TOGETHER FOR COMMUNITIES

Special Edition on Community Health (ACC Arogyam)
ACC Arogyam

ACC Arogyam is an initiative focusing on generating awareness among communities on improved health and nutrition behaviours and strengthening public service delivery systems.

Some of the major activities include eradicating hunger and malnutrition, promoting preventive health care and reducing infant mortality rate, HIV/AIDS and morbidity.

The objectives of ACC Arogyam are

- To improve the health and nutritional status of women, children and adolescent girls of 202 villages in 12 states.
- To organise Health and Nutrition Days (NHD) at 111 Anganwadi Centres (AWCs) every month in 202 villages.
- To develop 202 model AWCs by 2020.
- To generate awareness on healthy behaviours and practices among targeted communities and improve major health and nutrition indicators by 20%.

Featured Projects

<table>
<thead>
<tr>
<th>No.</th>
<th>Project Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Pillars of Economic Growth of our Country</td>
<td>Gagal</td>
</tr>
<tr>
<td>02</td>
<td>A step towards Integrated Community Health for all</td>
<td>Kymore</td>
</tr>
<tr>
<td>03</td>
<td>Strengthening the Health and Nutrition Indicators</td>
<td>Lakheri</td>
</tr>
<tr>
<td>04</td>
<td>Improving the health of the community around ACC</td>
<td>Tikaria</td>
</tr>
<tr>
<td>05</td>
<td>Raising awareness on Health</td>
<td>Kudithini</td>
</tr>
<tr>
<td>06</td>
<td>Everybody has a Right to Good Health</td>
<td>Wadi</td>
</tr>
<tr>
<td>07</td>
<td>The Importance of Access to Health Care</td>
<td>Chanda</td>
</tr>
<tr>
<td>08</td>
<td>A success story on Village Health and Nutrition Day</td>
<td>Bargarh</td>
</tr>
<tr>
<td>09</td>
<td>Facilitating health and well-being of the community</td>
<td>Chaibasa</td>
</tr>
<tr>
<td>10</td>
<td>Creating Awareness on Adolescent Health</td>
<td>Damodhar</td>
</tr>
<tr>
<td>11</td>
<td>Healthy, Well Nourished and Ready To Learn</td>
<td>Jamul</td>
</tr>
<tr>
<td>12</td>
<td>Fostering innovation to advance rural health care</td>
<td>Sindri</td>
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</tbody>
</table>

No. of villages | Total Population | AWCs | Model AWCs | Total Beneficiaries
---|-----------------|------|------------|-----------------|
202 | 434000 | 252 | 54 | 77384
India has a 4.7 million kilometre long road network, which transports more than 60% of all goods in the country. Truck drivers travel across the length and breadth of the country, even in the most unfavourable climatic conditions to ensure that goods reach their destination on time.

Truck drivers lead a difficult lifestyle as they don’t have fixed timings for meals, sleep or rest. They face health and hygiene issues as they are always on the road. Many a time, they do not have access to proper food, rest and sanitation. It has been proven by research that sexually transmitted diseases are highly prevalent among truck drivers particularly due to prolonged absence from their homes. ACC Gagal depends on road transport for its operations and drivers are natural partners in the regular business.

Recognising the need to inculcate good health practices in drivers, ACC Gagal provides basic healthcare facilities at the parking yard of the company. In December 2010, a healthcare centre at the truck parking yard in Barmana was started in association with Himachal Pradesh Voluntary Health Association (HPVHA) and Apollo Tyres Foundation with the following objectives:

- To create awareness on the prevention of HIV/AIDS.
- To provide healthcare services with a focus on treatment for STI/STD (Sexually Transmitted Infections / Sexually Transmitted Diseases).
- To spread awareness about safer sex practices and counseling services.
- To increase peer involvement in the identification of complaints of STI/STD and their referral to the clinic.
- Creating a non-stigmatised environment for STI/STD/HIV/AIDS.

So far, the total number of beneficiaries of our initiative is mentioned in the table below:

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<td>26</td>
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<td>5</td>
<td>HIV Test</td>
<td>384</td>
<td>248</td>
<td>306</td>
<td>355</td>
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<td>6</td>
<td>Condom (Free + Social awareness)</td>
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<td>16340</td>
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Since its inception in 2010, we have identified and referred 10 HIV positive cases to the government hospital for further treatment and counselling.
Kymore Cement Works in Katni district of Madhya Pradesh has taken a holistic approach to the Community Development Agenda and is benefitting around 30,000 people in 16 villages surrounding the plant and mines.

Kymore Cement Works is committed to supporting the host communities living around the plant as well as the mining operation. The focus of ACC Arogyam is particularly on improving the quality and access of health and nutritional services, which has been successfully implemented in close coordination with the Integrated Child Development Services (ICDS) and Health Departments of the government. Following are some of the noteworthy interventions.

**SNEH – The Model Anganwadi centres (AWCs)**

At the village level, AWCs are the first level service providers for health, nutrition and early education. Therefore, 20 AWCs have been developed as “Sneh Sadan” by renovating them to make them child friendly thereby ensuring availability of basic infrastructure facilities and rendering efficient services to women, adolescent girls and children.

The project has enhanced the knowledge and skills of *anganwadi* workers and Accredited Social Health Activists (ASHAs) on maternal and child health issues, who conduct maternal and child health days every month.

**Hand washing campaign**

To prevent waterborne diseases, a campaign for health, hygiene and sanitation was initiated. All children of AWCs and schools were oriented on proper hand washing before and after meals, cleanliness, hygiene and basic sanitation.

**Adolescent girl’s health, hygiene and sanitation**

As the adage goes, “When you educate a woman, you educate a whole family”, ACC Kymore initiated the education of adolescent girls on proper health, hygiene and sanitation issues. A total of 1,630 girls have been taught the essentials and basics of a healthy life, since the inception of the project.

**Health Awareness**

To promote healthy behaviour and practices, sessions were organised for mothers who were sensitised on maternal and child health and preventive healthcare like – immunisation, safe delivery, early childhood care and prevention of malnutrition and anemia. School students were also oriented on health and safety issues and avoiding tobacco and alcohol.

As a result of above initiatives, positive changes were observed at the village level. There are improved services now at AWCs and enhanced participation of women and children for immunisation, antenatal care and institutional deliveries at the health centers. Host communities are sensitised towards health issues and actively participate in healthcare initiatives in the area.

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<tr>
<th>No. of villages</th>
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<th>Model AWCs</th>
<th>Total Beneficiaries</th>
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<td>20</td>
<td>20</td>
<td>7693</td>
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For more details, please contact annetflorie.bishwas@acclimited.com
The baseline assessment in 2013 observed that the health and nutrition indicators of Bundi District in Lakheri region were below the state and national averages.

To address these issues, Lakheri Cement Works conceptualised and implemented the ‘Public Health, Nutrition and Sanitation Project’ with the Department of Medical and Health and the Integrated Child Development Services (ICDS) in 10 villages through one community health centre (CHC), three sub centres and 34 Anganwadi centres (AWCs) covering a population of 45,000 people.

The project strengthened and regularised Maternal and Child Health Nutrition (MCHN) days and ensured availability of health and nutrition services at the village level. Focus was given on timely enrolment to provide immunisation, antenatal and postnatal check-ups, safe delivery practices, health education and awareness sessions and to promote improved health practices and behaviours. The project established a system of timely identification of high risk pregnancies and its follow-up to safe delivery. These initiatives were taken to reduce infant and maternal death and malnutrition.

Malnutrition is a major problem among children. More than 50% children are observed as malnourished, which is a major contributor to child deaths. Thus, focus is being given to breastfeeding infants, immunisation, deworming, regular weighing, growth monitoring, identifying malnutrition and bringing children to normal grades. To sustain these initiatives, Gram Panchayats and community groups are sensitised and their active involvement is sought.

As a result of efforts of three years, the progress was remarkable. The initiatives improved the reach and quality of health and nutritional services and sensitised communities about improved health and ultimately improved coverage of the most of the critical interventions.

For more details, please contact akhilesh.gupta@acclimited.com

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ACC Tikaria Cement Works has implemented its CSR projects in the communities of six villages nearby after observing the poor health status. In 2013, ACC Tikaria had conducted a situational analysis and needs assessment study along with a third party to confirm the poor health and nutritional indicators of the region. The health indicators were far below the state average indicators.

ACC Tikaria developed and implemented ACC Arogyam in six villages nearby in coordination with the Integrated Child Development Services (ICDS).

The project was implemented by NGO partner, DEHAT and emphasised on a two-pronged strategy –

- To strengthen the government service delivery systems.
- Awareness generation at the community level on improved health behaviours.

**Major Interventions:**
- Conducted meetings at Anganwadi centres (AWCs) for expectant mothers and those women who had recently given birth
- Monthly health and nutrition days conducted regularly at AWCs.
- Home visits and counseling during critical periods of pregnancy and child growth.
- Awareness campaigns for behaviour change in hygiene and sanitation.

**Major Achievements**

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<th>Status - 2017</th>
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<td>Immunisation of children – up to the third dose of DPT/Polio</td>
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<td>86.72%</td>
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<td>2</td>
<td>Immunisation of children for measles</td>
<td>14.38</td>
<td>97.34</td>
</tr>
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<td>3</td>
<td>Immunisation of pregnant women for TT-1</td>
<td>74.75%</td>
<td>87.13%</td>
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<tr>
<td>4</td>
<td>Immunisation of pregnant women for TT-2</td>
<td>62.87%</td>
<td>69.59%</td>
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<td>5</td>
<td>Institutional deliveries</td>
<td>61.05</td>
<td>96.46</td>
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**For more details, please contact** vijay.khati@acclimited.com
The Bellary district is well-known for its iron reserves. The villages in the area face issues of poor health and sanitation, lack of basic infrastructure and a high incidence of infant and maternal mortality.

ACC Kudithini initiated a community health project named ACC Arogyam to facilitate health services and promote healthy behaviour.

The initiative first targeted women, children and adolescent girls whereby educational sessions were conducted for pregnant women and nursing mothers to enhance their knowledge on the importance of immunisation, antenatal and postnatal care, adequate nutrition, rest and iron and folic acid supplements. The project involved Anganwadi workers (AWCs), Auxiliary Nurse Midwives (ANMs) and Accredited Social Health Activists (ASHAs) to achieve a higher impact and sustainability of the initiative.

ACC Kudithini and its implementing partner Forum for Rural Development (FORD) organised general medical camps and mega health check-up camps in collaboration with medical institutions to engage the services of specialists like dentists, ophthalmologists, gynaecologists, orthopaedics and general physicians thereby benefitting 2,750 patients.

To prevent and control HIV/AIDs in the region, awareness campaigns targeting high risk groups like truck drivers and youth were organised, 750 members benefitted from these four camps.

Cervical cancer affects women aged between 18 and 45 years. A pap smear test can detect cervical cancer at an early stage. Cervical cancer screening camps were organised along with the Family Planning Association of India, Bellary. 500 women attended the camps, out of which 185 women were screened for cervical cancer and 80 cases were referred for follow-up treatment.

Regular interactive sessions are conducted to familiarise women with not only the body and its functions but also empowering them by providing them with life skills training and information about sexual and reproductive health. Girls are empowered to make decisions regarding their marriage, pregnancy, contraception and overall health.
EVERYBODY HAS A RIGHT TO GOOD HEALTH

ACC and the Confederation of Indian Industry (CII) participated in a national effort to eradicate HIV/AIDS. ACC announced a workplace policy for HIV/AIDS to protect the rights of the affected employees, while also ensuring their care and treatment. In 2007, ACC signed a MoU with the National AIDS Control Organisation (NACO) to set up an Anti Retroviral Treatment (ART) and Voluntary Counselling Centre at ACC Wadi Cement Works.

ACC thus became the first private sector company in India to commission an ART centre, which is a part of NACO’s country wide network of 453 ART centre across India that acts as the first line of defence in the prevention of HIV/AIDS. The facility supports Persons Living with HIV/AIDS (PLHAs).

ACC established the Ayushmaan Trust to manage the ART operations. A 2500 sq. ft. building was constructed and equipped with adequate seating, consulting rooms for the doctors, rooms for social workers and counselors, pathological test laboratory, pharmacy, pantry and toilets. The centre is equipped with state-of-the art CD4/CD8 cell counting machine, making it the only facility with sophisticated equipment in Gulbarga and adjoining districts. ACC signed a MoU with Christian Medical College for recruitment.

The services that are being provided through ART center at Wadi to the communities are -

- Anti Retroviral Treatment and Counselling
- Awareness on Disease Management and Prevention
- Counselling on Health and Nutrition
- HIV/AIDS awareness for truckers, outreach population and school children
- Support to HIV infected and affected children
- Livelihood support to PLHAs

All PLHAs are provided with free anti-retroviral treatment at the ART centre. Counselors and paramedic staff advise patients on the nutrition intake. Information is also given on government schemes and the means of accessing them.

Since its inception, 16,165 people have been tested for HIV and out of that 8,884 people were tested for CD4 examination and 1,497 HIV positive cases were detected.

ACC CSR is providing education and alternative livelihood to those who are HIV positive.

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<td>2500</td>
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For more details, please contact pranav.arya@acclimited.com
‘Arogyam dhansampada’ is a proverb in Marathi that means health is wealth. This philosophy forms the basis of conceptualising ACC Arogyam project at Chanda Cement Works.

During village level meetings along with Panchayti Raj Institution (PRI) members held at the Panchayat Office at Nakoda, the representatives highlighted health related problems in the village such as the lack of availability of qualified doctors, thereby leaving people with little access to proper medication. The Village Level Committee along with the PRI members requested ACC to help with providing medical services in the village and to conduct an out-patient department (OPD) that was launched in 2010 on a weekly basis in partnership with the Gram Panchayat of Nakoda and the NGO Aamhi Aamchya Arogyasathi.

The OPD is now held every Sunday, which helps in the treatment of minor ailments like cold, cough and fever. About 5,000 people have benefitted so far from the OPD services. Today, on an average, 60 patients are being treated every Sunday which means about 3,000 people are benefitting annually.

This platform is being used for other health programmes to test general health, vision, dental and other illnesses. In addition to this, antenatal and postnatal care is also provided.

HIV/AIDS testing and counselling are conducted annually in collaboration with the Maharashtra State AIDS Control Society (MSACS). The entire process is confidential and a large number of people have benefitted through this initiative. Chanda Cement Works has signed a MoU with MSACS to create an employee led model to provide HIV/AIDS awareness and treatment services.

Haemoglobin gardens / clubs have been initiated under Arogyam project where a group of adolescent girls was first tested for haemoglobin. Those who had a low haemoglobin count were provided high quality seeds of green vegetables and were trained to plant them in their homes and advised to include those vegetables in their diet. Their progress was monitored and after six months, the results had improved by 2-3 points.

According to the Gram Panchayat report, most of the deliveries undertaken at government hospitals have reduced the number of maternal deaths from 33 in 2014 to 18 in 2016.

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A SUCCESS STORY ON VILLAGE HEALTH AND NUTRITION DAY

BARGARH

Many initiatives have been undertaken through programmes such as Mother and Child Health Nutrition (MCHN) and Village Health and Nutrition Day (VHND) to improve the availability and access to quality mother and child healthcare facilities for the rural population.

The population of Khaliapali mostly comprises of labourers and farmers. The level of awareness on maternal and child health in the area is low. The project Arogyam that was incorporated in 2015 covered 19 Anganwadi centres (AWCs) in nine villages. The attendance of pregnant and lactating women on VHND was low due to the lack of understanding among the community regarding the importance of VHND. Counselling of mothers is an important part of VHNDs, but it was almost missing during the VHND sessions.

Over the last two years, steps have been taken to improve the service delivery of VHND under this project. Regular sensitisation meetings on the significance of VHND and to encourage pregnant and lactating women have been held to improve their attendance. As a result, their attendance has improved.

The anganwadi workers (AWWs) have been trained four times in 2015 and 2016. The average attendance of 68 pregnant women was increased by 21%, from 79% in 2015 to 100% in 2017. In the same period, the average attendance of 56 lactating mothers was increased by 30% from 70% in 2015 to 100% in 2017. The Arogyam team has been assisting the AWWs and Accredited Social Health Activists (ASHAs) during counselling sessions and have ensured delivery of other important services. The sessions have now been regularised in all four VHND centres. Regular monitoring and supervision have lead to the increased level of accountability among the government staff in the village which in turn has resulted in the improved level of service delivery in VHNDs.

Saraswati Thapa, 24, resident of Gourtikra of Khaliapali Gram Panchayat, Bargarh District was an expectant mother in October 2016 who was in the initial batch of expectant mothers attending the AWC after ACC started the Arogyam project.

During her health check, it was observed that she was underweight, had low haemoglobin count and her foetal growth was poor. Her family members were anxious after understanding the gravity of the issue. In such cases, the health condition leads to either a miscarriage or premature birth with a risk to both the mother and child.

Saraswati underwent counselling and was provided with iron and folic acid supplements. She was also referred to the community health centre in Katapali in March 2017 for regular antenatal checkups. She attended the monthly VHND sessions and her health was monitored regularly. In July 2017, she had gained 9 kgs. She thereafter gave normal birth to a healthy girl weighing 2.72 kgs at the district hospital.

Saraswati says “I thank ACC for creating a medium through which I got proper counselling and guidance during my pregnancy that helped me bear a healthy child.”

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<td>19</td>
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<td>5670</td>
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For more details, please contact srama.krishna@acclimited.com
Chaibasa plant is situated in one of the remotest locations of West Singhbhum district of Jharkhand. The communities here are predominantly tribal and deprived of the services provided by the state and other providers.

In order to provide basic health services to the host communities, the Chaibasa CSR team devised a unique initiative. A van was retrofitted with equipment to provide health checks and a team of medical health providers were engaged to reach out to the surrounding villages according to a predetermined schedule. Through this mechanism, it was ensured that health services were delivered at the doorstep of the villages.

Based on a developed roster, this mobile health van moves to a central place of the identified village where health checks are conducted by doctors who then provide medicines.

Last year, 9,305 patients benefitted from this service, which specifically targets women and children in the villages. Every year, the ACC mobile health unit (MHU) at Jhinkpani is reaching out to about 10,000 tribals. Transport facility is provided for antenatal check-ups for pregnant women to reach the nearby Primary Health Centre (PHC) in Tonto. Awareness programmes are also conducted on a regular basis for inculcating healthy behaviours.

The above interventions have helped achieve a positive change in the surrounding villages. It has resulted in the reduction in death cases due to seasonal diseases. Increased antenatal care and institutional deliveries have helped in reducing maternal deaths.
ACC Arogyam is the flagship programme on health and hygiene that emphasises on preventive health care. There are five villages around ACC Damodhar, wherein the host community of 8,000 people reside. During the needs assessment exercise in these villages, it was found that the level of awareness on adolescent health was very poor that led to low attendance, school dropouts and low status of women in the community. To address these issues, ACC Damodhar along with the development partner SANSKAR, incorporated the adolescent awareness programme in its three-year CSR project on health and sanitation.

The prime objective of this programme was to enhance the self-esteem and self-confidence of adolescent girls and to help them understand the physical and psychological changes they are undergoing. According to the World Health Organisation (WHO), an adolescent is a person aged 10-19 years. Generating awareness among this age group is easy if they were in school.

The methodology includes discussions on health, hygiene, menstruation and related physiological issues which are not covered in the curriculum.

The main themes covered during the adolescent camp are:

1. Life skills and personality development
2. Health, hygiene and nutrients
3. Parts of human body, changes due to adolescence and menstrual hygiene
4. AIDS awareness
5. Sexual abuse and child trafficking
6. Yoga and Pranayam

Till date, 22 such programmes have been organised and 496 youth have participated in this initiative. These awareness generation initiatives are encouraging local self help groups to set up microenterprises for the production of low cost sanitary napkins.

For more details, please contact saikat.roy@acclimited.com

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Malnutrition among children in the neighbouring villages of Jamul was a concern during regular interactions by the CSR team at Jamul Cement Manufacturing Unit. The team noticed a gap in effective implementation of the ongoing Integrated Child Development Service (ICDS) in the area.

The Jamul CSR team accelerated the food programme and strengthened the services of the 30 Anganwadi centres (AWC) that were operating in the villages of Kurd and Dhaur.

The project was implemented along with the Durg District Administration and the ICDS to ensure basic amenities at the AWCs. Akshaya Patra and SNEH foundation were engaged as implementing partners.

The challenge was to improve the basic infrastructure of Anganwadis and to create a child friendly environment. The AWCs were supplied with toys and games, educational and colourful pictures, pictorial stories and paintings of basic concepts of alphabets, numbers, animals, etc to create a conducive learning environment. The inside walls of the room were painted black up to three feet so that children could write or draw on the walls. Each child was provided uniforms and shoes.

Each child is weighed regularly to monitor their growth. Water filters to provide safe drinking water have been installed to reduce the risk of water borne diseases.

ACC signed an agreement with Akshaya Patra Foundation to provide cooked nutritious food to the children of AWCs. The food is cooked according to the menu of the day and in quantities according to the requirement of each AWC at the Akshaya Patra base kitchen located at the Bhilai Steel Plant premises and transported in a custom-made van provided by ACC, which maintains an internal temperature of around 60°C so that hot food is served to every child every day.

For more details, please contact jamil.khan@acclimited.com

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One of the common challenges faced by the neighbouring communities of ACC Sindri is good quality healthcare, lack of infrastructure, dearth of qualified medical professionals and limited access to basic medicines and medical facilities. Since its inception in 1955, ACC Sindri is fostering rural healthcare facilities in the plant periphery through its Occupational Health Centre (OHC).

Due to the lack of quality treatment at government healthcare centres, a majority of the people of the Chhatatand Gram Panchayat visit the ACC Sindri Occupational Health Centre (OHC) as their first choice of care. The nearest Primary Health Centre (PHC) is approximately 10 kilometres away. The issue prevailing among the community is the level of health awareness regarding hygienic practices, nutritious diet and preventive measures like carrier elimination and vaccination. Children suffer from malaria, vomiting and diarrhoea between June and October. They suffer from cold, cough and pneumonia in December and January. Villagers use traditional methods to cure these diseases called “Jharphoonk” i.e. quack remedies and when the situation goes beyond control, they visit to ACC Sindri OHC.

Understanding the scenario comprehensively, the CSR team of ACC Sindri facilitates various innovative measures to reach out to the community through its OHC for healthy behaviour and practices. The ACC Sindri OHC treated 4,821 patients from the community last year. In addition to this, the OHC provided general medicines and pathological services. Immunisation of children and pregnant women is scheduled every Friday and last year this initiative benefitted 428 women and children from the neighbouring communities.

To raise awareness and sensitise people with support from the OHC, occasions such as global hand washing day, world breastfeeding week, world blood donor day, newborn week, etc., were also observed in the area. An AIDS awareness programme is conducted regularly along with the Jharkhand AIDS Control Society and the Ministry of Health & Family Welfare. The medical team of the CSR implementing partner NGO, Sanskar conducted ‘khel khel main health tips’ in nine government schools of the Chhatatand Gram Panchayat on various transmission mediums of diseases through food and water. The OHC helped in conducting regular programmes for adolescent girls on personal and menstrual hygiene practices.

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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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