TOGETHER FOR COMMUNITIES
ACC won IICA-NGOBOX CSR Good Practice Recognition award for 2015 for HIV/AIDS project undertaken by Gagal Cement Plant for the truckers community. Mr Pratyush Panda, Head – CSR and Mr Hitender Kapoor, Chief Manager-CSR, Gagal receive the award from Dr Bhaskar Chatterjee, Director General, Institute of Corporate Affairs.

ACC bagged the 2nd CSR Impact Awards, sponsored by NextGen, for the community managed solid waste management project undertaken by Madukkarai Cement Plant in the Environment category. Dr Bhaskar Chatterjee, Director General, Institute of Corporate Affairs presents this honour to Mr Pratyush Panda, Head - CSR and Mr G C Shyam Sunder, Manager-CSR, Madukkarai.

Pratyush Panda, Head - CSR speaking at the second India CSR Summit 2015. Pratyush facilitated a panel discussion on CSR NGO partnership and participated in a special session on ‘Mapping CSR Impacts through Technology: Simplifying CSR Projects Monitoring, Bringing Transparency’.
The biggest impediment in government schools is teaching in English medium. Gagal Cement Works in collaboration with NGO, SEEDS has launched a project to improve the quality of education in four government schools in the vicinity. The total number of students in these schools is about 939. ACC has created a very good infrastructure in these schools, in terms of classrooms, laboratories, toilets, play grounds and school boundary walls. The need of the hour is to improve the quality of education being imparted in Government schools as the student strength in these schools is declining. As a result many private schools are mushrooming in the area where increasing fees is putting huge pressure on low-income groups in society.

The project implemented by Gagal aims at:

1) Improving the performance of students in subjects like, Maths, Science and English
2) Providing innovative Teaching and Learning Resources to schools
3) Build capacity of government teachers to use innovative TLMs and teach effectively
4) Integration of technology in classroom for achieving the desired curriculum
5) Implementation of a set procedure to achieve these objectives

Supplementary teachers have been provided under this project to enable the school management to impart teaching in English and Hindi medium. In view of this, a small increase in the enrollment of students is visible. The School Management Committee and parents are greatly appreciative of this effort and have become ambassadors of this program to turn these educational institutions to one of the finest in the area.
Sameer Khan, a young boy, just 20 years old from one of the project villages, Khalwara, was very ambitious. He is the oldest child in a family of six members. He lost his mother when he was too young and his father was the sole breadwinner who took up small jobs of repairing locks and keys to support his family. In 2013, Sameer learnt about ‘Centum Learning Centre’ promoted through ACC Kymore and was quick to join the course without even informing his parents.

After completion of one month training at Kymore, he got placement in Vardhaman Fabrics, Budhni, Madhya Pradesh as a trainee Machine Operator. He joined in Oct 2013 with remuneration of ₹4500/-. Gradually, his wages increased with his satisfactory performance. He worked hard and in April 2015, he was promoted from Machine Operations to Fabric Packaging. This enhanced his income to ₹15000/- (including overtime). Very recently in May 2015, Sameer got a suitable job with TRIDENT Limited with a salary of ₹25,000/-.

Sameer is very happy and is able to enjoy a better life and also help his family. He regularly sends money to his step-mother who happily exclaims that, “Although I have not given birth to Sameer he loves me a lot, every month he sends money in my Bank Account only”. His younger brother also wants to emulate him and his sister is so happy to get new clothes. Sameer is pursuing his Higher Secondary through private coaching. He has become a role model and lives a life of dignity through sheer hard work and a strong desire to excel.

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Livestock and Poultry Development

Animal Husbandry is a popular livelihood occupation among the rural population in most villages in India. It helps support the rural economy. Around two-thirds of the village population close to Lakheri Plant is dependent on Agriculture and Animal Husbandry activities for their livelihood. Cows, Buffaloes and Goats are reared. But due to lack of commercialisation and poor livestock management practices, shortage of veterinary services, production and profitability is very low from this occupation.

After understanding the present animal husbandry practices in these villages, Lakheri Plant initiated these interventions:

- promote improved livestock management practices
- enhance productivity and profitability
- provide veterinary facilities
- educate farmers on improved livestock management

To address this issue, Lakheri team first coordinated with the Department of Animal Husbandry & Veterinary, Government of Rajasthan, Krishi Vigyan Kendra, Bundi and Agriculture University, Udaipur. The team started conducting veterinary cum vaccination camps in the villages to identify and treat sick animals and provide vaccination to healthy animals to prevent them from becoming victims of vaccine preventable diseases. This helped to improve the situation to some extent. Approximately 5200 animals in nine villages were treated through these camps.

Further 60 individual farmers were identified including females since most of the work relating to animals care is done by women in the villages. Training programs and exposure visits to model farms of Krishi Vigyan Kendra at Bundi and Kota Agriculture University were arranged. Here they got an opportunity to participate in training sessions, interact with Animal scientists, Dr Bachhu Singh and Dr M S Garg. These interactions and direct observations helped the farmers to understand and improve livestock management practices at the farm.

It was observed that farmers did not provide animals with adequate food and kept them in open and unhygienic grounds. Lakheri team educated the farmers on the importance of improved feeding practices, supported them in construction of proper feeding mangers and guided farmers to provide balanced nutrients to the animals to increase productivity. Focus was given to keep animals in proper housing and sanitation.

Since it is very difficult to change the current practices immediately on a large scale, these improved practices were implemented with selected farmers in each village who in turn demonstrated the results of improved livestock management and feeding practices to others in their group.

The results of these initiatives proved to be positive and encouraging to farmers. Today a number of farmers feel motivated to continue with this occupation and have reported increase in milk production by 0.5 to 1.0 Kg per day, savings in fodder on an average of ₹ 2000 per animal in last quarter, and finally improved animal health which ultimately enhanced the net income of the households. Looking at the overall improvements, other farmers now feel motivated and interested to take up this occupation.
Women in rural India are courageous, hardworking and capable of managing their families but due to limited livelihood options available for them in the village, they are involved mainly in agricultural work and sometimes work as labourers. ACC Tikaria is supporting them with different CSR activities.

Tikaria Plant has linked 26 families of 6 nearby villages with poultry farming. The government department supplied 50 chickens to each beneficiary and ACC provided feed for these chickens. A training programme was arranged for all beneficiaries. A brief on the government scheme which supports this initiative was explained to them. This helped Self Help Groups (SHG) members to start a new livelihood scheme for them.

Mrs. Sukna W/o Dayaram is a member of MAA Vaishno devi SHG and resident of one of the surrounding villages near Tikaria. In January, she was provided with 50 chickens. She made arrangements to keep them in a clean environment. ACC supported her with technical knowledge and the chickens were given vaccination from time to time with help from the veterinary department. In early July, some of the birds started to lay eggs and this has become an additional source of income for her family. In a month she sold two birds for ₹ 400/- each and sold approximately 210 eggs @ ₹ 7/- each. Hence her total income in one month was about ₹ 2270. And this is encouraging.

Sukhna is very happy to get guidance and support from ACC which has made her self reliant. She has decided to save prudently for her family and continue this work on her own.
A young and ambitious girl Geetha completed her school education and took up a course in Tailoring, Dress Making & Designing. Soon she got married and had to move to Veniveerapura village. Thippaiah, her husband was an agricultural labourer. He wanted Geetha to take up the same work and she found it difficult to manage.

She then decided to pursue Tailoring, a trade she had learnt earlier, to help support her family. She purchased an old sewing machine at a cost of ₹ 1500/- and stitched garments for both men and woman of the village. She managed to save some money and soon purchased a new sewing machine.

In Veniveerapura village most of the girls were school drop outs and involved in housekeeping and agricultural activities. Most of them were idle unskilled. Geetha taught these girls stitching by charging them minimum fees.

With the support of ACC, Geetha organized these women to form “Sri Anjaneya Self Help Group. She got a bank loan of ₹ 50,000/- and purchased three more sewing machines to provide training to the young girls. ACC encouraged her to set up a “Skill development Center” and impart “Apparel training” to the girls and women of the village for six months. Geetha trained 76 girls, out of which 50 are able to work as tailors from home and help their families. She enriched the young girls with a valuable skill and helped them become economically independent.

Today Geetha earns about ₹ 11, 000/- per month from “Tailoring Training and Garments Manufacturing. ACC plans to strengthen the “Apparel manufacturing Center” by establishing suitable linkages.
ACC Madukkarai took part in the Coimbatore Guinness Championship Campaign organized at Coimbatore on August 5. The objective of the event was to create a better understanding about waste, procedures for handling waste, waste processing and disposal among the student community. The event was organized with the support of District Collector, School Education department, Pollution Control Board, several NGO’s, Educational Institutions and leading Corporates. The Guinness guidelines are stringent. The whole event took place with the contributions from Corporates and NGO’s. City home guards and Rapid Action Force took part in monitoring and crowd control. Student volunteers numbering 1500 participated in organizing this huge event. An independent audit firm audited the whole programme with 60 members. Barcode ticketing and live streaming was arranged.

The Role of ACC:
ACC provided full support to this important event and was entrusted with the task of creating the Lesson plan for over 12,000 students who participated in the event. The Recycling lesson was divided into five parts:
1. current scenario
2. types of waste and solutions
3. up cycling demo collection
4. demo on segregation and
5. pledge

Experts and academicians were involved with the preparation work. The entire lesson plan was prepared with objective type questions so that it would be easy for students to observe and answer the questions. Each student was given lesson booklet to record their observations during the session. As per the Guinness Rule ‘If 5% or more students are found not to be observing the lesson, then the corporation will not get the Guinness certificate’.
This was the first Guinness record, largest recycling lesson in the world created by Coimbatore City Municipal Corporation. Approximately 12,994 students took part in the event.

Mr. Pravin Patel, Adjudicator from Guinness, London adjudicated the event and after careful examination of evidences and documents submitted declared the event as a Guinness Record Event on the same day, August 5 at 3 p.m. The event was inaugurated by Hon’ble Mayor Dr. Ganapthy P Rajkumar and graced by Coimbatore District Collector Smt. Archana Patnaik IAS., Commissioner of Police Coimbatore City Thiru A K Vishwanathan IPS., and Coimbatore Corporation Commissioner Dr K Vijayakathikeyan IAS. All ward counsellors took part in the event.
A Coaching Centre to train women in Tailoring skills was inaugurated at Thondebhavi by Mrs. Mukul Chauhan, President, ACC AHEAD, Thondebhavi, with Mr. Navneet Chauhan, Director Plant, employees and members of Ladies Club as a CSR scheme. The objective of the centre is to provide quality training in tailoring to rural women to create sustainable livelihood. This centre is equipped with modern equipment, experienced teaching staff and is planned to function on the basis of Training cum Production centre in future to generate its own funds to carry out activities on a sustainable basis.

In view of the demand for ready-made garments in the region, it was felt necessary to establish a Training Centre to impart quality training and provide linkage, on a continuous basis thus creating gainful employment for young rural women.

Objectives:

- To impart quality training in tailoring skills
- To create sustainable employment for ladies trained at the centre.
- To gear up women empowerment and to provide skilled hands to corporate establishments.
- To educate women on their rights, protection from harassment, safety and security.
- To promote self employment opportunities and enable trainees to have a respectable living.

It is proposed to run four batches of 20 women each, with convenient timings of 11 a.m. to 1.30 p.m. After training, the beneficiaries earn about ₹ 5500/- to ₹ 6000/- per month, if employed in the garment factories. If they take up self employment they can earn daily wages of about ₹ 360/- per day.

Current status of tailoring training centre:

After completion of two months training 30 rural women were trained and 18 were placed in a garment unit at Doddaballapur. The rest were self employed in their villages. Approximate earning of the employed beneficiaries: ₹ 7,000/- per month with all benefits of EPF, ESI. Today self employed beneficiaries are earning about ₹ 80/- to 120/- on an average per day.
HIV/AIDS Awareness Camp and General Medical Camp for Truckers

ACC Aayushmaan Trust has been conducting medical camps for the rural community in and around Wadi with the support of the ACC ART Centre at Wadi. It has been found that truckers are one of the high risk groups which tend to be infected by HIV/AIDS. Every day truckers visit the Plant for transportation of ACC cement to various parts of the country. These truckers mostly stay away from home due to the nature of their work and most of them are not well educated. They are sometimes misguided by peers. Also they are not aware of their irrational behaviour and the consequences of chronic disease. In view of this, HIV/AIDS spreads rapidly.

Awareness Camp for Truckers

It was felt necessary to create awareness among the truckers community on HIV/AIDS. Recently ACC Ayushmaan Trust organised HIV/AIDS awareness and general medical camp for truck drivers and cleaners. About 22 truck drivers and cleaners participated in this camp as well as in general medical camp. A movie on HIV/AIDS awareness was shown to the participants. During the camp, ACC ART Centre Medical Officer explained the different ways in which HIV/AIDS can be transmitted. He explained risk factors involved in the transmission of this disease such as

- Unprotected sex
- Irresponsible behaviour
- Use of unsterile needles, syringes, or equipment

The doctor explained preventive measures to be taken:

- Safe sex
- No sharing of needles, syringes, or equipment
- To visit a qualified professional who uses sterile equipment for tattoo
- Not to share toothbrushes or razors.

He further explained early signs and symptoms of HIV transmission:

a) Fever
b) Swollen glands
c) Sore throat
d) Rash
e) Fatigue
f) Muscle and joint aches and
g) Headache

These symptoms could last anywhere from a few days to several weeks. However, one should not assume that he/she has HIV if one has any of these symptoms. These symptoms can also be caused by other illnesses. Participants raised questions regarding prevention of the disease. Many decided to visit the ART Centre and undergo testing. The ART Doctor cleared their doubts and fears.

Educational Kits for HIV/AIDS children

In order to motivate children and their parents, ACC Aayushmaan Trust provided support to 27 HIV/AIDS children who are studying in government schools from primary to high school level, by giving them free note books, bags and educational materials. This programme was organized to encourage these children to continue their education, lead normal lives and prevent them from becoming school drop outs. Sr. G.M HR-JJS Pawar and Head CSR, Pratyush Kumar Panda from corporate office attended the program and encouraged children.

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Adolescence is a beautiful period of life and generally a healthy one. Childhood diseases are left behind and with a little care one can build up a lifetime of good health. But this is also a period when a person is most vulnerable. In rural regions, the biggest problem of adolescent girls is their education, health care and livelihood. In view of this, ACC-CSR team has been working with adolescent girls in about 11 villages close to the Chanda Plant to improve their overall development.

Young girls often are unsure about normal menstrual patterns. It is important to be able to educate young girls regarding the first period and the range for normal cycle length of subsequent menses. It is equally important to have an understanding of bleeding patterns the ability to differentiate between normal and abnormal menstruation. The other issue regarding adolescent girls is the low Hemoglobin count in majority of the cases.

In addition, the use of sanitary napkins is unaffordable, and at times, not available in the village. Ultimately these girls use unhygienic cloth material during this period, and due to this they develop infection.

ACC CSR team discovered that Gramodyog Sangh, Bhadrawati is imparting training on Basic Nursing. Our team encouraged village adolescent girls to join these classes. 25 girls were selected from different villages and undertook one month residential theoretical and practical training on Nursing. After successful completion of this course, certificates were distributed to all at a simple function.

All the participants were happy to get an opportunity to attend such a useful training. These certificates helped three trained girls to get employment as assistants in hospitals where they earn ₹1800/- per month. With this monetary benefit they are able to continue their graduation study at Chandrapur itself without being a financial burden on their parents.

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Groundwater is often cheaper, more convenient and less vulnerable to pollution than surface water. Many municipal water supplies are derived solely from groundwater.

Jorapokhar village, close to Sindri does not have adequate supply of ground water. Large number of hand pumps are installed in the village. But the situation is very bad especially in summer. In the months from March to June villagers face acute scarcity of drinking water. Some times during this period, due to acute shortage of water, local people stage protests and Dharnas. This situation was discussed several times in the block level Panchayat Samiti meetings for proactive steps but nothing happened. ACC Chaibasa had already provided the village drinking water supply through construction of water tanks.

As a proactive decision and to solve the problem, since drinking water is so essential, Team Chaibasa decided to construct three more water tanks at three different locations, but due to different issues either with villagers or with the government system for obtaining NOC, only one water tank was constructed. This has reduced the load on the previous water tank and eliminated the drudgery of women of the distant hamlet named Bari Sai. Villagers especially the women folk are very happy and bless ACC for this act of kindness.

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A young lady, Chandra Barge from a small village of Banjibahali was anxious to get a good job to have a better life for herself and her family. She was very keen to look after her parents. Her father was a daily wage labourer with a small piece of land for tilling. After completing her graduation in Arts from Government College, she attempted two government entrance exams but unfortunately she was not successful. She wanted to undergo coaching but she could not afford to pay high fees.

Chandra soon enrolled herself under Project SAKSHAM, a CSR initiative promoted by Bargarh Cement Works which provided free coaching for Government jobs. Every day for nine months she rode on her bicycle seven Kms to Bargarh, where the coaching classes were held. After five months of training, she was selected for Teachers Training programme conducted by the District Institute of Education and Training. It was difficult for her to forgo the opportunity but she had the confidence of doing much better. Her trainer and mentor Mr. Bidyut Dash, an ex-air force person also guided her in physical training. Her mother is a Heart patient and as the eldest daughter of the family she also took on the responsibility of house work after attending study classes.

Finally her hard work and perseverance showed positive results. She was selected for the post of Excise Constable with posting at the Intelligence Bureau wing of the Cuttack Head office of Odisha State.

In addition to Chandra, seven other students from Saksham Training programme were successful in getting suitable government jobs. Chandra smilingly expressed “anything is possible”, you just need to work hard.
Formation of Self Help Groups (SHGs) and their purposeful functioning is considered as an effective way of achieving empowerment of rural women. Over 400 women from five project villages have benefited through 38 SHGs. In addition, 60 SHGs have been revived by promoting agricultural and non-agricultural activities. Capacity building training was provided to 124 SHGs which includes hand holding training of SHGs, book keeping, maintaining accounts and banking. Bank accounts were opened for 20 SHGs.

ACC Damodhar is supporting and facilitating different livelihood opportunities through DISHA project implemented by Loka Kalyan Parishad. By practicing various farming and non-farming activities, SHG members are now self-sufficient and can support their families.

**Kantha Stitch and tailoring**

Under income generation and sustainable livelihood development initiatives, 40 women SHGs members have been provided skill development training on Kantha Stitch. It is a one year course which includes traditional kantha stitch, gujrati stitch and tailoring. After training, market linkage support will also be provided. During the training period products are sold in sale-cum-exhibition stalls. SHG members are earning about ₹ 500-600/- through this activity.

**Agarbati making**

About 40 SHG members have attended Agarbati making classes. 30 members have taken it up as an additional income generation activity and support their families by contributing ₹ 900 to ₹ 1200 per month.

**DISHA Swanirbhar Sammanaya Committee**

For sustainability of the project DISHA, Swanirbhar Samannay Jote has been formed. This will act as Self Help Group federation. This committee will monitor the progress and development of the Self Help Groups.
The development of any nation or region is reflected by the level of education of the inhabitants. Education For All (EFA) is a global movement led by UNESCO (United Nations Educational, Scientific and Cultural Organization), aiming to meet the learning needs of all children, youth and adults. This movement is a global commitment to provide quality basic education to all children, youth and adults. Hence education is an important focus area. Women constitute about 50 per cent of the country’s human resource but lack of education prevents them from taking active part in the progress and development of India.

According to a sample survey at Jamul Labour camp, 59% of women in the age group of 30 to 60 years are illiterate. ACC Jamul realized that adult literacy is one of the most effective ways to increase access to resources. For undertaking literacy campaign at Jamul, ACC CSR has given free hand to the Self Help Groups (SHGs) in arranging Adult literacy programmes. Self Help Group named ‘Pragati’ and its members are making a huge impact by educating the local village people through literacy programmes implemented by the Women Self Help Group for adults in the local area. The course aims to educate 17 adult women in the age group of 19 to 60 years in a six month learning period on how to read, write and count.

Ms Madhuri, a literacy learner says Literacy may empower women to take individual and collective action in various contexts, such as household, workplace and the community.

It is very important for girls to have the same or, logically, even greater access to education as boys. Women fend for the family in both good times and in bad. They are often responsible for the economic wellbeing of their families and for primary health care. A woman is a manager and decision-maker of the home. She needs all the skills necessary to make a successful and happy “home enterprise”. A household with an educated woman is better off than one with an uneducated wife and mother.

Mr Sunil Gupta, Cluster Head, ACC expressed his thoughts: Educate a man and he will leave his home to find work. Educate a woman and she will have fewer children, introduce better health practices for her family and village, run her household more efficiently, and most importantly educate her children.”
An urgent need is felt to improve sanitation and promote hygiene among the younger generations, especially school-going children. They act as agents of behavioural change within their families and their communities. Increased focus on water, sanitation and hygiene in schools is not only contributing to a safe and healthy learning environment but also accelerates 100% increase in the households access to improved sanitation facilities. Keeping this in mind, ACC Sindri Cement Plant, through its CSR wing aims to create awareness on the basic principles of health, hygiene, and safe water within the target population of Chhattatand Gram Panchayat in Dhanbad district.

CSR project “Health through safe drinking water and basic sanitation” was primarily initiated through subsidy from the government. Separate agreement has been finalised with the implementing NGO, Shree Amar Sanskar Kalyan Kendra (SANSKAR), which will construct at the household level, about 1325 units in Chhattatand Gram Panchayat with ongoing government schemes and partial support from CSR fund. Over a period of five years, the aim is to ensure 100% increase in households having access to improved sanitation facilities. Presently there is 90% increase in households reporting on washing hands and using sanitation facilities. About 100% of the project villages are declared Open Defecation Free, Panchayati Raj Institution (PRI) members are trained in Sanitation & Health.

The role of SANSKAR NGO is to provide assistance to community for demand generation and also help the district Drinking Water and Sanitation department for construction of Household level toilets in Chhattatand Panchayat. Other initiatives of the project include training programmes for repair and maintenance of Hand pumps, awareness sessions cum meetings organised for construction of household level toilets in all the habitations, training of PRI members, and adolescent girls.
ACC Vizag continued to support the #SaveKidsLives campaign in association with The Ability People Foundation. Plant Head, Mr Rajiv Bhagat launched this programme at a gate meeting and explained to employees the importance of supporting this campaign. A special nukkad based on the significance of using helmets and dangers of using mobile phones on the road was well enacted.

Team Vizag organised an awareness program on road safety at AVM School, Rajeevnagar, Duvvada, Visakhapatnam. The school principal Mrs. N Sobha Rani appreciated the campaign and gave Team Vizag a slot for this program despite the ongoing school examinations. School children enthusiastically participated in poster and quiz competitions. The Child Declaration was read by the children.

Motor Vehicle Inspector, Mr Butchi Raju and Circle Inspector Traffic department, Mr K Krishna graced the occasion and gave valuable inputs to the children on road safety. They distributed booklets with statistics and alerts on road accidents. Mr Dilip Patro, Director, The Ability People Foundation explained to the children the importance of safe behaviour while on the road.

Quiz and drawing contests were organised at the Plant and winners were awarded at a gate meeting.
About Us

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.

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ACC was invited to participate in the CSR Compendium brought out by the Economic Times. This Compendium provides thought leadership and puts together a wide variety of CSR work done by companies, ranging from rehabilitation, sanitation, road safety and employment programmes. A copy of this publication is available with Corporate Communications.

ACC’s CSR activities ranked 12th in the list of “Best Companies for CSR in India”. ACC’s CSR agenda emerges as the best among cement companies in India.

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