TOGETHER FOR COMMUNITIES

Tree plantation programme organised by school children at Rajkiya Buniyadi Vidyalayas, Sindri
Some important recent developments served to reaffirm the contours of our commitment towards corporate social responsibility.

In keeping with its tradition of high standards of corporate governance, the Board of Directors constituted a Corporate Social Responsibility Committee which had its first meeting in February this year. The committee is chaired by Mr S M Palia, an independent Director with Mr M L Narula, Director and Mr Kuldip Kaura, CEO & MD, as its other members. The committee’s terms of reference included a review of the existing CSR policy in order to make it more comprehensive so as to indicate the activities to be undertaken by the company as specified in Schedule VII of the Companies Bill 2012. The committee will also periodically review expenditure incurred by the company on CSR and monitor the progress of activities.

The CSR policy was revisited and updated. While the ethos of the earlier policy is retained, the new statement emphasizes the purpose of delivering superior and sustainable value to our stakeholders and simultaneously indicates key performance areas and some specific deliverables. The new policy has been widely circulated in the company. It is also published on the company’s intranet and website.

The much-debated and long awaited provisions regarding mandatory CSR expenditure finally became legal requirements with the passing of the new Companies Act, 2013. For ACC, the new law will not impose any significant difference in the way we approach this important function since this company has already been pursuing a robust and well-defined programme of activities that conform to the triple bottom line. In fact this company made an early start in adopting a social agenda seven decades ago, well before the very term Corporate Social Responsibility was coined.

We recall with pride that when in 1976 ASSOCHAM instituted the country’s first ever national award recognizing the companies for outstanding performance in promotion of Rural and Agricultural Development Activities, ACC was the very first recipient.

---

**ACC LIMITED**

**Corporate Social Responsibility Policy**

Our aim 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 holistic development of host communities and create social, environmental and economic value to the society.

To pursue these objectives we will continue to:

- Uphold and promote the principles of inclusive growth and equitable development
- Develop Community Development Plans based on needs and priorities of host communities and measure the effectiveness of community development programs
- Work actively in areas of preventive health and sanitation, education, skills for employability, livelihoods and income generation, waste resource management and water conservation for host communities for enhancing Human Development Index
- Collaborate with like minded bodies like governments, voluntary organizations and academic institutes in pursuit of our goals
- Interact regularly with stakeholders, review and publicly report our CSR initiatives

May 3, 2013

Kuldip Kaura
CEO & Managing Director

---

**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
Project Gurukul bring smiles to villagers

Skills training was imparted to unemployed rural youth in four batches. Till date, this training has helped 121 rural youth to get secured employment with salary ranging between ₹ 8000 to ₹ 12000 per month after contributing some amount towards repayment of NABARD loan. Villagers are very happy with this support.

Education

Text books were provided to sponsored school children studying at DAV Public School, Jhinkpani and at ACC Middle School, Jhinkpani. Books for students of ACC Middle school were arranged from government Education Department.

Orchard development

Saplings were provided for replacement in 30 orchards in five villages. Fruits included Ber-120, Orange-90, Lemon-120, Lichi-150, Mango-300 and Guava-180. Arrangements were also made for maintaining plantation and fencing for these orchards.

To promote plantation of fruit bearing trees at individual level, free distribution of saplings was undertaken on 15th August during Independence Day celebration. 665 saplings were distributed - Lemon -120, Lichi - 120, Mango - 275 and Guava - 150.

Field assessment - situation analysis

As many as 330 families were contacted during this verification exercise to assess their level of development, constraints, opportunities and priorities. It was found that social issues like superstition and alcoholism hampered the growth and development of the villagers. While income generation initiatives had improved the standard of living to some extent, there is a strong need for a volunteer at village level to continuously address social issues like alcoholism, superstition and women empowerment.

The study revealed a good opportunity to introduce solar energy operated water pumps in a phased manner for better utilization of water resources for irrigation.
Reaching out through Self Help Groups

Dungri Limestone Mines forms part of Bargarh Cement Works where ACC undertakes development activities in the villages surrounding the mines. The focus areas are education, livelihood, natural resource management, health care and women empowerment.

Presently there are 23 active Self Help Groups (SHGs) with 250 members who are covered under Sustainable Community Development Project. Women have proved to be the main channels of this change process. One such SHG in Dungri Gram Panchayat which was inactive for some years, has been reenergized and is now actively involved in saving, lending, and repayment activity. Loans distributed to members are used to buy agricultural inputs, trading, small shops, rice processing while only 10-15% of the funds are used for personal needs. In August 2013, 99 members of 13 SHG’s received loans of ₹ 7.36 lakhs comprising a minimum amount of ₹ 6000 and maximum ₹ 8000. Interest-free loans are very popular among members despite which the project has been able to maintain a recovery rate of 99% for such loans. Every member of the SHG has an individual pass book with entries regularly updated by the field staff.

SHG’s platform has also been used to promote Insurance schemes for the poor. One such scheme of Janshri Bima Yojana promoted by LIC and the government enabled family members of a deceased person to obtain a claim of ₹ 30,000.00 from the Insurance company.

Saplings such as Aawla, guava and jack fruit have been distributed to SHG members for backyard plantation. A large tree plantation programme was organized in August in open quarry land where more than 3000 sapling were planted by the members. Self help groups also conducted joint cleanliness drives in their areas before Independence Day celebration.
Income generation activities

In West Bengal, duck and chicken rearing are popular income generation activities. A rural family can earn ₹1500-2000/- per month as an additional income but it is important to select the right variety for breeding. Damodhar supports duck and chicken rearing in hybrid varieties as income generation projects.

Poultry rearing

During July to September, about 1100 poultry chicken, Banaraj variety were distributed to 155 Self Help Groups (SHGs) members in five villages selected for this project - Dumdumi, Bakulia, Sunuri, Balitora and Makra. Each SHG member got five Banaraj chickens. In turn five small farms have been developed by our SHGs members in these villages and each farm has 50 chicken. Banaraj is a healthy variety of chicken which lays more eggs. Besides additional income, this project also provides nutritional support.

Khaki Campbell is a variety of duck which also gives higher yield of eggs. As many as 800 numbers of Khaki Campbell ducks have been distributed among 160 SHG members in the same five project villages.

Selection of beneficiaries

- Selection of Self Help Group (SHGs) members has been done by our development partner Loka Kalyan Parishad, a registered NGO.
- During selection process Participatory Rural Appraisal (PRA) tool has been applied to make the process transparent.
- Different groups of beneficiaries are selected for duck and chicken rearing.

Five para trained professionals who are field level development practitioners monitor the project through Loka Kalyan Parishad.
Education, tree planting, mason training...

At Sindri Cement Works, the CSR team engages with village level schools to modernise and offer contemporary environmental and health care education. The prime objective is to improve the quality of education which would lead to holistic development of children who enrol in schools located in the vicinity of the plant. ACC offers students training in computers, health care and environment studies. Computers were provided to Government High school near the plant. Study materials like note books, pencil boxes, school bags were provided for students of Anganwadi centre and Primary school, Village Prem nagar. Health camps and mason training programmes are also conducted.

As part of environment education, tree plantation programme was organised at Rajkiya Buniyadi Vidyalayas (also known as basic schools) in July. This is one of four schools in Dhanbad district built to support Mahatma Gandhi’s concept of providing elementary education to every child. Seasonal health awareness cum de-worming camps were organized at Rajkiya Buniyadi Vidyalaya, Parsbaniya where 467 students attended.

Apart from regular repair and maintenance of old hand pumps installed by ACC, six new hand pumps two each in village Khusberiya, Shymlapur and Simatand were installed. Total beneficiaries: 120 families

Initiatives have been taken to develop a section of Krishi Udyan as Demonstration plot for medicinal plants like periwinkle plants. Response from the community is very positive. Approximately 150 fruit bearing and timber trees were planted.

Mason training was held in September and 20 masons from nearby areas attended. This is joint effort of Dhanbad Sales unit, CSR and Quality Assurance dept. Details of cement manufacturing process, required raw materials and quality parameters were taught.
Pay and Use Community toilets

To promote better health and hygiene, ACC Jamul constructed two Community toilets at Ghasidas Nagar and Labor Colony, Jamul in June this year. These community toilets provide sanitation facility to 300 people. Mr Gopika Tiwari, Director Plant, and Mr Bhajan Singh Nirankari, local MLA jointly inaugurated and dedicated this facility to the community for use. Nagar Palika has provided land to construct toilets.

Earlier the ownership of the toilets was handed over to the users but now with the involvement of the local Councilor, community toilets are maintained on pay and use basis. A local caretaker collects amounts and records usage.

These toilets reduce health hazards, provide cleaner streets and allow dignity as earlier people had no option but to defecate in the open. Community members thanked ACC for this initiative and appreciated the facility provided to them.

Community safety programme

Safety awareness training was imparted by Mrs. Jay Mukhopadhyya, Manager, Safety, Jamul to school children to take precaution while cycling on roads, travelling by bus, while crossing roads and to always use seat belts while travelling by car. Electrical safety on daily usage of household items was also explained to them.
Gagal Cement Plant in Himachal Pradesh is almost completely dependent on road transport by virtue of its location in hilly terrain. As a result a large number of truck drivers serving Gagal form an important stakeholder group. They often travel long distances, traversing different states in a single journey. They are vulnerable to Sexually Transmitted Infections (STIs).

Gagal took up the cause of educating truck drivers regarding the ill-effects of this disease. In a joint partnership with Apollo Foundation and HP State Voluntary Health Association, Gagal established an STI Centre in the Barmana Truck Union Campus. The clinic staff comprising doctor, counselor and outreach workers, undertake free diagnosis and treatment of STIs, distribution of free condoms etc. Nukkads (skits) and infotainment sessions are organised by the centre to create awareness among truck drivers and to educate them on the importance of undergoing HIV tests and taking precautionary measures. In 2012, the clinic’s Outdoor Patient Department received 1322 truck drivers and treated 125 cases for STIs.

Vijay Kumar (Name changed), is a 46 year-old truck driver. He came to the health care centre one day for a general health check-up when he was counseled about HIV/AIDS. He confided to an outreach worker that he had the habit of smoking, drinking, chewing tobacco, and even performing unprotected sex. He was encouraged to undergo HIV/AIDS test.

After a few days, the outreach worker found Vijay in a very depressed state and gathered that he had tested positive for HIV/AIDS. Vijay and his wife were encouraged to visit the nearest ART Centre. Tests revealed that Vijay’s wife was HIV negative, and he himself was only in an initial stage of the disease. He was given adequate medicines and counseling.

Today, Vijay leads a normal life and is able to continue working as a truck driver. As a result of the counseling, he has given up all vices. Vijay now understands and appreciates the contribution of ACC in his life. He says “Had there been no facility like the STI Clinic, I would have neglected my problems. My life would have been over. I thank ACC for guiding me, motivating me and supporting me in leading a normal and healthy life”.

Vijay Kumar (Name changed), is a 46 year-old truck driver. He came to the health care centre one day for a general health check-up when he was counseled about HIV/AIDS. He confided to an outreach worker that he had the habit of smoking, drinking, chewing tobacco, and even performing unprotected sex. He was encouraged to undergo HIV/AIDS test.

After a few days, the outreach worker found Vijay in a very depressed state and gathered that he had tested positive for HIV/AIDS. Vijay and his wife were encouraged to visit the nearest ART Centre. Tests revealed that Vijay’s wife was HIV negative, and he himself was only in an initial stage of the disease. He was given adequate medicines and counseling.

Today, Vijay leads a normal life and is able to continue working as a truck driver. As a result of the counseling, he has given up all vices. Vijay now understands and appreciates the contribution of ACC in his life. He says “Had there been no facility like the STI Clinic, I would have neglected my problems. My life would have been over. I thank ACC for guiding me, motivating me and supporting me in leading a normal and healthy life”.

Vijay Kumar (Name changed), is a 46 year-old truck driver. He came to the health care centre one day for a general health check-up when he was counseled about HIV/AIDS. He confided to an outreach worker that he had the habit of smoking, drinking, chewing tobacco, and even performing unprotected sex. He was encouraged to undergo HIV/AIDS test.

After a few days, the outreach worker found Vijay in a very depressed state and gathered that he had tested positive for HIV/AIDS. Vijay and his wife were encouraged to visit the nearest ART Centre. Tests revealed that Vijay’s wife was HIV negative, and he himself was only in an initial stage of the disease. He was given adequate medicines and counseling.

Today, Vijay leads a normal life and is able to continue working as a truck driver. As a result of the counseling, he has given up all vices. Vijay now understands and appreciates the contribution of ACC in his life. He says “Had there been no facility like the STI Clinic, I would have neglected my problems. My life would have been over. I thank ACC for guiding me, motivating me and supporting me in leading a normal and healthy life”.
**Creating Women Entrepreneurs**

*Kymore* with support of NGO partner Udyogini is empowering women by encouraging them to become successful entrepreneurs through the formation of Self-Help Groups (SHGs). 190 SHGs comprising 2550 women have been formed with 140 of the groups linked to Banks.

Kymore has engaged with specialists to provide Grass Root Management and Skill Enhancement Trainings on activities like incense-making, imitation jewellery and vegetable cultivation through kitchen-gardens. Market linkages have been provided in each case while giving training to SHG members with necessary marketing skills. Literacy classes are conducted for women to help them maintain accounts and perform transactions with banks. At present, the SHGs created by Kymore have savings of almost ₹ 6.5 lakh in the banks and are maintaining accounts’ registers of their Group.

Performing business through Self Help Groups makes women independent and empowers them. Through revolving funds women learn how to help sustain the organisation of SHGs. Encouraging numbers of SHGs and positive feedback from the community sustains the efforts of Kymore.
Maternal and Child Healthcare

Lakheri with NGO partner Mahatma Gandhi Integrated Development and Education Institute promotes celebration of Maternal and Child Health Nutrition (MCHN) Day in Anganwadi Centres (AWC). The MCHN Day involves mass health check-ups, ante/post natal monitoring and immunization of women and children to reduce maternal and child deaths. Though the MCHN Day is a government initiative, it was found that 21 of the 25 urban AWCs of the area had not been organizing these valuable health interventions. ACC Lakheri’s team brought it to the notice of the District level Medical and Health Officer who in turn directed the Integrated Child Development Scheme (ICDS) Project Officer, Lakheri and sector supervisors to implement MCHN Day celebration. ACC and NGO members started collecting and compiling observation reports from Anganwadi Centres and forwarded them to the District Health Officer. From these reports, discussions were conducted on critical stages of maternal and child health and how timely care could help save the life of both mother and child.

By September 2013, 25 urban and 9 rural Anganwadi Centres started organising MCHN day, an effective tool to address nutrition and health services on one platform. Now the Child Health Centre at Lakheri has prepared an MCHN-Day micro-plan and is keeping a regular track of the status. Within three to four months of the initiation of MCHN Day the coverage of immunization has gone up to 87% from 58%, growth monitoring has gone up to 94% from 82%. Anganwadi Centres have reached out to 98% pregnant women: ACC has brought smiles to the faces of women in Lakheri especially those living in slums and peripheral villages.
Skill development - Making a Difference

Ashish Mani Tripathy, a 24 year old, from Tikaria village is a farmer’s son. His mother is a housewife and his younger brothers and sisters study in the village school.

Ashish completed his schooling from Mukut Nath Gauriganj, and was eager to support his family. While his father had limited resources to help him study further, Ashish himself had limited skills to find employment. ACC Tikaria recognized his enthusiasm, and that of many similar young boys who had to develop skills to find suitable jobs. Ashish was admitted to the CENTUM Skill Development Centre run by ACC Tikaria and successfully completed his training. Today Ashish has found a job with Khadim Ltd, Lucknow and earns a monthly income of ₹ 8400/.

ACC Tikaria has arranged training for almost 430 village youth in 13 batches through the CENTUM Skill Development program in the village centre. 382 boys have found work in sales and retail in urban centres like Lucknow, Delhi, Punjab and Haryana. This one month programme with six hours of training each day, provides basic employability skills like operating computers, managing accounts, spoken communication skills. In addition, the trained young men are put in touch with prospective employers who place them in suitable jobs as per their skills.

Ashish received his first salary on 1st January 2013. This was the happiest moment for him and his family. His family is overwhelmed with the support provided to them. Ashish’s father Shri Kalika Prasad says, “I am very happy to see my son work in a renowned company, like Khadim Ltd, Hazratganj, Lucknow. He sends home ₹ 3000 every month which is a big support to us. I thank ACC for have given my son an opportunity to get employment”

ACC Tikaria is proud to make a difference to the lives of more than 400 youth.
Farmers’ Club - Community Lift Irrigation Project

Water is essential for any agricultural activity and is often not easily available. So it was for farmers of the Paramdoh village near Chanda where a group of eleven farmers were encouraged by the team at ACC Chanda to join hands to tackle this problem together. The group organized themselves into the Jai Bhavani Farmers’ Club to ensure availability of water for their farms from the nearby Painganga river, which runs about a kilometer away. The Farmers Club decided to set up a Lift Irrigation System (LIS) in which water is lifted from lower level to a higher level with the help of a pump. The entire project cost was estimated at ₹ 4.83 Lakhs. Out of 11 farmers, nine contributed ₹ 20,000 each and the balance amount was raised as a bank loan. The local Panchayat issued a no objection certificate to the Farmers Club which facilitated electricity from Maharashtra State Electricity Board (MSEB).

A kilometer long pipeline was then laid from the river to the farmland and this finally enabled 54 acres of farmland to get adequate water for farming. The collaborative project led to good farm yield and employment for six unemployed youths.

The project began in February 2012 and was completed in May 2013. The Jai Bhavani Farmers’ Club has proved to be a valuable learning experience for the farmers and one that can be replicated in other villages.
Case Studies in Livelihood Creation for Youth

**Wadi** has provided innumerable opportunities to young boys and girls to become independent and help themselves and their families. A few examples:

**Arun Jadhav** is a proud new entrepreneur. He had to overcome a number of challenges as he is afflicted with polio and belonged to schedule tribe which is a social group that suffers social discrimination and is sometimes denied the benefits of education. But Arun was ambitious and succeeded in completing SSLC. He received encouragement and support through the company’s CSR initiative which gave him an opportunity to undergo three months training in the repair of mobile phones. Soon he felt confident to start an independent business. Currently he earns almost ₹ 4500/- per month. Arun has become a role model and lives a life of dignity.

**Mousin Haneef** from Halkatta is the sole bread winner in a family of six members. He lost his father when he was very young. Mousin was a school dropout and had studied only till Class 7. With help from ACC, he was enrolled in a course in Mobile repairing and tailoring. Later he was also supported in carrying out jobs of both functional areas. Now at the age of 21 he has become an entrepreneur earning ₹ 400/- per day, that is, nearly ₹ 9000/- per month.

**Irfana** is a young girl from Wadi who had to convince her family to permit her to study and later to work. This is so because she comes from a very conservative background. Irfana overcame this challenge and soon became independent. With encouragement from the ACC project team, she went through phases of personal growth and development. First she did a course in tailoring and then in personality development. In the personality development session she was counseled and encouraged to take up a job in Gulbarga. In addition to keeping her motivated, the ACC team also had to convince her family to give her a chance to work. Today Irfana works for a well-known garment manufacturing company in Gulbarga. She works and lives independently in accommodation provided by her employers. Irfana earns ₹ 4500/- per month but is confident of getting a raise in her salary.
Water Conservation and Management

Kurumpalayam Check dam was constructed in 1975 by Public Works Department (PWD). The dam covers an area of 37 acres and can hold 30 lakh gallons of water. Unfortunately the dam had not been de-silted for more than 30 years. Since the dam falls under the purview of Public Works Department, funds could not be raised from other sources. The total cost of de-silting was about ₹19 lakhs. Appeals and news items were placed in the media to portray the plight of the dam project. Repeated representations were made to district administration for release of funds. Finally work was undertaken through people participation and funds were mobilized through Panchayat and PWD. Local colleges and villagers stepped in to help. De-silting work is now underway. This project will benefit 500 farmers and 100 acres of agricultural land.

Since this region is prone to water shortage, the Madukkarai team thought it useful to raise general awareness about water conservation among the local community. Accordingly NGO’s working in the area of environment management were tapped to organize awareness drives. Awareness programs were organized exclusively for women self-help group members including through door to door campaigns. Support was extended to the local panchayat and the community to set up infrastructure for rain water harvesting and Drip water irrigation for agriculture.
Mobilizing Farmers

The CSR team at Thondebhavi focuses on enabling farmers to increase food grain production. Common challenges faced by farmers are shortage of water, unpredictable rains, lack of access to timely soil testing reports, good quality seeds, and at times inappropriate technical know-how or awareness and access to government schemes.

Government proactively develops schemes for helping farmers, but the right resources to facilitate access are missing. The CSR team at Thondebhavi started working on addressing and bridging these gaps by initiating a dialogue with government agricultural department on the subject of Suvarna Bhoomi Yojana while simultaneously creating awareness amongst farmers and bringing them in touch with agricultural experts to educate them in areas of soil moisture, quality seeds, use of appropriate pesticides and water management.

Team Thondebhavi reached out to 108 farmers and plans to cover another 100 farmers. The team is now planning to mobilize farmers to access new government schemes for cattle rearing.

Creating livelihoods: Auto driving

Most of the unemployed youth in the neighbouring community find driving to be a lucrative and quick means of earning their livelihood. 40 auto drivers who did not possess driving licenses were identified from among a large group and provided adequate training after which valid licenses were issued to them. Training programme included tips on Defensive driving wherein a set of driving skills were explained to the participants beginning with the thumb rule: “Stay alert and plan ahead!” The programme emphasized Safe Driving tips and stressed the importance of using a seat belt at all times. Penalty/fines for speeding and insurance policies for driver and vehicle were explained. The 40 drivers now serve to inspire other drivers to upgrade themselves and have also become champions on creating road safety awareness.
Arogya Daan - Organising for Health

Kudithini engaged with the local community and set up Community Advisory Panels (CAP) which included young men, women, and Self Help Groups (SHG). It was found that the level of health of the local community, as shared by the CAPs, was an area of concern.

Here are some of the major steps that were undertaken:

- Creating awareness on the existence of Primary Health Care centres and creches.
- Joint review meetings to reduce child mortality with Integrated Child Development Services, anganwadi workers and Asha workers who are part of National Rural Health Mission.
- Regular meetings with Self Help Groups.
- 20 Balika mandals were formed with about 330 adolescent girls who were educated on the benefits of maintaining personal hygiene and health.
- Janani Surakhsa Scheme was set up to provide post natal health care to women during and after child delivery. 351 members opted for institutional delivery and 59 are linked with Janani Surakhsa Scheme.
- Almost 500 nursing mothers and pregnant women were provided training in reproductive child health care (RCH), a programme launched by National Rural Health Mission.
- Awareness programmes on HIV/AIDS, respiratory tract infection (RTI) and sexually transmitted infections (STI) were arranged for more than 200 migrant workers and truck drivers.
Training for unemployed youth

AMRL engaged with CENTUM, a Delhi based organization for providing training to rural youth. Over 90 persons were trained and 42 of them have found placement. New batches have been identified and it is targeted to provide gainful employment to 200 unemployed youth.

Registering for Aadhaar

ACC Minerals Resources Ltd (AMRL) made arrangements for villagers to register them for Aadhaar card or Unique Identification number which is an important instrument to obtain several government and social benefits. Aadhar card agencies were set up in villages to facilitate this process and till date 376 registrations have been completed. In view of the demand, a second round of registrations will begin in mid November 2013.

Mobile Health camps

It was found through need assessment survey that in the three peripheral villages - Sinduri, Kalyanpur, Bicharpur most of the villagers were scheduled castes/OBCs with poor health and no access to medical facilities. Hence mobile camps were organized. Villagers showed great support to this initiative by providing free spaces to run health camps with discipline. This initiative brought lot of cheer to the community. Santosh Rajak a marginal farmer of village Kalyanpur, was suffering from gastroenteritis for a long time. He was cured through these health camps and expressed his sentiments “आप की मदद से मेरी बीमारी ठीक हो गई और हेल्द कैंप मेरे पास के नजदीक लगाता है, इससे मेरा ठीक बनता है और मेरी दिन भर की कमाई भी नहीं मारी जाती, जो कि पहले डायर ने मिलने के लिए जवाब देना पडता था। पूरी दिन चार में जाता था। आपके कैंप में मुझे डायर को बीमार और दवाई का एक भी नहीं पडता। अब मेरे वस्त्र में मेरे अपने परिवार का ज्यादा अच्छे से स्वास्थ्य रख पाता हूँ।एमआरएल का बहुत-बहुत धननयार।”

Vegetable Cultivation

In Maha Koshal and Shahdol regions vegetable farming was poor. Our northern CSR team arranged for an Agricultural consultant, Dr Rakesh K Singh, PhD in Agriculture Science and retd. Dy. Director of Ag. Dept. Govt of UP to provide training on vegetable cultivation, selection of seeds, Bio fertilisers and soil testing. This initiative was greatly appreciated by villagers in general and particularly Patel community. The turnout was huge and it was difficult to provide training to all the farmers. 50 farmers were selected for training and they in turn would train others. Farmers were provided class room training as well as on site training with free vegetable kits of HYV seed to double vegetable cultivation within the same land area. This has resulted in increase in vegetable production, prosperity for farmers and lot of respect and mutual trust to AMRL.
A Human Resource

Suman is a sharp, energetic boy from an underprivileged family of Besthavemula village, Kadapa district. He had to discontinue Polytechnic course due to financial problems. He worked as daily wage labourer and occasionally attended meetings and awareness camps conducted by the ACC CSR team. This transformed him into a resourceful person in the village for Government schemes such as Aadhaar cards, Social Security Pensions and payments to labourers. He is now a Volunteer under National Youth Corps of Nehru Yuva Kendra, Jammalamadugu. Suman is Executive Committee founder member of Chaitanya Youth formation. He is a role model, ambitious, enterprising and is proud to proclaim ACC gave him a new personality. Suman is one of the key village ambassadors of ACC.
ACC Board’s CSR Committee visits Wadi

The newly constituted CSR Committee of the Board of Directors of ACC visited Wadi for a first-hand assessment of projects undertaken by the team.