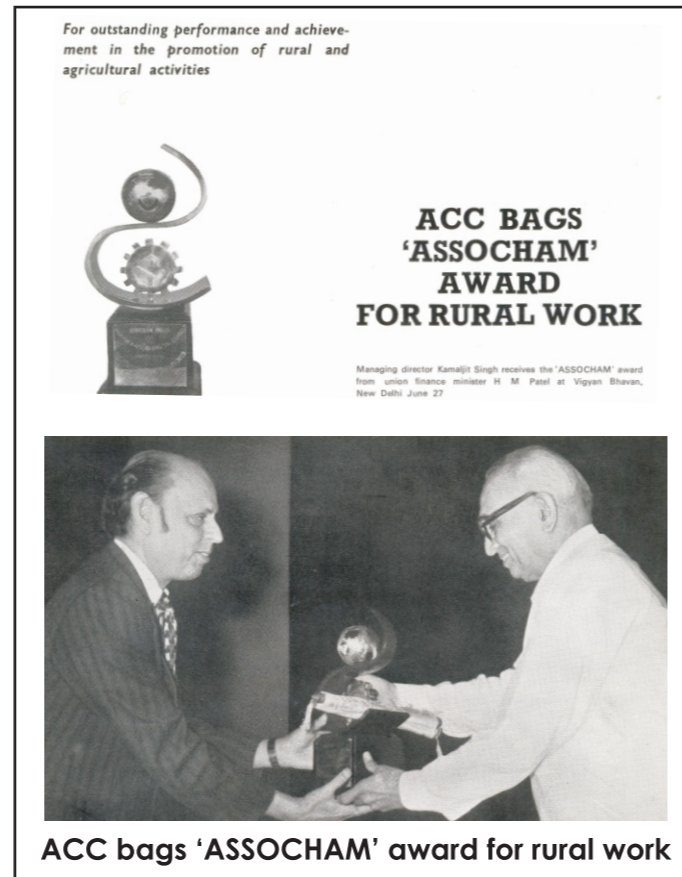




ACC has undertaken social volunteering practices almost from its inception, long before the term corporate social responsibility was coined. The company's earliest initiatives in community development date back to the 1940's in a village on the outskirts of Mumbai while the first formal Village Welfare Scheme was launched in 1952. ACC has also won India's first ever CSR award in 1976, awarded by Associated Chambers of Commerce and Industry of India (ASSOCHAM).

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 external partners. This spans our education, environment, health and affordable housing and construction, and includes our key strategic partnerships. We focus on projects in collaboration with stakeholders where we may contribute to achieving greater impacts. ACC Plants meet requisite due diligence and compliance requirements of Government of India's clearance procedure. This includes detailed Environmental Impact Assessment and Social Impact Assessment of the project. ACC's focuses the interventions for:

1. Providing Education for Society's Future
2. Supporting Sustainable Community Development
3. Building Infrastructure for Livable Communities
4. Community health



ACC bags 'ASSOCHAM' award for rural work

Providing Education for Society's Future

School Education:

Most of the schools are run in collaboration with DAV or with the best institution available locally, serving community and employee's children. Nearly 10,000 students receive education each academic year through these schools. ACC also supports nearly 65 Government schools, in some of the most backward districts, across India. This intervention aims at ensuring all children enrolling themselves in schools and reducing dropout in the school.

ACC Training Institutes:

ACC Sumant Moolgaokar Technical Institute (SMTI) at Kymore, reopened in 2008, trains young men in specialized trades to become artisans, foreman and first line supervisors who can meet the current market needs. Through this initiative from 2008, nearly 409 trained competent skilled workforces have been provided to the industry. In 2010, ACC Cement Technology Institute (ACTI), Jamul, a batch of 50 Cement plant Technicians successfully completed the course.

ACC Support to adopted ITI's:

The company also signed a Memorandum of Agreement under the Ministry of Labor and Employment, Government of India Public Private Partnership Scheme, on up-gradation of Industrial Training Institutes (ITI). In 2010, 7 Government ITI has been adopted and upgraded. Up gradation includes both infrastructure development, inclusion of new courses, training of teaches, management of institute etc.



Supporting Sustainable Community Development

Women empowerment:

We believe that economic empowerment of women transforms them into powerful agents of social change. Increased income in the hands of rural women means better nutrition, health care and education for their children. Keeping this in mind, women Self Help Groups have been formed surrounding the Plants

ACC AHEAD:

AHEAD - Association for Health, Education And Development, is the name given to the CSR chapter of ACC Ladies Clubs. ACC AHEAD aims at supporting and supplementing social volunteering and community development programmes of ACC by tapping the energy and talent of the women of ACC through organized voluntary work for the benefit of the underprivileged community, especially women, around ACC plants. The various activities undertaken by ACC AHEAD includes Stitching and Tailoring, Embroidery, Bag making, Masala Grinding, Glove Making, organizing medical camps, to name a few.

Building Infrastructure for Livable Communities

Masons Training Program for Livelihoods and Affordable Housing:

ACC launched Mason Training Initiative with NGO Drishtee and linked it with Govt of India's Self Employment Program (Swarnajayanti Gram Rojgar Yojna (SGSY) -2010) Mason Training initiative is ACC's one of Nation Building Themes-Signature Project.

ACC runs mason training programs by contributing 25% of the cost of training and training delivery mechanism. Government of India supports this initiative through 75% program cost. ACC played a role in linking with the Government and leveraging government support. 600 candidates have now been trained through this initiative. ACC targets to achieve 5000 trained masons by 2013.

Community Health

Through ACC- Aayushman Trust and ACC Christian Medical College Trust for Infectious Diseases (ACTFID) nearly 6000 people were counseled through the Antiretroviral Treatment (ART) Centres and outreach programmes. ACTFID has maintained above 98% adherence, with intensive counseling and timely clinical follow-up. Currently nearly 2000 patients are under treatment for HIV/AIDS through these ART centres. Awareness programmes were also conducted for Truck drivers and employees, on HIV / AIDS prevention as part of World AIDS day across all ACC locations.

At ACC, social responsibility goes hand in hand with our everyday business responsibilities. As a responsible good corporate citizen we have always displayed our obligation to society.

ACC extends helping hand for flood relief victims in Karnataka

In October 2009 the states of Andhra Pradesh and Karnataka were hit by severe floods – perhaps the worst in decades – resulting in loss of lives, houses, agricultural crops and infrastructure. The poor were the worst affected. ACC as a good corporate citizen stepped in to provide support by constructing houses for flood affected victims. The Company contributed Rs.56 lakhs to build 40 houses at File Tanda Halkatta, Chittapur. These houses were built within a year and handed over to the then Chief Minister of Karnataka, Shri B S Yeddyurappa, who appreciated ACC's gesture to rehabilitate flood victims.

