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CSR 2010 Details of Ambuja Cements Ltd., Junagadh, Gujarat

Ambuja Cements Ltd. - Corporate Social Responsibility Activities are as follows

Company Profile

| | |
|--|--|
| Company's Slogan | Benchmarking with the Best. |
| Company's Vision | To be the most admired and competitive company in our industry. |
| Company's Mission | Delighted customers Inspired employees Empowered partners Energised society Loyal Shareholders Healthy Environment |
| Special Notes | - |
| Company Type | Multi National |
| Industry Sector | Cement |
| Products / Services | 1. Portland Cement |
| No. of employees | Not Disclosed |
| Other locations of factories / offices | Plant locations: District Junagadh, Gujarat District Solan, Himachal Pradesh Dist. Chandrapur Dist. Pali, Rajasthan Dist. Raipur, Chhattisgarh District Roopnagar, Punjab District Bathinda, Punjab Dist. Howrah, West Bengal District Surat, Gujarat Dist. Haridwar, Uttaranchal. |
| Financial result for time period | Others |
| - Sales | Rs. 7638 Crores |
| - Profit before tax | Rs. 1661 Crores |
| - Net profit after tax | Rs. 1263 Crores |
| - CSR Budget | Rs. 38 Crores |
| - Remuneration of MD/CEO | Rs. 2.2 Crore |

CSR Activities

| | |
|----------------------------|---|
| Trust / Foundation for CSR | Ambuja Cement Foundation (ACF) |
| CSR Areas | <ol style="list-style-type: none"> 1. Community Welfare 2. Disaster Relief 3. Education 4. Employee Welfare 5. Energy 6. Environment 7. Healthcare 8. Poverty Eradication 9. Rural Development 10. Vocational Training 11. Water |

12. Women

Three main CSR activities

1. Environment
2. Community Welfare
3. Rural Development

Publish Sustainability Report <http://www.ambujacement.com/download.php?f=ACL%20CSDR%202009.pdf>

CSR activities in brief

Sustainable Development

Pg 20, Annual Report

The major thrust in 2010 was to provide renewed impetus on the process of sustainability in our overall business planning and strategy. Faculty members of Harvard Business School (HBS) were engaged for a detailed assessment of our initiatives in this sphere, and have provided certain recommendations to improve our working in this area.

We have simultaneously worked out a strategy and framework to undertake endeavours in a more structured, systematic, integrated and coordinated manner to achieve our goal of corporate sustainability. To achieve this objective, the earlier formed Sustainable Development Steering Committee (SDSC) has been re-constituted as Corporate Sustainability Steering Committee (CSSC) with a clear mandate and programme of implementation. This committee has been entrusted with the assessment of upcoming risks and opportunities in the business, social, and environment, fields. The whole gamut of issues dealing with environment, community development, resource optimisation, Alternative Fuels and Raw materials, energy etc, are part of the mandate for this committee. The decisions will be adopted and implemented by units through Unit Sustainability Steering Committees.

The risks and opportunities arising from latest legislation and regulations in environment, labour, etc. are also included. As a leadership commitment we are updating our CSR, climate change, and green procurement policies, and decided to have an over-arching 'Sustainability Policy'.

We have released our third Corporate Sustainable Development Report in October 2010. It is based on the Global Reporting Initiative (GRI) G3 format.

Proactive Environment Management

Moving ahead fulfilling our targets for the year, we have proactively commissioned Continuous Emission Monitoring Systems (CEMS) at 7 out of 9 kiln stacks so far. These systems monitor all vital emissions from our operations online. We have also commissioned Continuous Ambient Air Quality Monitoring Stations at 5 plants, for keeping track of our fugitive emissions.

In 2010, 50 solar street lights were commissioned at Roorkee (UT), a further 22 at Dadri (UP), and 15 at Farakka (WB), in addition to the previous year's installations at Ambujanagar, Bhatapara and Bhatinda. This is in line with the target of installing solar street lights at all our plants.

Special type of dust suppression system has been installed at Maratha, in the open coal storage area, which will be used for fire fighting, besides dust suppression.

At Rauri (HP) plant, 6 telescopic chutes were installed at the clinker loading point, a technique to reduce dust generated during loading of clinker in trucks. Rubber curtains are also attached with this telescopic chute, for dust minimisation.

Sankrail (WB) is our first unit to be certified for SA 8000, which is based on adherence to international human rights norms and national labour laws, to protect and empower all personnel within a company's scope of control and influence. It also includes the Company's suppliers and sub-contractors.

Zero discharge-based Effluent Treatment Plant has been installed at Ropar plant with a capacity of 517 m³ per day, and its treated water is re-circulated for cooling.

Water treatment unit with a capacity of 9000 litres has been set up at Surat (Gujarat) in order to reduce water consumption. Waste bath water is re-used for the plantation. Rain water harvesting structure with storage capacity of 2600 m³ is provided, and

construction for another such structure with capacity of 4500 m3 is in progress at Nalagarh (HP).

Voluntary Reporting

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Ambuja Cement is proud to be amongst the top 10 companies qualifying for first Carbon Disclosure Leadership Index, India (CDLI), 2010. This leadership index has been prepared by the Carbon Disclosure Project (CDP) of WWF and CII, India. Ambuja is one of the few companies in India reporting GHG emissions through CDP, which today holds the largest database of primary corporate climate change information in the world.

Corporate Social Responsibility (CSR)

Pg 21-23, Annual Report

Ambuja Cement has consistently demonstrated its commitment to have positive and meaningful relations with communities around the Company's plants. They are a large and significant stakeholder group, and our excellent relations with them is one of our strengths. This approach is integrated in our core values and business ethics.

Ambuja Cement Foundation (ACF), the CSR arm of the Company, works with community stakeholders, balancing their expectations and concerns with our business needs.

Our strong relations with the community are built and strengthened on the basis of mutual respect and trust. Initiatives in natural resource management, agro and skill-based livelihood, health and education, begin with careful assessment of their impact on society, company and the environment, and involve stakeholder participation. This year too, the Foundation also strengthened and forged new partnerships with local community-based organisations, the government, and other NGOs at the local, state, national and international level.

Innovations in Natural Resource Management

Salinity ingress, or the seepage of saline sea water into land-based water resources, is a major issue along the coastline of Gujarat. ACF has been working in partnership on several projects with the Government of Gujarat (GoG) and donor agencies, like Sir Ratan Tata Trust (SRTT), on this theme.

A two-day conference on Coastal Salinity Ingress Mitigation and Prevention: Experiences and Challenges was conducted in Diu to look at various alternatives towards salinity ingress prevention. The conference aimed at synergising efforts of various stakeholders, including corporate agencies working in the coastal regions. More than 120 delegates representing universities, scientific institutions, the government, corporates, NGOs, and local communities, participated. The conference helped pool information and resources about the various methods of salinity ingress prevention undertaken by different groups. The Company's innovative water resource management programmes in Ambujanagar were appreciated for their impact and effectiveness.

Rajasthan too faces frequent droughts and water scarcity. The team at Rabriyawas brought in a mix of traditional as well as modern technological methods to conserve water in many villages around the Company plant. Khadins are a traditional method to catch and store rainwater. These structures, built around farms, prevent excess rain water from draining off, and help saturate the soil moisture. This ensures that farmers are able to grow an additional crop, with increased financial returns.

Agro-based Livelihood Initiatives

Enhancing agro-based livelihoods for rural communities is another area of focus for ACF. Better Cotton Initiative (BCI) is a programme for producing economically, environmentally, and socially sustainable cotton. BCI is a farm level intervention that

has the potential to change the scenario on the global market, and has demonstrable long-term benefits for both farmers and the environment.

Better Cotton Initiative is an international programme implemented in major cotton producing countries in the world, including India. Major retailers and promoters have pooled money in a Fast Track Fund (FTF), to enable cotton growers' access to technology, and inputs on producing environmentally friendly, higher grade cotton. ACF is the largest among the 8 implementing agencies in the country, a process coordinated by the Dutch organisation Solidairdad.

In 2010, ACF worked with cotton farmers in Bhatinda, Kodinar, Chandrapur and Nadikudi, to integrate BCI techniques in current farming practices. Through planned interventions, strategic pesticide use, contamination prevention and effective picking, storing and harvesting methods, more than 2552 farmers across locations have been able to show a reduction of Rs. 3000 per acre on production costs. And BCI cotton has been able to command upper-band rates bringing in profits to farmers. Projected figures of BCI cotton produced in 2010-11 under ACF are expected to be 83537 quintals. In recognition of ACF's efforts, we have been invited to be a partner in the global BCI programme, a move that will bring in additional funds and technical inputs to processes here.

In 2010, ACF's nascent organic farming intervention grew exponentially to reach out to more farmers. Awareness programmes among the farming community provided a glimpse of a viable, alternate way of farming. Currently there are 558 farmers growing organically on more than 564 acres of land in Punjab alone. Using organic manures and preventive pest control methods has ensured that the yield they get from their land is sufficient, and the crop produced is healthy and safe for consumption. The soil is no longer getting stripped of its nutrients and is in fact on the road to recovery. Farmers are recognising the profitability in organic farming, and motivating others to take it up as well.

Other innovative initiatives include the Wadi project, wherein fruit-bearing trees are planted along existing farms. At no extra cost or effort, the farmer is ensured of additional income within five years. Quality Seed Production in collaboration with the Rajasthan State Seed Corporation has taken root in Rajasthan. Farmers from 6 villages are involved in raising quality seeds in a controlled manner in more than 230 acres of land. The plots on which the seeds are produced are closely monitored and are inspected periodically by the Rajasthan State Seed Certifying Agency. These seeds are then certified, bought and marketed by the State Agency, bringing in additional income to the farmers.

Skills and Capacity Building

The construction sector is closely related to the cement industry. In view of the paucity of skilled workers, ACF, along with the Tribal Development Department of Government of Gujarat, has been working on mason training for the past two years. The process brought together ACF's community mobilisation skills, ACL's technical inputs, and governmental support to train hundreds of unskilled tribal youths into skilled masons.

This year ACF initiated the Advanced Mason Training professionals. The course is shorter in duration, but more intense, and includes skills such as plumbing, pointing, tiling and roofing.

ACF has also focused on providing alternate skills for employment generation to rural youth. The number of Skill and Entrepreneurship Development Institutes (SEDI) has increased to 12 this year. The new SEDIs though are in various stages of development. More than 1500 students have been trained this year in 17 different technical trades including welding, carpentry, repairs of domestic appliances, mobiles, two-wheelers, computer basics and DTP and security guard training. SEDIs are also ideal vehicles for collaboration with other organisations. Apart from centres that are solely managed by ACF, SEDIs have also been set up in PPP with the government in different locations.

Post-training, SEDI provides trainees assistance in finding suitable job opportunities or in establishing small scale enterprises. Across the Institutes, the rate of employment of those trained has reached about 70%, which is very encouraging.

By concentrating on livelihood generation of various kinds, ACF is working towards improving the standard of living of people and improving the quality of their life – a factor that is inextricably linked to the Company's growth and expansion.

Integrated Health Programme

Access to health care has been identified by ACF as one of the critical community issues. Communities around the Company plants have little or no access to clean drinking water, or health care services. ACF addresses these issues through its integrated health programme.

In 2010, ACF continued to strengthen its cadre of health workers under the Village Health Functionary (VHF) Programme. VHFs, also called 'Sakhis', are village women trained in clinical, preventive and promotive aspects of health. Sakhis are the crucial link bridging the community with health care access. They conduct sessions on health with women, and youth, interact with Panchayats to implement sanitation programmes in the villages, promote sustainable practices like kitchen garden and vermin composting, and work closely with state-run anganwadis to monitor health of young children.

Currently, 309 Sakhis from 258 villages cater to a population of over 1.4 lacs. ACF is proud that the health programme is completely supportive of and complementary to the National Rural Health Mission (NRHM) and will be replicated to more villages in our current operational areas in partnership with the government.

ACF's health programme is moulded to suit the conditions and the specific needs of communities in the region. In Bhatinda, ACF implements a drug de-addiction programme, while malnutrition among young children is a key area of focus in Bhatapara in Chhattisgarh. Given the skewed sex-ratio in Punjab, ACF implements a programme against sex-selection in Ropar. In Chandrapur, Maharashtra, ACF broadened the Home Based Neo-natal Care (HBNC) programme to tackle maternal and infant mortality, institutionalise deliveries and promote safe child care. This shift in approach has been able to meet community needs better, and in turn contributed to greater trust and a more solid stakeholder relationship with the Company.

Truckers are also an important stakeholder for a cement company. However, they also are a high-risk group for HIV and AIDS. In 2010, the HIV and AIDS Prevention Programme continued to reach out to them and other communities through setting up of Sexually Transmitted Infection (STI) Clinics and Voluntary Counselling and Testing Centres (VCTC).

Education Development

ACF's work in raising the quality of education in village-level government schools got a boost in 2010 with the introduction of various innovative learning tools and concepts for trainers, teachers, and students.

For many students, maths continues to remain a complex and unfriendly subject. 'Activity-Based Maths Learning', introduced this year, combines a hands-on and practical process to make maths enjoyable and fun. 'Reading as a Way to Literacy' focuses on building and retaining a child's interest in reading. Introduced in three locations in HP, UP, and Maharashtra, the programme includes training of teachers, resource acquisition, and giving a new lease of life to existing school libraries. 'Concept Learning through Technology' was launched as a pilot project in primary schools in Dadri and Darlaghat. This programme integrates the use of computers into the education process.

ACF also concentrated on strengthening the existing School Management Committees (SMC). Set-up by the government, this group is empowered to make decisions for the school. With ACF's intervention these committees, in schools across three locations, are now able to make a bigger difference.

Regular and sustained training of anganwadi workers and school teachers are an important feature of the ACF education programme. Fifty anganwadi workers and teachers each were trained this year on various methods of learning and teaching.

A significant collaboration has been with UNICEF in Maharashtra, to promote sport and leadership skills among school children in district Chandrapur.

Measuring Success

At ACF, communication and stakeholder involvement is a continuous activity. Understanding their needs and expectations is therefore fundamental to our work. It is important to assess, take stock and receive feedback from the communities we are working with, on a regular basis. This helps in gauging the effectiveness of our programmes.

The unique Social Engagement Scorecard (SES) was used this year as well to assess community development initiatives at all locations. The responses have been encouraging, with scores in all locations in the range of 75% to 100%. Many discussions were also able to identify newer issues facing the community, and the ways in which the Company could contribute to its solution.

For example in the SES process in Bhatinda, community representatives expressed their satisfaction with the way ACF had taken up organic farming practices. However, they also shared their need for intensive programmes in water management and sanitation, areas which ACF will include in future planning.

To further integrate CSR into its culture and thinking, ACF is in the process of establishing Community Advisory Panels (CAP). Comprising representatives from the Company, ACF, and community stakeholders, CAP is designed to coordinate and conduct engagement with stakeholders.

Through regular meetings and other trust-building activities, CAP aims to promote sustainable local development and ensure synergy between community initiatives in all business segments. These processes are opportunities to identify and address stakeholder concerns proactively, and the natural way to earn trust and gain acceptance for our business activities.

Women Empowerment

http://www.ambujacementfoundation.org/focus_areas/womens_issue.html

Women can be a major force for change. Time and again it has been proven that, (a) attitudinal changes on the part of women have a multiplier effect on the attitudes of their families and communities,

(b) socio-economic benefits derived by them are shared, thereby spreading the prosperity.

Our Solution

ACF works for female empowerment in a number of ways: Self-help groups have played a major role in helping women realize their potential. They inculcate and encourage the habit of saving, provide finance for funding (agro-based and non agro-based) income generation activities, help develop skills to start and sustain micro-entrepreneurial ventures, provide a forum for women to discuss issues relevant to them and enable women resolve problems.

Skits and role plays educate villagers about social evils like dowry and discrimination, sexual and psychological harassment on special occasions like International Women's Day. We campaign against female foeticide, using multiple media to create awareness about this social evil.

The Outcome

| | |
|--|-------------|
| * SHGs in 2009-2010 | 724 |
| * Women receiving training and exposure visits | 23597 |
| * Revolving Fund Support of SHGs | 114 |
| * Income generation for SHGs | 924 |
| * Corpus in 2009-2010 | Rs 26049970 |

Disaster Relief

http://www.ambujacementfoundation.org/focus_areas/disaster_relief_issue.html

The Issue

When Nature unleashes its fury, tremendous damage to life and property results. Rescue, followed by relief and rehabilitation, are imperative.

Our Solution

ACF has always intervened, to do its bit, when calamities strike:

- During floods or following earthquakes, we distribute food packets, clothes, utensils,
- Drinking water, oral dehydration salts and cotton blankets to those affected. Our mobile health.
- Van is pressed into service to provide medical aid. Our employees or volunteers take up.
- Clear-up and disinfection activities to avoid the outbreak of epidemics.

The Outcome

During the Mumbai deluge, Teams were formed for reaching out to the flood affected parts of Mumbai, Konkan, Sangli, Kolhapur, Islamapur, Raigad and other parts of Western Maharashtra - We spent approximately Rs. 80 lakh for distribution of food packets, utensils and cotton blankets to people from affected areas.

More than 25,000 people were provided flood relief in Surat, when the Tapi river overflowed In the past ACF has been involved in relief activities following the natural calamities like the earthquake in Kutch and Jammu and Kashmir, the Super Cyclone in Orissa and the Tsunami in Andaman and Nicobar Islands.

Additional CSR Information -

CSR Contact Person

| | |
|------------------------|---|
| Name of contact person | Ms. Pearl Tiwari |
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Company Contact Information

| | |
|-----------------------|---|
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| Email id | admin.acf@ambujacement.com |
| Website | http://www.ambujacement.com/ |
| Year of Establishment | 1983 |

Name of the Chairman / CEO Mr. Onne Van Der Weijde

Designation Managing Director

Karmayog CSR 2010 Rating 3 / 5

Link <http://www.karmayog.org/csr2010/csrall/csrdetails.aspx?id=686>

Karmayog CSR 2009 Rating 3 / 5

Link <http://www.karmayog.org/csr2009/csrdetails.aspx?id=173>

Karmayog CSR 2008 Rating 2 / 5

Link http://www.karmayog.org/csr1to500/csr1to500_18513.htm

Karmayog CSR 2007 Rating 2 / 5

Link http://www.karmayog.org/csr500companies/csr500companies_7812.htm

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