



Vicat, France



VICAT IN INDIA - TOWARDS SUSTAINABLE RURAL DEVELOPMENT

Vicat is a pioneer in cement since its invention by Louis Vicat in 1817. Vicat Group, France is a global cement organisation with offices in 11 countries. Vicat in India functions in 3 verticals - **Cement, Aggregates and Polymers** with a team of over **900 professionals** striving to produce and deliver one of the Superior Quality Cements. **Bharathi Cement is the flagship brand of Vicat in India.**

INTEGRATED SOLID WASTE MANAGEMENT

OUR EFFORTS IN ALIGNING TO NATIONAL MISSION FOR A CLEANER INDIA



SOURCE SEGREGATION AND WASTE COLLECTION IN SIX VILLAGES | APRIL 2017 TO MARCH 2018

Bharathi Cement in partnership with CHF India Foundation, four local panchayat bodies and the Community has undertaken **Integrated Solid Waste Management Project** aligning to United Nation's Sustainable Development Goal - Make cities and human settlements inclusive, safe, resilient and sustainable.



- A part of inorganic waste generated in these villages will be used for firing the Kiln as **Alternate Fuel and Raw Material (AFR)**
- Organic waste is subjected to composting

which is in turn used as manure for backyard kitchen gardens.

- The objective is to make the adopted villages zero waste resulting in clean and healthy environment.

The following process is being adopted to bring in a radical change in terms of waste segregation and in maintaining healthy environment:

Gram Sabhas: Gram Sabhas will educate each household to cooperate for a clean village

Community Awareness: Educating Self Help Groups (SHGs), shopkeepers, tea stalls and children on biodegradable and non-biodegradable waste, source segregation, hazardous waste and recyclables.

Cleanliness Drives: Workshops are conducted periodically for children and women to educate them on cleanliness and hygiene, cultural programmes and rangoli competitions are held and awards & gifts are awarded for best villages.

FUNCTIONAL LITERACY PROGRAM

- Adult Literacy Program offers free, one-on-one tutoring in basic reading and writing for illiterate women of 15 years or older.
- Tutors work with learners to help them reach their literacy goals.
- Adult Education aims at extending educational options to those adults, who have lost the opportunity and have crossed the age of formal

education, but now feel a need for learning of any type, including literacy, basic education & skill development

- 60 women have enrolled and are pursuing education at night after they return from work in two villages. The project is being implemented by Akruti Trust.

COUNTRY'S FUTURE IN CLASS ROOMS



Character building, indeed, begins in the class room. The objective of this project is to impart children the life skills to transform them into good citizens and inculcate good values so they evolve.

Logic, Language, & Life Skills (LLL) program being implemented by Vandemataram Foundation focuses on improving reading habits, honing logic skills, and enhancing life skills.

- Initiated Logic, Language & Life-skills in four Government Schools on a pilot basis.
- 756** Government School children enrolled under this program to improve their proficiency in Maths, Languages and life-skills and has scaled to **3360** students by 2018
- Students learn themselves at their own pace with little support from teachers
- Teacher Facilitates individual and peer group learning
- Students learn basic mathematics, read lots of books and improve their natural abilities to think, learn and apply own knowledge and skills
- Students Experiencing joyful learning and achievement becoming more confident

Construction of Individual Toilets



- Constructed **more than 550+ toilets** till date
- Make the area **Open Defecation Free** by 2019
- Children are chosen as brand ambassadors to promote the usage of toilets and ill effects of open defecation.



DAIRY & AGRICULTURAL DEVELOPMENT IN PURSUIT OF FARMER INCOME ENHANCEMENT

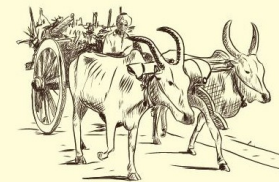
Rural India is primarily characterized by Agriculture, Animal Husbandry and its allied activities for livelihood. The primary occupation is dairy and agriculture, financial surplus can be created through (a) increased production, (b) optimized cost and (c) better prices for the product. While the Government of India has comprehensive policies and programmes to address the development of farming communities, most of them does not cascade to the last mile beneficiary, even in terms of awareness about existence of such schemes and programmes

Bharathi Cement has entrusted ONFIELDIN with an objective of positively impacting the livelihood

of the farming community. A unique programme was developed with strategic framework that creates (a) Financial Capital through enhanced income, (b) Human Capital through improved skills and competencies of the community and (c) Environment Capital through incorporation of Sustainable Production practices. The project was then christened as **"Project Swayukthi"** - Swayukthi means Self Reliant or A group of Horses running with a common goal.

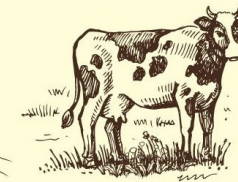
This programme which is in action since 2017 has been accorded by the community and other relevant stakeholders as one of its kind and the need of the hour.

LIVELIHOOD IMPACT INVESTMENT | AGRICULTURE & CAPACITY BUILDING



Empowering Farmers Sustainable Practices Penetration

LIVELIHOOD IMPACT INVESTMENT | ANIMAL HUSBANDRY



Improving Clean Milk Production Improving Agriculture Production

Metric	Particulars
26%	Improvement in milk production
600	ML improvement in milk production per cattle per day
50%	Reduction in Cattle Mortality
>2	Cattle Body Condition Score (from poor score of <1 to Healthy Score of >2)
3 - 4	INR Increase in Milk Prices due to elimination of Middle Men
100%	Hygienic practices in Cattle & Cattle Shed Management
55	Acres of Land under Green Fodder Production
5	Bharathi Animal Health Care Centres for Cattle Treatments & Medicine Supply
545	No. of farmers benefited by the interventions & Advisory Services
2000	Reduction in Cost of Bengal Gram Production in INR
200	Kg Improvement in Bengal Gram Productivity

Bharathi Cement has transformed the way we do Animal Husbandry & Farming in a positive way. Now we ensure clean cattle, hygienic sheds, feed & treat our cattle properly as advised by the Doctor from **ONFIELDIN**. Through **ONFIELDIN**, Bharathi Cement has provided us proper technical guidance and field level support to ensure our Milk production increases along with better quality and our costs are optimized. We are earning more from our Dairy and are a happy family.

- Srinivasulu, Nallalingayapalli Village

AWARDS AND ACCOLADES - 2017

- National Award for Excellence in CSR** for electronic Primary Health Center (ePHC) set up for the community of surrounding villages of the Kadapa Plant
- Indywood CSR Excellence Awards** for best community waste management practices
- TVS Business Leader** awards constituted CSR Leader of the Year award for overall community development



Health Care



45 vital laboratory diagnostics & pharmacy
9 neighbouring villages benefited

	No. of beneficiaries		
	2015	2016	2017
Physical	1949	9491	10,472
Telemedicine	644	5213	2000
Total	2593	14704	12,472



Screening Eye glasses dispensed
1849
1096
Total 2945

- Our Electronic Primary Health Centre completed **30,000+ consultations** in 3 years
- 9 neighbouring villages** benefited
- Integrated services provided - **telemedicine, 45 vital laboratory diagnostics and pharmacy**
- Chronic diseases diagnosed in some villagers
- Apollo Hospitals is implementing the program for Bharathi Cement

