management and Goal Setting for Success,
- Are Teachers Born or Made
- Positive Mental Attitude,
- Stimulation and Creativity,
- Class room management.

The sessions were interactive and participatory. All teachers got a chance to participate in different slots and share their thoughts. Several motivational and inspirational clippings were shared on good teachers. Many factual success stories were also discussed to inspire them.

The teachers thanked ACC Management for organising such an interesting, useful and motivational session for the first time at ACC Wadi.

For more details, please contact niteshwar.kumar@acclimited.com
Chanda Cement Plant celebrated International Women’s Day in a unique way by participating in the Marathi magazine “Anubhav” which is very popular among Marathi literature lovers. An essay competition was organised amongst the students from schools and colleges, Self Help Group members on the basis of articles published in “Anubhav”. This competition started four years back with an objective to inculcate reading habit amongst students and SHG members from the neighbouring villages. With persistent efforts, 401 women and students participated in an essay competition. All the winners of this competition were felicitated with prizes and certificates.

The occasion was graced with the presence of Dr Bharti Amte and Dr Vikas Amte, well known names for their contribution in combating diabetes; and development of Anandvan in Warora (Maharashtra). Dr Bharti & Dr Vikas were very impressed with the initiative taken by Chanda Cement Works. Dr. Bharti Amte addressed the audience and encouraged them to participate in these initiatives. Mrs Shubhada Deshmukh a well known social worker of the region was also present at the event. She stressed the importance of women’s role in every activity. Mr Gopika Tiwari, Director Plant welcomed dignitaries and addressed the audience, more than 250 persons on the significance of women’s participation in overall growth and development.

Each woman and girl should be empowered to exercise her choices, such as participating in politics, getting education, have an income, and live in societies free from violence and discrimination.

For more details, please contact prakash.vinchurkar@acclimited.com
Several years ago, residents of Nimdih village used to enjoy availability of water round the year. But today Nimdih village suffers water crisis for several months in a year. Farmers find it very difficult to irrigate their farms which in turn affects their produce and livelihood.

This situation was discussed at a recent Community Advisory Panel (CAP) meeting and it was decided to address the problem immediately. With the joint efforts of CSR team at Chaibasa Cement Plant and villagers, a transect walk was organized throughout the village. It was observed that Nimdih village is part of a mini watershed and a trench was rediscovered through which surface water can be diverted into an available pond. It was suggested to reorganize the trench and make it ready before the rains set in.

Another source of water discovered was a mining pit which has now became a water reservoir. A water pipeline system is available to drain out water from the abandoned mining pit. The same pipeline can be used to channelize water from the pond and mining pit to irrigate the farmlands. The project is promising and will help to revive the old natural watershed area which will provide water for irrigation to about 500 acres of land.

It is expected that with this project villagers will yield benefits from this year’s crop itself. But the real advantage will be seen during the winter season. Through this initiative more than 350 acres of land will be irrigated and it will benefit more than 150 farmers of the village.

For more details, please contact sanjayg.kumar@acctlimited.com
The Goats of Dungri

Goat rearing is an enterprise which has been practiced by a large section of the rural population. Goats can efficiently survive on available shrubs and trees in adverse environments in low fertility lands where no other crop can be grown. Goats are also used in ceremonial feastings and for the payment of social dues. In addition to this, a goat has religious and ritualistic importance in many societies. Initial investment needed for Goat farming is low.

Asha Malua, now 57 years, came to the village of Dungri as a young bride. In 2010 when Sustainable Community Development programme was initiated, Asha Malua and a few ladies formed SATSANG Self Help Group. That was the beginning of her long association with this project. Asha was experienced in rearing goats in the nearby jungles and wanted to take it as an occupation. She started with her first loan in 2011 with ₹6000 and purchased four female goats. She reared them for 2 years and reached the figure of 20 goats. During the initial two years she had learnt the art of goat rearing and attended skill training camps on goatery. She regularly provided necessary medication and de-worming to her goats. After some time, she sold 15 goats for ₹6000 each during the marriage season in the village when the rates are high.

She then took another round of loan of ₹10,000.00 and again purchased six goats. This time she increased them to 22 goats in one year. She also managed to construct a small bamboo house for her goats. The regular camps organized by SCDP staff and interaction with Veterinary department at Dungri brought Asha in the limelight with Government officials.

She was selected for Government’s NMPH programme whereby she was provided with ₹1 lakh grant for increasing the scale of her operation. She is one of the three beneficiaries selected in Ambabhona Block for the programme.

2014 was a tough year for her as her husband met with an accident and had to give up work as a mason. At this time she had 85 goats but unfortunately these goats developed some sickness and she lost 20 goats in tandem. In distress she sold 50 goats for ₹60,000 at an estimated loss of ₹1.5lakhs.

But this did not deter her spirit. Asha Malua is known in the area for her energy levels. She leads several women causes including the cleanliness drive in her locality. She is a responsible mother and educated her children. Her daughter got married at 19 and is a school teacher. Her son now 22 has also started to work after graduation.

Asha is ambitious. She now plans to take a new loan, hire a bigger space and have 100 goats within two years. She says that SCDP project has opened a new world with lots of hope for her.

For more details, please contact srama.krishna@acclimited.com
Construction Skills Training

Unemployment is one of the major problems in the villages adjacent to Damodhar Cement Plant. Due to financial crises most of the students are not able to complete their school education and are forced to quit studying after class VIII. Most of these unemployed youth get frustrated and engage themselves in various meaningless activities. But the fact is that they are unskilled and hence are unable to find gainful employment even if they want to work.

To overcome this situation, ACC Damodhar has extended support through their CSR wing. 32 rural youth have already been placed in L&T CSTI (Construction Skill Training Institute) Kolkata under Employability linked skill enhancement training programme. These young men have been provided technical skill training on construction and after three months of learning, they have found suitable jobs at different construction sites.

For more details, please contact saikat.roy@acclimited.com
Rural development requires significant investment in rural infrastructure. It includes economic improvement with close integration among various sections and sectors.

At Surudang village a 400 meters boundary wall has been constructed around the Government Primary school for the safety of 800 students studying in the school premises. Safety of girl students is even more important and hence it was felt necessary to construct this boundary wall. School children are now safe from any local external disturbances.

To further improve the local conditions, construction of a road at Jamul and Madesara village has also been undertaken this year for the benefit of community members. An ambitious project for developing a concrete Pachri at Puraina pond is presently underway.

ACC Jamul under CSR activity also undertook construction of two Anganwadi Centers in Jamul to improve the health and nutrition status of women and children through adequate immunization services.

For more details, please contact jamil.khan@acclimited.com
Members of Self Help Group, Samiti feel that after the formation of this group, land is gainfully used for various kinds of plantation depending on favourable climatic conditions prevailing in the area under cultivation. The slow shift to organic farming has also brought them a lot of benefits. Organically grown vegetables fetch them a higher price as compared to other vegetables, even in the local market, called Hatia in Sindri town which is 5 km away from their villages. There is a huge market which can be tapped for organic vegetables. Organically grown vegetables not only fetch higher prices but help in reducing bacteria.

The SHG organizes regular camps and training sessions on food processing, an inspiring project, and has thus benefited five villages of Chhata tand Panchayat.

Apart from farming, the Samiti also provided training in non-farming activities in the form of skill development and handicrafts like Jute work and Kanthar stitch. Life has definitely improved for the community as their income has increased giving them a better and secure lifestyle.

**Case study - 1**

Chaina Devi a member of Ganga SHG lives in Chhatatand village. She has 10 chickens, which help her to collect 200 eggs in two months. 50 eggs are consumed by the family and the rest of the eggs are sold in the market at a cost of ₹ 8/-each. Through this trade Chaina earns ₹ 1200 in a month. Before joining the group she had no source of income.

**Case study - 2**

Babita Devi is a member of Kamal SHG, of Chhatatand village. She has 8 chickens and she started selling eggs in the local market at a price of ₹ 10 each. Before joining Sahayogita project she used to borrow money from money lenders but now her life has changed. And even though it added a small amount to her income, it was a welcome addition nevertheless.

For more details, please contact ravi.niwash@acclimited.com
ACC Limited is India’s foremost cement manufacturer with a countrywide network of factories and marketing offices. Established in 1936, it has been a pioneer and trend-setter in cement and concrete technology. Among the first companies in India to include commitment to environment protection as a corporate objective, ACC continues to be recognized for environment friendly measures taken at its plants and mines. Its commitment to sustainable development, its fairness in business dealings and the considerable on-going efforts in community welfare have won the company acclaim as a responsible corporate citizen.

www.acclimited.com

**About Us**

**Acknowledgements**

This CSR update is produced by ACC’s Corporate Communications Department with inputs from the CSR Department and plant based CSR coordinators. The editorial team thanks all those who contributed with content and images.