

Visit report of Ambuja Cement Foundation, Kodinar

Following observations were made during the visit to Ambuja Cement Foundation:

- It is a 23 years old resource foundation envisioned to create self-empowered communities. Ambuja cement foundation has been working with several communities across 22 locations in 12 states.
- The foundation collaborates with compatible organizations and government bodies to enhance the quality of programmes and help it to take them to a larger audience.
- It has its own office premises at PO Ambujanagar, Taluka- Kodinar, Dist. – Gir Somnath.
- The location of their field work comprises of around 327 villages under Gir – Somnath District which includes mainly Una, Kodinar, Veraval, Talala, Sutrapada, etc.
- The foundation mainly focuses on Water resource management (building check dams and Drip irrigation facilities), Agro-based Livelihoods, Skill and development entrepreneurship institutes, Comprehensive healthcare, Sanitation and Quality education.
- The main beneficiaries of their projects are the rural community- farmers, children of age 0-14 years and people of age group 18-30 years.

❖ Water Resource Management (WRM):

- It is one of their major programs focusing on rejuvenation of water resources, accessibility to quality water and environment protection.
- The programme promotes rainwater harvesting through indigenous and new technologies. It promotes water conservation through promoting efficient irrigation technology. The foundation supported micro irrigation methods in over 2,100 acres of land saving water compared to conventional irrigation methods.

❖ Agro-based Livelihood:

- They have a strong Agro-based livelihood generation programme that integrates current scientific agricultural practices with local needs. Farmers are encouraged to adopt quality seeds, bio-fertilizers, organic composting methods, and better irrigation methods to ensure a robust harvest.

❖ Skill & Entrepreneurship Development Institutes (SEDI):

- The 16 established SEDIs offer more than 38 certified courses in various trades and soft skills, facilitating the entry of a skilled work force into the industry and creating a healthy employment rate in the rural areas. The placement rate of SEDI's is over 75%. Ambuja Cement foundation also runs institutes in close collaboration with the local banks, other technical organizations, and the industry and government agencies. Most technical trades are affiliated to the National Council of Vocational Training (NCVT) and State Council of Vocational Training. Training courses such as Industrial Electrician and computer hardware are certified under Modular

Employment Scheme of the Central government. Around 7 SEDIs are registered as the Vocational Training Provider and Assessment Centre under this scheme.

- The courses lay stress on practical training and also provide opportunities for on the job training through internships. Their courses are designed to train students in technical and improvement of soft skills including computers, spoken & written English. Regular exposure visits, networking with the industry personnel and discussion sessions with entrepreneurs and industry experts are being incorporated in every course. Also post training support like preparation for interviews and orientation of students to various government schemes is also offered to enable them to set their own venture. Many SEDI graduates also have started their own ventures, setting up their own business.

❖ **Comprehensive Healthcare:**

- The home based neonatal (HNBC) programme focuses on maternal and child health monitoring services including health, immunization and nutritional needs. Ambuja Cement Foundation runs Mobile Health Care units, and general and specialized health camps, these are held throughout the year. In 2014, the foundation initiated Adolescent Peer for Enhancement of Skill and Healthy Association (APEKSHA) reaching out to 6,200 adolescents through peer support system. ACF undertakes programmes to eradicate anaemia and promote healthy behavior especially amongst adolescent girls and women.

❖ **Quality Education:**

Ambuja Cement Foundation's Education programme works closely with village level government schools and local teachers to enhance the quality of education for the children.

- Ambuja Cement Foundation has also received funds from-
 - Sardar Sarovar Narmada Nigam Ltd.
 - Agricultural Technology Management Agency (ATMA), Govt. of Gujarat
 - Indian Council of Agriculture Research (ICAR), Govt. of India
 - Sir Rata Tata Trust, Mumbai
 - Water and Sanitation Management Organization (WASMO), Govt. of Gujarat.
 - Gujarat Green Revolution Company
 - Coastal Salinity Prevention Cell- Ahmedabad.
- Ambuja Cement Foundation have received awards:
 - Beyond the Fence- Water Award from CII in 2007
 - Bhumi Jal Award from the Water Resource Ministry in 2010
 - Water Award from FICCI in 2013



Figure 1: Ambuja Cement Foundation, Ambuja Nagar



Figure 2: Office premises, Ambuja Foundation



Figure 3: Office premises, Ambuja Foundation



Figure 4: Ambuja Sani-centre



Figure 5 & 6: Water Resource Management & Drip irrigation facilities



Figure 7 & 8: Sanitation facilities provided by Ambuja Foundation in the nearby villages



Figure 9: Check dam constructed at Kodinar by Gujarat Government & Ambuja Cement Foundation



Figure 10: Skill & Entrepreneurship Development Institute (SEDI), Ambuja Cement Foundation, Kodinar



Figure 11 & 12: Industrial Electrical, Welder & Machine Operator training at SEDI, Ambuja Cement Foundation



Figure 13: BPO & Computer Training, SEDI

NO	SEDI KODINAR TRADE	SINCE 2011		FEB 2016	
		BATCH	TRAINED	BATCH	TRAINEE
1	INDUSTRIAL ELECTRICAL				
2	BEDSIDE ASSISTANT (NURSING)	32	705	4	94
3	SECURITY GUARD	21	455	5	98
4	COMPUTER H&N	3	56		NIL
5	HOUSE KEEPING	3	42		NIL
6	WELDER	1	6		NIL
7	B.P.O.	12	190	2	45
8	MACHINE OPERATOR	8	156	1	18
9	ACL EXISTING WORKER (EL JN)	4	88	1	21
10	ACL EXISTING WORKER (WE LDER)	4	78	0	0
11	ELC	4	63	0	0
		1	12	1	18
	TOTAL	93	1831	14	294

Figure 14: Different Training facilities at SEDI



Figure 15: Nursing training to students under Ambuja Cement Foundation