PREAMBLE

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

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

To pursue these objectives we will continue to:

• Uphold and promote the principles of inclusive growth and equitable development.

• Devise and implement Community Development Plans based on the needs and priorities of our host communities and measure the effectiveness of such development programmes.

• Work actively in the areas of Livelihood advancement, Enhancing Employability and Income Generation, Improving Quality and reach of Education, Promoting Health and Sanitation, conserving the Environment and supporting local Sports, Arts and Culture.

• Collaborate with like-minded bodies such as Governments, Civil Society Organisations and Academic Institutions in pursuit of our Goals.

• Interact regularly with stakeholders, review and publicly report our CSR initiatives.

December 8, 2015

Harish Badami
CEO & Managing Director
Today it is becoming more and more difficult to manage a household on a single income. This is especially so in the small villages. In one such case, Mrs Rita Sharma who lived in a small village in Dhoun Kothi with her husband and two children was finding it difficult to manage her house expenses and educate the children. Her husband was a daily wage labourer. Hence she felt the need to take up some work and thus provide financial support to her family.

Rita came in touch with the Self Help Group (SHG) coordinator of ACC’s “Swabalamban” project Mrs. Meera who encouraged her to become a member of “Om Namah Shivay” Self Help Group. “Swabalamban” team acted swiftly and organized an eight day training programme in December 2015 for a group of village women on making Jam, chutney and pickle and also taught them how to sell these products. The training was designed in such a way that SHG members can utilize the locally available raw materials for making the items which will decrease the input cost and increase their profitability. Mrs. Rita along with her group members actively participated in the training program and at the end of the training, each member was ready with one sample, approximately 450 grams of either jam, chutney or pickle which were tested by the trainers and then sent to local shopkeepers for sale. The packaging of the items was done as per the specified norms under the guidance of the trainers. Self Help Group members are now eagerly waiting for the response to the samples prepared by them which will be available to customers in local shops in and around Dhoun Kothi. Though it’s a small step, it certainly gave confidence to Rita and the rest of the women in the Self Help Group that this was the beginning of a new phase which would help them to support their families and provide their children with better food and education. Project Swabalamban aims not only to provide solutions to women’s problems but also to empower them to discover their potential and live with dignity. The major focus is on child and women empowerment.

For more details, please contact hitender.kapoor@acclimited.com
The ACC Kymore and Udyogini, a Delhi-based NGO, are working to help the community in 15 villages of Vijayraghavgarh block in Katni district of Madhya Pradesh. Since June 2011, Udyogini started work in Deosari village, located in Vijayraghavgarh Tehsil, to encourage and provide livelihood generation opportunities to villagers. Udyogini formed Self Help Groups (SHGs) in the village to initiate enterprise development programmes. Mobilization activities like village campaigns and meetings with villagers were carried out to explain specific projects. Udyogini staff regularly addressed the villagers and explained to them the benefits of forming Self Help Groups.

Phoolbai Gond, a 50-year-old lady residing in this village, was finding it very difficult to manage the expenses of her family. Phoolbai’s husband was not earning enough to support them. Hence her sons had to give up their studies and work in a grocery shop through which they earned approximately ₹3000 to ₹4000 per month. Phoolbai joined Sharda Self Help Group (SHG) in December 2014 and now through sheer hard work she has become the President of this SHG.

After six months of forming the SHG, with the consent of all the members, credit linkage of the group was done with ICICI Bank at Katni. After credit linkage, the group received ₹70000 as loan amount, Phoolbai took a loan from the group of ₹14000 to invest in her small grocery shop to purchase grocery items for sale. Now she earns about ₹6000 to 7000 through sale of items in her shop. Through this income, she is also paying the bank loan.

Phoolbai Gond has become a role model in the village. She guides women to start micro-enterprises like poultry rearing and inspires village women to form SHGs and thus help themselves and their families.

On her part, Phoolbai is very ambitious and wants to develop her grocery shop as a Village Level Service Centre where villagers can get information on how to avail of services relating to the entitlement schemes of the government. ACC and Udyogini have reached out to around 2000 rural women through micro-enterprise development and income enhancement.

“ACC aur Udyogini sanstha dwara prashikshan ka aayojan kiya jata hai jisme bhag lekar hum udyam se sambandhit jankari lete hai. Hame adhik se adhik se karyakram me bhag lena chahiye.” – ACC and Udyogini organize training programs related to enterprise development. We should regularly participate in these programs to learn more.

For more details, please contact vikram.sharma@acclimited.com
A CC Lakheri implemented an important project on Public health, Nutrition and Sanitation with the primary objective to improve the health of children, reduce malnutrition, spread of MMR and thus reduce Infant Mortality Rate (IMR) in the region.

Since vaccine preventable diseases have significant contribution in IMR, the project ensured that all children in the surrounding villages were given immunization to save them from vaccine preventive diseases and thus fortify their immune system.

This project covered a population of 42,500 in ten villages. An action plan was prepared jointly with the department of health and Integrated Child Development Services (ICDS) to achieve the goal of having 100% children fully immunized against vaccine preventive diseases as per the national immunization schedule of the government.

Objectives of the scheme
1. To ensure timely enrollment of all children and pregnant mothers at Health & ICDS institutions in 10 villages of Lakheri in Bundi District.
2. To ensure > 90% complete immunization of children and pregnant women in these villages

To begin with, a planning and coordination meeting with District and block Level Officials was organized and the objective of the project was shared with them. Training was arranged for field staff who in turn interacted with local Panchayati Raj Institution members, Primary Health Center team, local leader to ensure their participation during the immunization drive. Attempts were made to ensure that every child was covered by this scheme.

Village meetings for community mobilization
Since the maximum number of targeted households are engaged in making bricks, bidis and mining, it was felt necessary to undertake these measures:
• List out all the stakeholders
• Arrange meetings with Self Help Group (SHG) members
• Emphasize and explain the importance of immunization
• Visit all Anganwadi centers and ensure their participation
• Training for Anganwadi workers
• Meeting with Primary Health Care staff
• Meeting with Panchayati Raj Institution members
• Meeting with Chief Medical Officer, Bundi

A training program was arranged for Anganwadi workers to help them understand the tool for tracking the health of children at the centre. By using this tool, family members of the children are also aware about the immunization status of their child. As the child’s name is displayed on a chart, neighbours of the concerned children are also motivated to participate.

A day before the immunization, Anganwadi workers visited all the households and informed them about this drive. Field team along with local health workers also visited places where migrant workers had setup camps.

The campaign was successful with 96.5% children undergoing immunization and all pregnant women were covered for Tetanus Toxoid (TT) immunization in the villages. Efforts are being made to provide the same facility to women and children in Lakheri town.

For more details, please contact akhilesh.gupta@acclimited.com
TIKARIA
SANITATION AND HYGIENE

Tikaria village is located in Gauriganj Tehsil, Sultanpur District of Uttar Pradesh. There are about 400 households with a population of around 2032. More than 90% of the households were deprived of basic amenities like household toilets and hence there was much to be done in the area of Sanitation and Hygiene.

ACC Tikaria undertook a socio-economic and health survey of this village to understand the prevailing situation and how to improve it. Some of the major findings of the study include:

1. Due to unavailability of toilets, around 95% of the households used to defecate in the open and were unaware about the impact on vegetation.
2. Poor and abject condition of toilets in the primary school, the only school in the village.
3. The literacy rate is hardly 56% and drop out cases after class 8 is very high especially among girls.
4. Frequent illness among children was one the reasons for not attending school.
5. Lack of knowledge on government schemes
6. Poor condition of households was another reason for poor health standards.

The findings of this study prompted ACC Tikaria to take quick action to improve sanitation in this region:

- Awareness building programmes were organised among school children and women on the use of toilets.
- Sensitization of the Pradhan, Panchayat Head for availing of the government scheme for construction of toilets for every house.
- Engagement of Govt department, school teachers and CAP members in the continuous dialogue process.

This mechanism helped create the social pressure on both villagers and Pradhan and as a result ACC facilitated the Pradhan to leverage the scheme called Sawachh Bharat Abhiyaan with the District Panchayati Raj Officer which worked well.

ACC as a responsible corporate Citizen under its CSR programme came forward to support the project for construction of toilets and related mass awareness programmes. ACC aimed:

- To ensure better quality of toilets were constructed to cover 100% households.
- Ensure that no household family members will go out for open defecation.
- To replicate this toilet model in the other surrounding villages.

To fulfil this commitment, ACC Team and a full fledged NGO, Dehat lead the project with the help of the local Gram Panchayat.

ACC signed an agreement with Gram Panchayat to contribute ₹ 5000/ for each toilet. As a result of this joint initiative the total fund generated for one toilet was ₹ 14,500/- which was adequate. (Government sanction was for ₹ 9500 only) The project took off in 2015 with encouraging results:

- All 365 individual household toilets were successfully constructed with relevant material.
- All 365 households are being regularly monitored regarding use of toilets and the result is very satisfactory.
- More than 80% of the households are using toilets with a sense of pride and respect.
- Women in our SHG meeting have taken this up seriously and decided to punish persons if found guilty of violating the rule.
- School children are engaged successfully in mass campaign and are using the school toilet.
- From time to time hand washing campaign is undertaken to emphasise the importance of Sanitation and Hygiene.

ACC team is working hard to transform the village into Nirmal Gram village.

For more details, please contact bijay.singh@acclimited.com
ACC Kudithini established an Agarbatti production center which is managed, owned and monitored by the Community in Siddamanahalli village in association with Jhanshirani SHG Federation for the benefit of 25 unemployed women and youth.

Since there is a huge demand for Agarbattis in this region, Self Help Group members came up with an idea to start an “Agarbatti making” unit in the village. They discussed this project in the Village organization meeting and then presented the idea to ACC Management. Thereafter ACC identified Agarbatti manufacturers in Bangalore with the support of NGO. M/s C P Industry was contacted to provide training and technical support to the SHG members with a year of hand-holding support for marketing of the products. M/s C P Industry positively responded to the proposal. The Village Organization selected two persons and sent them for training for one week.

After successful completion of the training, the Village Organization prepared & submitted a project proposal on establishment of a semi automatic Agarbatti manufacturing unit at a cost of ₹ 2.50 Lakhs. ACC agreed to provide 36% of the total cost that is, ₹ 90,000/-, the balance amount had to be borne by SHG Federation.

M/s C P Industry installed requisite machinery and gave training to 50 SHG members in the village for 10 days on preparation, process of centing, packing and handling of machinery. SHG federation started production on 1st August 2015 with a capacity of 10 kgs per day. Now this has increased to 40 kgs per day.

**Cost Benefit Analysis**

At present 10 members are regularly engaged in production of Agarbattis with production of 41 kgs per day. This quantity is locally marketed @ ₹ 130/- per kg. Total earnings per day is ₹ 5330/- and for the month it is ₹ 1,59,900/-. The cost of production and monthly maintenance amounts to ₹ 98,460/-. Hence the average earning of each member per month is ₹ 6000/-. This project provided the target community with part time employment and made them self-reliant. As a result their financial condition improved and they started educating their children. The Local Bank branch manager visited the unit and after seeing the good work done by these women, he was willing to give loans for the expansion of the project. This has inspired rural women to take more interest and to become budding entrepreneurs with the support of the SHG Federation.

For more details, please contact peddanna.beedala@acclimited.com
The heaviest rainfall in over a century caused massive flooding across northern and coastal Tamil Nadu, rendering thousands of people homeless and paralysing the entire city of Chennai. Schools, colleges and offices were closed. Due to power failure, hospitals could not function and in some cases patients died in the hospital when power and oxygen supplies failed. Very heavy rains led to flooding from Chennai to Cuddalore.

ACC has always stepped in to provide support when disasters strike any part of the country. ACC Madukkarai Cement Works in association with various organizations and Coimbatore Corporation organized relief material for the people. ACC Madukkarai colony residents came together and packed 3500 food packets as part of the relief work. The Panchayat and ACC together made 3000 family kits which consisted of ration for a family for 10 days. These kits were distributed to 3000 families by volunteers in the affected area of Cuddalore District.

After completing the relief work in Cuddalore, ACC organized a Mega Health Camp and Vaccination drive in Chennai in association with Sir Thegaraya College Chennai. The health camp focused on Paediatric, Gynaecology, Dermatology, Acupuncture and General Health issues with major emphasis on identification of Malaria and preventive vaccination for TT. Dr Jeyachandran led the camp with the help of 15 doctors and 20 Paramedical staff. The NCC Wing and NCC Cadets Alumni Association of the college also helped in conducting the camp.

This collaborative effort helped treat more than 1500 patients with free medicines. People came from areas such as Washermanpet, Tondiarpet and Royapuram for treatment. Additional facilities such as transporting patients from location points to the camp venue were also arranged. This relief work benefited approximately 4000 people in Cuddalore and 1500 in Chennai.

For more details, please contact shyam.sunder@acclimited.com
Thondebhavi village faces acute shortage of safe drinking water. The local Gram Panchayat, and Medical Officer of the Primary Health Centre, requested ACC to resolve this issue by installing a Reverse Osmosis Water system to ensure supply of safe drinking water to the people. Reverse osmosis was actually developed as a water treatment method over 40 years ago. The process was used primarily to de-salinate water.

The Medical Officer had expressed that lack of safe drinking water was also one of the causes for the spread of disease in this region. Hence it was decided to set up a Reverse Osmosis Plant at Thondebavi village as this process is very effective for removing impurities from water, pesticides, solvents and other volatile organic compounds (VOC’s). The capacity of this Plant is 1000 LPH. The Gram Panchayat provided land to install the RO system and requisite power. ACC CSR team stepped in with full support for procurement of the Reverse Osmosis system by identifying suitable vendors. Sri Sai Water Treatment Pvt. Ltd was selected to set up this Plant and also maintain it efficiently. ACC also assisted to set up and supervise civil work for setting up a shed and sump.

Dr M V Venkatesh, IAS, Dy Commissioner, Shri N H Shivasankar Reddy, Hon’ble Dy Speaker, Karnataka Vidhan Sabha and senior officials together with Mr Navneet Chauhan were present for the inauguration of this facility.

The Gram Panchayat is now in charge to ensure that the Plant is well maintained and serves the community members. Villagers now have safe and clean drinking water which is a basic necessity for good health.

For more details, please contact chinduluri.ramanjulu@acclimited.com
Sustainable livelihoods involves an assessment of the community needs and existing resources which can together be channelized effectively. It builds on people’s strengths and opportunities rather than focusing on their problems and needs. ACC Wadi has taken effective measures to identify the main constraints and opportunities faced by the community living in the vicinity of the Plant. CSR team has assessed the needs of the community members and accordingly planned initiatives to help the underprivileged become self-reliant and self sufficient.

Case studies
Shaikh Wasim Akram, a graduate in Commerce hailed from a family which just managed to make ends meet. Hence after graduation Wasim took up a small job as a teacher in Wadi to help his family. But he was ambitious and wanted to do better for himself and for his family. He approached ACC and the local NGO partner, Akruti for help. After a series of deliberations, in May 2015, Wasim joined Graduate Finishing School in Dharwad for 3 months. A shy and timid Wasim was transformed into a dynamic, outspoken and confident youth who could face challenges. He attended the interview with great confidence, and was finally selected by a leading IT company. Now Wasim earns a good income and is beaming with joy and confidence. He is most grateful to ACC for providing him just the right support and opportunity which helped to transform his life and that of his family.

Team Wadi also helped another young boy, Arun Kumar, a B.Com graduate from Gulbarga University. His father owns a petty shop which fetches an income of around ₹ 5000 per month. Arun is the youngest of a family of six members. His two elder brothers help their father and an elder sister is already married. After his graduation he joined Master of Social Work (MSW) and started working in social development sector in an NGO. He worked for about two years but became jobless when the NGO project was completed. He then approached ACC who sent him to the Graduate Finishing School at Dharwad and paid a fee of ₹ 24,000/-. This 3-month course gave him added confidence and knowledge. He worked hard in his study at GFS and developed communication skill, soft skill, Basic Computer Application and Analytical Reasoning. This course groomed him in making presentations and preparing for job interviews. He was finally selected to work in HDFC Bank at Bangalore with a monthly salary of ₹ 11,000. He looks forward to excel in his work and make a career with HDFC Bank. He expressed that “it is only because of ACC and the training at the finishing school that I could find a job in a leading bank. I don’t have words to express my gratitude to ACC for their valuable guidance and support.

For more details, please contact niteshwar.kumar@acclimited.com
ACC Chanda team reached out to the inhabitants of Shivani village located in Yavatmal district, close to ACC Chanda in Maharashtra state. There are about 200 families with a population of 796 people. Most of the families practice farming but face a huge shortage of water. Chanda CSR team conducted many awareness programs, exposure visits for farmers to make them understand the concept of Bucket Farm Pond and its benefits. The purpose was to increase irrigated land and to change the crop pattern and adapt to watershed management. One of the challenges was to create irrigation potential through proper utilization and with the help of farmer’s participation.

Design of Bucket Farm Ponds
1. Pits of different sizes are dug in the farming area at the end of the field, where crops are not growing.
2. The pits are surrounded by soil and stones, depending upon the composition of the soil. This is required to restrict backfilling of soil due to flow of rain water into the pits.
3. One small PVC pipe of about one meter length and 3 inches diameter with a mesh fitting at the end is inserted through constructed bunds. Another end is left in the pit. This arrangement is done to accumulate clean water inside the pit and to prevent clay from entering the pit.
4. Pit walls are made of stones and vegetation around pits also helps to stabilize the pit slopes.
5. It is observed that 5% of total land is converted for making Bucket Farm Ponds to help the farmers.

Impacts of Bucket Farm Pond
Farm ponds serve as water harvesting structures. These ponds are vital to increase ground water table, storage of rain water in the pits, recharge of surrounding bore wells, to provide water for crops during crucial period, and reduce the risk of crop failure. Pit water is also used as drinking water for cattle and is also used by farmers for fogging and spraying. The slopes of land are backfilled through flow of the top soil in the rainy reason. This structure helps to conserve soil as well as water.

Pattern of crops

<table>
<thead>
<tr>
<th>Crop name</th>
<th>Area Cultivated Acres</th>
<th>Input cost per acre ₹</th>
<th>Total cost of crop ₹</th>
<th>Previous Crop output in Quintal</th>
<th>Present crop output in Quintal</th>
<th>Value per Quintal ₹</th>
<th>Total Production Quintal</th>
<th>Total Value of present Production ₹</th>
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</thead>
<tbody>
<tr>
<td>Cotton</td>
<td>30</td>
<td>16000</td>
<td>480000</td>
<td>8</td>
<td>12</td>
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<tr>
<td>Soya bean</td>
<td>10</td>
<td>4000</td>
<td>40000</td>
<td>3</td>
<td>4</td>
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<td>40</td>
<td>128000</td>
</tr>
<tr>
<td>Tur</td>
<td>2</td>
<td>1500</td>
<td>3000</td>
<td>4</td>
<td>6</td>
<td>4500</td>
<td>12</td>
<td>54000</td>
</tr>
</tbody>
</table>

ACC CSR team and implementation agency, AAA visited Shivani village to understand the impact of setting up Bucket Farm Ponds. They obtained encouraging feedback from the beneficiaries and the results showed a visible increase in the production of crops.

For more details, please contact prakash.vinchurkar@acclimited.com
Santuamal village under Dungri Gram Panchayat is located in a hilly terrain of Bargarh district. The density of rain fall in the rainy season is very low. Most of the population in this area depends on agriculture and allied activities throughout the year. The only source of irrigation is rain water.

Many farmers depend on pond water in summer for irrigation. But the depth of the pond was not sufficient to store water for agriculture. Hence the local people of Dungri Gram Panchayat requested ACC to help out by deepening the pond in Santamal village. At a joint meeting of the farmers of Dungri Gram Panchayat and ACC CSR officials, it was decided to deepen the pond with a small leverage from the farmers. The aim of the leverage was to build ownership among the villagers. With availability of water, small and marginal farmers can make better use of their land for production by farming at least two crops in a year. This would lead to increased income and better quality of life for the inhabitants.

In 2014 work on deepening the pond was undertaken. Major part of the expenditure was borne by ACC Bargarh Cement Works. The main objective of renovation of a water body is to conserve and store rain water and make optimum use of it for domestic and agricultural use. The total volume of soil excavated was 2970 cubic meters. After deepening the pond, the capacity of water logging increased by 70% and more than 70 acres of land have been irrigated. Around 50 farmers benefited and the villagers are maintaining the pond well.

In 2015 around 40 families derived benefits by using this water during droughts. About five acres of land was continuously cultivated with vegetables, like maize, chilli, onion, sunflower thus providing financial support to the families. Each family earned more than ₹30,000 in the last three months.

ACC has generated a great deal of goodwill among the people. With the option of a second crop farmers have taken benefit of various government schemes from Watershed Department, Agriculture and Horticulture Department. Farmers feel confident that they will continue to derive benefits for years to come with the noble support of ACC.

For more details, please contact srama.krishna@acclimited.com
Rural communities in India cannot be uplifted without paying adequate attention to the need for educating them. Availability of schools and trained teachers are important factors that need to be addressed for improving learning skills of rural students. Hence promotion of Education is the main focus area of ACC Chaibasa since its inception. Education is the most effective medium to empower people and bring about development.

Team Chaibasa supports 180 rural meritorious children by sponsoring their education at the local DAV School. 637 students are studying in the Middle School run by ACC and the company is supporting four Government schools with teaching staff.

Recently ACC Chaibasa provided 15 government schools with 720 bench desks. For the first time students of these schools got desk-benches to sit. The joy was visible in their eyes. Children now feel happy to come to school and this will definitely create an impact on their future.

Education plays a significant role in transforming the rural and tribal communities and provides them opportunities for skill development and training.

For more details, please contact sanjayg.kumar@acclimited.com
Improving the level of nutrition through kitchen gardens is now a popular concept. Sometimes it is called as backyard garden or kitchen garden. ACC Damodhar refers to it as Nutritional Garden considering its direct impact in alleviating nutritional deficiency among the targeted families in the surrounding CSR project villages of Humdumi, Bakulia, Ballitora, Sunuri and Makra.

Recently 10 acres of fallow land were covered for development of nutritional gardens. Several seasonal varieties of vegetables have been cultivated and some new crops have also been successfully introduced.

Nutritional gardens have helped to provide food and also contribute in the development of waste or fallow land:

- Direct access to several nutritional rich seasonal vegetables
- Saving money on buying vegetables
- Organic cultivation enhances the nutritional level of crops and protects the environment
- Fallow or waste land is gainfully utilised
- Provides a source for alternative livelihood through sale of vegetable nursery saplings

**Organic farming**

Each household which has a nutritional garden also have vermicompost pit to ensure 100% organic farming. The use of organic pesticide or bio pesticide is common practice in these gardens.

**Introduction of drip Irrigation system**

This area receives low rain fall. Water bodies also remain dry throughout the year, except in the rainy season. Keeping this in mind Drip irrigation system has been introduced in nutritional gardens in the five project villages. 60 kits have already been distributed to the selected families.

People are now changing their diet by replacing rice and potato with seasonal vegetables. Such an initiative is unique in its nature. The project gave an opportunity to villagers to experiment with ways to produce vegetables in a simple way, save money and also become healthy.

For more details, please contact saikat.roy@acclimited.com
A few months ago ACC Jamul launched a mass tree plantation drive near Nandini Airfield and Nandini mines village. On this occasion Chief Guest, Ms R. Shangeetha, IAS, Collector, Durg was present with Mr Sunil Gupta, Cluster Head and Jamul team. Realising the urgent need to reduce CO$_2$ emissions and increase the green cover, Jamul has undertaken this initiative with a clear focus to protect and develop the environment. Trees have manifold benefits:

**Combat climate change** - Trees absorb CO$_2$, removing and storing the carbon while releasing the oxygen back into the air.

**Provide Oxygen and Clean the air** - Trees absorb odors and pollutant gases and filter particulates in the air by trapping them on their leaves and bark.

**Provide wood** - In suburban and rural areas, trees can be selectively harvested for fuel and craft wood.

**Canopy and habitat for wildlife** – Sycamore and oak are popular urban species that provide homes for birds, bees and squirrels.

**Conserve energy** - trees placed strategically around a single-family home can cut summer air conditioning needs by up to 50 percent. By reducing the energy demand for cooling our houses, we reduce carbon dioxide and other pollution emissions from power plants

**Save water** - Shade from trees slows water evaporation from lawns. Most newly planted trees need only fifteen gallons of water a week.

**Prevent water pollution and soil erosion** - by breaking the rainfall, they allow water to flow down the trunk and into the earth below the tree. This prevents stormwater from carrying pollutants into the sea.

**Create economic opportunities** - Fruit harvested from community orchards can be sold, thus providing income

In addition, trees provide food, shield children from ultra-violet rays and have a healing effect. They also reduce mental fatigue. Trees mark the seasons too.

Work on preparing the land for plantation is completed at two different places at Nandini village for about 1500 plants and at Jamul for 2000 plants. This has covered an area of about 4500 meters. This task has provided employment for two local people as they have been engaged for maintaining the plantations.

It is planned not just to plant the trees but also to ensure that the plantations are well maintained and a green environment continues to exist in and around Jamul.

For more details, please contact jamil.khan@acclimited.com
An exposure visit was arranged for 21 Self Help Group members of Chhatatand Gram Panchayat, Dhanbad. It is very true that the greatest challenge in community development work is not corruption, insufficient government development programmes, internal strife within villages and families but it is the enthusiasm of the community members to learn and share good practices. This exposure visit was conducted in Tantipara Gram Panchayat of Rajnagar and Illambazar Gram Panchayat of Bolpur in Birbhum district, West Bengal. Due to male dominance, most of these women for the first time had a chance to go out of their villages. They spent most of their time doing household chores or just sitting idle.

Here are some interesting experiences shared by these women who participated in this program.

1. SIMTI DEVI: Expressed that it was a lot of fun and good experience to get a chance to participate in this visit. I have also learnt from people and SHG members about the working of Gram Panchayat and Self Help Groups, which now helps me how to regulate the SHG’s. This programme has motivated me.

2. PUSHPA DEVI: She felt very happy to visit new places. She observed that in these places most of the development activities are conducted through the Panchayat for the rural people. The Panchayat workers were very helpful and friendly. She said that for the first time she saw such good work being done by the Panchayat team. She realized that in her village all the activities are conducted through ACC team. She also found out that Kanthar stitch work has huge demand in Bolpur and Illambazar market.

3. PRAMILA DEVI: Observed that the style of dressing of the people of West Bengal is different from their village. She too observed that Kanthar stitch work has many designs and varieties and there is a huge market for this and opportunity to earn profit. Seeing all the Panchayat activities in Bengal, she felt that the same could be taken up in their villages too.
4. **SHILA DEVI**: felt that the women of West Bengal have strength, power, enthusiasm; their work has encouraged and motivated me. We too must try to be like them and build a strong SHG organization. She observed that a lot of activity is going on in poultry farming, **kanthar** stitch, agriculture and irrigation work.

5. **ASHA DEVI**: She found Jute and tailoring training classes interesting and lucrative. She saw plenty of designs on jute bags and noted that Rice cultivation is done on large scale. Bengal is famous for rice production.

6. **GITA DEVI**: Saw that agricultural land in these areas is different. Water sources are good for irrigation and easily available. The status and position of women in Bengal is the same as men. There are many ponds constructed by Panchayats.

7. **KUMARI ANITA**: Expressed that she had learnt a lot from this visit. She found women were more motivated in this region. It was nice meeting with the Panchayat workers which helped her to understand the working of Panchayati Raj system. She observed women Self Help Groups are doing well for their livelihood. SHG bank linkage is also good. “I wish we could have similar Panchayat activities in our village too.”

*For more details, please contact ravi.niwash@acclimited.com*
### THE DIFFERENCE WE MADE  
**JANUARY TO DECEMBER 2015**

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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<td>156</td>
</tr>
<tr>
<td>Total population covered</td>
<td>410,976</td>
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<tr>
<td>Total number of children reached through education initiatives</td>
<td>34,875</td>
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<tr>
<td>Number of villages supported through initiatives for achieving Nirmal Gram Status</td>
<td>24</td>
</tr>
<tr>
<td>Number of people benefited through excavation of ponds</td>
<td>70,684</td>
</tr>
<tr>
<td>Number of teachers and teaching assistants trained</td>
<td>236</td>
</tr>
<tr>
<td>Number of libraries operationalised in community schools</td>
<td>42</td>
</tr>
<tr>
<td>Number of borewells repaired and recharged</td>
<td>321</td>
</tr>
<tr>
<td>Number of schools with 100% sanitation</td>
<td>106</td>
</tr>
<tr>
<td>Number of schools reached through e-learning initiatives</td>
<td>27</td>
</tr>
<tr>
<td>Number of schools reached through education initiatives</td>
<td>142</td>
</tr>
<tr>
<td>Number of meritorious students supported with scholarships</td>
<td>409</td>
</tr>
<tr>
<td>Number of schools introduced to e-learning initiatives</td>
<td>27</td>
</tr>
<tr>
<td>Number of schools introduced to education initiatives</td>
<td>142</td>
</tr>
<tr>
<td>Number of schools provided with internet connection</td>
<td>5</td>
</tr>
<tr>
<td>Number of people benefited through drinking water initiatives</td>
<td>70,684</td>
</tr>
<tr>
<td>Number of Rain Water Harvesting structures created</td>
<td>52</td>
</tr>
<tr>
<td>Number of youth benefited through placement linked employability programs</td>
<td>1,833</td>
</tr>
<tr>
<td>Number of Borewells repaired and recharged</td>
<td>321</td>
</tr>
<tr>
<td>Number of Households Sanitation Units constructed</td>
<td>864</td>
</tr>
<tr>
<td>Number of SHGs created</td>
<td>1,213</td>
</tr>
<tr>
<td>Number of SHGs brought at NABARD’s ‘A’ level rating</td>
<td>407</td>
</tr>
<tr>
<td>Number of women having membership of NABARD ‘A’ level rated SHGS</td>
<td>4,568</td>
</tr>
<tr>
<td>Number of SHGs created</td>
<td>203</td>
</tr>
<tr>
<td>Number of new SHGs created</td>
<td>203</td>
</tr>
<tr>
<td>Total Savings of all SHGs</td>
<td>₹3.67 Cr</td>
</tr>
<tr>
<td>No. of Farmer’s Club /Farmer’s Group (Cumulative):</td>
<td>140</td>
</tr>
<tr>
<td>Members</td>
<td>2,149</td>
</tr>
<tr>
<td>Number of Functional SHGs</td>
<td>1,213</td>
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</tr>
</tbody>
</table>
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.

www.acclimited.com

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ACC Madukkarai Cement Works received the popular Guinness World Record Certificate for being part of Largest Recycling Lesson held in Coimbatore. The Hon’ble Commissioner of Coimbatore Corporation, Dr. Vijayakarthikeyan I.A.S. presents this honour to Mr. M. Sai Ramesh, Director Plant, ACC Madukkarai Cement Works.