

Employment generation through Skill Development

Unemployment is a major social challenge in the areas surrounding ACC sites, especially in the northern region. Providing employment is both risk mitigation and value-addition. Towards this end, Team ACC CSR North under the leadership of Chief Executive Mr. Rajiv Prasad initiated programmes to train unemployed youth in this region to make them self-sufficient.

Skill development training was imparted through CENTUM together with local NGO partner at ACC-sponsored centres. Classroom training was held for about 24 days with six hours of training each day covering soft skills like managing accounts, verbal communication, use of computers etc. Trained youth are then provided suitable placement.

This initiative has successfully reached out to a large number of village youth through well located centres. These centres are set up close to each plant location in the region. Response from the villagers as well as the employers has been encouraging. Till October 2013, over 1200 village youth have been trained and over 1000 persons have found gainful employment in retail centres, food parlours, and tele-services centres. Cafe Coffee Day, Khadim India Ltd, Karvy, Serco and such other service providers have placed ACC-trained youth in good numbers in their units.

Location	Tikaria	Lakheri	Kymore	AMRL	Gagal
No. of youth trained	604	137	250	136	136
No. of youth placed	514	105	115	88	105











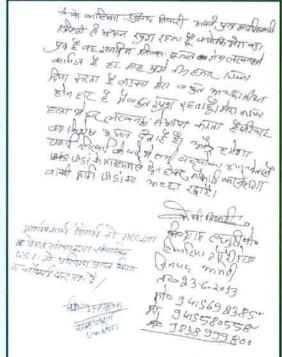
Case Story



Ashish Mani Tripathy is a 24 year-old from Tikaria village, Uttar Pradesh. Ashish's father is an agriculturist; his mother a house-wife and his siblings study in the village school.

Ashish completed his schooling and wished to support his family. While his father had limited resources to help him study further, Ashish himself had limited skills to find gainful employment. Nonetheless, he had the zeal to learn, and the enthusiasm to do better for himself.

ACC stepped in to provide this support and today Ashish is placed with Khadim Ltd, Lucknow, with a monthly remuneration of ₹ 6400. His family is overwhelmed with the help and guidance provided by ACC. Ashish's father Shri Kalika Prasad says, "I am very happy to see my son work in a good company, like Khadim Ltd. in Hazratganj, Lucknow. Ashish sends home ₹ 3000 every month which is a big support to us. I thank ACC for giving my son an opportunity to get employment". ACC is proud to touch the lives of people and thus make a difference.





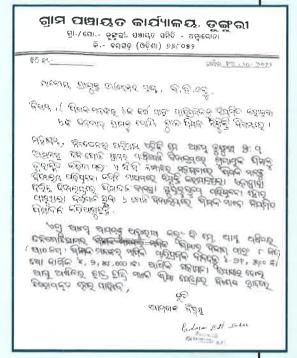
Promoting education

Aristotle described teachers as "those who educate children well are more to be honoured than they who produce them; for these only gave them life, those the art of living well. Teachers play a very important role in shaping a child's life, behaviour and attitude. They are like social engineers who can humanize young minds.

Despite the significant role played by this noble community, many government schools across Bargarh are understaffed. The problem is more acute in Ambabhona block of Bargarh district. Six schools under Dungri Gram Panchayat have less than 50 percent of required staff and two of the schools function for months without government teachers. Being a remote location quite a few teachers are not willing to stay there.

The problem of understaffing makes the teacher-student ratio inappropriate. Teachers are not able to attend to all students. Many classes are left unattended and teachers face difficulty in completing the school syllabus. As a result the quality of education gets compromised and the purpose of sending the child to school is eventually defeated.

In 2011, this issue was raised in one of the meetings of the Community Advisory Panel. Realising the intensity of the problem, ACC Bargarh decided to bridge the gap by supporting supplementary teachers in these schools till the government appoints adequate number of teaching staff. Initially ACC supported three schools but later in 2012, this support was extended to cover two more schools and this year, one more school has been added. Thus, through this initiative, ACC Bargarh is supporting six schools with eight supplementary teachers, thus benefitting the lives of almost 280 students.



LPG - sustainable and efficient energy

Thondebhavi: Today our villages are still short of basic facilities like clean drinking water, sanitation and health services, education, electricity and LPG. Thondebhavi is targeting to bridge some of these gaps through its CSR wing to provide better life for the local community.

It was observed that community women and children spend a lot of time collecting fire wood to be used for cooking. This reduces forest cover, is harmful to the environment and results in respiratory problems. Children are deprived from attending school and women too have to spend long hours on this arduous activity.

To address this issue, ACC Thondebhavi planned to implement the Government subsidy scheme for LPG for families living below the poverty line (BPL). This scheme is linked with Aadhar card so that the Government subsidy gets directly transferred to the beneficiary accounts. As per the scheme, the total cost of a single LPG connection with stove and regulator is ₹ 5500/-. Government subsidy to get this connection is ₹ 2300/- and the



balance amount of ₹ 3200/- is to be borne by the beneficiary. Thondebhavi is now providing partial financial support to the beneficiary of almost 50 percent. ACC is contributing ₹ 1700/- and the remaining amount of ₹ 1500/- is borne by the beneficiary. Once the connection is sought by the beneficiaries, Government subsidy for purchase of refilling cylinders will also be directly credited to the beneficiary accounts. This will further benefit rural folks.

To begin with, 700 beneficiaries in the neighbouring villages, that is, BPL families were identified. In the initial phase, ACC targeted 25 households and five households have been successfully covered. The remaining 20 are in the pipeline. This initiative will gradually be scaled up to cover remaining households over the next five years.

Hygiene and sanitation

Chanda appreciates the significance of a clean environment. The Plant decided to support projects for improving local hygiene and sanitation in village Usgaon, in the vicinity of the Plant, through construction of drains to improve the existing drainage system.

In a meeting with Community Advisory Panel (CAP) and Usgaon gram panchayat, it was suggested that the CSR team at Chanda should initiate this work immediately. Accordingly, the local CSR team visited the site and prepared project plan. It was observed that residents of Usgaon village were constructing new houses on the outskirts of the village and there was no drainage system in that area. The area was surrounded with a well and some toilets and water was constantly accumulating on roads and creating an unhygienic environment.

Team Chanda constructed a 245 meter cement-concrete drain along with a culvert. Construction work began in the end of October and was completed in the last week of November 2013. This has led to hygienic and mosquito free environment.

Waste water is now collected conventionally and runs to basins or drains swales which are now creating a hygienic and mosquito free environment for villagers, putting a smile to their face. Project benefits:

- Natural percolation of water into ground or into collection chamber
- · Pollution free environment
- · Pollutants can be retained within sub-surface matrix.







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