Together For Communities

Teach Your Children Road Safety

Drive Safe, Reach Safe

Safe Roads For a Safer Future
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

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.
Holcim group companies across the world responded as one to a passionate request from Mr Bernard Fontana, CEO Holcim, who urged the worldwide group to demonstrate support to the global #SaveKidsLives initiative as part of the Third United Nations Global Road Safety Week (4-10 May 2015).

Confirming the wholehearted commitment of ACC to this cause Mr Harish Badami, CEO & Managing Director said the company would observe this not only during the Safety week but take it forward as part of an ongoing three year commitment to road safety, in a strong resolve to improve road safety for children. He noted that “Road safety is in any case an essential part of our logistics excellence objective. The #SaveKidsLives campaign extends its focus to the safety of children who are among our most valuable stakeholders”. He said this campaign would be implemented companywide as a CSR project with meaningful interventions.

To kickstart and drive the project during the UN Global Road Safety Week, a core team was constituted at the corporate level. The team, led by Mr Stephen Lane, Director OH&S, drew up suggestions for a broad activity plan that was shared with all units. Mr Badami advised all unit heads in an email to encourage employees to participate in this campaign as an employee volunteering activity that would show our commitment to achieve higher standards of road safety for children. ACC Units across all locations participated enthusiastically with wholehearted support in the third UN Global #SaveKidsLives campaign, 4-10 May 2015. This important drive was launched by Unit Heads at a special gate meeting on May 4 and 5. The UN Child Declaration was read out at each unit. It was translated into regional languages and distributed to as many schools across India. A Coffee mug with #SaveKidsLives emblem was distributed at a few locations to children participating in a variety of activities. This initiative is perhaps the largest Employee Volunteering programme.

Sales Units and Area offices too made concerted efforts with presentations and awareness campaigns in many schools and associations in their regions. Rallies were arranged. Safety measures like use of Seat Belts, Helmets, Road crossing & Bus safety for students were focus areas. School children took part in slogan and drawing competitions. RO Logistics North distributed comics on road safety to children. SU Lucknow topped the list reaching out to almost 17,000 children.

What is now important after this rewarding experience is to make a plan envisaging the next steps of the project and prepare for their successful implementation.

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

- Harish Badami

About #SaveKidsLives
#SaveKidsLives is the worldwide and official campaign for the Third United Nations Global Road Safety Week (4-10 May 2015).

The campaign appeals for urgent action to save children’s lives from dangers on roads around the world through a series of steps:
• highlighting the vulnerability of children on the roads;
• generating worldwide action to ensure improvement in the safety of children on the roads;
• seeking the inclusion of safe and sustainable transport in the post-2015 development agenda.

The campaign operates on the principles of the Decade of Action for Road Safety 2011-2020 and is managed by a broad coalition of members from the United Nations Road Safety Collaboration.

Three essential features of the campaign were addressed specifically to children and others to read and sign the UN Child Declaration for Road Safety, draft catchy slogans on to a signboard and upload photos or “safies” of kids holding up their signboards.

www.savekidslives2015.org
Sales Unit Lucknow launched #SaveKidsLives to educate children on Road Safety Rules, to protect them and reduce road accidents. By targeting primarily school going kids and teachers, efforts were made to reach out to their parents and drivers of both public and private school buses.

ACC AHEAD members played a pivotal role in the planning and execution of the campaign and were ably supported by employees. SU Lucknow rescheduled their important tasks to give top priority to this campaign.

After shortlisting well known schools in Uttar Pradesh East, employee volunteers briefed the respective principals to allow ACC to conduct sessions at their school premises. The school authorities’ response was very heartening. Banners, boards, slogan sheets were printed well before the campaign dates and a memento was distributed to children.

All officers and ACC AHEAD members devoted their time in holding classroom sessions where they talked about general road safety practices. Right from crossing the streets and understanding pedestrian rules as well as deciphering traffic signal lights the kids were taught just about everything that even adults fail to practise.

At each district the traffic police was also taken into confidence to allow ACC to carry out the children led campaign safely in busy school areas prone to accidents. The road show with school students turned out to be a hit as general public stopped by to read the slogans displayed by students.

School authorities were pleased with the company’s efforts and presented Letters of Appreciation that such activities should be continued in the future.

The campaign proved to be yet another feather in the cap for SU Lucknow as 19 schools were covered with 17,013 students being educated on road safety practices. The project involved 119 volunteers devoting 53 hours to ensure the success of this global campaign for children.
<table>
<thead>
<tr>
<th>5th May No. of Students</th>
<th>School Name</th>
<th>Volunteers</th>
<th>Duration (hrs)</th>
<th>6th May No. of Students</th>
<th>School Name</th>
<th>Volunteers</th>
<th>Duration (hrs)</th>
<th>Grand Total Students</th>
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<tbody>
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<td>Anandi Devi Saraswati Vidya Mandir</td>
<td>2</td>
<td>2</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>3000</td>
<td>Jai Bajrang Public School</td>
<td>3</td>
<td>4</td>
<td>1150</td>
<td>&quot;HTJ Academy Adarsh Vidyalaya&quot;</td>
<td>2</td>
<td>3</td>
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<td>300</td>
<td>Saraswati Shishu Mandir</td>
<td>4</td>
<td>3</td>
<td>1400</td>
<td>Sir Syed Montessori Junior High School</td>
<td>2</td>
<td>3</td>
<td>1700</td>
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<tr>
<td>315</td>
<td>Saroj Central Academy</td>
<td>4</td>
<td>2</td>
<td>325</td>
<td>Janta Bharti Junior High School</td>
<td>6</td>
<td>3</td>
<td>640</td>
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<tr>
<td>475</td>
<td>R D Sirmount Public School</td>
<td>8</td>
<td>3</td>
<td>900</td>
<td>Dr. R G S Public Convent Inter College</td>
<td>9</td>
<td>4</td>
<td>1375</td>
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<td>3000</td>
<td>Mother Land Public School</td>
<td>11</td>
<td>3</td>
<td>2500</td>
<td>Unique Academy</td>
<td>11</td>
<td>3</td>
<td>5500</td>
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<tr>
<td>550</td>
<td>P D Academy Secondary High School</td>
<td>2</td>
<td>4</td>
<td>350</td>
<td>Mahaprasad Ram Doi Inter College</td>
<td>3</td>
<td>4</td>
<td>900</td>
</tr>
<tr>
<td>7838</td>
<td>7 Schools Covered</td>
<td>37</td>
<td>22</td>
<td>9175</td>
<td>12 Schools Covered</td>
<td>45</td>
<td>31</td>
<td>17013</td>
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Gagal launched this program on May 4 at a special gate meeting. Balloons were released by Cluster Head–North Mr Rakesh Sinha with CSR Head Mr Pratyush Panda. A Nukkad was performed by employees to convey messages on road safety, particularly safety of small children. Speaking on the occasion, Mr Rakesh Sinha explained the importance of wearing seat belts and the use of helmets by pillion riders. Specially designed posters and standees were displayed at strategic locations in the Plant.

Gagal was privileged to have Mr Harish Badami CEO& Managing Director on May 5 when a programme was organised at DAV School Barmana. Mr Badami shared his thoughts on safety with school children and evinced interest in the posters and slogans made by the students. He appreciated their ideas and presented prizes to winners of the slogan and poster competitions. Safety pledge was taken in his presence and he was the first to put his signature followed by Mr Rakesh Sinha. More than 200 students participated in this event. A rally went around the market and colony of Barmana flagged off by Mr Badami to spread the message.

On the next day, May 6, another event was organized at Govt. Senior secondary school Barmana. More than 300 students attended a special program organized in the school hall. Mr Hitender Kapoor, Manager–CSR explained to students the objective of this campaign. Mr Shoorveer Singh, Resource person from safety circle Chandigarh gave a detailed presentation. The event was organized by volunteer employees and ACC AHEAD team. The closing ceremony was presided over by Dr Mrs Rajyashree Sinha. Speaking on the occasion she stressed the importance of this initiative and awarded winners of the poster and slogan competitions. Another rally was led by all teachers, students and ACC volunteers. Mr Satyaveer Singh Co-ordinator of the program and Mr Swaranjeet Singh, Deputy Manager-Safety provided support. The school Principal proposed a vote of thanks and was grateful to ACC Management for selecting their school as a venue for the SaveKidsLives program.
At the monthly gate meeting at Kymore Cement Plant, #SaveKidsLives project was launched by Senior GM-Plant Operations, Mr S C Chaudhary. Special messages on Road Safety were presented by Mr S C Chaudhary, Mr S N Mathpati, DGM-E&I and the OH&S Team. A nukkad was presented during the gate meeting by students from Sumant Moolgaokar Technical Institute (SMTI) with the help of CSR & OH&S teams. Awareness sessions gave insight to employees on the importance and urgency of this campaign. A special ‘Road Show’ took place from the Time Office Gate till SMTI disseminating messages on Road Safety among employees and colony residents. Employees took part in large numbers in the Signature Campaign together with SMTI students. A quiz competition was also arranged for students. Every employee pledged commitment to continue to support this initiative always.
#SaveKidsLives campaign opened ahead of schedule on April 30, and the awareness drives covered a huge population of 50,000 people. A series of initiatives were planned and implemented to enhance awareness among children, parents, guardians, transporters, drivers and the public at large in and around Lakheri and the surrounding villages.

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Venue</th>
<th>ACC Employees</th>
<th>Students</th>
<th>Others</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>April 29</td>
<td>Educational sessions, drawing &amp; slogan writing competitions</td>
<td>DAV School, Lakheri</td>
<td>04</td>
<td>540</td>
<td>12</td>
<td>556</td>
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<tr>
<td>April 30</td>
<td>Awareness sessions – Safety talks</td>
<td>Gymkhana club Lakheri</td>
<td>42</td>
<td>350</td>
<td>25</td>
<td>417</td>
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<tr>
<td>May 4</td>
<td>Address by Plant Head to all employees and contract workers and display of posters and standees with messages on road safety</td>
<td>Gate Meeting Plant</td>
<td>350</td>
<td>2</td>
<td>325</td>
<td>675</td>
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<tr>
<td>May 5</td>
<td>Program outlining safety of children for Truck drivers &amp; helpers</td>
<td>Chalak Chaupal Lakheri</td>
<td>18</td>
<td>2</td>
<td>45</td>
<td>65</td>
</tr>
<tr>
<td>May 6</td>
<td>Safety talk for Transporters &amp; vendors</td>
<td>Gymkhana club Lakheri</td>
<td>25</td>
<td>2</td>
<td>42</td>
<td>69</td>
</tr>
<tr>
<td>May 6</td>
<td>Ladies club members provide support through speeches and safety talks</td>
<td>Gymkhana club Lakheri</td>
<td>5</td>
<td>2</td>
<td>45</td>
<td>52</td>
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<tr>
<td>May 14</td>
<td>Drawing and slogan writing competition for students</td>
<td>KG Govt. Girls school</td>
<td>12</td>
<td>80</td>
<td>15</td>
<td>107</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
<td>456</td>
<td>978</td>
<td>509</td>
<td>1943</td>
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</table>

**Mass Awareness sessions**

<table>
<thead>
<tr>
<th>Sr No.</th>
<th>Program</th>
<th>No. of days</th>
<th>No. of villages covered</th>
<th>Population Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Road Safety Chetna Rath equipped with IEC and Video show went around the surrounding regions of the Plant displaying road safety messages</td>
<td>02</td>
<td>12</td>
<td>22000</td>
</tr>
<tr>
<td>2</td>
<td>Road awareness rally by students</td>
<td>01</td>
<td>01</td>
<td>2000</td>
</tr>
<tr>
<td>3</td>
<td>Distribution of pamphlets on safety</td>
<td>05</td>
<td>12</td>
<td>5000</td>
</tr>
<tr>
<td>4</td>
<td>Reading of UN Child Declaration and signature drive</td>
<td>12</td>
<td></td>
<td>2500</td>
</tr>
</tbody>
</table>
**May 4, 2015**
Programme was launched by Mr Shyam Vaishnav, Director Plant who addressed the gathering. Employees, volunteers SKL Programme Leader Mr Raju Verma, presented awareness programmes on road safety to participants. After taking safety oath to observe traffic rules and take special care of children when they are walking to schools and crossing roads, participants made a commitment through signature campaign. More than 150 persons attended the programme.

**May 5, 2015**
Truck drivers attended awareness programme on Road Safety at the Parking yard. Mr Raju Verma, SKL Programme Leader, Mr KK Bhosle, Manager Safety and SKL Volunteers gave orientation to truck drivers on the importance of the #SaveKidsLives Programme. They urged the drivers to take precaution and special care, when children are while walking to schools and back home, crossing roads and in the market areas. Truck drivers made a commitment by signing the signature campaign, to follow traffic rules. Totally 50 Truck drivers participated in the event.

**May 6, 2015**
A Workshop was organized on road safety in the office of local Gram Panchayat with the objective to create awareness among various stakeholders on road safety especially children’s safety. The workshop was conducted in coordination with Police, NEKSRTC, Gram Panchayat, Integrated Child Development Scheme, Health and Education departments.

The workshop was inaugurated by Mr Hulugappa. Mr K K Bhosle, Manager-Safety addressed the audience along with Mr B Peddanna, Manager, CSR, Mr Hulugappa, President, Gram Panchayat, Mr Beesanna, Ward member, Mr Sivaram, ASI, Kudithini Police, Mr Ramanjinappa, NEKSRTC, Mr Nagabushana, Councillor, PHC, Kudithini, members of Kudithini Gram Panchayat and SHG members of Kudithini, Veniveerapura were present.

Mr KK Bhosle, Manager-Safety, expressed that some following rules should be observed by everyone while driving:
1. Maintaining vehicles in good condition
2. Valid driving licence
3. Wearing seat belt compulsorily
4. Wearing helmets while driving 2 wheelers
5. Not to drive vehicles under the influence of alcohol
6. Observe traffic rules
7. To keep in mind safety of pedestrians and cyclists
8. Not to use mobile phones, while driving
9. Respect highway signs.

Mr Badarish, President, FORD expressed that everyday almost 500 children lose their lives due to road accidents. This can be averted by bringing awareness among drivers, concerned officials, parents and school children. The programme ended with a signature campaign.
A mega safety drive, #SaveKidsLives was rolled out at Tikaria Cement Plant at a Gate meeting in the presence of all employees and business partners. Mr Vikram Sharma, Manger-CSR & Mr Rajesh Vijayvargia, DGM-Logistics and Plant coordinator for this program explained to the audience the objective of this programme. Director Plant Mr Pankaj Sharma outlined the importance of this program and emphasized that such education and awareness should first start from home and then spread through society. At the end of the programme reflective stickers were given to all the workers for bicycles and motorcycles. Everyone took an oath to participate actively and spread word to as many persons as possible.

Kids in the colony read out the UN child declaration and performed a nukkad. On the same evening, a drawing and slogan competition was organized for colony children and best entries were awarded on the spot. ACC AHEAD members advised children to follow road safety rules while crossing roads, walking to school and back home. The program for the day ended with a kids rally in the colony.

On May 5, another initiative was organized in the neighbouring village Babupur, where more than 200 school kids from four nearby villages enthusiastically participated in drawing competition, nukkad and short speeches. Winners were announced on the spot and prizes distributed. Senior citizens and key persons from the village, parents and teachers were also present for the signature campaign on the UN Child Declaration.

The transporter community was addressed at a function arranged in the parking yard on May 6. This event was attended by Mr Joydeep Mukherjee, Mr Geoff Currie, Mr Stephen Lane, Mr Deepak Gulati, Mr G Mukhopadhyay, Mr Rajkumar Gupta and Mr C Baindoor. Mr Pankaj Sharma, Director Plant addressed the gathering and stressed the need for transport drivers to be doubly vigilant and to help children when they are on the roads. A nukkad was performed by village kids to sensitize truck drivers and the UN Child Declaration was also read out by them.
Month long awareness activities were planned at ACC Madukkarai Cement Works as part of the UN Global Road Safety Week aimed at protecting children while on the roads. This project was kick started at the specially convened Employee Safety Gate meeting when Director Plant Mr M Sai Ramesh, emphasized the importance of safety for children. Employees pledged for the safety of all children and in unison signed the United Nations Child Declaration.

The awareness program was conducted across all schools in the region, where children learnt road safety through interactive sessions. Parents and guardians also took part with interest. At the end of each session students and parents pledged for safety of their children and families. Awareness talks emphasized on the importance of wearing helmets while riding two-wheelers. After each training session, the kids promised that they would ensure that their parents wore helmets while riding on two-wheelers and provided them with helmets too.

More than 500 students and parents were addressed in the awareness programs widely conducted across schools and at other forums. Posters and display material was prominently put up at strategic locations to drive the message to one and all.
Team ACC Thondebhavi launched #SaveKidsLives programme on May 4 at a gate meeting. Mr Navneet Chauhan, Director Plant and Mr Krishnamurthy, Project Leader explained to employees the purpose and importance of this programme.

About 139 school children from Government High School, Kallinayakanahalli, Doddaballapura and Anganwadi centre took part in drawing and essay writing competitions and prizes were distributed to winners in the first three categories. Mr Krishnamurthy, Project leader spoke to children on the importance of observing road safety rules.

A nukkad and awareness talks were organized for truck drivers and supervisors on May 5. Mr Krishnamurthy and Mr Nagaraj RB, Chief Manager, Logistics, Mr Gokulakrishna, Mr Manjunath, Safety Manager and Mr Prakash addressed this group on the significance of safe driving and why safety of children on the roads is of utmost value. About 30 drivers participated.

Awareness/sensitization programmes were conducted on May 6 for key stakeholders at the Plant -- Block Education Officer, Child Development Project Officer, Integrated Child Development Services personnel, Executive Officer, Panchayat members, Head Masters of schools, School Development Managing Committee members, and officials from Health department. Mr Krishnamurthy sought suggestions on how this campaign could be widely spread among the masses. It was felt necessary that awareness camps at taluka and district level should be held involving officials of government departments. Plant CSR Coordinator Mr Ramanjulu and NGO team participated in all the activities.

ACC AHEAD team led by Mrs Mukul Chauhan, President provided a lot of support in their own special way.
From May 4 to 7, perhaps the most important campaign on Road Safety for children opened at ACC Wadi, as part of the UN global #SaveKidsLives initiative which sincerely resolves to promote road safety of children. ACC Wadi flagged off the campaign at a Gate Meeting especially convened for this purpose.

**Gate meetings**: were organized on May 4 to 6. More than 300 employees took part. On this occasion Director Operations Mr Sumeet Chadha shared important aspects of our daily life when we unintentionally violate safety rules. He cited many practical examples when parents break traffic rules carelessly even when they are travelling with their children. He went on to explain that every day more than 20 children below the age group of 14 years die in road accidents. Parents should always pay attention while crossing the road with their children, make sure that two wheelers are only for two people sitting and children should always wear safety crash helmets as their body is more delicate than that of an adult. If such things are kept in the mind many incidents and accidents can be averted. Employees enthusiastically and voluntary participated in the signature campaign.

About 212 Children, 337 Employees, approximately 550 Business Partner Workmen, 104 Truck Drivers and 56 ACC AHEAD Wadi Members pledged their commitment and signed the UN Child declaration.

**Videos on Safety**: Many Road Safety related videos were screened on large screens for employees, children and Ladies Club members and local schools as effective tools to bring awareness among people and demonstrate positive change.

**Drawing & Slogan competitions**: School children of DAV, St Ambrose Convent, Mahatma Gandhi High School participated in Drawing & Slogan competitions. Students of age groups between 5 to 15 years took part, where they drew many thought provoking sketches and paintings related to road safety. Some of the paintings showed beautiful concepts to eliminate hazards involved on road safety by small traffic controlled steps. They expressed concern on overloading of trucks, wearing of helmets, use of seat belts, and observing Traffic rules.

**Road march by children**: This was an important activity and a useful medium to spread the word. Children used their Paintings and Slogans to display safety messages on play cards in different languages. A live commentary on a loud speaker by children followed the procession for a stretch of 3 Km.

**Appeal to transport drivers and leaders**: Children interacted with transporters and drivers, with an appeal to contribute towards Children’s Safety by observing road safety rules at all times and helping children.
Bargarh observed #SaveKidsLives initiative from April 28 to May 4. Major programmes included special gate meetings, awareness drives, drawing and poster competitions. The sequence of various events planned to promote this noble initiative included:

28th April, School Awareness Programme at Cement Nagar English Medium School:
An awareness program on road safety was conducted at Cement Nagar English Medium school. Mr Anil Singewar, Director Plant and Mr Shashikant Kumar, DGM-HR led the function. The event started with:
- Welcome song by school children
- Director Plant addressed the gathering and outlined the importance of the program. Signature campaign was organized for school students.
- Ten strategies for keeping children safe on the road were explained to students
- Programme culminated with a dance and songs on road safety by children. Students gave personal commitment to spread the message through signature campaign

29th April, Drawing Competition at Bargarh Sports Club
Children from 3 Schools in the vicinity of the plant took part in a drawing competition organized at BCW, Sports Club.

30th April, Fancy Dress and Nukkad programme at Auditorium
Nukkad and Fancy Dress competition was organized on 30th April with participation of students from Play School, Cement Nagar English Medium School, Nodal School and Cement Nagar High School. Students participated enthusiastically.

30th April, Slogan Competition
- On the spot slogan Competition was organized for school children. Prizes were presented to winners for the three best slogans.

4th May, Gate Meeting
Director Plant addressed a large gathering at a special gate meeting. Nukkad on road safety was presented by members of Satluj Zone. Everyone participated in the signature campaign dedicated to this great cause.
This worldwide initiative was inaugurated at Chaibasa on May 4, by Dr Arunkumar Saxena, Director Plant and Mr Ajay Singh, who led this initiative for Chaibasa. A 4 day campaign from May 4-7 was conducted to drive the initiative and spread the word as far as possible. Large number of employees took part. 5 Schools namely DAV, Middle, High School, St. Theresa and Kasturba Gandhi were initially focused which are within the radius of about 5 Kms from the Plant. Poster, Slogan & Essay competitions were organized in all 5 schools in which more than 600 children actively participated. The UN Child Declaration was read by the children in all the schools. Rallies were conducted by students of DAV, Middle & St Theresa schools with 800 students. Refreshments were distributed at the rally.

Awareness talks on the subject were organized at the Gate meeting, Market area, Parking yard and Ladies Club. School children read out safety messages and performed Nukkad (street play) in local languages so as to generate greater awareness among stakeholders. Signature Campaign was launched at all the places. Small kids of Children’s club participated in the program and recited poems and slogans on road Safety. ACC AHEAD and Mahila Mandal members provided a lot of support. News reporters were invited and widespread media coverage was given to daily planned events. A variety of stakeholders - School Children, Police Administration, Mahila Mandal Members, School Management, surrounding villagers, Transporters, Truck Unions, ACC Employees, ACC AHEAD Volunteers, employees and their families all got together as one large team to reach out to as many people as possible.

A total 150 students were given prizes for poems, slogan and poster competitions at a huge gathering with 1000 stakeholders. While addressing the audience, Dr AK Saxena spelt out responsibilities of all stakeholders to make this initiative a great success.
#Save Kids Lives with Road Safety was observed at Damodhar Cement Works with great zeal on May 4 when the campaign was rolled out during the Safety Gate Meeting by Mr N Nageshwara Rao, Director Plant in the presence of the entire team. In his inaugural speech, Mr Rao urged all employees to illustrate wholehearted commitment to this cause not only during the three days of the program but as an ongoing commitment to road safety for the next three years. He stressed that children are very valuable to us.

All employees at Damodhar took part in the signature campaign and pledged full commitment towards the successful implementation of this initiative.

Various programmes were planned for DAV School Children, residents of the Colony, Madhukunda and in the Project Village Schools, like Road Shows, Slogan & Drawing competitions to create awareness among children and society at large on the significance of road safety. DAV school students presented Nukkad trying to convey messages to parents and teachers for a pressing need for road safety for children.

Schools in the vicinity made it a point to have the declaration read by the children so that it stays in their mind. This was done in the presence of Truck Drivers, members of Damodhar Parivar and ACC AHEAD team and local Women Self Help Groups so that all stakeholders to do their best to make this initiative a reality.
At a specially convened safety gate meeting, Team Jamul opened the #SaveKidsLives with Road Safety plan with strong commitment and discussed at length why the cause is so important to all employees and the public at large.

Employees took part on a quiz on Road Safety and on-the-spot prizes were given to winners. Employees staged a nukkad to convey this message to a large gathering.

School children took part in a Road show to spread awareness in and around the Plant and colony. This was followed by programmes in DAV School and Middle School and at Jamul Sports Club. Token prizes were distributed to winners of poster and slogan competitions.

A special awareness programme was arranged for community children and these kids too made lovely posters and slogans on road safety. Prizes were distributed to the community children. It seemed as though they too understood the importance of this campaign which indeed was a high spot.
Sindri Cement Plant inaugurated the campaign on May 4, 2015. Director Plant Mr Manoj Jindal along with the senior team members, union representatives appealed to all employees including contractor workers at the Plant and expansion project to support the plight of children on the roads and ensure their safety.

Children of Mother Teresa School performed Nukkad (street play) on Road Safety. The nukkad was based on a story of a family where a student of 10th standard was over confident doing stunts on his bike and one day, he and his close friend met with an accident. Unfortunately his dear friend succumbed to the accident. The play clearly drove home the message that roads can be dangerous if one is careless and does not observe road safety rules.

On May 4, Road Safety awareness event was organised at De Nobili School, through Smart Classes. In addition drawing competition for Class 6 to Class 8 students and slogan competition for class 9 and 10 students was arranged. All together 1,265 students, perhaps a large number participated in the event.

The next day, May 5, at Mother Teresa School drawing competition was arranged for Class 6 to Class 8 students while students of Class 9 and 10 took part in Slogan competition. All together 550 students participated. On May 6 Slogan competition was conducted for Class 9 and 10 students of Saraswati Vidhya Mandir. In all 250 students took part. On May 7, at Saraswati Vidhya Mandir, 450 students from Class 6 to 8 participated in a drawing competition.

With the support of ACC Logistics team on May 8, Mega Road safety awareness camp was conducted for truck drivers and transporters. More than 175 truck drivers supported the event. Students of Mother Teresa school, appealed to all truck drivers and transporters through speeches, recitation of poems and a street play. Mr Manoj Jindal, Director Plant, interacted with truck drivers and transporters. A large number of people participated in the signature campaign and pledged support to #SaveKidsLives.
#SaveKidsLives the UN global event which took place early this year, May 4-10 voiced the demand for safety of children around the world when they are on the roads - walking to school or going back home or when they are on the roads with family and friends.

Like all units of the company, Chanda Plant organized a campaign in the plant and surrounding regions to promote this significant event in a meaningful way. Presentations were made at the Zila Parishad School as well as few private schools with support from the local Gram Panchayat.

School children expressed their thoughts on road safety through essay writing, slogans, speeches, drawing competitions and signature drive. Parents, guardians, teachers and even villagers came forward and took an oath to provide safe routes for children to walk or cycle to school, ensure use of helmets when kids ride with adults on 2 wheelers and support the correct use of seatbelts. In a joint effort with the Logistics department awareness sessions with truckers at parking yard were also held.

Employees, teachers and students, totaling almost 800 took part in a signature drive and vouched to ensure the safety of children who are our most important stakeholders.

Awareness programmes covered:
- Children below 14 years of age (Primary Stakeholders)
- CAP (Community Advisory Panel) Members
- Parents
- District / Police Administration / Traffic Police Dept.
- Local Gram Panchayat members
- Mount Carmel Convent School Management
- Peripheral villagers.
- Transporters, Truck Unions and C&F Agents
- District Education Officers
- ACC Employees
- Volunteers from NGO

Total Outreach:

<table>
<thead>
<tr>
<th>Sr No</th>
<th>Participant</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Students</td>
<td>718</td>
</tr>
<tr>
<td>2</td>
<td>Parents</td>
<td>1436</td>
</tr>
<tr>
<td>3</td>
<td>Truck drivers</td>
<td>157</td>
</tr>
<tr>
<td>4</td>
<td>Teachers</td>
<td>42</td>
</tr>
<tr>
<td>5</td>
<td>Volunteers</td>
<td>17</td>
</tr>
<tr>
<td>6</td>
<td>Villagers</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>2404</td>
</tr>
</tbody>
</table>
At Cement House, employees gathered in large numbers in the Cafetaria. The programme began with a presentation by Mr Stephen Lane, Director-OH&S. Mr Geoff Currie, Regional Director-OH&S spoke to employees on the importance of this subject. The UN Child Declaration was read beautifully by a group of children in the age group of 8 to 15 years.

The event was graced with the presence of Dr Varsha, Associate NCC Officer, National Cadet Corps and Rotarian Anand Sethna from Mumbai and Juhu chapter.

A group of ACC volunteers along with NCC displayed posters near Eros Theatre and Maharshi Karve Road on #SaveKidsLives with simple messages on safety of children. They also distributed leaflets to the general public emphasizing the importance of safe driving with the use of helmets, and seat belts by adults and children. Later the Traffic Police also joined in to spread the message.

Meanwhile the children at Cement House participated in a drawing and slogan competition on this subject. Children came up with meaningful designs and slogans. A coffee mug with the emblem of #SaveKidsLives was distributed to all the children and volunteers. The event was grand and helped to convey the message to as many people as possible.
Team ACC Thane together with ACC AHEAD members organized a road safety related drawing and slogan writing competition for children below 14 years of age in April, way ahead of the Road Safety week declared by the United Nations. Around 45 children from ACC Colony and two schools in the vicinity of ACC Thane office participated in the competition.

At the Thane event, children came up with beautiful drawings on the subject. Prizes were awarded to the first, second and third winners in three age groups, that is, 11 to 14 years, 6 to 10 years and below 6 years by CEO & MD, Mr Harish Badami and Mrs Badami. The UN Child Declaration on Safety was read by a group of children in a touching way. A coffee mug especially made for the occasion was distributed to all participants. It carried road safety messages and was very popular. The event received coverage in local media.

ACC Thane organized another event on May 4, 2015 with a distinguished guest, Assistant Commissioner of Police, Traffic Thane Mr Pulkeshin Mathadhikari. With an unblemished and meritorious service spanning 36 years, he was conferred with Director General of Police insignia medal.

Mr Mathadhikari addressed employees on the importance of observing road safety rules at all times. He shared his valuable experience and emphasized the importance of road safety. He gracefully answered questions raised by employees. Senior management team including Mr S A Khadilkar, Mr U Parlikar, Mrs Sonali Sarma appreciated him for his vast knowledge and passion for work.
As part of the #SaveKidsLives initiative, a group of ACC employees from OH&S, CSR, Central Procurement and Corporate Communication Department, visited the Rotary Sanskardham Vidyalaya, a special school for deaf children located in Goregaon, a suburb in Mumbai on April 24. The school principal chose the date as they would be closed in May for the summer vacation. The presentation was organised through DEEDS Charitable Trust, an NGO supported by the company.

Our team met about 40 students in the age group of 10 to 14 years and explained to them the importance of observing simple Road Safety rules which would help them and others around them – family and friends - to be safe always. With the help of a young Sign language interpreter, the team presented the following itinerary:

- Safety posters emphasizing how important it is to wear seatbelts while travelling in a vehicle.
- Use of helmets while travelling on two-wheelers,
- Walking on pavements, crossing the road only at the Zebra crossing and when there is no Zebra crossing to take the help of an adult or a policeman
- Slogan writing competition
- Quiz on Road Safety

The UN Child Declaration was read to the children and signed by them. These special children were receptive, participating enthusiastically in the contest, and came up with brilliant slogans on Road Safety. Prizes were distributed for the three best slogans and a small token gift was given to all the children. The School Principal and teachers were supportive. Photographs (“Safies”) were taken of the kids proudly displaying their slogans.

The visit proved to be simply gratifying. The team was moved and admitted it was a learning experience for them too. It is only after their interaction did the team begin to appreciate how challenging road safety can be for anyone who cannot hear the noise of cars and traffic on the road. Another touching moment was when the young interpreter proudly said that Sign Language was her mother tongue as both her parents were hearing impaired.
Why are thousands of children killed and injured on the roads around the world every single day? Because not enough is being done. You, our leaders, need to listen and act.

We are children. In the future we may have a say, but right now it's up to you to help us. Action needs to be taken as soon as possible or many children won't have the chance to grow old enough to have their voices heard.

And here's where you, our leaders and other adults can help us, by joining this call for action to make sure all children can travel in safety.

We all deserve a safe journey to and from school. Roads must be made safe to allow children to walk to school. We want safe footpaths and cycle paths, we want road bumps to slow the traffic, and we want safe crossings so that we can get an education without fear or injury.

We call for all vehicles carrying children, anywhere and everywhere in the world, to be safe. All cars and buses should have seatbelts. When children ride with adults on motorcycles and scooters, they must have helmets that can protect them. We know that wearing a helmet or putting on a seatbelt can save lives.

Drinking and driving is dangerous. Speeding is dangerous. People who care about children should not do these things, no one should. The police should do more to protect us and stop people who speed or drink and drive. We must be kept safe all the time - when we're out with our families, when we're going to play or to school.

Laws must be made, voices must be heard, and there must be action to ensure safe roads for all children, all over the world.

So we call on you, the world's leaders, to include action against road deaths in the new goals for global development. Wherever we live, we want and expect road safety for our friends, our families and ourselves.

We are only children and our voices aren't always heard. So we need you to help us by taking action. If you provide us with safe roads now, we can and will set a good example for generations to come. Please listen and act. Save Kids Lives.