ASSOCHAM Appreciation Award for CSR initiatives to ACC Thondebhavi. Decades ago in 1977, ACC had won the first ASSOCHAM award for outstanding performance and achievement in the promotion of rural and agricultural activities.

ACC Limited
Registered Office
Cement House
121, Mahanshi Kave Road
Mumbai 400 020, India.
www.acclimited.com
Many parts of Himachal Pradesh including Barmana are facing problems of stray animals attacking fields in search of food. This has a direct impact on the crop yield and in turn financial loss for the farmers. Often cattle are left on the highways. Though there are some organisations being run by community to take care of such animals, the numbers of animals are limitless. This problem is severe in villages located near the highways. Due to this, farmers of Barmana Gram Panchayat were forced to abandon crop fields and give up agriculture as their main occupation.

After discussing with the local Panchayat and villagers, ACC stepped in to save valuable crops. It was decided to fence the farm areas with barbed wires tied to concrete poles. Work was carried out in phased manner. In last three years 100 percent of cultivable land of Barmana Gram Panchayat has been fenced benefiting 300 families. Total land under local Panchayat is 1500 acres, out of which 285 acres is cultivated land and another 500 acres is grasslands. All cultivated and grass lands have now been fenced. Farmers are undertaking two crops in one year, mainly wheat and maize. Average cultivated land holding of individual family is one acre. Crop production during Kharif and Rabi in 2011 was 1.5 per acre of land. With present initiative the same has increased to 7 to 8 quintals per acre in 2013 as per records of Agriculture Department. This initiative has hugely helped the local farmers and given them confidence to get back to agriculture and continue to cultivate their fields.
ACC Lakheri has been instrumental in improving the socio-economic status of the people in their influence area. After conducting a preliminary survey of the area and in discussion with the rural communities in eight villages surrounding ACC Lakheri, a backyard poultry farming project was initiated.

20 birds of the high-yielding variety of chicks were given to each of the 40 identified families in coordination with Agricultural University’s poultry farm in Udaipur. Women were trained at Krishi Vigyan Kendra, Bundi and supported to raise the chicken. The high yielding varieties feed on agricultural and household waste, grow much bigger than traditional birds and lay as much as 150 eggs in one cycle. A unit of such variety requires very little hand-feeding and gives much better return.

Within four months of initiation of the project, returns started getting realized. Almost 50% of the birds started giving eggs and rural women fetched ₹10-20 per egg. Khemraj Meena, a previously unemployed young man from Papdi village says “I have earned five times my investment within a limited time by selling the male cock and eggs from four units. I request ACC to guide me to establish a large unit”.

Narayan Rajput of Balapura village also informed that even in the off-season he is getting a fair price for eggs. There is a demand for “desi eggs” within the village. He is planning to expand his unit from 40 to 500 chicks to get full time employment and a regular income.

With overwhelming response from the community, ACC Lakheri is coordinating with the Agriculture University Udaipur for support in establishing more such units. Some large units are also planned to cater to the huge local demand for eggs.

Terasia - an inspiring example

Rajarwara is a small village about five kms from Mehgaon mines, Kymore. Terasia bai lives, in this village. She suffers from polio and is physically challenged from her childhood. She lost her father at a very early age and her mother works as labour in crushers near the cement factory. Terasia has two sisters and a brother. She could not complete her schooling because she had to take on family responsibility at an early age of five years.

Terasia received handholding support from ACC Kymore through NGO partner Udyogini. She joined a Self Help Group named Saraswati. The group was linked to a bank and women were trained to make imitation jewellery. Terasia’s entrepreneurial skills showed-up with consistent interaction in the group, and within a span of two years, she has engaged herself in four different activities.

Terasia owns a backyard poultry farm, is engaged in vegetable cultivation and making incense sticks and imitation jewellery. Her monthly income from four micro enterprise activities:

<table>
<thead>
<tr>
<th>Name of the activity</th>
<th>Monthly Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Imitation jewellery</td>
<td>₹ 900/-</td>
</tr>
<tr>
<td>Incense sticks</td>
<td>₹ 1200/-</td>
</tr>
<tr>
<td>Vegetable Cultivation</td>
<td>₹ 400/-</td>
</tr>
<tr>
<td>Backyard Poultry</td>
<td>₹ 1600/-</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>₹ 4100/-</td>
</tr>
</tbody>
</table>

Today, Terasia supports her family and is able to save too. She helped her sisters get married. When asked about her plans, she says "I have struggled hard to establish myself. Being handicapped was a big challenge. All women should take the struggle that lies on their way, and do something for their family and village. I have repaired my house and added one room as well with an investment of ₹ 25000/-.”

Since Terasia is a Business Development Service Provider (BDSP) of her group, she provides training to new women who join the SHG. She motivates them to be engaged with the work of Self Help Groups and spread awareness on many aspects such as, participation in working of the Gram Sabha, helping community members to make BPL cards for them. These cards are useful to obtain government benefits, like health schemes, ration card and so on.

ACC Kymore with NGO partner UDYOGINI-New Delhi has touched the lives of about 2530 women through 230 SHGs. About 1850 members have started earning through different micro-enterprises. ACC continues to help women become economically independent in several ways through the approach of Self Help Groups.

Backyard Poultry Farming: An alternate livelihood for Women

ACC Lakheri has been instrumental in improving the socio-economic status of the people in their influence area. After conducting a preliminary survey of the area and in discussion with the rural communities in eight villages surrounding ACC Lakheri, a backyard poultry farming project was initiated.

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With overwhelming response from the community, ACC Lakheri is coordinating with the Agriculture University Udaipur for support in establishing more such units. Some large units are also planned to cater to the huge local demand for eggs.
Many farmers practice age-old methods of farming which are not commercially viable. Often there are cases of suicide amongst farmers. ACC Tikaria CSR team has come up with interventions for small and marginal farmers in all the six peripheral villages where soil alkalinity is high.

To begin with, Tikaria identified hundred farmers based on their aptitude to adapt to latest agricultural technology, to create 100 demo farms of one acre each. Farmers were provided training, exposure visits and on the spot guidance on soil treatment, seeds purification, production, sowing, transplanting, non chemical pest control & use of organic manure. Process documentation was done for all these individual demo farms on a daily basis. Farmers were provided with Government certified seeds and organic manure with support from Central Soil Salinity Research Institute (CSSRI). Within one crop season, the production level clearly increased by about 9.8 quintal per acre of land. Senior Scientist team from Central Soil Salinity Research Institute (CSSRI) visited these fields and appreciated ACC’s interventions and measures taken to help farmers increase productivity of crops.

This innovative approach was appreciated by other farmers in the area. The paradigm shift from obsolete method of agriculture to scientific method has brought cheer to farmers. ACC Tikaria is planning to reach out to a larger group of farmers by the end of 2015.

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**Sanjay Singh – case study of enthusiastic farmer**

Sanjay Singh, aged 45, from Annibaijal was selected by ACC from a group of 100 farmers. He is a small farmer supporting a family of 11 members and practices farming, as an ancestral occupation. His average income was ₹70,000/- per annum from 2.5 acres of land.

Since he was found to be enthusiastic, ACC sent him for training and exposure visits on treatment of soil, seeds, use of organic manure and Pheromone Trap (Non Pesticide Insect Killer). He practised demo farming on one acre of land by using certified seeds and locally prepared manure as per CRRI technical details. He meticulously followed advice provided by scientists and ACC CSR team. Finally Sanjay was able to harvest 30.2 quintals of paddy on land where he used to get only 22 quintals. This year, Sanjay earned a net profit of ₹99,960.00. In addition there is a reduction in his input cost worth ₹6,386.00 (from ₹16,216.00 in 2012 to ₹9,830.00 in 2013). Overall his net profit during Kharif season increased from ₹80,000/- to over ₹1 Lakh which has brought a lot of comfort and joy to his family.

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Kudithini village is situated on the national highway and is surrounded by a number of villages and factories. Nearly 1500 people travel daily to and from the village but there was no bus stand. Karnataka State Road Transport Corporation buses, private and other passenger transport used a small open place, in front of a school and primary health centre, as bus stand. Frequent vehicle movement and noise often caused disturbance to school students and teachers and patients, especially pregnant women, differently abled, and the elderly. Occasionally there were accidents due to disorderly movement of vehicles. Dust was a health hazard to students, teachers and patients.

For the last ten years, community and Gram Panchayat members had been trying to bring this issue to the notice of concerned Government officials. Finally in 2012, Government of Karnataka sanctioned a bus stand for Kudithini village along with an office room and visitors’ gallery. The North Eastern Karnataka State Road Transport Corporation (NEKRTC) requested ACC Kudithini to extend support by providing 1300 sq.mtr RCC & PCC work on the bus stand premises. ACC Kudithini and Sales team Hubli jointly supported completion of this project. The bus stand was inaugurated in March 2014 by Shri Ramalinga Reddy, Hon’ble Minister for Transport, Government of Karnataka. Shri E Thukaram, Local MLA, Shri GN Shivamurthy, Managing Director-NEKRTC and Mr M Sai Ramesh, Director Plant, ACC Kudithini graced the occasion. Shri Reddy conveyed special thanks to ACC for supporting community development.

Now daily, almost 200 KSRTC buses are plying freely. Students and patients are free from traffic, dust and noise pollution. As there is an arrangement to sit at the bus stand, long distance passengers feel comfortable and praise ACC’s meaningful gesture.

NEKRTC has further extended support to ACC Kudithini’s community development initiative. They have agreed to provide open place in the bus stand premises to ACC to set up exhibition-cum-stall where Self Help Group members can display and sell their products.
ACC Madukkarai in association with Aravind Eye Hospital, Coimbatore and District Blindness Control Society organized a “Mega Eye Camp” at ACC Community Hall on 16th March 2014.

In Madukkarai Panchayat more than 10% of the population is above the age of 50. The ophthalmologists recommend regular eye check-ups for detection of glaucoma and cataract. Glaucoma is the leading cause of blindness. It is known to be silent and irreversible. Since it does not have specific symptoms, there are high chances that it may often go undetected. This health camp, therefore, focused on the Eye Care.

Around 259 community members from 23 villages attended the camp. All underwent complete eye screening tests. Out of 259, 45 were detected with Cataract. People identified with cataract were shifted to Aravind Eye Hospital for cataract surgery which was done completely free of cost for the patient. The cost of each cataract surgery was `7000/-; borne by Aravind Eye Hospital. A weekly follow up was scheduled after surgery to note the patients’ progress.

During the camp, low cost good quality spectacles with price ranging between `200 to 350/- were offered. More than 50 people bought these spectacles.

The camp stressed on safety measures, importance of wearing helmet and protection of eyes during work.

**A SNAPSHOT OF THE CAMP**

<table>
<thead>
<tr>
<th>No. of beneficiaries</th>
<th>259</th>
</tr>
</thead>
<tbody>
<tr>
<td>Villages covered</td>
<td>23</td>
</tr>
<tr>
<td>No. of cataract surgeries</td>
<td>45</td>
</tr>
<tr>
<td>Amount leveraged per surgery</td>
<td>`7000/-</td>
</tr>
<tr>
<td>Amount leveraged for 45 surgeries</td>
<td>`315000/-</td>
</tr>
<tr>
<td>No. of spectacles distributed</td>
<td>50</td>
</tr>
</tbody>
</table>

ACC Wadi CSR team organised training programme for women Self Help Group (SHG) members focusing on book-keeping, maintaining records and accounts. Small scale business plans were also discussed. After this training, members of two SHGs, Ramabai and Savita showed keen interest in starting their own business. They met the CSR team and discussed various opportunities. The idea of establishing a Red Chilli Grinding unit appealed to the groups. 10 members from each of the two SHGs came forward to start this unit.

Primarily they required a grinding machine, a place to set up the unit, and electricity. NGO partner, Akruti, enquired about the grinding unit at Gulbarga, Hyderabad and Bangalore. The cost of the machine was more than `50,000/- which exceeded the budget. Akruti then located a supplier at Kolhapur who provided the same machine for `35000/-.

SHG members approached a local shop owner for a rented place. Other items like fitting of electricity meter and lights had to be considered. These expenses totalled to `30000/-. Thus, the initial cost of establishing the business came to `65,000/-; excluding recurring costs of electricity and shop rent. Out of this, the Company contributed `22000/-. Each of the SHG member also contributed `2100 to run the unit.

SHG members prepared a work schedule and each member works for one week on rotation. They charge `25/- per kg for red chilli powder. At present, they are able to grind up to 1230 kgs monthly, earning a monthly income of `32,250/-. This money is being used to repay the loan they have taken from the SHG.

The unit was inaugurated by Director Plant, ACC Wadi, Dr S B Singh, Mr JJS Pawar-Sr GM HR, and Mr Mangesh Gupte, Head CSR. Director Plant encouraged members to observe safety norms. He ensured that proper belt guard for the machine, hand gloves, and goggles were provided to all members who expressed their gratitude to ACC for supporting them in this effort and making a difference to their lives.

“"We are thankful to ACC for extending support. After my husband passed away, I was completely dependent on my son. But with this business, I am able to earn `300-400 every day on my own. I am independent. I also have a bank account. I have started saving money. We feel very confident and now want to start another business activity soon."" - Shivamma, Ramabai SHG
Investing in developing infrastructure at schools may seem duplication of government work. But in some cases this is absolutely necessary as the safety of students is at stake. Almost all the schools in the area around ACC Bargarh cement plant do not have a compound wall or night watchman. During school hours, the students can freely walk in and out of the school. But as night descends, the schools become gambling and liquor dens.

Many schools buildings are old and hence there is leakage from the roofs, walls and pipelines. In some cases, the walls are dilapidated with cracks in them. The condition worsens in monsoons and often water collects in the classroom, toilets and corridors; making the floor wet and slippery. There are chances of short circuit during the rains. The play ground which is uneven is full of stones and mud. Many times students walk barefoot and play on this uneven surface. Therefore chances of injury are greater. Though these may appear to be minor issues, if not addressed well in time, safety of students is compromised.

ACC Bargarh initiated repair of five schools which included construction of boundary walls in three schools and waterproofing of the roof in two schools.

<table>
<thead>
<tr>
<th>Name of school</th>
<th>Number of students</th>
<th>Activity undertaken</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cement Nagar English Medium School, Cement Nagar, Khaliapali</td>
<td>415</td>
<td>Construction of 425 metres of boundary wall</td>
</tr>
<tr>
<td>Government High School, Bargaon</td>
<td>365</td>
<td>Construction of 225 metres of boundary wall</td>
</tr>
<tr>
<td>Government U.P. (M.E.) School, Patikarpali, Bargaon</td>
<td>210</td>
<td>Construction of 250 metres of boundary wall (ongoing)</td>
</tr>
<tr>
<td>Government M.E. School, Banjhibahali, Bargaon</td>
<td>140</td>
<td>Repairing of roof through waterproofing</td>
</tr>
<tr>
<td>Government High School, Deogaon</td>
<td>140</td>
<td>Repairing of Roof through waterproofing</td>
</tr>
</tbody>
</table>

To provide help to women suffering from various respiratory illnesses and to reduce indoor pollution, ACC Chaibasa distributed 400 smokeless chulhas in nearby villages. It was observed that village women spent a lot of time in cooking and collecting firewood required for cooking. Fire wood was mainly collected from nearby factory plantation sites and natural forests resulting in deforestation.

This pilot initiative was rolled out with distribution of 100 chulhas in two villages after providing adequate training to the community. Proper usage, fuel and time consumption, smoke generation were few parameters which were closely monitored. After study and analysis of the results the next lot of 400 smokeless chulhas were distributed on March 8 on the occasion of International Women’s day.

Smokeless chulha is a boon for women in the villages. It reduces smoke generated during cooking, and time consumed in preparation of food. It also reduces fuel consumption by 50-60% and the fuels used are traditional renewable energy sources such as Upla, Arhar wood waste, Bio-mass pallet, agricultural waste etc. These chulhas provide safe and healthy food with less manual intervention and increases the amount of heat produced by three times. Smokeless chulhas are easy to use and maintain. Village women consider it a magic wand and enjoy using it.
Project DISHA, initiated by Damodhar for social holistic advancement, has been rolled out in five villages in partnership with a local NGO, Lokakalyan Parishad. DISHA aims at socio economic development of community through activities like formation of Self Help Groups (SHGs) and training in employability skills, making of agarbatti, candles, stitching and embroidery, promotion of horticulture, animal husbandry and mushroom cultivation with exposure to modern techniques of production.

Damodhar set up training programme on agarbatti making for SHG members. Ms Shantimani Hembram, a 27 year old SHG member successfully completed this training and started her own small business of making agarbattis. Initially she faced difficulty in selling her product as shopkeepers gave preference to branded products. SHG members supported her by buying agarbattis from her. This gave Hembram a platform to sell her product. She also started selling agarbattis in various exhibitions and fairs. This provided her an exposure to a wider market and she soon started earning about ₹ 800/- to ₹ 900/- per month. Now the market for her product is growing and she is eager to expand her business.

CSR team at Jamul installed a biogas project whereby biogas is produced and utilized as a cooking fuel by Jamul and surrounding communities. To promote and disseminate information about biogas technology ACC Jamul, CREDA (Chhattisgarh Renewable Energy Development Agency) and Dr. Reddy’s Foundation (DRF) jointly organized a workshop for nearby communities. Currently there are about 20 individual biogas plants (2 cubic meters) installed for a small joint family of a farmer who has four animals and is able to obtain daily 40 kgs of animal waste.

CREDA employs supervisors and masons from the local area. The involvement of beneficiaries in establishment, operation as also contribution of a certain in construction of the biogas plant has brought about a sense of ownership towards it. They strive to maintain its proper functioning.

**Social and Health benefits**
- Families with sufficient biogas may also use it for lighting purposes.
- Reduction in smoke and soot reduces incidence of respiratory diseases, eye infections, headaches and eliminates drudgery for women.
- Cooking pots are easier to clean and the house does not become so dirty.

**Economic benefits**
- Output residue from biogas plant can be directly used as fertilizer in the nearby areas.
- Biogas plant for 2 cubic meter area produces 10-15 tonnes/year of enriched organic manure, which is helpful in farming and reduces weeds too.
- Biogas plant for 2 cubic meter of area produces 12-15 gas cylinders/year.

**Environment benefits**
- It reduces emission of methane which is estimated to be 20 times more powerful a greenhouse gas than carbon dioxide.
- Easy disposable of kitchen waste and animal manure makes the village environment cleaner.

**List of beneficiaries**

<table>
<thead>
<tr>
<th>Name</th>
<th>Village</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ishwar Man Singh</td>
<td>Nandini Khundini</td>
</tr>
<tr>
<td>Ramchand Dongre</td>
<td>Nandini Khundini</td>
</tr>
<tr>
<td>Dev Prasad Sahu</td>
<td>Jamul</td>
</tr>
<tr>
<td>Yogesh Verma</td>
<td>Jamul</td>
</tr>
<tr>
<td>Guha Ram Thakur</td>
<td>Kunud</td>
</tr>
<tr>
<td>Punit Ram Sahu</td>
<td>Kunud</td>
</tr>
<tr>
<td>Kanhaiya Lal Sahu</td>
<td>Dhour</td>
</tr>
<tr>
<td>Puni Bai</td>
<td>Dhour</td>
</tr>
<tr>
<td>Vinod Yadav</td>
<td>Jamul</td>
</tr>
<tr>
<td>Shivpal Yadav</td>
<td>Jamul</td>
</tr>
<tr>
<td>Sekhar Sahu</td>
<td>Pathariya</td>
</tr>
</tbody>
</table>

**Total Investment in Biogas project by stakeholders**

<table>
<thead>
<tr>
<th></th>
<th>Total cost</th>
<th>Cost to ACC</th>
<th>Beneficiaries' contribution</th>
<th>Govt. contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>₹ 3,30,000.00</td>
<td>₹ 1,20,000.00</td>
<td>₹ 90,000.00</td>
<td>₹ 1,20,000.00</td>
</tr>
</tbody>
</table>
ACC Sindri and NGO partner Lok Kalyan arranged three-day training programme on mushroom cultivation for farmers. Forty beneficiaries including 30 women participants from nearby habitations participated to benefit from this training.

The programme aimed to motivate farmers to take up mushroom cultivation initially for self-consumption and eventually to generate additional income.

Training included making straw beds and sowing of mushroom seeds. In addition, various stages of mushroom sprouting were explained. This was followed by live demonstration on cultivation of mushrooms. After the training all participants were given one cultivation bag prepared from spawn. Appreciation certificates were distributed to participants to encourage them to take up this activity.

Training on cultivation of mushrooms

Women SHG members at Chanda were happy to be recognized by Ms Neelima Mishra, noted social worker popularly known as the Quilt Lady and winner of Magsaysay Award on International Women’s day 2014. Since 2011, ACC Chanda runs a Readers’ Movement. Women are encouraged to go beyond the world of conventional education and read the periodical Anubhav. Anubhav makes reference to present day good practices and captures social change endeavours of community heroes.

Ms Neelima Mishra felicitated winners of essay competition based on subjects drawn from Anubhav, wherein more than 100 women had participated this year.

Ms Mishra recognized their confidence and interest in reading about best practices. She appreciated ACC’s effort to inspire women through the habit of reading. She shared her experiences and learning in making Bhagini Nivedita Gramin Vigyan Niketan (BNGVN) a success and enhancing the local economy through collective effort of citizens of her village. She expressed that one has to believe in his or her strength, and gradually build on them. Perhaps this is the key to success.

Ms Mishra shared her success of developing 1800 SHG’s as examples of women who developed themselves and supported their families. She explained how, ‘good sanitation at home and maintenance of hemoglobin level for women’ is a pre-condition for approval of loans. She also conveyed success of her village through Shram Pratishtha (Dignity of labour) wherein the practice of contribution by every citizen to agricultural labour helps in enriching their local economy. Her simple but meaningful messages aimed at women empowerment were appreciated by Self Help Group members at ACC Chanda.
Today these girls have moved to improved levels of learning. They can read newspapers, story books and recite poems. They can
North region is planning to reach out to 100 school dropouts (girls) by the end of 2014.
Local young women are trained and engaged as teachers and supervisory staff. Teaching is done through innovative and fun-filled
Project implementation started in October 2013 with 25 Learning centres set up in different parts of UP, Rajasthan and Uttarakhand.

S.N LC / Village Name | District - State | Total Enrolled Girls | Girls at 0 Level | Girls at Foundation Level | Girls at class I Level | Girls at Class II to III Level | Girls at Class IV and V level |
--- | --- | --- | --- | --- | --- | --- | --- |
1 KURMINPURWA | Sitapur - UP | 28 | 0 | 0 | 0 | 0 | 0 | 28 |
2 BEHDA | Sitapur - UP | 28 | 0 | 0 | 0 | 0 | 0 | 28 |
3 CHAK KANAHU | Shahjahanpur - UP | 34 | 0 | 0 | 34 | 0 | 0 | 0 |
4 LILYA | Shahjahanpur - UP | 34 | 0 | 0 | 34 | 0 | 0 | 0 |
5 GANESHPUR | Shahjahanpur - UP | 37 | 0 | 0 | 37 | 0 | 0 | 0 |
6 BHATAN DEORA | Shahjahanpur - UP | 41 | 0 | 0 | 41 | 0 | 0 | 0 |
7 MUNSHI PURWA | Shahjahanpur - UP | 35 | 0 | 0 | 35 | 0 | 0 | 0 |
8 SALAKU PURWA | Shahjahanpur - UP | 30 | 0 | 0 | 30 | 0 | 0 | 0 |
9 GHARNASPUR | Shahjahanpur - UP | 30 | 0 | 0 | 30 | 0 | 0 | 0 |
10 KRISHNAPUR | Shahjahanpur - UP | 30 | 0 | 0 | 30 | 0 | 0 | 0 |
11 RAWATPUR | Jaunpur - UP | 30 | 0 | 0 | 30 | 0 | 0 | 0 |
12 SARAY GAURA | Jaunpur - UP | 30 | 0 | 0 | 30 | 0 | 0 | 0 |
13 TALAB | Jaunpur - UP | 30 | 0 | 0 | 30 | 0 | 0 | 0 |
14 DANTA | Jaunpur - UP | 30 | 0 | 0 | 30 | 0 | 0 | 0 |
15 RAMPOORA | Jaunpur - UP | 30 | 0 | 0 | 30 | 0 | 0 | 0 |
16 NAYALA | Alwar – Rajasthan | 30 | 0 | 0 | 30 | 0 | 0 | 0 |
17 ROPP BAS | Alwar – Rajasthan | 30 | 0 | 0 | 30 | 0 | 0 | 0 |
18 BADI BADI | Alwar – Rajasthan | 35 | 0 | 0 | 35 | 0 | 0 | 0 |
19 PLAT KA BAS | Alwar – Rajasthan | 30 | 0 | 0 | 30 | 0 | 0 | 0 |
20 RAJIPUR BADA | Alwar – Rajasthan | 32 | 0 | 0 | 32 | 0 | 0 | 0 |
21 CHOMASI | Rudraprayag - Uttarakhand | 12 | 0 | 0 | 12 | 0 | 0 | 0 |
22 CHILAUT | Rudraprayag - Uttarakhand | 21 | 0 | 0 | 21 | 0 | 0 | 0 |
23 JAMALALAH | Rudraprayag - Uttarakhand | 36 | 0 | 0 | 36 | 0 | 0 | 0 |
24 JALTALA | Rudraprayag - Uttarakhand | 23 | 0 | 0 | 23 | 0 | 0 | 0 |
25 KHONU | Rudraprayag - Uttarakhand | 24 | 0 | 0 | 24 | 0 | 0 | 0 |
750 | 0 | 363 | 0 | 331 | 0 | 56 |

ACC has partnered with NGO “IMPACT” to establish Learning centres for girls in the age group of 6 to 14 years. 750 girl children especially those out of school and belonging to marginalized and deprived sections of the society are enrolled in these schools and are given quality primary education. The aim is to prepare them to take class V exams at the state level.

ACC “ki Laadli” has been a flagship CSR project of ACC North. Fifty percent cost of the project is linked and leveraged from channel partners like C&F Agents, ACC cement dealers and retailers. ACC Lakshya portal which is meant for channel partners to redeem their points against a product of their choice also has an icon of “ACC ki Laadli”. This has helped dealers to redeem their points against education support to girl children, especially school dropouts. Against this, ACC CSR department provided an equal amount of contribution to this project. ACC AHEAD North takes the responsibility to mobilize funds and monitor the centers.

Today these girls have moved to improved levels of learning. They can read newspapers, story books and recite poems. They can form sentences in Hindi and English and even do simple accounting. Their attendance was too encouraging, 83.78% in the first two quarters of the project implementation.

“ACC ki Laadli” - a five year project for school girls

#### Major interventions at “ACC ki Laadli” Learning Centers

1. **Regular education at the learning centers:** Teachers work very hard maintaining attendance by regular home visits and rely on parental and community support.
   Girls have started reading and writing fluently.
2. **Meetings and support of the community:** Community is providing tremendous support in providing quality education to girls at the learning centers by providing safe, attractive and neat place for conducting classes, construction and maintenance of sheds and cleanliness of the surroundings. Problems faced by teachers are resolved at monthly meeting with community groups.
3. **Points undertaken during the community meetings:**
   1. Cleanliness and hygiene among children
   2. Review of academic progress
   3. Cleanliness in the surroundings of the learning centers
   4. Attendance during festive seasons
   5. Maintenance of sheds after rains
   6. Collection of support from the general community for maintenance work
   7. Formalization of village committees on girls education
4. **Enriched education Techniques:** There are 25 learning centres and on an average each center has enrolled 30 to 35 girls. Quality education is imparted subject wise and standard wise to each child. Teaching staff are ladies who adopt fun-filled and innovative techniques, such as teaching through games and through TLMs. A large number of TLMs have been created by teachers in their group work, monthly academic meetings and quarterly trainings. These TLMs are locally developed and provide local solutions to teachers to explain difficult points with ease to the children. TLMs developed include Philas Patti, a game of alphabets and words where children learn synonyms, antonyms, match similar words, vowels and develop vocabulary. Puzzles with words and spelling, snakes and ladders to form words, names of vegetables, fruits, animals and plants, colours and picture cards of English words and articles of daily use, such as car, ball, box, school, home are provided. Pictures, charts, maps, picture cards, style windows, are used to make the learning process interesting and meaningful for the children. In Maths they have adequate knowledge of numbers, tables, multiplication.
5. Teachers also work on spoken language by correcting pronunciation and spelling through puzzles, games, poems and role plays. Children are taught Hindi and English poems through actions. Girls have learnt names of vegetables, fruits, birds, animals, days, colours, months of the year, parts of the body etc in English.
6. **Teacher Training:** One training programmes was organized for the teachers during this period. The training programme covered foundation level. The training was organization at multi locations, Jaunpur, Shahjahanpur and Shravasti in UP, Rudraprayag and dehradun in Uttarakhand and Alwar in Rajasthan. In addition teachers also participated in Training of Trainers programmes, one in Shahjahanpur in UP and another in Jaipur in Rajasthan. These programmes are usually of five days duration and are organized in an interactive manner.
7. **Extra-curricular activities:** Girls enjoy games available at the centers and conducted at regular intervals : Playing carrom, Ludo, skipping, running, kho-kho and singing.
Continuous training and education is one of the key success parameters in healthcare as much as it is in other sectors. Training health professionals may be important not only to ensure that they have the skills needed to improve the quality of healthcare, but also to enhance their motivation and for better patient outcomes.

Thus, ACC supported the Education and Training of social workers, health professionals and volunteers in Children Palliative Care.

First International Children’s Palliative Care Conference, Mumbai, was organised by Tata Memorial Hospital in collaboration with International Children’s Palliative Care Network (ICPCN) and Children’s Palliative Care Project of Indian Association of Palliative Care.

The theme of the Conference was ‘Transforming Ideas to Action’, and the aim was to provide a platform for sharing ideas and action strategies for education, advocacy and networking among professionals like doctors, social workers, counsellors and volunteers. Plenary talks, workshops and concurrent sessions were conducted by experts from all over the world in the field of children’s palliative care. The scientific programme included a variety of plenary sessions (8 papers), 73 discussions and presentations, including workshops and applied workshops, and 43 poster presentations.

The conference was attended by 233 delegates, which included 119 social workers and volunteers. The conference brought together clinicians, researchers, social workers, policy makers, Ministry of Health officials, and national palliative care associations.

“Through this ICPCN conference I learnt how to propagate our work and how to make people aware on palliative care and came to know about other similar organizations”

Babu Abraham
Pallium India, Trivandrum
A social worker in Palliative Care

This conference cum education and training programme was a platform for building and sharing knowledge around this essential component of health care. Speakers from across the globe presented their work, experiences and understanding of the subject. Social workers and health professionals who attended this programme will be able to help patients in a better way.”

Dr. M.A.Muckaden
Prof. & Head Dept. of Palliative Medicine
Tata Memorial Centre
Mumbai

The conference has immensely helped me in getting valuable insights into the innovative work being currently done in the Palliative Care space worldwide. It also gave me an opportunity to interact and network with doctors and other NGOs which has helped in expanding the scope of work of my organization, CPAA at AIIMS.

Rashmi Warty
Head, Patient Care
CPAA, Delhi

To encourage Members to opt to receive documents electronically, on a periodic basis, the Company sends out yearly communications along with the dividend warrants. It was decided to pledge an amount of ₹ 100/- to deserving charitable organisations for every positive response received from the shareholder. In response, 1664 members have opted to receive documents electronically in the year 2013. Thus, the Company extended its contribution of an amount of ₹ 1,66,400/- to two charitable organisations – Jagruti Palak Sanstha and SOBITI Parents’ Association. Jagruti Palak Sanstha runs a day care centre and livelihood centre for specially abled children. SOBITI works with blind children with multiple disabilities.