<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1936</td>
<td>ACC is established as &quot;The Associated Cement Companies Limited&quot;</td>
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<td>1942</td>
<td>Rural welfare schemes implemented at the company's Sevalia plant in Gujarat and at a site near Mumbai</td>
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<tr>
<td>1947</td>
<td>ACC helps relocate, resettle and rehabilitate employees and associates during the partition of India from its plants and offices on both sides of the border.</td>
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<td>1952</td>
<td>The Village Welfare Scheme is launched formally - comprising a countrywide network of social scientists, agricultural experts, health personnel, civil engineers, trainers and others.</td>
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<tr>
<td>1957</td>
<td>Establishment of Kymore Engineering Institute in Madhya Pradesh to provide employment-oriented technical training to rural youth. Later renamed as Sumant Moolgaokar Technical Institute (SMTI)</td>
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<tr>
<td>1977</td>
<td>ACC receives ASSOCHAM's first national award for the year 1976 instituted for outstanding performance in promoting rural and agricultural development activities. This is believed to be India's first ever Rural welfare award.</td>
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<td>2001</td>
<td>After the earthquake in Gujarat, ACC trained 2500 unemployed rural youth to work as masons and construction supervisors to build quakeproof structures, using local materials.</td>
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<td>2001</td>
<td>ACC wins PHD Chambers of Commerce &amp; Industry Good Corporate Citizen Award</td>
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<td>2006</td>
<td>ACC received the Bombay Chamber of Commerce and Industry's Good Corporate Citizen Award</td>
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<td>2006</td>
<td>ACC announces new Workplace policy for HIV/AIDS that safeguards the fundamental rights of employees who may get afflicted with the disease</td>
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<td>2006</td>
<td>ACC establishes an Anti Retroviral Treatment Centre for HIV/AIDS patients at Wadi in Karnataka - recognized as the first ever such project by a private sector company in India. ACC Ayushman Trust is established to run the centre</td>
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<td>2006</td>
<td>ACC launches Waste management services as part of its Alternative Fuels and Raw Materials programme which also incorporates a meaningful role for creation of sustainable livelihoods in waste segregation and collection.</td>
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<td>2007</td>
<td>ACC partners with Christian Medical College to set up an Anti Retroviral Treatment Centre for HIV/AIDS patients at Vellore. ACC CMC Trust for Infectious Diseases (ACTFID) is established to run the Vellore ART centre.</td>
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<td>2007</td>
<td>ACC Cement Technology Institute formally inaugurated at Jamul on July 7.</td>
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<td>2008</td>
<td>ACC’s First Sustainable Development Report released on World Environment Day June 5. The report also features details of CSR activities.</td>
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<td>2008</td>
<td>ACC wins CNBC-TV18 India Business Leader Award in the category India Corporate Citizen of the year 2008</td>
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<td>2008</td>
<td>Ladies Clubs of ACC establish their social volunteering and community welfare wing called ACC AHEAD (Association for Health, Education and Development).</td>
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<td>2008</td>
<td>ACC enters into Public Private Partnership to upgrade seven Industrial Training Institutes (ITI)</td>
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<td>2009</td>
<td>ACC received the Jamanalal Bajaj &quot;Uchit Vyavahar Puraskar&quot; of Council for Fair Business Practices.</td>
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<td>2009</td>
<td>The NGO &quot;Karmayog&quot; rated ACC as the best company in the cement industry in terms of Corporate Social Responsibility.</td>
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<tr>
<td>2010</td>
<td>ACC receives FICCI Award for Outstanding Corporate Vision Triple Impact Business Performance Social &amp; Environmental Action &amp; Globalisation - a unique award received for the first time</td>
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<tr>
<td>2012</td>
<td>Nationwide employee volunteering programme launched as part of the Holcim Group's “Together for Communities” campaign to mark its centenary</td>
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<td>2013</td>
<td>ACC sets up Green Building Material Centres in Maharashtra, Uttar Pradesh, Madhya Pradesh, and Rajasthan as 'one stop' shops to promote low-cost locally made green construction materials and expertise to rural and semi-urban India.</td>
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This list is not exhaustive and does not include plant awards and numerous instances of disaster relief and other assistance.
Fuelwood continues to be the main source of energy for most of rural India and particularly in the hilly terrain with colder climate. Afforestation in these regions is an important priority to avoid rapid depletion of fuelwood resources. This is of particular relevance in the hilly state of Himachal Pradesh where ACC Gagal Cement Plant is located.

Apart from domestic consumption, fuelwood is used in large measure to fire conventional crematoria in and around Gagal. The banks of the river Sutlej are used for performing last rites by inhabitants of the districts of Barmana, Panjgain, Dhaun-Kothi, Beri and some villages of NichaliBhaterh. Often requests were received by the company to contribute fuelwood. To sort out this delicate matter, the CSR team at Gagal engaged with elders in the community to make some changes that would render these crematoria fuel efficient.

After some rounds of discussions, it was decided to turn the old styled crematorium into a fuel efficient one which would reduce the requirement of fuelwood by more than 50 percent. Two fuel efficient pyres were thus erected with used refractory bricks. The conventional pyre was using 5 to 6 quintals of wood per cremation. This has now been reduced to 3 quintals, thus saving almost 50 percent of wood.

In addition, the company also decided to construct additional infrastructure - approach road to the crematorium to facilitate a safe passage for the funeral procession to the river bank. A room with shelter has been constructed to provide some comfort for the family of the deceased. This initiative has proved beneficial to more than 12,000 people who are permanent residents of the neighbouring villages.
Mamta Dahiya from village Gudgadauha talks about how Self Help Groups brought about a sea change in her life.

"My husband works in the village as Kotwal and I have two sons who are schooling. With the help of ACC and the NGO partner Udyogini, I formed a Self Help Group in incense making and imitation jewellery. Observing my devotion to work, Udyogini appointed me as a Business Development Service Provider (BDSP) to help other village women start similar enterprises. Gradually I interacted with other village-women, encouraged them to attend training program, on incense making and imitation jewellery. Thus I helped to form six SHGs.

In order to increase my earnings, I also started distributing raw materials for incense and jewellery. This gave me an additional income of Re 1 per dozen on materials supplied. I was able to make ₹ 300 to ₹ 500 per month from the BDSP work.

Gradually with the support of ACC, I developed confidence to take on more work. Now I have developed a kitchen garden at my home which provides for my home consumption of vegetables and helps me to save ₹ 500 to ₹ 1000 per month.

Early in January this year, I got an opportunity to participate in the Mahakaushal Vyapar Utsav organized in Jabalpur for 5 days. It was a great place to market and sell our products. We sold the incense, jewellery and spices produced by our SHG members. We also received a certificate from the Jabalpur Tourism Promotion Council.

Recognizing the regularity and good work of our SHG, ICICI Bank, Katni sanctioned a loan of ₹ 30,000 for our Self Help Group. I have invested ₹ 12,500 for starting a grocery and manihari shop. We easily earn ₹ 2500 to 3000 per month from the shop and our economic situation is improving. I would like to thank ACC for all their support. I am highly obliged and grateful to the company for helping me improve my economic and social condition."
It is estimated that the rate of malnutrition among children is very high in India, especially in the rural areas and hence it is an important national issue. More than 40% children under the age of five are malnourished as per survey reports released by various government and non-government agencies. Malnutrition in early childhood seriously impairs the child’s health and growth, besides social and emotional development. Such children are less likely to perform well in school and are vulnerable to diseases.

The Department of Women and Child Development is the nodal Government agency implementing Integrated Child Development Services (ICDS) to address the problems of children under six. Lakheri CSR team coordinated with this department and jointly developed an action plan to identify and help rehabilitate malnourished children through 34 Anganwadi centers in nearby ten villages.

During needs assessment, it was observed that there are number of gaps in the system; field functionaries were not knowledgeable and equipped to identify malnourished / severely malnourished children at Anganwadi centres. The system lacked proper monitoring, tracking, shortage of weighing scales at Anganwadi centers.

A training program was first organized for the field functionaries with support of Mrs Shobha Pathak Dy Director, ICDS Bundi and Mr S N Methi Sate resource person, Jaipur to Anganwadi workers and ASHA members on proper growth monitoring, tracking and follow up treatment required for malnourished children.

Weighing scales were either not available or were not in working condition in almost all the 34 Anganwadi centers (AWCs). Dy Director-ICDS Bundi requested ACC Lakheri to provide adequate weighing scales which were soon provided by Lakheri. In addition, support was extended to all field functionaries to help measure and plot the status of each child in growth charts to take follow up actions.

This collaborative approach brought to light nutritional status of over 500 children under five years of age - 66% were normal, 26% malnourished and 8% severely malnourished.

To address malnourished children, double ration was provided to the Anganwadi centres, their growth was monitored on a fortnightly basis and parents were guided for home based solutions. For severely malnourished children, a special health camp was set up at the local government hospital. About 50 children were examined and treated.

Six cases of severe malnutrition were referred to Malnutrition Treatment Centre (MTC) at District Hospital Bundi. ACC Lakheri provided all logistics and financial support to streamline the government system and facilitate treatment of these children at MTC with the support of NGO partner. It was observed that each child responded positively and started gaining weight. Children were discharged with guidance and medicines. Their health was further tracked at home and monitored on a weekly basis.

Parents expressed full gratitude to ACC for extending huge support. Following the success of this intervention, the next batch of severely malnourished children will be identified and referred to MTC.

This effort is an example of careful synergy with government departments for addressing a major national issue, as a result of which a sustainable system is developed to identify and treat such children.
Lack of sanitation can lead to several problems especially for women. A number of health related issues including diseases like urinary track infection (UTI), constipation and poor menstrual hygiene are due to lack of sanitation. Sanitation facilities ensure good health and therefore provide substantial benefits to the whole community.

ACC Tikaria took up the cause of constructing and ensuring the use of toilets in 100% of the households in Tikaria village. A baseline survey of the village revealed that only 58 of the total 596 households of the village have toilets while only 43 of the families with toilets use them. The rest of the majority practise open defecation.

Tikaria felt that sanitation was not merely about construction of toilets but also sensitizing the community to use these toilets. With the support of NGO partner interactions were conducted with Gram Pradhan and community members during SHG meetings, Village Health & Nutrition Day, household visits teaching villagers how sanitation impacts health.

At present, toilets are being constructed at household level based on design approved by the government. For each household toilet, the government pays ₹ 9000/- (₹ 4500/- in cash and the remaining as wages under the MGNREGA scheme). ₹ 900/- is being contributed by the family, while ACC pays ₹ 5000/- which is used for providing an iron door, white-washing the toilet, plastering, tiles, etc. Each toilet has two soak pits and an especially designed rural pan that takes little water to wash the waste.

110 toilets have been constructed so far and are being used by the community. All the 596 toilets when complete will benefit 2032 community members. The aim is to make Tikaria “Nirmal Gram” by making it free of open defecation and seeking the necessary recognition from the government under the Nirmal Bharat Abhiyan.

Smt Rajkali, w/o Shri Gajraj Maurya from Khapan Kapurwa, Tikaria says that “When we did not have a toilet at home we used to go outside to relieve ourselves early in the morning or after sunset so that no one could see us. There was a constant fear of being bitten by poisonous animals. During ill health, it was extremely difficult. But now we have a well constructed toilet at home which the whole family uses. Thanks to ACC, Gram Panchayat and the government who have supported in construction of this useful and hygienic toilet. We will always use it and maintain it.”
As said by Kofi Annan, earlier Secretary General of United Nations, “There is no tool for development more effective than empowerment of women.” With this belief, ACC Kudithini has been implementing various interventions through Self Help Groups (SHGs) to support skills development.

At present there are 107 women SHGs with 1489 members. They have been trained on the basic concept of forming SHGs, group management, micro planning and book-keeping. SHGs are functioning efficiently and are able to generate savings, avail loan from financial institutions and carry out income generation activities. From April 2014, 7 SHGs linked with an amount of ₹ 11.20 lakhs and 37 members started income generation activities and are earning ₹ 5000/- to 8000/- per month.

SHGs members have been trained in making of garments and preparation of home based products. In April 2014, a garment production centre was established and linked with the market. 20 SHG members have been employed in the centre. They are earning around ₹ 5000/- to 8000/- per month. After the success of first batch, another batch of 22 members is under training since May 2014 and after completing training, they will join the centre and production will be further expanded.

Ms Radha Ramesh, a member of Sai Ram SHG, underwent training and joined the centre. She started stitching uniforms on per rate basis. A housewife earlier, Radha earns an average income of ₹ 120-125/- per day. She expresses happiness and gratitude towards the company for giving her an opportunity to learn and contribute to her family income.

A homemade food products sales counter was set up at KSRTC bus stand in Kudithini in May 2014. This stall is maintained by Mother Teresa, Women Village organization and they sell nearly 15 products made by SHG members. 10 members benefit directly through this activity earning ₹ 5000/- per month.

Ten unemployed women, who completed computer training with support from ACC Kudithini, were provided placement in various institutions around Bellary in April and May 2014. They are earning ₹ 6000/- to 8000/- per month.

Ms Manjula, though well-educated was a housewife. She was financially dependent on her husband even for petty expenses. After completing her computer course, she was employed in a private educational institution as Tutur-Cum-Computer Operator. Presently she is earning ₹ 5000/- per month. She feels confident and self-sufficient and is thankful to ACC for giving her a chance to develop her skills.
School children at Madukkarai celebrated World Environment Day, on June 5 with the theme: “Raise your voice and not the sea level”. The month long celebrations involved enthusiastic organising and participation in various competitions, drawing, junk art and quiz contests. More than 350 students from about 11 schools took part.

Topics for the drawing competition focused on “Save Mother Earth”, “Reuse and Recycle” and “Water Conservation”. About 182 students participated using their creativity and imagination to portray these themes. In the junk art competition, students were asked to prepare an art form from re-used materials. More than 30 teams displayed art made from waste and re-cycled materials. Quiz competition featured topics pertaining to environmental protection with more than 25 teams joining in and six teams qualifying in the final round.

Junk Art:

Drawing Competition:
Group A : Standards 3 to 6
Mahrishi Vidy Mandir Matriculation School, Sri P Mallayan Matriculation School, Equitas Gurukul Matriculation School, CS Academy, Nirmala Matha Matriculation School

Group B : Standards 7 to 9 :
CS Academy, Sri P Mallayan Matriculation School, Equitas Gurukul Matriculation School, Nirmala Matha Matriculation School, Government Higher Secondary School, Madukkarai

Group C : Standard 10 to 12 :
Mahrishi Vidy Mandir Matriculation School, Sri P Mallayan Matriculation School, Government Higher Secondary School, Madukkarai

Quiz Competition:
Winners: Vidya Nikethan Matriculation School, Puliyakulam
Second Prize: CS Academy, Kovaipudur
Third Prize: Nirmala Matha Matriculation School, Kuniamutt
Water is a precious natural resource which is gradually becoming insufficient. Water conservation is a must in a water-scarce country like ours. To mark the World Water Day, on March 22, based on the theme, Energy and Water, ACC Thondebhavi organised a cycle rally and walkathon jointly with the World Water Literacy Foundation. The rally was flagged off by Mr P N Iyer, Chief Executive-East and followed a route from freedom Park Bangalore to Karnataka Small Scale Industries Bhavan.

This rally and walkathon saw enthusiastic participation from members of the Go Green Club, students from various educational institutions like Sheshadripuram College, S Nijalingappa College, Govt Science and Arts Colleges, Field Services and Inter-culture Learning India (FSL India) German and Russian volunteers, and organisations like WLF and RashtraBandhu. Around 30 ACC employees from Regional and Sales Offices, Bangalore, and Thondebhavi Cement Plant participated in the walkathon.

Several dignitaries attended this programme including Mr A Padmanabh, Secretary, Karnataka Small Scale Industries Association (KASSIA), Mr B P Shashidhar, President, KASSIA, Dr Vaman Acharayaji, Chairman, Karnataka State Pollution Control Board (KSPCB) and Mr R Shivakumar, President, Federation of Karnataka Chambers of Commerce & Industry (FKCCI), Mr Muniyappa, Chief Director, Karnataka Council for Technological Upgradation (KCTU), Mr Vijaykumar Shetty, Executive, KSPCB, Mr Ayyappa Masagi, Founder Director, Water Literacy Foundation (WLF), Mr Ramesh Ilagera, President, North Karnataka Drought and Famine Victims Association and Mr P N Iyer, Chief Executive-East, ACC.

During the seminar Mr P N Iyer unveiled a book on water conservation and 250 copies were distributed to the local people, village panchyat and other stakeholders. His speech exhorted each and everyone to save water. Mr Iyer explained that it is the responsibility of every individual to conserve water for future generations.
Overcoming physical challenges

Veereshwara Angavikalanga Swa Sahaya Sangh, in the proximity of Wadi town is an association of physically challenged persons. Ambika Basanagowda, an 18 year old, one of the youngest members of the group, is a resident of Halkatta village. She is disabled and lives with her father, a farmer and mother, an anganwadi worker. Agriculture is the main occupation in this village. Women generally find work as contract workers in the fields, or teach and work as helpers at the local anganwadi center. To help these women become self-reliant, ACC identified the formation of SHGs, as a way to mobilize them.

A group of four enterprising women, Allama, Ambika, Mashqak.B, and Dandamma from this Sangh decided to set up a small business to generate income. This group had received training on forming a Self Help Group with guidance from ACC. Ambika’s mother, a member of the group came up with an idea of setting up a sewai processing and manufacturing unit although the demand for such products is certain but cyclical.

The group came together with a fund of ₹ 13000. Each of the four members contributed ₹ 3250. The balance amount for the machine was provided by ACC, and the unit was quickly procured and installed.

Due to cyclical demand for this product, currently one of the women earns ₹ 300 to 400 per month. Presently she is involved only in processing the flour. After some time, when the business gets a little more stable, the next phase of support will be extended.

Ambika and the other women in the group are now self-sufficient and are able to make a living with their hard work. Now they feel a sense of self respect and lead a dignified life in society. It is truly said, communities can only sustain if their woman are empowered.
Health & Hygiene

Good health is central to human happiness and well-being. It also makes an important contribution to economic progress, as healthy populations live longer and are more productive. Many people do not realize the significance of good health, and even if they do, they may still disregard it. Most water and sanitation related diseases can only be prevented by improving a number of hygiene behaviours. Keeping this in mind, ACC Bargarh organised a number of health camps for the community in the months of April and May.

Adolescent Health and Hygiene Camps were held in Cement Nagar High School, Bardol and Ashram School, Khaliapali. Dr. Arupananda Sahu & Ms. Santosini, District level trainer, under NRHM, Bargarh conducted these sessions on different aspects of adolescence, life cycle approach, physical and mental changes during the period, menstruation and anaemia - its causes and preventive measures. About 191 school children (Boys-99 Girls-92) attended the camp with school teachers, Anganwadi Workers (AWW) and ASHA members.

Blood grouping & Haemoglobin profiling

ACC along with Mahashakti foundation organized Haemoglobin tests and blood grouping camp at 3 villages, Sauntamnal, Badmal and Dungri with the support of Aaganwadi workers, ASHA (Health staff), and Auxiliary Nurse Midwifery (ANM). Around 300 adolescent girls attended the camp. Community Advisory Panel members participated too. 17 girls were identified with anaemia and referred to local hospital for further treatment.

HIV/AIDS awareness

HIV/AIDS awareness camp was organized at ACC, Bargarh premises. Dr Sunil Sahu, Asst Surgeon, Katapali inaugurated the Camp as Chief Guest. Guests of honour Mr C S Kalia & Mr S Rama Krishna deliberated on this fatal disease and emphasized that “Prevention is better than cure.” Awareness was created about the mode of transmission of this disease, preventive methods, Integrated Counseling and testing Centers (ICTC), health care of AIDS patients, diet and medication.

Hand washing campaigns were organised in two schools in Khaliapali and Bardol respectively. Importance of hand washing was explained to students. Steps of hand washing were demonstrated and taught to students. 164 school students, along with the teachers, anganwadi workers, school management committee members and ASHA attended the camp.

Camp for adolescents

Adolescent Health and Hygiene Camps were held in Cement Nagar High School, Bardol and Ashram School, Khaliapali. Dr. Arupananda Sahu & Ms. Santosini, District level trainer, under NRHM, Bargarh conducted these sessions on different aspects of adolescence, life cycle approach, physical and mental changes during the period, menstruation and anaemia - its causes and preventive measures. About 191 school children (Boys-99 Girls-92) attended the camp with school teachers, Anganwadi Workers (AWW) and ASHA members.
Hand pumps for clean water

Majority of people in the project area villages around Chaibasa plant have access to groundwater either by means of hand pump or through the traditional use of buckets. The bucket-rope approach is used when water is to be lifted from a well or an open source. Water pumped through hand pumps is safe for drinking purpose because the chance for contamination is very less. Hence this is the most preferable option for drinking water in these villages.

In the Community Advisory Panel (CAP) meeting held in April 2014, it was decided to install 30 borehole hand pumps. The process adopted for site selection was twofold, firstly collection and segregation of applications according to the villages, then after reviewing the application by community members, finalizing sites for installation of hand pumps.

Till date 24 hand pumps have been installed in 10 nearby villages and remaining are in the pipeline. Mostly, the hand pumps were installed in locations where people do not have any source of safe potable drinking water in and around the periphery of 300 to 600 meters. Approximately 1800 villagers of nearby 8 to 10 villages will get drinking water through this noble support extended by ACC.
To promote rural sports, ACC Damodhar has organised a village level cricket tournament among eight different teams of five project villages, like Dumdumi, Sunuri, Bakulia, Balitora and Makra. The main objective of this tournament was to maintain a healthy relationship with the rural youth and to promote rural sports. Before conducting this tournament a village level cricket committee was formed with two nominated persons from each of five project villages by the CAP (Community Advisory Panel) members. This committee has been empowered to make decision regarding selection of players formation of teams and schedule of games. In close consultation with this committee team Damodhar has organised this tournament. First inaugural match was held on 9th April, 2014 between Dumdumi Cricket club Vs. DCW Junior Cricket Club where Dumdumi Cricket Club won the match. Final Match was held on 10th May, 2014 between Makra Vs. Sunuri Cricket Club where Sunuri Cricket club won the 1st village level cricket tournament. Village level cricket committee is now eager to conduct other games like football, volleyball etc.
ACC Jamul set up Utkarsh, a coaching centre with the help of NGO partner, Help Student India in order to provide free coaching facility for bright and intelligent minds, especially from underprivileged sections of the society.

Although literacy level among children in Jamul is high they are unaware of various opportunities available for higher education. Students who belong to marginalized sections of the society generally complete their school education and take up semi-skilled or unskilled jobs due to lack of awareness. In fact, bright and meritorious students of Government schools do not get proper guidance or coaching on shaping their future while a few despite their academic credentials cannot afford exorbitant fees. ACC observed this gap and set up a free coaching facility to help ambitious students.

Utkarsh Coaching Centre conducts admission test for students of different schools and selects top 50 students for each grade. They are provided with guidance for various competitive exams such as National Talent Search Exam (NTSE), Joint Entrance Exam (JEE) Mains, Primary English Test Chhattisgarh and Pre-Medical Test and are taught by highly qualified and experienced teachers absolutely free of cost. The coaching institute also aims at improving communication skills of the students. This has resulted in overall personality development too.

Utkarsh Coaching Centre is not too far from achieving its goal as a glimpse of the results indicates:

At present 88% students from Utkarsh institute scored First Division grade in their Std XII academic examinations. Khusboo Sahu, Govt. High School Jamul topped her school with 83.6%. Arun achieved 92%, marks in Physics, Chemistry and 99% in Maths. Out of 9 students who appeared in Chhattisgarh Preliminary English Test, every student qualified and six of them got ranks below 10000.

This Centre has not only prepared students for competitive exams but has created awareness about better opportunities available for them. People in nearby villages are now encouraging their children to concentrate on their studies since there is a free competent coaching institute to enhance their development.
To create awareness among voters and facilitate people participation in the biggest festival of democracy ACC Sindri Cement Plant in close coordination with Dhanbad District Administration organised various programmes in the vicinity to ensure maximum turnout in the 2014 Lok Sabha elections.

One such activity was a health camp organised in village Shyamalapur of Chhatatand Panchayat. Along with the check-up, free medicines were provided to the beneficiaries. This campaign was used as a platform to educate the beneficiaries on importance of voting by simultaneously organising voters’ awareness camp. About 55 beneficiaries attended these camps.

As an initiative to target first time voters, competitive coaching institutes were involved in a major way throughout the campaign. Activities were organised to infuse democratic values in students from both urban and rural areas in Sindri. Events such as singing, making posters, slogan writing, and rallies were held in which large number of students participated. To further motivate these students; winners of each competition were given awards.

In addition, information on elections was regularly disseminated among voters through posters, pamphlets, and an educational motivational campaign named, PRATIGYA. Additionally, publicity material for display on heavy vehicles was distributed.

These activities collectively aimed at sensitising voters on various aspects of elections such as the importance to exercise their voting rights, keeping relevant documents ready to show proof of identity, and importance of women participation in the election process.
Community led
Lift irrigation project

Agriculture requires large quantities of water but today water is gradually becoming a scarce resource. Lift irrigation is a method of irrigation in which water is not transported by natural flow as in canal systems, but is lifted with pumps or other means. After the success of the Lift Irrigation Project at Paramdoh (Yavatmal District), ACC Chanda decided to implement a second one in Usgaon village (Chandrapur district). Farmers in Usgaon village were encouraged by Chanda CSR Team to join hands to tackle the problem of water shortage. They organized themselves into a group and ensured availability of water for their farms from the nearby Wardha river, which flows about a kilometre away.

The farming community decided to set up a Lift Irrigation System (LIS) in which water is pumped from lower level to a higher level. The entire project cost was estimated at ₹ 6,43,651/-. ACC CSR contributed ₹ 4,83,651/-, farmers contributed ₹ 1, 60,000/- and the balance amount was leveraged.

Experts from Nagpur arranged through Chanda guided the farmers. Labour cost, approximately ₹ 27,000/ was saved since the entire process was carried out by the farmers themselves. A kilometre long pipeline was then laid from the river to the farmlands which finally enabled 25 acres of land to get adequate water for farming, benefitting 9 farmers and their families, about 90 people in all.

The project began in April 2014 and was completed in June 2014. This collaborative project led to good farm yield and generated employment.
Chaitanya Youth Association - Strengthens community

The youth of Besthavemula, Cudappah District, supported ACC in different CSR initiatives. Due to their continuous efforts, these young men were organized into a group and an association called Chaitanya Youth Association was formed in 2012. The association was registered in the year 2013 with the objectives of community development, youth empowerment, skills development, mobilization of local needs and resources from various departments of government and other agencies, linkages to various welfare schemes of the government and fostering unity and integrity.

Chaitanya Youth Association has around 25-30 members and 9 Executive members. Members of this association regularly coordinate with Government officials like Tahsildar and officers of Mandal Development, Agriculture, District Youth Welfare and Nehru Yuva Kendra offices. Since the association has been formed, ACC CSR initiatives are being carried out with their help.

Notable initiatives undertaken by the association since its inception include:

• Four electric poles set up through coordination and mobilization with the Gram Panchayat. These poles provide street lighting in the village and have benefited the community.
• The association mobilized national old-age pension through the Tahilsdar at the block level, with consistent efforts. Through the scheme, four senior citizens of the village are benefitted with ₹ 200 per month.
• Supported Pulse Polio Program at each level of execution where 52 children were given Polio drops.
• Members of the association jointly worked with ACC CSR for organizing and celebrating International Women’s Day. These activities included making all arrangements, inviting dignitaries and mobilizing women.
• The association does regular coordination with Anganwadi Centres, ANMs, Gram Panchayat Secretary, School Head Master and Panchayat members locally for regular activities and projects.
ACC Madukkarai Cement Works eco initiative

Correspondence, Issue No. 16

The Chief Executive of ACC Limited's Madukkarai Cement Works organized various competitions for nearly 200 children from more than 10 schools across Coimbatore at the ACC Club. After their award winning initiative 'Clean and Green Madukkarai' which involved the tree planting of 10,000 people of Madukkarai, they took up the Solid Waste Management initiative. ACC Madukkarai Cement Works is working towards environmental issues among the next generation. A Thanthaiyed, the Joint Chief Environmental Engineer, Tamil Nadu Pollution Control Board, Coimbatore, graced the event as chief guest. The event instilled the children's knowledge and capacity through art competitions and quiz rounds. The awareness was sustained as the children engaged with the importance of recycling and waste conservation. K.G. Rajappan, Director Plant, ACC Limited, said the World Environment Day (WED) isACC's principal vehicle for principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, principled, princ
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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ACC’s Leadership engagement in CSR Sector

The new Companies Act 2013 lists Skills Development as one of the activities that should be included under Corporate Social Responsibility (CSR). This will ensure greater focus and spend on Skills Development, which will in turn ensure availability of adequate skilled workforce as per industry requirements. Hence amounts allocated for Skills Development would create shared value that would not only be beneficial to the community but also be advantageous to the economy.

CII invited ACC to share their understanding and learnings in the area of Skills Development. Mr Mangesh Gupte, Head-CSR shared ACC’s experience in connecting orphanage pass-outs to skills development courses when they turn 18 so that they are in a better position to find gainful employment. Generally orphanages give shelter to children up to the age of 16 but these children do not possess any skills to fend for themselves. Such children are an important segment and they need support and guidance to make them self-sufficient. ACC elucidated the need for social dialogue with the orphanage pass outs during the transition age of 16-18. Once they are 18, it is important to connect these children to employability programs run under National Skills Development Centre framework. ACC also highlighted its positive experience of collaborating with L&T Construction Skills Training Institute to provide employment linked skills in the construction sector to community youth around its operations as well as in various regions across the country.

Mr Nehal Sheth, Director, KPMG, expressed that labour laws are being reformed to benefit Skills Development and help corporates to take more impactful steps. He expressed ‘If all the stakeholders in the field take correct steps, then meeting of ‘Bharat’ and India would not take long!’