



ACC Limited is India's foremost manufacturer of cement and ready mixed concrete with a countrywide network of factories and sales offices. Established in 1936, ACC is acknowledged as a pioneer and trendsetter in cement and concrete technology. Among the first companies in India to include environment protection as a corporate commitment, ACC regularly wins accolades for best practices in environment management at its plants and mines. Its commitment to sustainable development, its fairness in business dealings and the considerable on-going efforts in community development have won the company acclaim as a responsible corporate citizen.

Corporate Social Responsibility (CSR) may be a recent concept to many emerging corporations in India but for ACC it has been a part & parcel of corporate culture & deep rooted tradition for last 75 years. At ACC, issues with social relevance are close to our hearts. Socially sensitive leadership and socially sensitive behaviors characterizes ACC.

ACC's CSR approach is strategic and aims to build capacity of people and organization through involvement and engagement. Initiatives are driven by CSR team at Corporate and plant level along with our rich network of partners. This spans our education, environment, health, employability, income generation, affordable housing and construction, and includes our key strategic partnerships. We focus on projects in collaboration with stakeholders to achieve greater impacts.

Making A Difference - 2012

Total villages covered 132			
	Total population covered 3.68 Lakhs	Children benefited through educational initiatives 28,000	Support to meritorious students 4268
	People benefited through Adults Literacy programmes 800		
Support to run Industrial Training Institutes (ITI's) 7		Persons benefited through Livelihood creation 5300	
	Self Help Groups (SHGs) organized 604	People benefited through Health and nutrition initiatives 1,35,009	ACC support to ACTFID and AYUSHMAN Trust for HIV-AIDS & Gagal STI centre 17000 persons
Anganwadi Centres supported 144 Children benefited 11150	Truck drivers covered under insurance 1145 persons		
	People benefited through Drinking water initiatives 14283	People benefited through excavation of ponds 5700	People benefited through infrastructure development 1,26,000
Houses constructed at Kudithini - flood affected areas 50		Toilets constructed for individuals 310	

ACC's CSR interventions focus on

- Literacy and Education for the community
- Livelihood, Employability and Income Generation
- Equality and Women Empowerment
- Community Environment Projects
- Building Community Infrastructure
- Health and Sanitation Programmes
- Other Development Areas

ACC's Disaster Response Initiatives

Uttarakhand faced devastation during disastrous flash floods in June 2013. ACC's Disaster Response Team (DRT) reached out to affected villages in Uttarkashi region. 24 volunteers from various units of north region joined hands with SU Dehradun. ACC's DRT provided relief to the people through ACC Mobile Health Unit, doctors, nurse and pharmacist, along with safe drinking water, food and clothing. The District Administration appreciated the consistent management support provided by the ACC team. The DRT worked in partnership with local NGO Bhuvaneshwari Mahila Asharam, Uttarkashi and along with district administration. ACC complemented district administration's effort by immediately arranging 5000 polypropylene bags to ensure that the relief material moves well in time and without getting wet. A special effort of procuring pediatric and gastrointestinal medicine was done for the District Health system, which was highly appreciated by the Chief Medical Officer, Uttarkashi. Relief material for displaced families including tents, solar lanterns, sleeping bag, blankets, daily utilities and kitchen utensils was also arranged. In addition, sanitation units and water treatment units were installed in five worst affected villages. Further, farmers in five worst affected villages have been trained and supplied with high yielding variety vegetable seeds and are being supported through on the spot guidance to sustain their livelihood. ACC is working with the district team for long term disaster mitigation support.

Disaster Response in Uttarakhand



Relief To Drought Affected Areas In Marathwada



Maharashtra faced drought situation in Marathwada region. ACC's Nagpur Sales Unit played a pivotal role to make drinking water accessible to the communities there. Supply of drinking water through water tankers was arranged for Jalna and Beed district towns serving a total population of two lakhs. In addition to this drinking water supply was also arranged for 104 villages around Silod taluka of Aurnagabad district.

Further ACC partnered with Indian Society of Structural Engineers for taking up an initiative for drought proofing. Under this initiative a 4 m high and 12 m long check dam was constructed at village Rohanwadi of District Jalna. This also involved deepening of channel in the upstream, which helped in water retention and percolation of water. Now in early monsoon 2013, the check dam was filled and effect of water recharge was visible.