

FEATURED PROJECTS

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Best wishes,
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VOCATIONAL TRAINING FOR LIVELIHOOD CREATION



SWAMINI is a self help group of eight village women who run an enterprise of their own. The group members are wives of contract workers and are trained in stitching and embroidery with direct guidance from AHEAD Galgal, President, Mrs Rajyashree Sinha. They started earning by making cotton gloves for Galgal employees working for three hours each day, earning as much as ₹ 3500 per month.

Soon SWAMINI members got orders for stitching reflective vests for all Galgal

employees including contract workers. This was of mutual benefit as employees benefited in terms of getting good quality product while SWAMINI members increased their sustainable livelihood.

This initiative enabled women to become financially independent with huge respect at home. It has given them confidence to earn their living, and has enhanced their status and confidence. “Now I do not have to depend on my husband for small needs of myself and

my children”, says Sangeeta, a member of the SWAMINI group.

Seema, another member of SWAMINI says, “I am living with my parents after getting divorced from my husband. I have a school-going daughter. My association with the group has given me confidence to earn my living, and not be a burden on my ageing parents. I am able to provide education to my daughter in a better school after getting encouragement and support from ACC”.



INFECTIOUS DISEASES - A CAUSE FOR CONCERN

Gagal Cement Plant in Himachal Pradesh is almost completely dependent on road transport by virtue of its location in hilly terrain. As a result a large number of truck drivers serving Gagal form an important stakeholder group. They often travel long distances, traversing different states in a single journey. They are vulnerable to Sexually Transmitted Infections (STIs).

Gagal took up the cause of educating truck drivers regarding the ill-effects of this disease. In a joint partnership with Apollo Foundation and HP State Voluntary Health Association, Gagal established an STI Centre in the Barmana Truck Union Campus. The clinic staff comprising doctor, counselor and outreach workers, undertake free diagnosis and treatment of STIs, distribution of free condoms etc. Nukkads (skits) and infotainment



sessions are organised by the centre to create awareness among truck drivers and to educate them on the importance of undergoing HIV tests and taking

precautionary measures. In 2012, the clinic's Outdoor Patient Department received 1322 truck drivers and treated 125 cases for STIs.

THE STORY OF VIJAY

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

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



Today, Vijay leads a normal life and is able to continue working as a truck driver. As a result of the counseling, he has given up all vices. Vijay now understands and appreciates the contribution of ACC in his life. He says "Had there been no facility like the STI Clinic, I would have

neglected my problems. My life would have been over. I thank ACC for guiding me, motivating me and supporting me in leading a normal and healthy life".

ENERGY EFFICIENCY



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.

STRENGTHENING RURAL INFRASTRUCTURE



At Gagal, the CSR team has been particularly focusing at enhancement of transport connectivity of surrounding villages in the area. In these hilly terrains availability of reliable of transport systems for rural communities is meager. Investments in rural roads ensure that households can have better opportunities for agricultural and non-agricultural work.

There are many sub-villages or hamlets inhabited by a number of families. These villages are traditionally connected by kuchha pathways to each other and main roads pass through these villages. ACC has been working in four surrounding panchayats comprising more than twenty five hamlets. Total length of these kuchha paths is more than 10,000 meters. Normally these paths are ~4 feet wide. Villagers regularly frequent these roads while going to work and children go to school. Many villages in the hills are located far away from main roads (motorable) so they are totally dependent on these footpaths. All the material is

transported either by headload or mules through these paths. These kuchha roads are unsafe particularly during rainy season when it's very slippery especially for use by children.

Gagal has undertaken work to concretize these paths in a big way and now 90 percent of the roads have been concretized with a solid layer of boulders beneath it. During last year 6 -7 such pathways measuring around 2200 meters were made pucca benefitting people from the panchayats of Barmana, Panjgain Dhaun Kothi and Beri. Today, cyclists and motorists use these paths.

Investments in rural roads helps in reducing poverty significantly as it impacts the villagers in terms of agricultural production, higher wages, lower transportation costs, and higher output prices. Rural roads also help to provide better education for children. Thus improvement of rural roads leads to social development.



QUALITY EDUCATION



The biggest impediment in government schools is teaching in English medium. Gagal Cement Works in collaboration with NGO, SEEDS has launched a project to improve the quality of education in four government schools in the vicinity. The total number of students in these schools is about 939. ACC has created a very good infrastructure in these schools, in terms of classrooms, laboratories, toilets, play grounds and school boundary walls. The need of the hour is to improve the quality of education being imparted in Government schools as the student strength in these schools is declining. As a result many private schools are mushrooming in the area where increasing fees is putting huge pressure on low-income groups in society. The project implemented by Gagal aims at:

- 1) Improving the performance of students in subjects like, Maths, Science and English
- 2) Providing innovative Teaching and Learning Resources to schools

- 3) Build capacity of government teachers to use innovative TLMs and teach effectively
- 4) Integration of technology in classroom for achieving the desired curriculum
- 5) Implementation of a set procedure to achieve these objectives

Supplementary teachers have been provided under this project to enable the school management to impart teaching in English and Hindi medium. In view of this, a small increase in the enrollment of students is visible. The School Management Committee and parents are greatly appreciative of this effort and have become ambassadors of this program to turn these educational institutions to one of the finest in the area.



SWABALAMBAN BRINGS PROGRESS



Since the launch of project Swabalamban in August 2014 for the local community in the vicinity of Gagal Plant, the project has made significant contributions in building skills and promoting income especially for the youth, women and farmers who are the key stakeholders.

Gagal CSR team is implementing this project with the NGO partner, 'We the People', and has made major contribution up to March 2015:

- ◆ 50 Farmers Clubs (FC) were formed out of which 38 were linked to savings.
- ◆ A cumulative saving of ₹ 1,10,500/- have been deposited by the Women Self Help Groups (WSHGs) with an average saving amount per WSHG of ₹ 2,210.
- ◆ 76 Lead Resource Persons (LRPs) were identified from amongst the FCs who were trained to work as facilitators to promote agri-business development in their respective groups.

- ◆ A farmer producer company viz. Gagal Swabalamban Farmers Producer Company Ltd. (GSFPC) was registered under the project consisting of 500 members of FCs and WSHGs in January 2015. The basic objective of GSFPC is to promote income of its members through agri-business development amongst members and make it a self-sustainable farmers company.
- ◆ Some of the initial agricultural activities were undertaken that includes potato production, seed treatment and soil testing.
- ◆ 112 soil samples were collected from the WSHG and FC members and sent to District Soil Testing Laboratory. The reports were shared with members along with agri-extension services to improve soil deficiency and agricultural productivity.

Gagal team continues to involve the community in these programmes to help them derive maximum benefits.



PROJECT SWABALAMBAN - ON ONE'S OWN FEET



Today it is becoming more and more difficult to manage a household on a single income. This is especially so in the small villages. In one such case, Mrs Rita Sharma who lived in a small village in Dhoun Kothi with her husband and two children was finding it difficult to manage her house expenses and educate the children. Her husband was a daily wage labourer. Hence she felt the need to take up some work and thus provide financial support to her family.

Rita came in touch with the Self Help Group (SHG) coordinator of ACC's "Swabalamban" project Mrs. Meera who encouraged her to become a member of "Om Namah Shivay" Self Help Group. "Swabalamban" team acted swiftly and organized an eight day training programme in December 2015 for a group of village women on making Jam, chutney and pickle and also taught them how to sell these products. The training was designed in such a way that SHG members can utilize the locally available raw materials for making the items which will decrease the input cost and increase

their profitability. Mrs. Rita along with her group members actively participated in the training program and at the end of the training, each member was ready with one sample, approximately 450 grams of either jam, chutney or pickle which were tested by the trainers and then sent to local shopkeepers for sale. The packaging of the items was done as per the specified norms under the guidance of the trainers. Self Help Group members are now eagerly waiting for the response to the samples prepared by them which will be available to customers in local shops in

and around Dhoun Kothi. Though it's a small step, it certainly gave confidence to Rita and the rest of the women in the Self Help Group that this was the beginning of a new phase which would help them to support their families and provide their children with better food and education. Project Swabalamban aims not only to provide solutions to women's problems but also to empower them to discover their potential and live with dignity. The major focus is on child and women empowerment.



ENCOURAGE CAREER AMBITIONS



DISHA works in the four panchayats of Gagal - Baramana, Beri, Panjgain and Dhoun Kothi. Three programmes are running under the banner and making a path for the younger generation.

Tailoring, Embroidery classes and Beautician Course - The tailoring course is for nine months, whereas the beautician course takes six months. Both programmes, conduct a test on their completion and on passing the test, certificates are distributed to the students.

Driving Classes - Since the market in Gagal always has a demand for drivers, the Gagal team decided to train the youth for the job. Students above the age of 18 years are enrolled in the programme and are taught to drive different vehicles, both light and heavy. This project follows a strict curriculum and prepares the students for both theory and practical examinations. A driving test is conducted

and on its successful completion, students are provided with driver's license from Himachal Pradesh government.

IT-ITES - Students are also provided with computer training and soft skills classes. These classes are conducted regularly and monthly tests are also held to evaluate students. A fresh batch commences every

three months. The classes are conducted by IT-TES trainer and PD trainer. Pass out students are contacted for their experience and feedback.

The CSR team at Gagal is motivated to provide the youth with the best of training facilities and help them lead a life of dignity and respect.



A STEP TOWARDS SELF-SUFFICIENCY



Communities living in the areas around ACC’s Gagal Cement Manufacturing Unit located in Bilaspur district of Himachal Pradesh are mainly occupied in agriculture and related activities. It took some encouraging effort of the plant CSR team to convince the women in the area to take up activities that have traditionally not been a part of their lives. As these activities were meant to add income to their households and help them to achieve financial freedom, they did not take much time to hone their skills and start producing quality products such as pickles of various kinds, mushrooms and carry bags.

At initial stages, the ACC CSR team mapped the demand in the local markets and interests of the local village women, then developed training modules and identified trainers. A business plan with a marketing strategy was put in place in consultation with the village women. Today there are 35 women Self Help Groups (SHGs) functioning in Panchgain, Dhoun Kothi and Barmana Panchayats and the numbers are adding up with the growing demand of the products made by these SHGs.

Glimpses from experience of Meena, one of the SHG members from the neighbourhood village, tells us how life has changed for her by participating in ACC Swavalamban project.

Meena is a design entrepreneur in the making! She lives in Uprali Bhater in the village of Barmana. Her husband Alafdin, ran a four-wheeler repair shop at the village market. The family depended on Alafdin’s meager income while Meena had dreams of sending her children Akshay and Shabnam, studying in standard XI for higher studies but was not sure looking at the limited income of the family.

It was an opportunity for her when ACC Swavalamban’s bag making project was started. She readily joined the LAXMI Group, one of the first SHGs formed in the area and quickly understood the power of thrift and credit. She along with nine other members of the group saved ₹ 50 every month, that helped the group savings to surge and made inter-loaning possible.

Then came a stage where ACC’s local NGO partner ‘SEED’ provided SHG members with a 17-day training programme to teach

design and stitch a range of cloth bags. The group was also taught to market their products and sell them in the markets. The women are now well-trained, and Meena along with her fellow SHG members have started making beautiful cloth bags. They procure their raw materials from Sunder Nagar, a nearby town. The team has also showcased their products in district-level exhibitions, like, Vyas Mela, Red Cross Mela, as well as at Gagal’s ladies club.

Meena, a passionate member, has designed more than 80 bags and has earned a profit margin of ₹ 3280. She has utilised the amount for her children’s education and also regularly deposits in the group. Meena is extremely delighted and grateful to ACC for helping her and her family rise up from the hurdles of life. She now plans to learn more designs and is also looking for alternative methods to procure raw materials at a cheaper rate to sustain in the competitive market. In addition, she is trying to create a strong market link for her products and wishes to expand her work beyond the district. She is quite confident about her future plans and is extremely grateful to her family and her SHG members for guiding her to lead a self-reliant life.

Total no of SHGs	Total no of SHG members	Total saving amount (in ₹)	Total amount of loan availed by SHGs (in ₹)	Total no of SHG members engaged in microenterprises
35	353	6,99,786	NA	96

PILLARS OF ECONOMIC GROWTH OF OUR COUNTRY



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 Galgal 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 Galgal 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.

S.N.	Activities	Apr-2014 to Mar-2015	Apr-2015 to Mar-2016	Apr-2016 to Mar-2017	Apr-2017 to June-2017
1	Behaviour change communication	8080	9124	2824	3726
2	Counselling	1490	1523	1579	463
3	OPD	1486	1543	1530	459
4	STI	67	140	80	26
5	HIV Test	384	248	306	355
6	Condom (Free + Social awareness)	31948	1029	16340	8123

Since its inception in 2010, we have identified and referred 10 HIV positive cases to the government hospital for further treatment and counselling.

EMPOWERING WOMEN THROUGH VOCATIONAL TRAINING



Contributing to the development of communities residing near plant and mines is part of our CSR plan and one of its employee volunteering arms is ACC AHEAD. At Gagal, we are running a vocational training centre with the help of ACC AHEAD Gagal, under the leadership of Mrs Sandhya Prusty, Head – ACC AHEAD Gagal. Through this centre we are providing training on stitching and beauty parlour courses to women and girls. This year we have trained a batch of 22 trainees in stitching and a batch of 10 trainees in beauty parlour skills. Another batch of same strength is under training and by the end of this year 32 trainees will be trained.

At the ACC AHEAD vocational centre, three units are working through local women, under which we have 2 trained embroidery workers, who collect orders from ACC Colony at Gagal and its periphery and also produce readymade bed sheets and other household cloth items. Members of Swamini Self Help Group (SHG) stitch safety jackets and gloves for ACC Plant employees (Currently, there is no requirement of the

said material from ACC) and uniforms for students of DAV school. One unit of four women runs a spice grinding unit for which they procure raw material from the nearby market and after the cleaning and drying process, they grind it and pack it in different quantities.

All the above mentioned activities are monitored by the ACC AHEAD team at Gagal. Mrs. Sandhya Prusty reviews every activity of the vocational centre during the monthly meetings and other members spare their time to enhance the quality of stitching and embroidery. With the joint effort of ACC AHEAD and CSR, now all the three units are self-sustained and the procurement of raw material is being done by group members.

Under ACC AHEAD, periodic health checkups of the trainees and monitoring of their health status and required discussion among trainees and ACC AHEAD volunteers are done. Since the year 2010 we have trained more than 450 trainees in this vocational training centre. Many of them are self-employed and some are into other income generation activities.

Ms Maya Thakur is doing her MA while her mother is a house wife. Her father passed away in 2008 in a tragic accident making it difficult for their family to survive. She has completed a nine month course in stitching, from July-2016 to March 2017. This has made her capable of stitching various types of ladies clothes. After the course, she practiced stitching clothes for her mother and attained perfection. Now many of her neighbours come to her for stitching work. Ms Maya Thakur is very generous and sometimes she stitches ladies suit pieces for just ₹ 100 or less. She is very happy with the training provided to her. She and her mother are very thankful to ACC AHEAD and also expect to provide such trainings in future.

No. of Volunteers	Human Hours Generated	Major Thematic Areas	Beneficiaries Reached
15	500	Women’s empowerment through vocational training on income generation	1140

ACC GAGAL CSR – FOOTPRINT 2015-2017

MAKING A DIFFERENCE

<p>Total number of villages covered</p> <p>20</p>		<p>Total population covered</p> <p>17301</p>		<p>Total number of children reached through education initiatives</p> <p>1200</p>
	<p>Number of schools reached through education initiatives</p> <p>10</p>		<p>Number of meritorious students supported with scholarships</p> <p>70</p>	 <p>ACC VIDYASAARATHI SCHOLARSHIP SCHEME</p>
<p>Number of schools with 100% sanitation</p> <p>10</p>		<p>Number of schools introduced to e-learning initiatives</p> <p>4</p>		<p>Number of libraries operational in community schools</p> <p>10</p>
	<p>Supplementary teachers provided</p> <p>9</p>		<p>Number of youth benefitted through placement-linked employability programs</p> <p>363</p>	
<p>Number of people benefitted through drinking water initiatives</p> <p>5250</p>		<p>Number of villages supported through initiatives for achieving Nirmal Gram Status</p> <p>1</p>		<p>Number of Self Help Groups (SHGs) (Cumulative)</p> <p>34</p>
	<p>Total Savings of all SHGs</p> <p>Rs. 8.5 Lakh</p>		<p>Number of participants in #SaveKidsLives campaign: 3745</p>	
<p>Strengthening Infrastructure</p> <p>12500</p>				<p>People benefitted from General and Special Health Camps and STI Clinic for drivers 8164+</p> <p>7600</p>

THE CSR EFFORTS OF ACC GAGAL CEMENT WORKS HAVE BEEN RECOGNIZED ON MANY OCCASIONS:



Best Practices Award by NGO BOX and IICA for STI Clinic



Pt. Madan Mohan Malviya Award for Education by CSR Times



Felicitation by former Chief Minister of Himachal Pradesh for the animated film on female foeticide Muskaan



Best Plant in CSR in 2014 and 2015 awarded by former MD & CEO Mr. Harish Badami

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



'Muskaan' is an animated film sponsored by ACC CSR to generate awareness against female infanticide in Himachal Pradesh.

To watch: <https://youtu.be/edtaQaggwkl>