Backyard poultry farming initiative at Kymore

CSR Newsletter 2
April - June 2013
Disaster Relief for victims of Uttarakhand Floods

Uttarakhand faced devastation during the disastrous flash floods in June 2013. ACC’s Disaster Response Team immediately reached out to the affected villages in Uttarkashi region. 24 volunteers from various units of north region joined hands with ACC’s Sales Unit SU Dehradun. ACC Disaster Response Team (DRT) provided relief to people by way of supplying medicines, safe drinking water, food and clothing and arranging doctors. ACC mobile health unit which operates in Noida, camped in Uttarkashi. The district administration appreciated the timely and consistent management support provided by the ACC team in handling the disaster response. ACC’s DRT worked in partnership with local NGO Bhuwaneshwari and guided by the district administration. Due to serious access issues, relief aid had to be carried by relief workers manually. ACC complemented district administration’s effort by immediately arranging 5000 polypropylene bags to ensure that the relief material moves well in time and without getting wet. A special effort was made to procure paediatric and gastrointestinal medicines for the District Health system, which was highly appreciated by the Chief Medical Officer.

ACC is working with the district team for long term disaster mitigation support. Relief material for displaced families including tents, solar lanterns, sleeping bags, blankets, daily utilities and kitchen utensils are being provided.

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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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.
Water woes in Maharashtra: SU Nagpur offers Drought relief in Marathwada

Many districts of Maharashtra have been facing continuous water scarcity for the past few years and this manifested in the form of severe drought this year in May affecting millions of people across the state. There was not enough water to drink and to meet the daily needs of the people. Marathwada regions particularly Aurangabad, Jalna and Beed were facing huge scarcity of drinking water affecting both humans and livestock. Drinking water in these regions was supplied by the Municipal Corporation in a gap of minimum 25-30 days.

Sales Unit Nagpur played a pivotal role of providing relief and arranged for drinking water for a population of over two lakhs. Free water tankers each with a capacity of 5,000-10,000 litres provided water for almost a month to the drought-affected regions of Aurangabad, Sillod, Jalna, Beed and Buldana.

Further ACC partnered with Indian Society of Structural Engineers and supported a water conservation initiative for drought-proofing. Under this initiative a check dam (4 metres high and 12 metres long) was constructed at village Rohanwadi in the district of Jalna. This work involved deepening of channel in the upstream, which helped in water retention and percolation of water. This year early in the monsoon the check dam was filled with water and the effect of water recharge is visible.

Multi-pronged water Initiative at Bargarh

Villages in Bargarh District, Orissa are prone to drought. Due to underlying impermeable rock strata the percolation of water in this region is poor. This year too, villages faced shortage of water. To deal with the situation methodically, ACC Bargarh took up a multi pronged initiative on Water Resource Management with the village community at Dungri Gram Panchayat.

a) Cold Drinking Water Point At Dungri Market. Its operation and maintenance is taken care by Gram Panchayat. Beneficiaries - 4000 people.

b) Drinking Water Supply By Tanker for villages in the range of 6 – 16 kilometres, Beneficiaries - 8000 people.

c) Pond Deepening at village Badmal and Sauntamal, Rain water storage for Rabi Crops and for Domestic use in summers, excavated soil 9259 cubic meter, 155 acres to be irrigated - Beneficiaries 2000 people.

d) Masonry Check Dam at Dungri, irrigating 40 acres. Technical support District Soil Conservation Dept. Beneficiaries 30 households.

e) Renovation of Water Channel at Dungri GP for irrigating 1.8 acres of land. Old Water Channel revived, Beneficiaries 45.
Desiltation of Periyakulam Tank at Coimbatore by ACC Madukkarai

Coimbatore city’s major water source depends on the nine lakes surrounding it. The failure of monsoon last year and lack of appropriate maintenance of the lakes has resulted in drastic reduction in the water table. The Coimbatore Corporation foresees a huge water crisis and has sanctioned Rs.200 crores to revive 6 lakes of 1200 hectares of water body.

The first and foremost Periyakulam Lake, which was once the biggest lake of Coimbatore, spans across 320 acres with a catchment area of 63 sq. km. The lake had been asphyxiated by water hyacinth, raw sewage and garbage. There was hardly any water in the lake.

ACC Madukkarai took up the initiative of de-silting the lake. This operation was carried out under the directions of Coimbatore Corporation, Siruthuli NGO, Residents Awareness Association of Coimbatore (RAAC) and Vijayalakshmi Charitable Trust.

The de-silting operation began on May 1, 2013. In order to ensure that citizens also take up equal responsibility and ownership, volunteers were called to join hands for the cause. The very first Sunday, there were about 25 volunteers who devoted three hours undertaking this activity. As the word spread, more and more volunteers participated in this operation. ACC employees along with their family members also volunteered to support this good cause.

The landscape has changed in little over a month. Where there was only garbage and undergrowth, there is now clean and scrub-free ground. Round-the-clock work has cleared the humongous mess and made way for bunds. Four islands have been painstakingly created at the centre of the dry lake. Saplings will be planted on them and along the bund. Fifty per cent (135 acres) of the work will be completed by July and the entire work will be completed by October 2013. On completion of the project the Periyakulam Lake will store 70 million cubic feet water.

Developing viable Sanitation Solutions at Thondebhavi

In line with this effort of government, ACC is also undertaking many initiatives in the area of promoting Rural Sanitation and Hygiene. In the last few years, several of our plant locations have promoted toilet construction for individual households as well as for schools and other public places.

ACC Thondebhavi has taken up an initiative to test an innovation to the traditional structure recommended under the Government’s scheme and exploring to bring the construction cost down with new technologies.

Three toilets were constructed at Thondebhavi school campus to demonstrate viability of ferrocement technology. Ferrocement has special enabling features. Firstly it has a scope for using the Do-It-Yourself approach for super structure models. Secondly it allows design of a standardized quality structure. It also offers the potential to embed a septic tank below and ensure safe water treatment therefore ensuring good health of the community.

This has triggered an interest in the community and the Gram Panchayat has come forward with a proposal of constructing 100 toilets in neighbourhood villages with majority support from government funding. ACC Thondebhavi has launched a 100 toilet pilot in Do It Yourself (DIY) model.
Community Infrastructure Development at Wadi

The road from Wadi police station heading towards the new ACC Wadi Plant is a busy route. Around 35000 - 40000 commuters access this road. Despite being one of the busiest routes the condition of the road is poor. During a stakeholder meeting, it was decided to reconstruct this road using concrete. Construction was carried out in a phased manner. ACC Wadi completed the construction of 300 meter concrete road in two months. The road construction has led to ease of commuting. Such prompt response and action was highly appreciated by the community.

Health and Hygiene has always been a concern for ACC Wadi. Lack of proper drainage system poses health threat to community. Especially, during the rainy season the situation gets worst due to water logging in addition to the leakage. To help improve the condition, ACC Wadi constructed 1.5 km drainage system in collaboration with Town Municipal Corporation (TMC). This has helped in proper discharge of drain water. An awareness session focusing on behavioural change was organised for school children and community members. Proper disposal of waste was emphasized so that the garbage is not disposed in the drains and system is well maintained.

Natural Resource Management at ACC Damodhar

A number of projects focusing on Natural Resource Management have been taken up at Damodhar. These projects aim at empowering the community through various initiatives.

6 acres of fallow land has been covered by cultivating various seasonal crops/vegetables through alternate farming practices like potato cultivation through TPS method, mushroom cultivation and vegetables cultivation through kalsi (porous pot) irrigation. Cultivation has been done by using bio fertilizers like liquid fertilizers and botanical pesticide.

20 Self Help Groups (SHG) have been provided ‘hand-holding’ training on vermin compost production. After completion of training they have also been provided vermin. 20 numbers of SHGs are now producing about 500 kgs of vermin compost. This vermin compost is ready for sale.

10 SHGs have been selected from 4 villages and provided training on Nursery management. After completion of training, SHG members selected their own land for Nursery development. Up to June, they have produced 12000 numbers of saplings. SHG members are interested in developing community forest using these saplings.
Chaibasa: Community safety, First Aid Training, and HIV / AIDS awareness programme

Two days Community safety, First Aid Training, and HIV / AIDS awareness program was conducted at ITI Chaibasa. 178 trainees and 15 instructors of ITI Chaibasa participated in this program. The program was conducted with an objective to provide information and education on Community safety, HIV / AIDS and impart skills on First Aid Technique.

The session on Community safety focused on general safety and road safety. The First Aid session covered topics like treating unconscious victims, checking breathing and blood circulation, brain and spinal injury, cases of drowning, and other relevant aspects of first aid. HIV/AIDS awareness session gave an overview of the ailment. It informed participants about transmission of the virus, highlighted the risk factors, signs & symptoms, prevention and treatment. This was followed by a medical health camp for all the participants.

The participants gave a positive response and have demanded similar programmes focusing on other important issues.

Health interventions at Sindri

Eye Camp organized in collaboration with Lion’s Kharakia Eye Hospital Chirkunda. 167 patients were seen by Eye specialist and 19 patients were identified for IOL(Intra Occular Lens) Cataract operation. These patients were sent to Chirkunda Eye Hospital for IOL implantation.

Health care and awareness camp organized in village Simattani, and Shyamlapur, more than 300 villagers were covered during the camp.

Seasonal health awareness camp deworming camp organized at Mother Teresa High School, Rangamati. About 336 Students from class 5th to 10th attended this event. 95 students were examined by Dr. S.D. Choudhary Manager Health Services and necessary medicines distributed among them. ORS powder was distributed to each student to combat the side-effects of summer.

Every Friday Immunization of children and pregnant ladies at ACC dispensary and treatment and free medicine facilities to OPD patients, from plant periphery habitations in ACC dispensary.

Eye Check-up Program for Truck Drivers (Transporters). A joint effort of Medical, Logistic, Security & CSR; 82 Transporters covered in May, about 170 numbers to be covered by June 2013.
Co-Processing of Pine Needles as Alternative Fuel at Gagal

Forest fire is a common phenomenon. Every year, particularly during the summer months, large numbers of such fires create havoc in the forests of the sub Himalayas. These forest fires occur in a belt, beginning from Jammu & Kashmir to Himachal Pradesh, Uttarakhand, and then ending in outer Himalayas, at the border of Nepal. Forest fires cause immense loss of nutrient, organic material from the soil, damage to soil micro-organisms, change in soil structure, destruction of plantations and local extermination of small animals and plants.

One of the main reasons of the fire spreading to a large region is the presence of large spreads of dry leaves and wood at the bottom of the forest cover. ACC Gagal proposed a workable solution to Mr. AK Thakur, DFO of Suket Forest Division, to permit the company’s CSR team along with local villagers to collect Pine Needles (locally called Chalaru) for co-processing in the cement kiln at Gagal.

The challenge lies in the thin spread of these pine leaves over a large area and low bulk density. A Knotting machine was procured for this purpose and moved to the forest at the collection site. The local community soon found the collection of pine needles to offer a good source of income generation, as they collected these pine needles and sold them to the ACC Collection Centre.

Total 70 tonnes of pine needles were collected. In the first month, 20 women community members earned Rs. 1,15,000/-. Additionally, this initiative has provided earning to local youths in terms of tractor and truck deployment. This programme has created a win-win situation for the Forest Department, community and ACC.

Creating shared value through Cotton stalk Utilisation at Chanda

Chandrapur and Yevatmal districts are amongst the backward districts of Maharashtra. As the region receives less rainfall, agricultural production is poor. But the climatic conditions are suitable for growing cotton, as the crop needs less rainfall and can flourish even in long dry spells. Traditionally, after the cotton crop is harvested, a large residue of cotton is left unutilised in the field to dry, which is customarily burnt to clear fields for preparation of the next crop.

Looking at the larger environmental benefits, ACC’s CSR team took up the initiative of sourcing this cotton stalk as an alternate resource. Now, instead of burning the residue, it is now collected from the farmers and sent to Chanda where it is co-processed in the cement kiln. This initiative was welcomed by the farmers as they could now earn additional income by selling this residue to the Company instead of burning it away wastefully.
Tribal women in the villages of Kymore are industrious and enterprising. However, due to limited options of income generation in the region, they are involved mainly in agriculture and labour jobs. Realising their potential, ACC Kymore CSR team intervened with the support of NGO Udyogini to provide them an opportunity of rearing a high-yielding breed of poultry birds.

Forty women members from the community were identified for the project. A package was provided to each one of them, this included 12 chicks of “Vanaraja” variety, poultry feed, vaccines for major poultry diseases and training on poultry farming. “Vanaraja” is a local high-yielding variety of bird, reared for eggs and meat.

These tribal women were imparted one-day training on poultry-feeding, heat maintenance, and cleanliness of the poultry house. Soon after they started this activity, which was regularly monitored and followed up by the partner NGO members, a high growth rate of the chicken was observed, and on an average, the poultry birds gained weight of almost 2 kgs in 40 days. Today 40 women are gainfully engaged in poultry farming.

Backyard Poultry farming: a Profitable Micro-enterprise for Tribal women at Kymore

ACC Tikaria, started a holistic programme to support farmers in Gauriganj district of Amethi, Uttar Pradesh, the region where the Tikaria plant is located.

The programme is being implemented in partnership with the Government agriculture department and a local NGO named Pancham Research & Biotech Sandhan. Farmers have been organised into Self Help Groups and a variety of training programmes have been prepared on cultivation and animal husbandry methods and on the importance of time management in farming. Over 100 farmers have been given quality seeds and training on preparing bio-fertiliser. 70 of these farmers have developed their farms as demo-farms and 30 of them have committed their land for quality seed production. Quality seeds produced by these farmers will then be sold to other farmers and to the local Narendra Dev University in Faizabad. Demo farmers will also deposit 10% of their total production at Farmers club so that next year, quality seeds could be provided to other farmers who have not got seeds and the cycle will go on.

To enhance the productivity of soil, farmers have also been trained in production of bio-fertiliser. 59 vermi compost pits have been prepared in nearby six villages. Each pit is expected to produce 32 quintals of manure in a year. 70% of this is planned to be utilised by the villagers themselves. Out of the balance, 20% is to be sold to neighbouring farmers and 10% will be deposited in farmers club for future use. This is expected to enhance agricultural production in the area and thus increase the living standards of the community.

Enhancing agricultural productivity at Tikaria
Masala Grinding Unit

Jamul: A discussion with women Self Help Groups (SHG) revealed that women were keen to start their own business enterprise. Further, it was also found that these women had reasonable knowledge about masala (condiments) production. To promote their knowledge and skills in a way that would help them earn their livelihood, a masala grinding unit was established at Jamul. This unit is named as Jamul Masala Mahila Swa Udyam Ikai under Project Nai Kiran.

10 women from the community run this micro enterprise since January 2013. These women were put through intensive one month training in running a micro business enterprise. They have been trained in procuring the raw material, processing, packaging and then finally selling it in the market.

On an average they process 300 Kgs of condiments in a month. This product has been very well received in the local market. With increasing experience and renewed confidence, these women entrepreneurs aspire to soon expand their production in near future.

Employability & Skill Development Training at Kudithini

Employability skills training is one of the primary focus of CSR initiatives at ACC Kudithini. A number of training programmes for community members including youth and women are organized. These programmes focus on tailoring skills, computer training, tractor driving, and many others.

As a part of ACC Jeevan path, an employability skills project, a mason training programme was organized for semi skilled construction workers. 22 masons belonging to the backward districts of Veniveerapura and Siddammanhalli were trained in this programme. As a result, there has been a considerable increase in the income of the masons. Prior to this training they earned Rs. 150/- per day; now their current wage post training is Rs. 500/- per day.

Mahila Vikas project at Kudithini aims at imparting employability skills training to community women. 12 women from different Self Help Groups were keen on starting their own business. To begin their own enterprise, they not only needed specific skills training but also entrepreneurial skills training. These aspiring entrepreneurs were given the requisite training along with partial financial support to start their own enterprises. This has made these women financially independent and has added to their self confidence and esteem. They also serve as role models for other women who may like to get trained and employed.

<table>
<thead>
<tr>
<th>Nature of the Business</th>
<th>No. of Female Entrepreneurs</th>
<th>Present Earning PM (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>2</td>
<td>4000-5000</td>
</tr>
<tr>
<td>Small Shop</td>
<td>3</td>
<td>4000-6000</td>
</tr>
<tr>
<td>Garments</td>
<td>2</td>
<td>3500</td>
</tr>
<tr>
<td>Catering</td>
<td>1</td>
<td>3500</td>
</tr>
<tr>
<td>Tailoring</td>
<td>2</td>
<td>2500-3000</td>
</tr>
<tr>
<td>Bangles</td>
<td>1</td>
<td>2500-3000</td>
</tr>
<tr>
<td>Steel</td>
<td>1</td>
<td>5000-6000</td>
</tr>
</tbody>
</table>
Future Ready Smart Classes at Gagal

Today, technology is playing an increasing role in all spheres of life including education. As technology advances, it can be used to aid the learning process of students in all age groups. DAV Barmana School, Gagal is the first school in Himachal Pradesh to introduce Smart Classes in its school curriculum. 15 Smart classes have been installed in this school. Smart classes have been installed with an objective of imparting knowledge while making the learning process an enjoyable experience.

The highly animated, well designed interactive multimedia modules successfully capture the attention of the students, encourage imagination and make lessons interesting.

Around 700 community students studying in DAV Barmana School are being benefitted through smart classes. Both, students and teachers have given an encouraging response.

Observations suggest that making classroom learning attractive through such technology aids is developing liking for studies in students, improvement in grades and increased attendance.

Teacher’s Quote:
“Many concepts that were difficult to convey with mere words has been easily made graphic with this innovative audio-visual aid.”
– Sec. Teacher, DAV Barmana School

Beneficiary (Student) speaks:
“The modules are both informative and enjoyable.”
– Prabhav (XI)

Prevention of Child Marriage around Lakheri

Child marriage is a common practice in many countries but sadly it is especially prevalent in India. Child marriage is rooted in religious traditions, social practices, economic factors and gender bias. Child marriage can result in high maternal and infant mortality rate. Also, girls who marry at an early age can end up as victims of domestic violence.

In Rajasthan, every year Akshaya Tritiya is considered to be an auspicious occasion and on this day a large number of child marriages are performed. A joint action plan with the District administration was developed, well in advance, to address the issue of child marriage.

A mass awareness campaign and programme was launched by ACC Lakheri to address the community. Different activities like educational sessions, essay writing, plays, and poster competitions were organized in 20 different schools in which 850 girls, school teachers and Anganwadi workers participated. Following the school programmes, one central campaign was launched in which 250 girls including their teachers participated. Helpline numbers to report incidences of child marriage were shared with all. Everyone took a pledge not to support child marriage.

As a result of these efforts, district administration received information regarding child marriages that were to take place on Akshaya Tritiya and many such marriages were stopped with police interventions.
**Women Empowerment through Readers’ Movement: Chanda**

ACC Chanda has been running a Readers’ Movement for two years now. This movement encouraged members of Women Self-Help Groups (SHGs) to go beyond the world of literacy and conventional education and read the Marathi periodical Anubhav. This periodical presents good practices and captures social change endeavours of community heroes.

An essay competition was organized as part of this movement with an objective to encourage reading and writing skills in women SHGs. 102 women SHG members participated in this competition which was judged by eminent juries.

To further encourage women, results were announced with prize distribution on International Women’s Day, that is, 8th March, 2013. Mr. Prakash Amte, Magsaysay awardee for Community Leadership and Mrs. Mandatai Amte addressed the women SHGs and distributed prizes.

Such campaigns have remarkably increased the motivation of women to educate themselves and their children.

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**Aadhaar Cards at Chaibasa**

Aadhaar card has become a fundamental requirement for availing benefits of government programmes. It is not only being used as a basis for delivering welfare services but also as a tool for effective monitoring. Having a Unique ID is therefore a must for every resident of the country, particularly the marginalised.

However a large number of people, especially in remote areas, such as Chaibasa, still have no access to Aadhaar enrolment. This is particularly due to lack of infrastructural support to facilitate the registration process. Realising this ACC Chaibasa took up a pilot initiative to facilitate Aadhaar as this will help the marginalised tribal communities living in the region to avail their entitlements. Learnings from this pilot initiative helped not only the CSR team but also government officials to assess the arrangements in future for similar Aadhaar camps.

The CSR team at Chaibasa coordinated with Government of Jharkhand for convergence and arranged for infrastructural support to facilitate the process. After initial correspondence and meeting with district authorities, a wedding hall was booked at Jhinkpani, where required infrastructure including uninterrupted electricity supply was arranged. Two security guards were also deputed by the local police state for maintaining of law and order during the whole process.

People turned up in large numbers. They came not only from the neighbouring villages but from long distances. Many families came with their provisions and camped at the site for getting registered next day. In spite of all preparatory exercises, problems like people not having identity proof, constraint of registration capacity of 100 persons per day, middlemen selling registration forms to villagers and similar problems were encountered. However these learnings helped to improve the system. A satisfactory number of 125 people got registered each day. People appreciated ACC Chaibasa’s effort in setting up this whole process and requests are pouring in for holding such camps again in the future.
Insurance scheme promoted by ACC Bargarh

Insurance provides dual benefits of savings and security. It is therefore important that the rural population is aware of various insurance schemes which can be useful to them. ACC Bargarh, along with its NGO partner, Mahashakti Foundation, is promoting an insurance scheme, Janashree Bima Yojana (JBY). JBY provides life insurance protection to people who are below or marginally above the poverty line. Persons between the age group of 18 to 59 years and who are members of 45 identified occupational groups are eligible to be covered under this Scheme.

Women seem to play an important role as vehicles of change. Hence ACC Bargarh and NGO team decided to promote this insurance scheme through Self Help Groups. It was challenging to convince the SHG members to opt for insurance cover. After a lot of efforts, one of the active SHG members, Sukanti Gadhe, decided to avail of Janashree Bima Yojana.

Sukanti Ghadei was an expert in traditional bamboo craft. She worked as an artisan to make her daily living. She lived with her 23 year old son, Sunil, a daily wage labourer. Sukanti with the help of Mahashakti Foundation had formed a Self Help Group.

Unfortunately Sukanti fell ill and this was a great setback to her son, Sunil. He left no stone unturned to ensure that his mother got adequate treatment. Sukanti, like many others, did not have BPL card and so could not avail of any help from Government recognised schemes. Therefore, Sunil had to take loans from individuals. ACC Bargarh came to his rescue by providing partial financial support for his mother’s treatment. Unfortunately, Sukanti could not recover and in November 2012 she succumbed to uterine cancer.

Devastated by the death of his mother, heavy loans and very few work opportunities, Sunil was finding it difficult to survive. His aunt, Reena Gadhe, also a member of the same SHG shared with Sunil about the JBY insurance scheme Sukanti had subscribed to. The NGO staff member who had facilitated the insurance scheme was the loan appraiser for the SHG members. The staff member informed Sunil about the details of the insurance scheme and helped him to complete all the formalities. The claim was submitted in February 2013 and Sunil received an insurance cover of Rs. 30,000 from LIC office in May 2013. This helped Sunil to clear his debts and use the remaining money for his day-to-day living.

It is only when Sunil received the amount from LIC, that the other SHG members became aware and realised the importance of an insurance cover. This encouraged many more SHG members to take up this insurance scheme.

Awards & Accolades

Best Overall Corporate Social Responsibility Performance in 2012 to ACC Kudithini from World CSR Foundation, Star Group and CMO Asia

Responsible Business Award for Environment Leadership to ACC Madukkarai from World CSR Foundation, Star Group and CMO Asia