



# e)powerment

ANNUAL REPORT 2012-13



Energise Involve Enable

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# AMBUJA CEMENT FOUNDATION

Ambuja Cement Foundation (ACF), established in 1993, is the social development arm of Ambuja Cements Ltd. We work exclusively with rural communities on issues related to Water Resource Management, Agro & Skill-based Livelihood Generation, Health, Education, Women's Empowerment and Rural Infrastructure. ACF's community development work is based on its mission and underscores our belief in communities and in our role as catalysts to bring in change. ACF undertakes projects and schemes for promoting the social and economic development for communities in and around the manufacturing locations of Ambuja Cement Ltd.

These development initiatives are in line with the needs of people, in partnership with them and in close collaboration with likeminded NGOs and the Government.

A team of 423 dedicated professionals implement its projects and programmes. Our work currently extends to 22 locations in 12 states across India, reaching out to more than 13 lakh people through projects with annual expenditure of ₹ 5725 lakhs.



**ACF is accredited by Credibility Alliance as adhering to the desirable norms prescribed for good governance of voluntary organisations.**

# MEMBERS OF THE BOARD

## **Mr Suresh Neotia**

Co-founder and Chairman Emeritus of Ambuja Cements Limited, Mr Neotia is a businessman and industrialist of repute. He is currently a member of the Central Board of the Reserve Bank of India. He is known for his association with numerous cultural institutions and charitable organisations. He was conferred the Padma Bhushan by the President of India in 2008.

## **Mr Narotam Sekhsaria**

An industrialist reputed for his business acumen, Mr Sekhsaria is the founder of Ambuja Cements Limited. His path breaking and innovative thinking created new benchmarks for the cement industry. He is currently the Chairman of Ambuja Cements Limited and ACC Limited.

## **Mr B L Taparia**

Mr Taparia is a Commerce & Law graduate and a member of the Institute of Company Secretaries of India with more than 40 years of experience in the fields of Legal, Secretarial, Accounts, Finance, HR, Health & Safety, and Sustainability. He joined ACL as Deputy Company Secretary in 1983, and superannuated in July 2012 as Company Secretary and Corporate Sustainability Officer. He was appointed on the Board as Non-Executive, Non-Independent Director w.e.f September 1, 2012.

## **Mr Onne van der Weijde**

Mr van der Weijde is a Dutch national with a bachelor's degree in economics and accounting from Rotterdam, and a master's degree in business administration from the University of Bradford. He joined Holcim in 1996; after holding various positions, he was appointed Director and General Manager for Holcim (India) Private Limited in March 2005. He was the CFO of ACC during 2006-2008. He has over 15 years' experience in the cement industry, including six years in the Indian cement industry. He is currently the Managing Director, ACL.

## **Mr B B Tandon, IAS (retd)**

Mr Tandon was recruited into the Himachal Pradesh cadre of the civil service in 1965, and retired as Secretary – Personnel, Government of India. He also served as Secretary - Mines and Chief Election Commissioner of India. He is presently on the board of various prominent organisations.

## **Mr P K Laheri, IAS (retd)**

Recruited into the 1969 batch of the Gujarat cadre, Mr Laheri retired as Chief Secretary in March 2005. He also served as Chairman and Managing Director of Sardar Sarovar Narmada Nigam Limited, Gandhinagar. He held many positions in industry, education, information, water supply, fashion, tourism and rural development during his career.

## **Mr Sharadchandra Kale, IAS (retd)**

Mr Kale belongs to the 1963 batch of the Maharashtra cadre and has held high offices, including that of secretary of important government departments in Maharashtra. He was Additional Chief Secretary (Planning Department), Chairman of Mumbai Port Trust and Chairman of the Reserve Bank of India (Services Board).

## **Mr Manmohan Malhoutra**

Educated in Delhi and Oxford, Mr Malhoutra is a former member of the Indian Administrative Service (1961-1978) serving in the secretariat of PM Indira Gandhi (1966 -1973), and in the Commonwealth Secretariat. He was a member of the Board of Directors of the International Institute of Democracy and Electoral Assistance (IDEA), Stockholm, and Secretary General of the Rajiv Gandhi Foundation.

## **Ms Padmini Somani**

Ms Somani is the Founder-Director of the Salaam Bombay Foundation and has represented India at various international forums on tobacco control. A patron of the arts, she also takes keen interest in organising dance and cultural programmes. She is a graduate from the London School of Economics and holds a master's in financial economics from the University of London.

## **Mr V K Jain, IPS (retd)**

Recruited into the Uttar Pradesh cadre in 1958, Mr Jain was Director General of the UP Police. Thereafter, he held various important positions, including the offices of Special Secretary (ISP), Home Ministry; Special Secretary, Department of J&K Affairs, Government of India; and Member of the National Security Advisory Board.

## **Ms Pearl Tiwari**

Currently Joint President (Sustainability) in Ambuja Cements Limited, Ms Tiwari has been associated with the development sector in India for over 25 years. She graduated from the prestigious Tata Institute of Social Sciences, Mumbai, where she also served as a faculty member for two years. She is particularly sensitive to issues concerning social responsibility.





# CHAIRMAN'S MESSAGE

This year, Ambuja Cement Foundation completed 20 years of consistently serving the community touching the lives of people in about 855 villages in India. We began in a small way in Ambuja Nagar in 1993, and over the past two decades have achieved numerous milestones in demonstrating corporate social responsibility. I am proud to have been a part of this journey.

Over the years, we have grown and improved our methodologies in various projects. Our farmers are today empowered to choose sustainable farming practices which ensure quality and environment friendly practices. Youth from rural communities today have a chance to transform their lives, and seek remunerative livelihoods with support from several ACF-run Skill and Entrepreneurship Development Institutes around the country. Through our SEDI, we have been able to train more than 11000 students in gainful employment. These institutes are constantly upgrading skills of youth, fueling the rural economy and industry with skilled personnel.

All our programs at ACF work towards empowering people by closely engaging community members so as to create an impeccable blend of traditional wisdom with managerial and technical inputs. Our representatives in the communities like *sakhis* and *balmistras* are ensuring that development is sustainable. Similarly, our other programs like agro-based livelihood, water management and women empowerment are implemented in close coordination with the people.

Our consistent work in water resource management has been acclaimed by the communities as well as our other stakeholders. We are proud of our extensive contribution to make ACL a water positive company.

At the same time, I am also delighted to have experienced the growth of our Ambuja Manovikas Kendra, special school for challenged children. The students and staff from the institute are constantly working to change the perception of society towards the mentally disabled. Their achievements in the fields of sports, dance and other cultural activities are a humbling experience for the rest of us. I would like to extend my warmest wishes to each member of the ACF team, whose commitment and efforts have led this journey, and will take us further. ACF will continue to empower people and communities by 'energizing', 'involving' and 'enabling' them to fulfill their aspirations.

Despite the various milestones achieved, it is also time for us to reflect on our achievements and challenges. We have to continue to demonstrate our willingness to engage meaningfully with various stakeholders; and work actively in the field of energy and environmental conservation.

Today, the industry has realized the need and importance of working in tandem with communities. ACF has proven that by improving the lives of people; by empowering them to realize their dreams; and by building their capacities to sustain change; companies and communities can grow in an inclusive manner.

**Suresh Neotia**

# DIRECTORS' REPORT

TO THE MEMBERS

Your Directors are pleased to submit the Annual Report of Ambuja Cement Foundation for the year ended 31st March, 2013.

## 1. REVIEW OF ACTIVITIES

During the last two decades of consistent efforts ACF has envisaged broad macro level issues in development but has responded to it by strategizing at micro level. The magnitude of efforts across all aspect of development is now visible in the improved quality of life of our communities.

Natural Resource Management is an imperative need and is translated in extensive water conservation initiatives taken up by ACF in the communities around all our plants in the country. Water conservation and ensuring optimal utilization have both led to improved access to water for all. The work involves close collaboration and partnership with agencies of common interest including various local & state governments and major development organizations. Livelihood promotion through skill training (SEDIs) has enlarged its horizon with 16 institutions delivering quality customized skill trainings relevant to the area. In promoting agro based livelihoods Krishi Vigyan Kendra at Kodinar has reached out to a large number of farmers promoting scientific agriculture practices. Better Cotton Initiative (BCI) project now impacts over 7000 farmers with maximum farmers qualifying as per BCI parameters.

Social development programs aim at enhanced Human Development Index through initiatives in health, education and women empowerment. ACF's comprehensive health program emphasizes on an integrated approach to health, wherein, it focuses on issues like water, sanitation, infrastructure, livelihood, nutrition and education to determine overall village development, and each aspect is given equal attention. Education program improves quality delivery of the syllabus by way of investing in capacity building and access to educational aids while women empowerment program focuses on providing opportunities for financial and social inclusion of women.

The Directors anticipate the continued expansion of initiatives at ACF towards sustainable change in making positive impact on the living standards of the communities.

## 2. FINANCIAL PERFORMANCE

The Income & Expenditure Account of the Foundation for the year under review revealed a deficit of ₹ 29,86,64,985/- as against deficit of ₹ 25,75,60,520/- /- in the previous year. The total amount standing to the credit of the Corpus Fund as on 31st March 2013 is ₹ 11,91,34,886/- as compared to ₹ 9,02,99,871/- in the previous year.

## 3. DIRECTORS

Mr. P K Laheri, Mr. S K Neotia, Mr. V K Jain and Mr. S G Kale will retire by rotation at the ensuing Annual General Meeting in accordance with the Articles of Association of the Foundation and being eligible, offer themselves for reappointment. Your Directors recommend their reappointment.

## 4. DIRECTORS' RESPONSIBILITY STATEMENT

Pursuant to Section 217(2AA) of the Companies Act 1956 as amended, the Directors confirm that –

- i) That in the preparation of the annual accounts, the applicable accounting standards had been followed.
- ii) Appropriate accounting policies have been selected and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Foundation as on 31st March 2013 and of the deficit of the Foundation for the year ended 31st March 2013.
- iii) Proper and sufficient care has been taken for the maintenance of adequate accounting records in accordance with the provisions of the Companies Act 1956 for safeguarding the assets of the Foundation and for preventing and detecting fraud and other irregularities
- iv) The Audited Accounts have been prepared on a going concern basis.



## **5. CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION AND FOREIGN EXCHANGE EARNINGS AND OUTGO**

The relevant information to be given pursuant to section 217 (1)(e) of the Companies Act 1956 is not given, as the same is not applicable.

## **6. AUDITORS' REPORT & APPOINTMENT OF AUDITORS**

Auditors' Report together with notes is self-explanatory and does not require any further clarification. M/s. Chaturvedi & Company, Chartered Accountants, who were appointed as Statutory Auditors of the Foundation to hold office till the conclusion of the Annual General Meeting of the Foundation, will retire at the ensuing Annual General Meeting and being eligible, have offered themselves for re appointment.

The Foundation has received a Certificate from them pursuant to Section 224(1B) of the Companies Act 1956, confirming their eligibility for re-appointment. The Board of Directors recommends the appointment of M/s. Chaturvedi & Company as Statutory Auditors of the Foundation.

## **5. PERSONNEL**

The Board of Directors would like to place on record its deep appreciation for rendering valuable services by all the Employees of the Foundation.

The disclosures as required by the provisions of 217(2A) Of the companies Act 1956 read with the Companies (Particulars of Employees) Rules, 1975 is not required, as there are no employees who are in receipt of remuneration as laid down under the said provision.

For and on behalf of the Committee

Regd office:  
216, AJC Bose Road  
Kolkata -700 017

Chairman

Place: Kolkata  
Dated: the 24th day of May 2013.



# AUDITOR'S REPORT

1. We have audited the accompanying financial statements of M/s. Ambuja Cement Foundation ("the Company), which comprises the Balance Sheet as at March 31, 2013, and the Income and Expenditure Statement for the year then ended and a summary of significant accounting policies and other explanatory information.
2. Management is responsible for the preparation of these financial statements that give a true and fair view of the financial position, financial performance and cash flows of the Company in accordance with the Accounting Standards referred to in sub-section (3C) of section 211 of the Companies Act, 1956 ("the Act"). This responsibility includes the design, implementation and maintenance of internal control relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.
3. Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the Standard on Auditing issued by the Institute of Chartered Accountants of India. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.
4. An audit involves performing procedures to obtain audit evidence about amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of the accounting estimates made by management, as well as evaluating the overall presentation of financial statements.
5. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.
6. *We further draw attention that Debtors, Creditors and some security deposit are subject to confirmation.*
7. In our opinion and to the best of our information and according to the explanations given to us, the said Balance Sheet and the Income and Expenditure Statement read together with the Notes on Account particularly note no. 20 relating to unspent amounts of grants being taken as Income for the year, give the information as required by the Companies Act, 1956 in the manner so required and gives a true and fair view:-
  - a) In the case of the Balance Sheet, of the state of affairs of the Company as at March 31, 2013; and
  - b) In the case of Income and Expenditure Statement of the deficit of the Company for the year ended 31st March, 2013
8. Since the Company is licensed under Section 25 of the Companies Act, 1956. Paragraphs 4 and 5 of the Companies (Auditor's Report) Order, 2003, as amended by the Companies (Auditors Report) (Amendment) Order, 2004 issued by the Central Government in terms of Section 227(4A) of the Companies Act, 1956 are not applicable to the Company.
9. As required by section 227(3) of the Act, we report that subject to our remarks in para 6 above:
  - a) we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit;
  - b) in our opinion proper books of account as required by law have been kept by the Company so far as appears from our examination of those books;
  - c) the Balance Sheet and Income and Expenditure statement dealt with by this Report are in agreement with the books of account;
  - d) in our opinion, the company has complied with the Accounting Standards referred to in the subsection (3C) of section 211 of the Companies Act, 1956
  - e) on the basis of written representations received from the general committee members as on March 31, 2013, and taken on record by the general committee, we report that none of the members of the General Committee is disqualified as on March 31, 2013, from being appointed as a member of the General Committee in terms of clause (g) of sub-section (1) of section 274 of the Companies Act, 1956
  - f) Since the Central Government has not issued any notification as to the rate at which the cess is to be paid under section 441A of the Companies Act, 1956 nor has it issued any Rules under the said section, prescribing the manner in which such cess is to be paid, no cess is due and payable by the Company.

Place: Kolkata  
Date: 24th May, 2013

**For Chaturvedi & Company**  
Chartered Accountants,  
Firm Registration No. 302137E  
**(Nilima Joshi)**  
Partner

Membership No:52122





# BALANCE SHEET

## BALANCE SHEET AS AT 31st MARCH, 2013

Particulars	Note No.	As at	As at
		31.03.2013	31.03.2012
		₹	₹
<b>I. LIABILITIES</b>			
(1) <b>Corpus Fund</b>	2	<b>119,134,886</b>	90,299,871
(2) <b>Assisted Project Funds</b>	3	<b>27,726,853</b>	27,185,794
(3) <b>Other Long-Term Liabilities</b>	4	<b>1,099,112</b>	437,422
(4) <b>Current Liabilities</b>			
(a) Trade Payables	5	<b>21,709,412</b>	4,508,032
(b) Other Current Liabilities	6	<b>13,137,302</b>	9,317,013
(c) Short Term Provisions	7	<b>8,686,019</b>	5,884,107
		<b>43,532,733</b>	19,709,152
<b>Total</b>		<b>191,493,584</b>	137,632,239
<b>II. ASSETS</b>			
(1) <b>Non-Current Assets</b>			
(a) Fixed Assets : Tangible Assets	8	<b>42,927,886</b>	36,767,305
(b) Long-Term Loans and Advances	9	<b>3,531,322</b>	5,527,463
(c) Other Non-Current Assets	10	<b>900,000</b>	-
		<b>47,359,208</b>	42,294,768
(2) <b>Current Assets:</b>			
(a) Cash and Bank Balances	11	<b>119,921,012</b>	75,463,196
(b) Short Term Loans and Advances	12	<b>21,452,734</b>	17,264,667
(c) Other Current Assets	13	<b>2,760,630</b>	2,609,608
		<b>144,134,376</b>	95,337,471
<b>Total</b>		<b>191,493,584</b>	137,632,239
Significant Accounting Policies	1		
Notes To The Accounts	2-25		

### See Accompanying Notes To The Financial Statements

**For Chaturvedi & Company**  
Chartered Accountants  
Firm Registration No. : **302137E**

**(Nilima Joshi)**  
Partner  
Membership No. **52122**

Kolkata, the 24th day of May 2013.

For and on behalf of the Board  
V. K. Jain  
**(Director)**

Pearl Tiwari  
**(Director)**



# INCOME & EXPENDITURE STATEMENT

## INCOME & EXPENDITURE STATEMENT FOR THE YEAR ENDED 31st MARCH, 2013

Particulars	Note no.	For the year ended	For the year ended
		31.03.2013	31.03.2012
		₹	₹
<b>Other Income :</b>			
(a) Donations & Grants	14	16,753,244	37,041,546
(b) Miscellaneous Income	15	6,062,175	6,084,931
<b>Total Revenue</b>		<b>22,815,419</b>	<b>43,126,477</b>
<b>Expenses</b>			
Employees Benefit Expenses	16	73,109,994	58,675,871
Depreciation and Amortization Expenses	8	4,275,687	3,616,944
Other Expenses	17	26,888,708	23,107,192
Community Welfare Expenses		74,944,344	63,532,290
Water Resource Development		50,418,294	61,559,529
Educational Expenses		14,461,813	23,392,091
Charities & Donations		2,221,400	6,734,162
Agriculture Development Expenses		26,710,252	17,188,822
Health & Sanitation Development		18,202,509	16,470,687
Vocational Training Expenses		25,996,967	21,668,485
Cattle Camp / Animal Husbandry Expenses		2,340,028	2,316,391
Krishi Vikas Kendra Expenses		1,534,164	2,424,533
Kharas Vistarotan Yojana		376,244	-
<b>Total Expenses</b>		<b>321,480,404</b>	<b>300,686,997</b>
Deficit Carried To Corpus Fund		<b>(298,664,985)</b>	<b>(257,560,520)</b>
Significant Accounting Policies	1		
Notes To The Accounts	2-25		

### See Accompanying Notes To The Financial Statements

#### For Chaturvedi & Company

Chartered Accountants

Firm Registration No. : 302137E

#### (Nilima Joshi)

Partner

Membership No. 52122

For and on behalf of the Board

V.K.Jain

(Director)

Pearl Tiwari

(Director)

Kolkata, the 24th day of May 2013.



# FINANCIAL STATEMENTS

## SIGNIFICANT ACCOUNTING POLICIES & NOTES ON ACCOUNTS

### Note 1 : Significant Accounting Policies

- 1.1 The Company prepares its accounts on accrual basis of accounting.
- 1.2 Fixed assets are valued at cost of acquisition including installation cost less depreciation.
- 1.3 Depreciation on fixed assets is provided as per the rates prescribed in Schedule XIV of the Companies Act, 1956 under straight line method as amended upto date.
- 1.4 Stores are valued at lower of cost and net realizable value.

### Notes annexed to and forming part of the Financial Statements

#### Note : 2 Corpus Fund

	As At 31.03.13 ₹	As At 31.03.12 ₹
Opening Balance	90,299,871	84,360,391
Add : Donation Received	<b>327,500,000</b>	263,500,000
	<b>417,799,871</b>	347,860,391
Less : Deficit transferred from Income & Expenditure Account	<b>(298,664,985)</b>	(257,560,520)
	<b>119,134,886</b>	90,299,871

#### NOTE : 3 - Assisted Project Funds

Name of the Project/Funder	As at 31.03.2013								As at 31.03.2012
	Opening Balance	Funds received	Amount Payable	Total	Funds utilised	Amount Refunded to the Project Funders	Advance given to Vendors/ Others	Net Outstanding (Balance Recoverable)	Net Outstanding (Balance Recoverable)
	(a)	(b)	(c)	(d=a+b+c)	(e)	(f)	(g)	(h=d-e-f-g)	(i)
i) Sir Ratan Tata Trust Fund	270,991	3,680	-	274,671	9,395	-	-	265,276	270,991
ii) Composite Targeted Intervention Project (Also Known as Targeted Intervention Project)	890,623	12,000,812	2,010	12,893,445	10,905,902	1,353,768	-	633,775	890,623
iii) Watershed Project, Dhundan	(66,498)	119,250	-	52,752	46,261	-	-	6,491	(66,498)
iv) KVK Project	1,669,657	14,599,281	159,109	16,428,047	9,825,671	3,926,325	71,364	2,604,687	1,669,657
v) Wadi Project	1,939,167	8,035,516	1,200	9,975,883	1,918,313	1,254,160	348,314	6,455,096	1,939,167
vi) Costal Area Dvelopment Project	12,735	434,316	1,000	448,051	10,400	-	435,000	2,651	12,735
vii) BCI Project (FCRA)	16,278,184	786,432	-	17,064,616	11,786,964	-	-	5,277,652	16,278,184
viii) Wasmo Project	(502,361)	482,552	-	(19,809)	-	-	-	(19,809)	(502,361)
ix) Hariyali Project	200,391	-	-	200,391	-	-	-	200,391	200,391
x) CADP - Hilton Foundation (FCRA)	373,507	2,290,000	-	2,663,507	1,622,801	-	-	1,040,706	373,507
xi) Other FCRA Funds	3,025	3,061,292	-	3,064,317	2,300,057	-	-	764,260	3,025
xii) MNGO Project	819,984	-	-	819,984	660,692	-	-	159,292	819,984
xiii) DARC Project	3,583,031	8,308,568	5,500	11,897,099	9,550,269	-	-	2,346,830	3,583,031
xiv) NRHM Project	3,992	163	-	4,155	-	-	-	4,155	3,992
xv) Watershed Project, Daseran	127,709	180,400	-	308,109	135,722	-	-	172,387	127,709
xvi) Watershed Project, Saryanj Sarma	160,881	115,873	-	276,754	141,318	-	-	135,436	160,881
xvii) TATA GE RO Project	584,077	2,060,445	122,058	2,766,580	1,192,788	-	370,098	1,203,694	584,077
xviii) Kharas Vistarotan Yojna(KVY) SRTT	-	6,000,000	-	6,000,000	-	-	-	6,000,000	-
xix) Arsh Udaan	-	801,750	119,130	920,880	781,525	-	-	139,355	-
xx) Other Funds	836,699	1,621,507	-	2,458,206	2,123,678	-	-	334,528	836,699
<b>Total Project Funds</b>	<b>27,185,794</b>	<b>60,901,837</b>	<b>410,007</b>	<b>88,497,638</b>	<b>53,011,756</b>	<b>6,534,253</b>	<b>1,224,776</b>	<b>27,726,853</b>	<b>27,185,794</b>



# FINANCIAL STATEMENTS

## Note 4 : Other Long-Term Liabilities

	As At 31.03.13 ₹	As At 31.03.12 ₹
Deposits	15,526	302,127
Liabilities for Expenses	133,586	135,295
Trade Payables	950,000	-
	<u>1,099,112</u>	<u>437,422</u>

## Note 5 : Trade Payables

Other than Acceptances*	21,709,412	4,508,032
	<u>21,709,412</u>	<u>4,508,032</u>

\*There are no payables under Micro, Small & Medium Enterprises.

## Note 6 : Other Current Liabilities

Liability for Expenses	7,287,639	4,513,695
Statutory Remittances	1,657,574	1,232,091
Deposits	3,975,134	3,553,185
Salary Payable	216,955	18,042
	<u>13,137,302</u>	<u>9,317,013</u>

## Note 7 : Short Term Provisions

Provision for Employees Benefits	7,518,466	5,788,447
Provision for Other Expenses	1,167,553	95,660
	<u>8,686,019</u>	<u>5,884,107</u>

## Note 8 : Fixed Assets

DESCRIPTION	GROSS BLOCK				DEPRECIATION				NET BLOCK	
	Cost as at 01.04.12	Additions during the year	Deduction during the year	Total cost as at 31.03.13	Upto 31.03.2012	For the year	Adjustment during the year	Total as at 31.3.2013	As at 31.3.2013	As 31.3.2012
	₹.	₹.	₹.	₹.	₹.	₹.	₹.	₹.	Rs.	Rs.
Leasehold Land	1	-	-	1	-	-	-	-	1	1
Buildings	9,457,520	-	-	9,457,520	512,796	154,158	-	666,954	8,790,566	8,944,724
Construction & Survey Equipments	220,971	449,277	-	670,248	74,512	17,766	-	92,278	577,970	146,459
Vehicles*	10,828,569	1,084,351	211,933	11,700,987	2,861,261	1,147,231	169,058	3,839,434	7,861,553	7,967,308
Furniture & Fixtures	11,096,109	4,079,930	126,007	15,050,032	2,898,172	1,011,339	126,007	3,783,504	11,266,528	8,197,937
Computers	9,378,827	3,074,138	354,796	12,098,169	4,038,546	1,570,638	329,993	5,279,191	6,818,978	5,340,281
Audio & Visual Equipments	1,345,247	683,456	-	2,028,703	227,281	81,743	-	309,024	1,719,679	1,117,966
Office Equipments	5,270,913	1,036,780	5,625	6,302,068	876,286	277,168	5,625	1,147,829	5,154,239	4,394,627
Technical & Sports Equipments	794,892	96,014	-	890,906	136,890	15,644	-	152,534	738,372	658,002
TOTAL :	48,393,049	10,503,946	698,361	58,198,634	11,625,744	4,275,687	630,683	15,270,748	42,927,886	36,767,305
PREVIOUS YEAR FIGURES	39,645,514	9,767,240	1,019,705	48,393,049	8,742,922	3,616,944	734,122	11,625,744	36,767,305	

.Deprecation for the year includes ₹. 61,919/- relating to previous years \*



	<b>As At 31.03.13</b>	<b>As At 31.03.12</b>
	₹	₹
<b>Note 9 : Long-Term Loans and Advances (Unsecured, Considered Good)</b>		
Security Deposits	<b>374,656</b>	2,656,420
Advances to Employees	<b>618,421</b>	281,000
Other Advances Receivable	<b>2,538,245</b>	2,590,043
	<b>3,531,322</b>	5,527,463
<b>Note 10 : Other Non-Current Assets</b>		
Non-Current Bank Balances		
Fixed Deposits with Banks (maturity after 12 months)*	<b>900,000</b>	-
	<b>900,000</b>	-
*Refer Note No. 20		
<b>Note 11 : Cash and Bank Balances</b>		
Cash and Cash Equivalents		
Cash in hand	<b>110,719</b>	100,338
Project Cash Balance	<b>2,757</b>	24,224
Project Cash Balance (FCRA)	<b>6,136</b>	11,679
Cheques, Draft on hand	<b>277,111</b>	187,892
Balances with Banks :-		
In Current Account	<b>1,641,312</b>	1,668,960
In Savings Account	<b>65,144,477</b>	25,959,175
Project Bank Balance :-		
In Savings Account	<b>19,851,535</b>	9,735,469
Bank Balances (FCRA) - In Savings Account	<b>6,876,482</b>	16,443,037
Fixed Deposits with Banks (maturity within 3 months)*	<b>26,010,483</b>	21,332,422
	<b>119,921,012</b>	75,463,196
*Refer Note No. 20		
<b>Note 12 : Short Term Loans &amp; Advances (Unsecured, Considered Good)</b>		
Security Deposits	<b>8,719,604</b>	6,522,421
Prepaid Expenses	<b>831,427</b>	73,442
Project Advances (FCRA)	<b>200,000</b>	200,000
TDS Receivable	<b>3,436,589</b>	2,296,457
Advances to Employees	<b>1,519,194</b>	709,507
Other Advances recoverable	<b>6,745,920</b>	7,462,840
	<b>21,452,734</b>	17,264,667
<b>Note 13 : Other Current Assets</b>		
General Consumables	<b>2,477,366</b>	2,570,928
Interest Accrued But Not Due	<b>283,264</b>	38,680
	<b>2,760,630</b>	2,609,608





# FINANCIAL STATEMENTS

	For the year ended 31.03.2013 ₹.	For the year ended 31.03.2012 ₹.
<b>Note 14 : Donations &amp; Grants</b>		
Donation from Narotam Sekhsaria Foundation	12,684,000	11,448,000
Donation from Others	1,420,490	3,664,602
Fund from Govt.Agencies	2,648,754	21,200,813
Funds from Other Agencies	-	728,131
	<b>16,753,244</b>	<b>37,041,546</b>
<b>Note 15 : Miscellaneous Income</b>		
Interest Received	4,578,570	4,055,083
Subscription Received	1,200	1,200
Miscellaneous Income	1,482,405	2,028,648
	<b>6,062,175</b>	<b>6,084,931</b>
<b>Note 16 : Employees Benefit Expenses</b>		
Salary & Other Allowances	67,354,305	51,789,065
Contribution to Provident and Other Funds	4,089,210	3,591,389
Staff Welfare & Medclaim Insurance	1,666,479	3,295,417
	<b>73,109,994</b>	<b>58,675,871</b>
<b>Note 17 : Other Expenses</b>		
Vechile Expenses	5,345,300	4,303,652
Travelling & Conveyance Expenses	8,071,830	6,726,181
Printing & Stationery	1,108,789	2,178,032
Professional Fees	2,405,564	2,014,976
Miscellaneous Expenses	883,406	1,534,045
Establishment Expenses	3,037,540	2,279,828
Postage,Telephone & Telex Expenses	1,226,981	1,320,183
Repair & Maintenance	509,234	378,266
Rent	767,674	307,002
Bank Charges	81,546	106,091
Directors Sitting Fees	60,000	90,000
Staff Training & Recruitment	2,849,145	1,361,615
Meeting Expenses	72,116	171,660
Payment to Auditors : Audit fees	84,270	84,270
: For other services	11,486	11,236
Electricity Expenses	308,626	130,677
Filing Fees	2,690	4,666
Rates & Taxes*	33,140	-
Sundry Balances w/off	25,104	61,630
Loss on Sale of Assets(Net)	4,267	43,182
	<b>26,888,708</b>	<b>23,107,192</b>

\*Includes interest on TDS amounting to ₹.17,540/-.



## Notes annexed to and forming part of the Financial Statements

### Note 18

The Ambuja Cement Foundation is a Company limited by guarantee and registered under the Companies Act, 1956. Each member undertakes to contribute to the assets of the Company in the event of its being wound up while he is member or within one year thereafter for payment of debts or liabilities of the Company contracted before he ceases to be a member and of the contributories among themselves such amount as may be required but liability should not exceed a sum of ₹1000/- (Rupees one thousand only) in case of each member.

### Note 19

Fixed Deposits includes ₹ 5,00,000/- (C.Y.) against which Bank Guarantee has been given by the Bank. The total amount of Bank guarantee as on 31.03.13 amounting to ₹ 5,00,000/- has not been provided for in the Books.

### Note 20

Unspent Grants towards project funding are taken as income in the year of completion of the respective projects.

### Note 21

Contributions received against specific projects are adjusted against the aggregate expenses incurred for those projects and net expenses only are shown in the accounts.

### Note 22

Liabilities for Deposits (including retention money) have been classified under Current Liabilities, if payable within 12 months, otherwise these are classified as Long-Term Liabilities.

### Note 23

Integrated Rural Development expenses comprise agriculture, plantation, horticulture scheme, Biogas Plants, Farm Dev. Project and other incidental expenses.

### Note 24

The Company is a charitable organization, registered under Section 25 of the Companies Act, 1956. As the Company has no taxable income, Accounting for taxes on income (Accounting Standard – 22) issued by the Institute of Chartered Accountants of India is not applicable.

### Note 25

Previous year figures have been regrouped/rearranged/reclassified wherever considered necessary to correspond with Current Year classifications/disclosures.

#### For Chaturvedi & Company

Chartered Accountants  
Firm Registration No. : 302137E

(Nilima Joshi)

Partner

Membership No. 52122

For and on behalf of the Board

V. K. Jain  
(Director)

Pearl Tiwari  
(Director)

Kolkata, the 24th day of May 2013.







# OUR MISSION

**ENERGISE INVOLVE AND ENABLE  
COMMUNITIES TO REALISE THEIR POTENTIAL**





# ACF SPREAD



## ACF SPREAD

- Reaching out to more than 13 lakh people in 855 villages
- 283 Sakhis impacting lives of more than one lakh people
- Supporting education in 229 schools, reaching out to more than 69000 students
- Over 21000 acres of land upgraded through soil and water conservation
- Support to 938 SHGs, with 11567 members and a corpus of more than ₹ two crore
- More than 8500 students have been placed by SEDI after training.
- In 2012, the estimated recharge of water through various water harvesting structures was 19.89 mcmt

Map not to scale





# EMPOWERING COMMUNITIES

At Ambuja Cement Foundation (ACF), we create everyday revolutions. We understand that transforming entire economic, political or social structures are perhaps in the realm of major revolutions. But transforming, or working to transform, significant aspects of the lives of ordinary people—and thereby empowering them though these changes—is certainly possible.

From Gujarat to Punjab, from Maharashtra to Himachal Pradesh, across districts in 12 states, ACF works with struggling farming communities, with marginalised women, disadvantaged children and various other groups of people on the margins of social and economic power.

But what does 'empowerment' mean? Some individuals and communities have less economic or political or social power than others in any social context. They have, according to the World Bank's definition of 'empowerment'—inadequate power or means to control their own lives and livelihoods, to make choices, to transform these choices into actions and outcomes that favourably impact their lives and build assets, and improves the fairness of the structures or the institutional context which governs the use of these assets. In other words, they are not adequately 'empowered.'

In India, as elsewhere, the reasons for the lack of empowerment are complex. They range from historical inequities to post-Independence development patterns that have not always distributed the benefits of development equitably. The UN's Human Development Index, for example, a composite of life expectancy, education and income indices, clearly indicates that development in India is slow and uneven.

At ACF, we recognise that the axes of development and empowerment are intertwined. Working on improving development indicators—a concrete measure of 'power' for an individual or community—in the ways we do is a way of creating empowerment. Therefore, we work with individuals and communities on a wide range of issues, including sustainable agricultural practices, water management, savings, healthcare and education. It is through incremental changes in their lives that we seek to empower people. We have been doing this for 20

years with the enduring belief that empowerment is a long-term process that requires consistent and dedicated effort.

In other words, these are the everyday revolutions in which we participate. These steps may not alter entire economic or social structures, but they certainly bring a greater degree of equity and empowerment to the communities we work with. And it is indeed a participation on our part, not an external or pre-decided input. All our projects are always based on ACF's principle of inclusive development. The people we work with are equal partners in all our projects; it's their requirements, their ideas, their modifications which form the fulcrum of all our work.

It is their vision of empowerment that we seek to translate into reality.





## WHAT WE DO

### AGRO-BASED LIVELIHOODS

ACF works extensively in the area of agro-based livelihood generation among rural communities across ten states in India. Our work bridges the gap between technology and farming, empowering farmers to adopt practices that are both sustainable and profitable in the long run. Our work has found support through partnership with various government organisations, NABARD and Krishi Vigyan Kendras (KVKs).

KVK - Kodinar, Gujarat, established in 2007, today offers regular on- and off-campus training, field visits and demonstration of new technologies to more than 1900 farmers in Junagadh district. We also collaborate with various agricultural universities, and encourage scientists to share their knowledge and best practices with the community.

ACF's agro-based livelihood programme is implemented through a multi-pronged approach. In Punjab, ACF promotes organic farming. In West Bengal, the System of Rice Intensification (SRI) programme is reaping good payback for farmers, with low investment and better productivity. The Better Cotton Initiative (BCI) is implemented across five locations in India, benefiting more than 7000 farmers with sustainable cotton cultivation.

ACF also promotes allied activities like horticulture, kitchen gardening, aquaculture and dairy farming amongst women. In the hilly terrain of Darlaghat, ACF trains village-based women as para-veterinarians called *pashu swasthya sevikas*, who provide much-needed veterinary services in the villages. To date 23 *pashu swasthya sevikas* have given treatment to numerous cattle, improving the health of livestock and ensuring a better livelihood for the farmers.

As part of its efforts to reduce our carbon footprint, ACF has developed a programme to use biomass. Farm waste is collected and used as a source of alternative fuel at Ambuja Cements, generating additional income for the farmers and protecting the planet in the process.

### WATER RESOURCE MANAGEMENT

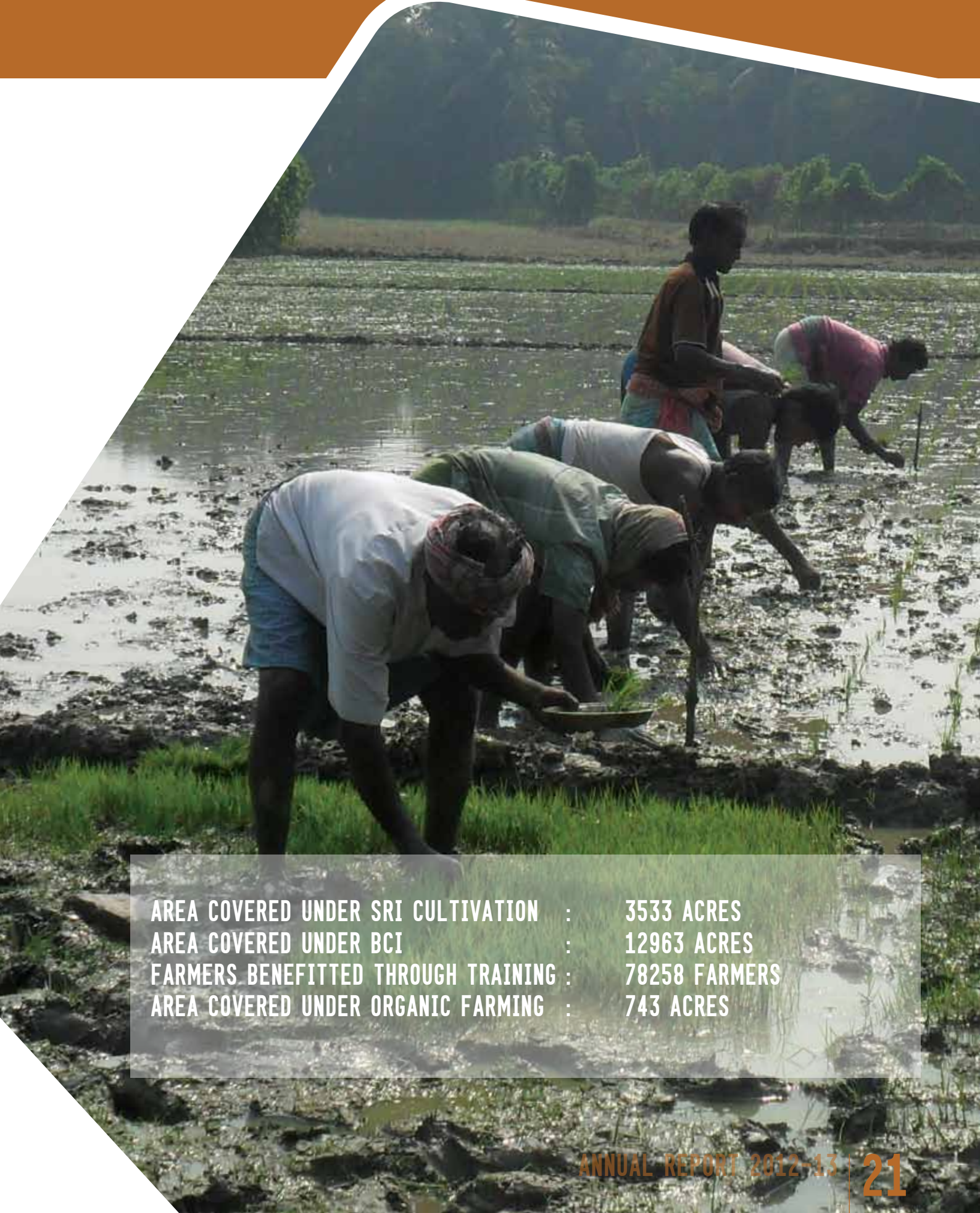
With water identified as a priority need of communities, ACF has been working extensively in the area of water resource management. The programme, designed according to the needs and constraints of each location, includes building checkdam and percolation well, pond deepening, and creating infrastructure with extensive community participation.

Our work in the water-scarce areas of Rajasthan and Gujarat includes micro-irrigation to boost water conservation in agriculture. In Rajasthan, ACF has been working on reviving traditional conservation systems like *khadins*, and constructing sub surface dykes that retain water in the rivers. The drip irrigation method uses less water and ensures a good yield. Ponds, wells and the presence of check dams ensure a regular supply of water across farmlands, enhancing productivity. In Himachal Pradesh, watershed management helps in conserving water. In Andhra Pradesh, where the quality of drinking water is very poor, community water purification units have been set up. To ensure the sustainability of these programmes, local institutions like *pani samitees* have been formed to monitor and maintain village-based water conservation structures.

The success of the programme can be seen by the longer availability of water for farming and for household chores. Farmers are now able to grow multiple crops in many areas. In coastal Gujarat, our efforts to mitigate salinity are bearing positive results. Our work over the years has also received considerable appreciation at the national level.

In 2012, ACF's water management projects in Marwar Mundwa, Rajasthan, bagged a national award for Excellence in Water Management, 2012, in the "Excellent Water Management Initiatives - Beyond the Fence" category.





AREA COVERED UNDER SRI CULTIVATION	:	3533 ACRES
AREA COVERED UNDER BCI	:	12963 ACRES
FARMERS BENEFITTED THROUGH TRAINING	:	78258 FARMERS
AREA COVERED UNDER ORGANIC FARMING	:	743 ACRES



## WHAT WE DO

### COMPREHENSIVE HEALTHCARE

The Health Intervention Programme works towards preventive, curative and promotive care. The intervention envisages development of a healthy community through home based neo natal care, child development, nutrition and sanitation. Programmes are implemented in close coordination with the Public Health Departments, *panchayats* and communities, and are led by a cadre of 283 voluntary health workers in the villages, known as *sakhis*. The *sakhis* are trained to provide basic healthcare services round the clock.

The Home Based Neonatal Care Programme is one of the most acclaimed programmes. The project has helped to ensure safer deliveries by providing appropriate health messages during the ante-, intra- and post-natal period. A study conducted by IHM, Pachod highlights the significance of positive changes in the community towards pre- and post-natal care. ACF has recently introduced the Child Development Programme at Chandrapur to ensure that every child achieves its milestones at the right age or otherwise provided with correct guidance by the *sakhi*.

ACF has been working diligently through the years to develop healthy eating habits in the community. Villagers are encouraged to develop low cost kitchen gardens around their homes; they are also trained to cook nutritious food with low cost, locally available ingredients. Anaemia camps are conducted regularly to identify cases and to address the problem by inculcating healthy eating habits. An experiment was conducted amongst malnourished children in Chandrapur, where they were provided with spirulina candy as a food supplement. All of them showed signs of healthy growth with a significant increase in their height and weight.

Sanitation, hygiene and safe drinking water are an integral part of good health. The community is mobilised to make their villages open defecation free (ODF), build proper drainage systems in their villages, construct soak-pits and segregate garbage. The people are educated about the importance of safe drinking water and learn about chlorination. ACF observes the "*Nirmal Bharat Abhiyan*" guidelines to achieve total sanitation in the villages. Health camps and a mobile dispensary ensure regular treatment on demand. Speciality camps are

organised according to the needs of each location. These include paediatric, family planning, dental, first aid, blood donation, asthma, thalassemia and eye camps.

### SUPPORTING EDUCATION

The Education Support Programme at ACF works in close coordination with government schools to enhance the quality of education. ACF has established non-formal education (NFE) centres to reach out to children of migrant workers, and also works with special children through its school for mentally challenged children at Ropar, Punjab. We reach out to 229 schools across eight states.

ACF has also been building access to education for out-of-school children and the children of migrant workers through NFE centres in Bathinda, Roorkee and Nalagarh. The centres reach out to 2496 students, giving them a basic education and enabling them to move into formal school systems later. The Ambuja Manovikas Kendra in Ropar is a school for special children, providing them with education and rehabilitation. AMK students, known for their sporting skills, regularly win accolades at the state, national and international levels. The students are also encouraged to participate in various cultural activities that help them achieve their full potential. In 2012, AMK introduced the Home Based Rehabilitation Programme, through which the school assists a home-based child. The project is currently being implemented in the villages around Ropar, Punjab.

ACF facilitates intensive teacher training, establishes libraries and reading clubs, and provides educational kits for teaching and learning. Assistance is provided under the programme to develop ICT-based learning through TV sets and software support. ACF also provides infrastructural support to the schools to create a safe and clean environment for learning. In 2012, activity kits were introduced for children from standards VI to VIII in Darlaghat to enhance learning in mathematics and science. The kits help them to practice the concepts they learn, generating interest and improving their understanding. On the field, *balmitras* have been appointed to use teaching aids to assist children in learning. They work closely





with the parents and the school for the holistic development of the children. Regular *balotsavs* and *balmelas* give expression to the natural creativity of the children.

## WOMEN'S EMPOWERMENT

Women's empowerment at ACF is not only about making a woman economically independent, but also about increasing her skills, knowledge and decision making abilities, enabling her to live a qualitatively better life. Our strong cadre of health workers – *sakhis* – are an example of how women have crossed threshold and made a difference in the lives of others, as well as themselves.

For Parista, a *sakhi* at Rabriyawas, Rajasthan, stepping out of the house itself was a huge challenge. However, today not only her family, but the whole village looks up to her. Darlaghat's Gurmit began her journey towards empowerment by training to become a *balmitra* at ACF. Today, she has graduated to a Block Development Committee member and is making waves in the education scenario in her village. ACF has also actively supported SHGs in villages, helping women set up groups, organising training and helping them establish their own entrepreneurial ventures. One of the success stories of 2012 was a catering business by SHG women from Panvel, Maharashtra. Today, the women manage the canteen at the ACL plant, transforming their skills into a profitable business. This year, we also saw a large participation of women in various courses offered by SEDIs across locations, apart from training offered to the SHGs on allied agricultural activities like fisheries and dairy.







## WHAT WE DO

### SKILL TRAINING

Most rural youth usually drop out of education and get involved in agriculture or related occupations due to lack of other skills. At the same time, there is an increasing demand for skilled youth in numerous industries across India. SEDI tries to bridge this gap by providing the required skill based training to youth in rural and semi urban areas. Many youths in rural areas drop out of school to begin earning a livelihood. However, due to low skill levels, they have minimal market value.

SEDI not only offers them a range of skills to choose from, but also provides them with placement facilities through which they can secure their future. ACF's Skill and Entrepreneurship Development Institutes (SEDIs) provide training in various trades to more than 11000 youth across 16 locations. SEDIs provide MES certification to every trained student. Five of our SEDIs have been registered as Vocational Training Providers, recognised by the Director of Technical Education. Regular refresher courses are held for the alumni to upgrade their skills in their chosen trade. SEDI also partners with a range of institutes to get the best for its trainees. SEDIs presently offer training opportunities in 45 different technical and non-technical courses. These include masonry, beautician, retailing, security guard, fitter, electrician, welder and IT-based training courses.

Every course includes life-skill components, functional English, basic computer training and offers in-depth exposure to work ethics and workplace safety. As part of our placement service, we encourage students to join companies and local industries as well as begin their own entrepreneurial ventures. SEDI believes in developing partnerships in order to get the best for its trainees. Companies like Schneider Electric Foundation, Tata Motors, the Taj Group of Hotels, ATDC, Cairn Energy, Quest Alliance, Liquid, Lead Hospitality collaborate with us to provide knowledge inputs and offer placement. SEDI is also supported by state governments, the CRPF, SIDBI, NABARD, DIC and State Rural Livelihood Mission among others.

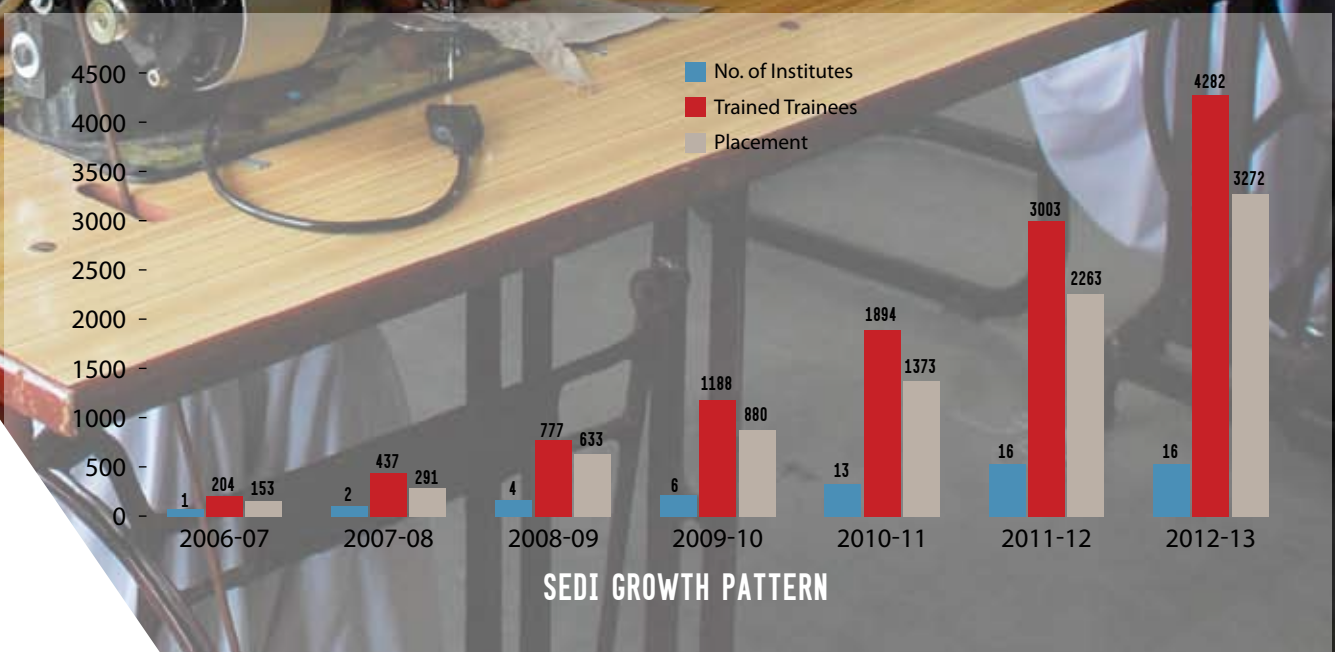
### OTHER PROGRAMMES

Infrastructure Development is supported by ACF in the villages where the Foundation is active. Projects are undertaken according to the needs of the community. Support is provided in the construction of roads, street lights or school buildings. Infrastructure Development complements our other projects like Water Resource Management, where extensive work is carried out in building and renovating khadins and farm bunds; and deepening of ponds and wells. Long term sustainability of these programmes is ensured through community participation.

ACF also works in numerous other projects based on the needs of the community. ACF works on HIV & AIDS, especially with migrant workers and truckers around ACL plants. The Targeted Intervention project is implemented in collaboration with State AIDS Control Societies and Apollo Tyres Foundation in various states. ACF supports people living with HIV & AIDS in Ropar through a support network. ACF also works on HIV & AIDS in the Kochi Port Trust area in collaboration with Apollo Tyres Foundation.

Volunteerism is practised enthusiastically by the employees of Ambuja Cements Limited. Our volunteers have clocked more than 16000 hours through participation in activities like cleaning beaches, painting *anganwadis*, plantations, and participation in community projects. For many of them, volunteerism has provided an opportunity to employ their skills for the community and give something back to society.

ACF began operations in Osara, Madhya Pradesh in 2012. A needs assessment exercise has been completed through the PRA process. Entry point programmes have begun, with the thrust area being water resource management and agro-based livelihood.





## OUR PARTNERS

# OUR PARTNERS

ACF acknowledges partnership and support of numerous organisations which have helped in implementation of projects. A number of these organisations partner with us in more than one state. These being Better Cotton Fast Track Program, Geneva, Switzerland, Schneider Electric Foundation, Apollo Tyres Foundation, NABARD, Apparel Training and Design Centre and Krishi Vigyan Kendra of respective district. ACF also acknowledges the local and central government departments across locations for their continuous support and encouragement

### ANDHRA PRADESH

- Government of Andhra Pradesh - Department of Agriculture, Animal Husbandry, Education, Health and Horticulture

### CHHATTISGARH

- CARE, Chhattisgarh
- Central Reserve Police Force, Govt of India
- Government of Chhattisgarh- Department of Agriculture, Horticulture, Animal Husbandry, Education, Health, Labour, Fisheries, Chattisgarh Renewal Energy Development Agency, Chattisgarh Skill Development Mission, Department of Public Health Engineering, New Raipur Development Authority, Industrial Training Institute (ITI), Sakri
- Indira Gandhi Krishi Vishwa Vidyalaya, Raipur
- Tata Motors, Mumbai

### GUJARAT

- Agricultural Insurance Company of India
- AKRSP(I), Ahmedabad
- Anand Agricultural University
- Central Institute of Fisheries Technology, Veraval
- Central Marine Fisheries Research Institute, Veraval
- Coastal Salinity Prevention Cell, Ahmedabad
- Dantivada Agriculture University
- Development Support Centre
- Directorate of Groundnut Research, Junagadh
- Federation of Obstetric and Gynecological Societies of India, Surat
- Government of Gujarat, Department of -Animal Husbandry, Horticulture, Forest Department, Health ; DRDA; ATMA, GGRC, Gujarat Livelihood Promoting Company, Gujarat Skill Development Mission (GSDM), Sardar Sarovar

- Narmada Nigam Ltd
- Gujarat Cleft and Craniofacial Research Institute, Ahmedabad
- India Renal Foundation
- Indian Council of Agricultural Research, New Delhi
- Janseva Trust, Veraval
- Junagadh Agricultural University
- Marine Produce Export Development Authority, Veraval
- METAS Mission Hospital, Surat
- Navsari Agricultural University
- Regional Directorate of Apprenticeship Training (RDAT) Mumbai
- Sajjata Sangh, Ahmedabad
- Shivanand Mission, Rajkot
- Sir Ratan Tata Trust, Mumbai
- Tanstia-Fnf Service Centre (TFSC), Chennai

### HIMACHAL PRADESH

- Bodh Shiksha Samiti, Jaipur
- Centre for Research

- Anatomy Plant Selaque, Dehradun
- Government of Himachal Pradesh, Department of -Agriculture, Animal Husbandry, Forest, Horticulture, Irrigation and Public Health, Government Hospital; COVAS; CSK; HPKV; ICDS, Sarva Shiksha Abhiyan; Elementary Education, HP State AIDS Control Society Himachal Pradesh Eco Development Society- Palampur
- Indira Gandhi Medical College, Shimla
- Krishi Vishwa Vidyalaya, Palampur, Himachal Pradesh
- Municipal Council, Nalagarh
- National Research Institute of Mushroom Cultivation Navnirmitti, Mumbai
- Power Grid Corporation of India Ltd
- Sai Charitable and Social Welfare Society, Dharmpur
- Shikshangan, Pune
- SIDBI
- Truck Union, Nalagarh
- Wock Oliver-Chandigarh



- Yardstick, Hyderabad
- YS Parmar Horticulture and Forestry Agriculture University, Nauni, District Solan

#### **MADHYA PRADESH**

- DIC, Chhindwara
- District Urban Development Agency (DUDA Chhindwara) Madhya Pradesh, Building & Other Construction Workers Welfare Board, Bhopal (Labour Department)

#### **MAHARASHTRA**

- Alert India, Vashi
- CIDCO
- Envirovigil, Thane
- Government of Maharashtra, Department of Animal Husbandry, Health, Rural Development Agency, Vocational & Training Office, Municipal Council, Zilla Parishad
- Institute of Health Management, Pachod
- L & T Cement
- Mahila Arthik Vikas Mahamandal (MAVIM)
- Muktakalanubhuti, Thane
- Salaam Bombay Foundation
- Stree Mukti Sangathan, Chembur
- UNICEF, Mumbai

#### **PUNJAB**

- Central Institute of Integrated Pest Management, Jalandhar
- Government of Punjab, Department of - Agriculture, Animal Husbandry, Horticulture, Social Security, Women and Child Development, Punjab Milkfed; Chhandigrah & Punjab State AIDS Control Society; Ministry of Social Justice and Empowerment; Punjab Energy Development Agency (PEDA)

- Midtown Farmers, Chandigarh
- National Institute for the Mentally Handicapped, Gol, Hyderabad
- National Trust, Gol
- Punjab State Red cross Society
- Rotary Club Ropar
- Special Olympic Bharat, Punjab Chapter

#### **RAJASTHAN**

- ARS, Sri Ganganagar
- Central Arid Zone Research Institute, Jodhpur
- Central institute of Aird Horticulture, Bikaner
- College of Technology Agriculture Engineer, Udaipur
- Government of Rajasthan, Department of Forestry, Agriculture, Horticulture; Panchayati Raj and Rural Development - MPOWER; Rajasthan Mission on Livelihood, Jaipur
- Gramin Vikas Trust, Rajasthan
- Narotam Sekhsaria Foundation
- Rajasthan Seed Supply Corporation, Jodhpur
- State Bank of Bikaner & Jaipur, Rajasthan
- Centre for Microfinance, Jaipur

#### **UTTARAKHAND**

- Government of Uttarakhand, Department of - Agriculture, Animal Husbandry, Education, Horticulture; Uttarakhand Livestock Development Board; Uttarakhand State AIDS Control Society; Department of Drinking Water and Sanitation; Health and Family Welfare Department; Uttarakhand Organic Commodity Board
- ASTHA Seva Sansthan

- Bharat Heavy Electricals Ltd.
- Disha Social Organization
- Everest Industries Ltd.
- Exide Industries Ltd.
- Godrej & Boyce Mfg. Co. Ltd.
- Happy Family Health Care and Research Association
- IGNOU
- Jyoti Gramoudyog Sansthan, Saharanpur
- NDRI, Karnal
- Plan India, Dehradun
- Samarpan Society, Dehradun
- State ASHA Resource Centre, Dehradun

#### **UTTAR PRADESH**

- Dabur India Ltd.
- Government of Uttar Pradesh-Block Resource Centre (Education); Community Health Centre; Department of Animal husbandry; District Education Department, ICDS
- Pandit Deen Dayal Upadhyaya Institute for Physically Handicapped (Under Ministry of Social Justice and empowerment) Delhi
- RUDSETI
- Taj Group of Hotels
- UNICEF

#### **WEST BENGAL**

- Anand Niketan
- Bidhan Chandra Krishi Viswavidyalaya, Nadia, West Bengal
- Dhulagarh Gram Unnayan Parsad
- Directorate General Employment and Training, GOI, Kolkata
- Government of West Bengal, District Health Department (CMOH), West Bengal Minority Development & Finance Cooperation Limited, Kolkata, West Bengal State

- Resource Center, Kolkata Block Health (BMOH); West Bengal Renewable Energy Development Agency (WBREDA); West Bengal State AIDS Prevention & Control Society; DOTS Centre, District Employment Exchange, Howrah, Kolkata District Industry Centre, Howrah & Murshidabad
- Howrah Network for HIV Positive
- Infrastructure Leasing & Financial Services Limited, Delhi
- Lion's Club, Farakka
- Rajarhat Prasari, Kolkata
- Rotary Club, Kolkata
- Samaritan Help Mission, Howrah
- Saparsha, Uluberia, West Bengal
- School of Tropical Medicine, Kolkata
- Vikramshila Education Resource Society









# OUR FOOTPRINT

ENERGISE INVOLVE ENABLE





## OUR FOOTPRINT

# ANDHRA PRADESH

### Overview

*ACF works across three revenue mandals of Guntur district in Andhra Pradesh. In 2012, we extended our intervention to two more villages, taking our total outreach to 15 villages.*

*Access to clean drinking water is one of the key issues in the region; we have been carrying out work under our drinking water programme in the region. Our intervention includes installation of reverse osmosis (RO) plants and constructing pipelines and cisterns to improve access to water in the villages.*

### NADIKUDI

#### Agro-based Livelihood

ACF has been promoting the Better Cotton Initiative (BCI) in Nadikudi over the past three years. The programme helps farmers grow cotton in a sustainable manner, and supports their work through regular training, crop monitoring and technical inputs by agricultural experts.

The BCI project has been a success; farmers have been able to earn higher income from good quality cotton. ACF organises awareness camps and farm demonstrations. Simultaneously, progressive farmers encourage others in the community to adopt sustainable farming methods.

This has resulted in many more farmers embracing Better Cotton production. Much of this work is led by a cadre of trained village extension volunteers (EVs). Training programmes included topics like pest, nutrient and disease management, along with safe practices in the field during the growing season. They also included personality development to strengthen the EVs' self-confidence and build capacity for effective communication.

The EVs then train farmers' learning groups (LGs), and update them on BC production. In 2012, we organised more than 700 sessions for LGs, that included understanding of concepts, land preparation, water management, seed selection and treatment, book keeping, and safety practices. ACF has been promoting the concept of farmer field schools (FFS's), in which farmers learn about sustainable cotton farming on the field. They receive inputs on pest management, and on organic methods of growing other crops along with cotton. The farmers grow *jowar* as a fencing crop; and red gram as a refugee crop that prevents pests from entering the field. These practices have helped farmers reduce expenses on pesticides. FFS's serve as a platform to gain practical knowledge; a meeting ground for farmers to share best practices; and build greater understanding of the entire sustainable farming process.

They enable the farmers to witness the results on the actual field. The farmers are encouraged to record all expenditure to understand the investment and inputs used, and analyse the expenditure before and after implementation of the project. In 2012, ACF held 29 FFS's in and around Nadikudi, reaching out to 710 farmers.



**Farmer Field Schools serve as a platform to gain practical knowledge; share best practices; and implement sustainable farming practices**





NSL textiles, Gurajala, have collaborated with ACF's BCI project to procure Better Cotton; and farmers have been successful in supplying 1656.94 metric tonnes of Better Cotton to the supply chain during the year.

### **Water Resource Management**

Social hierarchies are deep-rooted in the region. A number of communities face tremendous difficulty in accessing clean drinking water. The Scheduled Caste (SC) community in Ambapuram village teamed up with ACF to discuss ways to address the issue.

ACF supported the community to install 1909 metres of domestic water distribution pipeline in the SC colony of the village, giving hundred families access to water for domestic purposes. ACF also supported the installation of 340 metres of domestic water distribution pipeline in Gadevaripally village;

and renovated 260 metres of pipeline in Budavada village. Our other activities included construction and renovation of tanks to increase water storage capacity; fitting of electrical motors for better access to water; and support in drilling bore wells in four villages.

ACF has also continued its support in monitoring seven RO plants in the villages. In 2012, we helped establish an RO plant at Narayanapuram village to meet the increasing demand for safe drinking water.

### **Comprehensive Healthcare**

ACF has been expanding its work under its Healthcare Programme in Nadikudi. Its intervention includes organising programmes to generate awareness on health and sanitation in the villages.

We also helped conduct fogging in villages to reduce the incidence of malaria and dengue.



**In response to requests from the community, ACF supported BCI project in Nadikudi has gained ground over the past few years. In 2012, BCI farmers were successful in linking more than 1656.94 metric tonnes of certified cotton into the supply chain**





Students at the ACF supported school in Nadikudi

## Supporting Education

ACF works closely with local schools with the objective of enhancing the quality of education provided to young children.

In response to requests from the community and school authorities, ACF supported local government schools with furniture and other infrastructure development items.

## Infrastructure Development

The Naguleru River is one of the primary sources of water in the region. However, crossing the river is a challenge. Based on requests from the community, ACF helped build a bridge connecting Gogulapadu and Inuparajupally villages across the river, thereby facilitating travel and reducing risk.

We supported communities to install street lights, and lay CC roads to combat water logging during the monsoons, in collaboration with the local gram panchayats. We also provided partial support to the establishment of a centre that would serve as the community's cultural hub in Narayanapuram village.



## Towards Sustainable Farming

Chilakala Srinivasa Reddy and his wife, from Kachavaram village, are cotton-farmers; they have been relying on it to sustain their four-member family. For the past few years, making ends meet through farming his four-acre plot was proving unfeasible. Costs were at an all-time high, fertilizers were expensive, and the cotton yield was diminishing. Reddy dreamt of providing a good lifestyle for his wife and educating his children, but his dwindling income was a concern.

Therefore, when ACF introduced the BCI method of cotton farming in Kachavaram, Reddy was extremely interested. After several meetings with the farmers, ACF identified major gaps in cotton cultivation methods used by the community. ACF stressed on the importance of organic manure and the effective use of fertilizers.

Having lost almost 60% of his investment in 2011, Reddy wanted to ensure a good harvest this year. He followed the guidelines for sustainable farming under BCI. Gradually, change became apparent. The green manure produced wonderful results in his field. His investments drastically reduced to ₹ 4000/- from the ₹ 12,000/- that he had invested the previous year.

Reddy's success inspired 120 other farmers to implement BCI methods on their farms. The farmers are convinced that the correct farming techniques will not only protect the soil, but yield cotton of a higher quality, that can command premium prices.



## OUR FOOTPRINT

# CHHATTISGARH

### Overview

*ACF works in 14 villages in the district of Baloda Bazar in Bhatapara, reaching out to a population of approximately 40000 people, who work mainly in the agricultural sector.*

*Our work with farmers in Baloda Bazar involves training and demonstration of improved varieties of seeds and practices to enhance productivity. Water remains a key area of attention, with many water conservation projects implemented by ACF in collaboration with local panchayats. Our health programme is also quite robust in this region due to the leadership and commitment of our cadre of sakhis, with the focus on children, adolescent girls and pregnant women.*

*Baloda Bazar also has a SEDI. A large number of youths attend various trade- and skill-based courses to enhance their livelihood. For details, please refer page 92. We have also made strides in promoting non-conventional energy, in partnership with the Chhattisgarh Renewable Energy Development Authority (CREDA).*

## BHATAPARA

### Agro-based Livelihood

ACF has been working with farmers to improve the productivity of cultivable land by using improved agronomic practices. Farmers are motivated to adopt quality seeds, bio-fertilizers, vermin compost, farmyard manure and protective irrigation to ensure good quality *kharif* and *rabi* crops. ACF has been promoting vegetable cultivation among farmers, encouraging them to grow crops like onion, tomato, brinjal and bottle gourd.

*Sakhis* from our health programme are also part of this activity. They work closely with homemakers and help them set up kitchen gardens to promote good nutrition within families. ACF promoted the SRI method of cultivation among 150 farmers, resulting in increased yields of up to 40% compared to traditional methods. More than 100 farmers participated in a demonstration of line-sowing for *rabi* crops like

wheat, gram, mustard and lentils. In addition, we conducted training programmes for 330 farmers with resource support from the Indira Gandhi Agricultural University, Raipur. Currently, we are in the process of developing a demonstration farm comprising integrated agricultural farming systems on the Ambuja Vidya Peeth campus. ACF also organised 14 animal husbandry treatment-cum-awareness camps during the year with support from the Animal Husbandry Department.

### Water Resource Management

The villages around Baloda Bazar abound with big and small ponds, but maintenance of these water resources has always been sidelined. ACF follows a multi-pronged approach for water conservation, facilitating the formation of village-based committees to ensure that water resources are monitored and maintained. Work began on repairing check dams; pond-deepening work in four ponds was carried out to increase storage capacity and ensure water





SRI farming is today taking roots in Chhattisgarh, increasing yields of upto 40% as compared to traditional methods.



availability for a longer period. Hand pumps were installed in seven villages to provide access to drinking water; a 650 meter pipe-line with a water pump was laid in one village, in collaboration with the panchayat.

### **Comprehensive Healthcare**

ACF organises health camps for ante-natal care, testing blood groups, detecting diabetes, anaemia and cataract surgery. During the year, camps were held across 13 villages, with the support of doctors from the Ambuja Cements' Occupational Health Centre. Our healthcare programme is led by 27 *sakhis* in Baloda Bazar; each works with families in their villages. They help disseminate information on government schemes, and coordinate with VHSCs to strengthen the government health system. They provide the community with follow up and referral services. The *sakhis* receive regular training on issues like malnutrition among children and pregnant mothers; home-based neonatal care; and other aspects of preventive and curative healthcare

methods. We also empower VHSCs through regular meetings and training programmes; they are trained to monitor and address the health and sanitation issues in the village. During the year, 50 toilets were constructed in collaboration with VHSCs and community members.

### **Supporting Education**

ACF's education programme is being implemented in 26 schools across 14 villages around Baloda Bazar. Much of it is implemented through the active SMC in villages, who monitor school activities and support school development. The main thrust of the programme is on helping students gain access to quality education. ACF supported 10 subject-specific teachers in schools at Pousari, Rawan, Khairtal, Arjuni, Kukurdi and Karmada villages to meet the shortage. Our other activities include teacher training programmes; supporting computer education in schools; organising parent-teacher association programmes; and strengthening the Children's Parliament formed in Pousari village.



Blood checkup camp in village Kukurdi





ACF also supports the Village Knowledge Centre in Rawan village, where students and community members learn about computers and access information through the Internet, newspapers and periodicals. Infrastructure support such as construction of boundary walls, roads and development of playgrounds is carried out, in addition to provision of sports material, teaching aids, and furniture to upgrade school facilities.

## Women's Empowerment

ACF supports 81 SHGs in 18 villages, with a total membership of 984 women. The focus is on building the capacities of women in various income-generation activities. During the year, entrepreneurial training was provided to women from various SHGs to make items like detergents and sweet-boxes. The training had an impact with members of two SHGs taking up detergent-making successfully. They are currently marketing their product in the local markets and villages.

## Non-Conventional Energy

Being an agrarian set up, almost all the households in the village own cattle. ACF promotes energy conservation through the use of biogas among households. The programme is implemented in collaboration with CREDA. The setting up of biogas units has ensured the supply of clean energy and organic manure in the households. To date, 142 units have been established across villages in Bhatapara.

Poultry litter, cow dung and paddy straw that are usually wasted are now being recycled as biomass in Baloda Bazar. ACF facilitates collection of biomass for use as fuel in the Company, in collaboration with a farmers' club. The practice has been rewarding for both the Company and the farmers. A significant achievement is that rag pickers have been roped in as community partners in energy conservation. They source plastic waste from villages and nearby industries, and supply it to the Company as fuel. This has eliminated the need for middlemen, and provides the rag pickers with a steady occupation. ACF has also helped initiate two SHGs comprising rag pickers in Rawan and Arjuni, to help them assist their community through pooled resources.



## The Taste of Success

The women at Krishna SHG group at Bhatapara longed to begin a business. Even though they saved every month and took loans for personal reasons, having a business of their own was their dream. The fifteen member group debated and discussed a number of options which they could take up. However, over and over again, their skills and education fell short to begin anything. But they did not lose hope. The group along with ACF finally decided to begin a catering business. All the women in the group understood the nuances of the kitchen and were confident to cook a healthy and delicious meal. Seven members came forward to begin the 'Krishna Catering and Tiffin Centre'. Charged up with enthusiasm, the group went forward with this business. ACF also decided to support the group by giving training.

However, just like any new initiative, this group also had to meet initial challenges. The group was not able to make profits as the costs of assets like the rent, utensils etc was high. All the money earned would be utilized to pay for these facilities. After the group's request, ACF intervened again and provided them a revolving fund to buy the utensils. The hand holding of ACF helped the group tremendously. Gradually, the business grew. With the increase in the income, slowly the group now has also started repaying the amount.

Apart from earnings, this work has increased the confidence of the women. Kunti Verma, Group President says "Today we are known for the taste of the food that we cook. We want to take his work and our group much ahead and establish our work."



## OUR FOOTPRINT

# GUJARAT

### Overview

*ACF has focused on salinity ingress in Kodinar taluka by promotion of low water-intensive cropping patterns, horticulture and increasing water availability through betterment of water quality. Our work on water has enabled farmers increase production of crops. Our work in agriculture is supported by KVK (Krishi Vigyan Kendra). In Sanand, the Participatory Irrigation Management Project has involved communities to manage their own water resources and helped farmers to diversify their produce also.*

*SEDI in Kodinar was established in 2011. The nursing course along with other courses are in high demand in the community. Details on SEDI are available in the chapter on skill training on page no. 92.*

## AMBUJA NAGAR

### Agro-based Livelihood

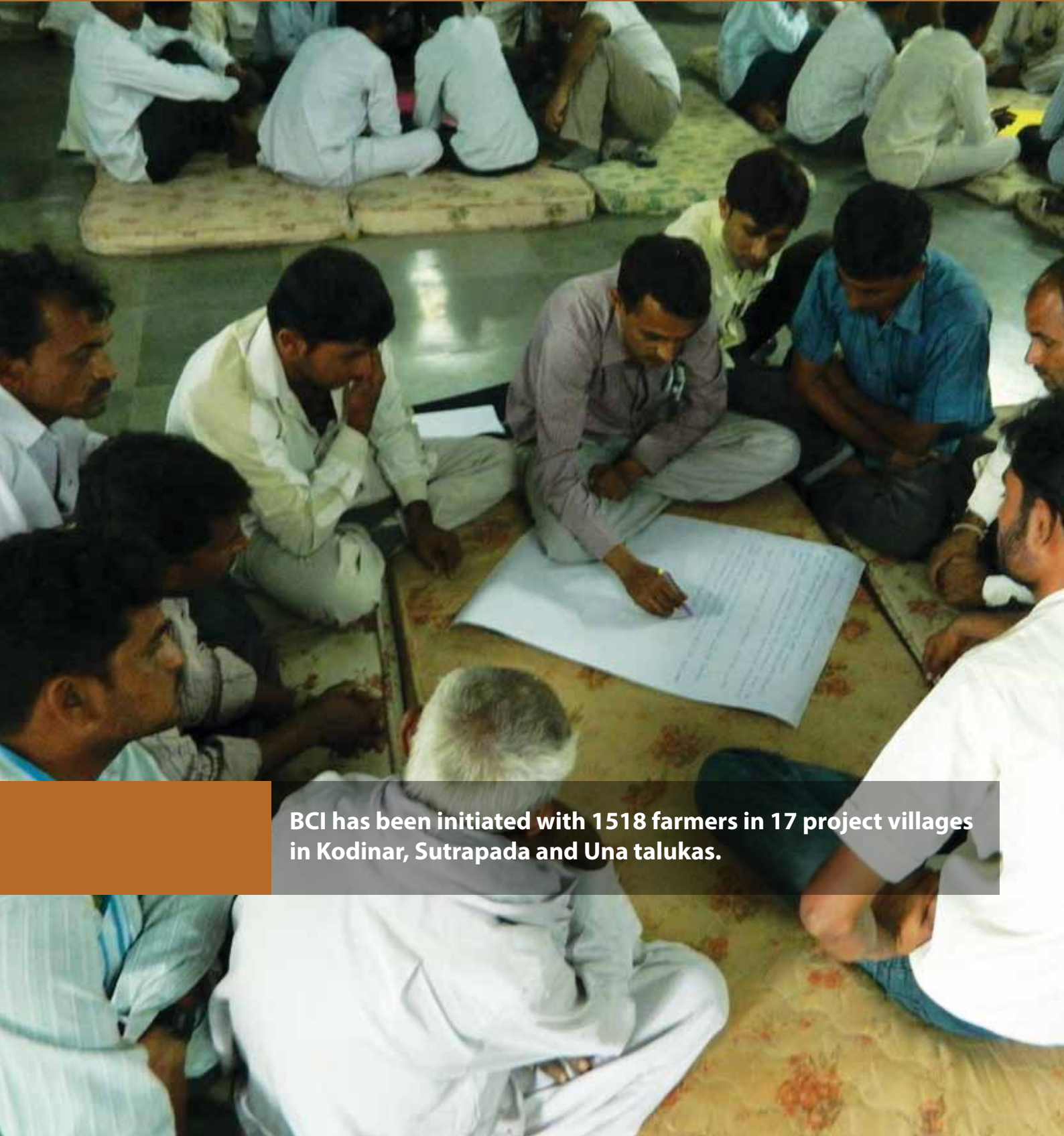
ACF supports horticulture by promoting the cultivation of mango, sapota and coconut. The GGRC MIS model of drip irrigation, promoted for water intensive crops like sugar cane, cotton and horticulture crops has resulted in the efficient use of water; reduction in irrigation time; minimal fertilizer doses.

Farmers are encouraged to adopt this technology; they are given regular training and taken on farm visits to witness its efficiency. ACF has also promoted the planting of teak and other trees in common areas. Till date, 173 cattle health camps have been organised benefitting more than 12000 livestock. ACF promotes weather insurance to protect farmers against crop failure. Over 2500 farmers bought weather insurance

in 2012. Owing to poor monsoon the Agriculture Insurance Company, New Delhi, settled claims of affected farmers to the tune of ₹ 58 lakhs during the year.

Better Cotton Initiative focuses on building capacity of farmers to encourage better management practices in cotton cultivation with measurable reduction in environmental impact, and improved social and economic benefits. One of the major activities under the programme is linking BCI cotton with the supply chain in a transparent manner. BCI has been initiated with 1518 cotton farmers in 17 project villages of the Kodinar, Sutrapada and Una talukas.

After undergoing series of training and assessment farmer groups qualify as producers of Better Cotton. They are then eligible to sell their cotton as Better Cotton. During the current year, more than 1300 of the 1518 farmers obtained BCI licenses.



**BCI has been initiated with 1518 farmers in 17 project villages in Kodinar, Sutrapada and Una talukas.**





A farmer-producer company has been established and registered in 2013. This will benefit farmers with lower costs, market linkages, insurance and processing of their produce. ACF has helped form agricultural development committees, supported with regular training, in every project village. They will be important for the success of farmer-producer companies.

### **Krishi Vigyan Kendra**

The KVK plays an essential role in promoting agro-based livelihoods in Kodinar, assisting farmers through on- and off-campus training; front line demonstrations; on-farm testing; farm development; seed production; and extension activities. The training programmes benefitted farmers, farm women, rural youth and fishermen. The topics covered included integrated crop management, integrated nutrition management and pesticide management in *kharif* and *rabi* crops. Front-line demonstrations,

covering 22 hectares of land, are an important aspect of farmer training at KVK. In 2012, 92 farmers benefited directly through front-line demonstrations, while farmers shared their experiences and interacted with scientists during four days of on-field farm demonstrations.

The KVK also conducts experiments on farms to refine technologies and assess their suitability. This year, the experiments included prevention of scum formation in mango pickle; assessment of phosphate fertilizer and management of pest in cotton; assessment of fertilizer application; and scheduling of irrigation on 29 farmers' fields. KVK organises regular *krishi melas*, reaching out to more than 7000 farmers. Scientists also visit the fields for direct consultations. Farmers are guided over the telephone or through personal visits to the KVK. This year, KVK's Krishi Mobile Advisor released 33 messages using mobile phone technology to address field issues raised by farmers.



Farmers during a field visit to the Nursery at KVK



## Water Resource Management

Kodinar block is affected by salinity ingress, which renders water unusable. ACF works to mitigate salinity ingress. These initiatives have ensured regular and supply of potable water for domestic and agricultural purposes.

Activities like pond-deepening, digging wells for drinking water and constructing roof rain water harvesting systems (RRWHS's) have resulted in an increase in water storage capacities and recharging of ground water.

Two percolation wells with storage capacity of 0.2 million cubic feet, constructed at Abhalwad and Lodhwa villages, have benefitted 24 irrigation wells. ACF has constructed 124 RRWHS's, each with a storage capacity of 1525 cubic metres, in the coastal villages. A participatory wealth ranking exercise was conducted with support from the C N Hilton foundation, to identify disadvantaged families.

ACF helped carry out pond deepening and renovation of waste-weirs in Khera village to recharge the ground water sources. This helped create a water storage capacity of 1.13 million cubic feet. Interlinking of mine pits at the Rampara Mines area created water storage reservoirs with a capacity of 75.15 million cubic feet.

The check dam built across a local stream in Arithia was constructed in partnership with the Irrigation Department of the Government of Gujarat (GoG). This check dam creates a storage capacity of 3.71 million cubic feet and has benefitted 16 irrigation wells in 30 hectares of surrounding land. Dams at Alidar and Khanderi villages were restored to increase their storage capacity. The renovation created additional storage of capacity of 2.15 million cubic feet in each dam.

The Bhekheswar dam across River Shingoda was constructed in partnership with the GoG. It was completed in 2012, with a designed storage capacity of 35.42 million cubic feet. The stored water will be utilised by five villages and will benefit of more than 1100 farmers.



Tobra Checkdam at Kodinar

### Water Resource Management: Efforts in Ambuja Nagar

Checkdam construction/ Renovation:	181
Well Recharging/ Percolation Well:	1057
Pond Construction / Renovation:	109
Link Channels / Canal Construction:	65.94 Km
Water Storage Tank / Farm Ponds:	732





## Comprehensive Healthcare

ACF promotes health in Ambujanagar through the support of 17 *sakhis*. The *sakhis* have ensured 24X7 health services in their own villages. They are also involved in promoting sanitation to prevent disease. With 10 *sakhis* as VHSC members, many health and sanitation issues were raised, discussed and planned in 2012. To strengthen the existing government system in the villages, *sakhis* assist in initiatives like MAMTA sessions for proper delivery of ANC/PNC; immunisation; vaccination; and other services offered by the primary health centres. School children learn yoga and are taught about health and hygiene.

The *sakhis* are trained regularly by ACF on basic health practices. Panchayat members were also trained at ESI Hospital, Gandhinagar, for better understanding of sanitation issues. Sessions on anaemia were held with adolescent girls and women along with a counselling session to adopt iron tablets and eat green leafy vegetables. The *sakhis* also work continuously on permanent and temporary birth control methods with adults.

Action plans were initiated in project villages where smokeless *chullahs*, kitchen gardens and micro insurance policies were promoted among the beneficiaries. ACF organises regular eye camps during the year in which patients were screened and treated for eye ailments and severe cataract patients were successfully operated upon. Paediatric and gynaecological health camps are also conducted throughout the year. Special health camps on cleft and craniofacial issues, where cleft lip and palate deformity cases were addressed, were organised this year. The *panchayat* of Motti-Nani Fafani village took the initiative to construct a 300 foot-long underground drainage system and provide water taps to the villagers. They played a pivotal role in addressing issues like proper garbage disposal, RCC roads, drainage systems, soak pits and construction of toilet blocks.

## Women's Empowerment

In 2012, ACF helped form an SHG federation called the Sorath Mahila Vikas Mandal. The women underwent training on issues like micro credit needs,



Women entrepreneurs involved in *khakra*-making as part of income-generation activity



bank linkages, grading, availing of loans from banks, and developing a credit rotation plan among group members. Members from 18 SHGs, including new-formed ones, participated in training on the credit rotation plan; banking norms and accounts maintenance; minuting monthly meetings; and group decision processes. The Bank of Baroda assisted women to open a National Pension Scheme Account. ACF promoted federation-initiated activities for the supply of household consumer products to the villages. This helped bring down costs considerably. The federation also linked the National Horticulture Mission with households to promote vegetable gardening among its members. The Federation is also working on providing energy efficient *chullahs* to rural households.

## Other Initiatives

ACF is involved in making safer habitats for the Asiatic Lion by building parapet walls around the wells inside forests. One hundred parapets were constructed this year. Farmers are also motivated to construct parapets around their open wells for their own and their cattle's safety.

Environment awareness training is conducted among students to sensitise them about the environment, causes of global warming, stages of pollution and conservation efforts. In 2012, ACF organised training sessions in which children of different schools and colleges participated actively.

The VKC offers services like IT education, and information related to agriculture, government schemes, weather, market prices, *panchayat* related schemes, children's education and youth skill development. In 2012-13, VKC centres provided basic computer training to students and screened films on health awareness.

## Infrastructure Development

ACF has initiated several rural infrastructure projects in the villages including construction of RCC and metal roads, community halls, renovation of primary and middle schools, installation of hand pumps and construction of compound walls in 24 villages.



## A Leader in the Making

"I want my village to be anaemia-free", says Geetaben from Arithia village, Gujarat. It seems like only yesterday that the village was grappling with common ailments, anaemia and its repercussions. There was low awareness about health and sanitation, and people travelled for miles to get medical assistance. All this was before Geetaben volunteered as a *sakhi* with ACF in 2007.

After a rigorous six day training period, Geeta set out to work. She began by conducting home visits, and conducting sessions with SHG groups. Five years on, Geeta oversees sanitation in her village. She hopes to streamline the unused funds of the Village Health and Sanitation Committee.

Today, not only is she involved with health issues, she also encourages women to study and intervenes in conflicts when required. She is now a master trainer with ACF, and trains other women to become *sakhis*. Thought this journey was not smooth. Initial resistance came from her husband who wanted her to take care of the family as a homemaker. The other members of her joint family also resisted her decision. But the wrinkles soon smoothed when the neighbours began praising her work. Today, her commitment to the village and its health has earned her the respect of not only her own family, but the entire village.





## SANAND

### Agro-based Livelihood

ACF conducts regular training programmes on irrigation practices, use of quality seeds, and post-harvest services, with exposure visits and farm demonstrations for farmers in villages around Sanand. Farmers have responded to our vegetable farming initiative by developing their own nurseries with tomato, chilli and brinjal. Anand Agriculture University, Horticulture Department and Gujarat State Fertilizers and Chemicals Ltd (GSFC) have partnered us in the implementation of this project.

As part of its dairy farming intervention, ACF introduced Lucerene crop in the region. Farmers had been encouraged to grow this crop as fodder for consumption by their own livestock. Today, 67 farmers grow the fodder in their farms in Iyava, Virpura, Vasana and Khoda villages. The introduction of this fodder has led to an increase in milk production. Regular

veterinary health camps were held in villages around Sanand, in which more than 4000 cattle were treated.

### Water Resource Management

The Participatory Irrigation Management (PIM) project was introduced in 2011 as part of our Water Resource Management Programme. The PIM, undertaken by ACF, and supported by Sardar Sarovar Narmada Nigam Ltd, has improved access to water in the villages.

The project emphasises on community participation within the Water User Associations (WUAs). The WUAs are responsible to ensure that farmers in their region have access to water. Regular training with WUA groups has ensured that they follow agreed procedures and distribution methods to avail of water under the project. After intense training and support by ACF for over a year, the WUAs are now in the process of taking over the complete management of the project, including monitoring and maintenance.



### ACF's Participatory Irrigation Management Programme

Active partnership with farmers in irrigation management processes.

Creates accountability among farmers, generating a feeling of ownership.

Process ensures efficient and economical use of water.

Maximises irrigation efficiency.

Delivers water among all partner farmers, proportionate to their land holdings.

Enhances per capita income of farmers.

Creates awareness among farmers to adopt scientific methods of water application through the micro irrigation system.

Encourages the Water User Associations to extend agricultural activities in the region.





In 2012, eight WUAs received a onetime functional grant of more than ₹ 21 lakhs from SSNNL, while four WUAs received grants for repairing canals. Our other activities included pond pitching and pond deepening to enhance water conservation. The success of this programme is reflected in the fields of 150 farmers who were able to develop paddy nurseries due to regular water supply, despite it being a drought year.

## Comprehensive Healthcare

Our interventions under the health and sanitation programme include group discussions, public wall paintings, slogan writing and poster presentations. It involves women, adolescents, members of VHSCs, schools and the *panchayat*. ACF has also been promoting health insurance in the community through the existing government schemes.

As part of our Sanitation Programme this year, we invited a team from Renal Foundation, to visit the community and raise awareness on prevention of water-borne diseases and utilisation of RO water.

ACF conducted a micro planning exercise on health and sanitation to understand the prevalent issues in the villages and evolve a strategy. We also supported the community to build 60 toilet blocks over the year; and to build drainage systems in Virpura village. Our efforts in raising the sanitation profile of villages resulted in the nomination of Iyava and Chharodi villages for the Nirmal Gram Puruskar in 2012.

## Women's Empowerment

ACF formed two SHGs in 2012 and supported 36 existing groups. The SHGs received training in various trades like embroidery and *khakra*-making to motivate them to work together.

To strengthen their financial literacy, the women were taught about insurance, pension, cash-credit and government schemes in sessions conducted by ACF and external agencies like Vimo SEWA, SEWA Bank and Kotak Life Insurance. Linkages with banks were promoted; ten groups were graded; and one of the groups received a loan ₹ 75,000 to invest in agricultural activities.



## Sustainability in Agriculture

Kallubhai Jhetabhai Parmar, a 56 year old farmer from Bhavanpura village of Sanand block, Ahmedabad district struggled to earn a decent livelihood for his eight member family. Despite working hard on his cotton plantations, and on other people's land, the returns were meager. He frequently suffered losses due to erratic rainfall in the region combined with inadequate water supply, and his own lack of technical agricultural knowledge that would allow him to optimally use his land.

This was the condition of many farmers in and around Sanand. To address these issues, ACF collaborated with the Sardar Sarovar Narmada Nigam Limited (SSNNL), for Participatory Irrigation Management (PIM) to form 36 irrigation societies comprising 13043 farmers over a total area of 13326 hectares. The collaborative effort has covered 30 villages of three blocks having five main distributaries. The prime focus of the project was on efficient and equal usage of irrigation water; supplied through distributaries of the Narmada canal, through formation and capacity building of irrigation cooperative societies and inclusion of women as farmers in cooperatives.

The success of the PIM process and technical inputs from ACF has helped a multitude of farmers in the region including Kallubhai, who has now added wheat and paddy to his crop cultivation. The region has witnessed a significant increase in supply of water that has helped farmers experiment with a variety of crops, thus impacting their lives positively.



## SURAT

### Agro-based Livelihood

ACF provides farmers with inputs like seeds and other related items. To date, ACF has provided 201 gardening kits and seeds like cow peas, cluster beans, lady's fingers and ridge gourd. Exposure visits to learn about agriculture development and dairy production were conducted to optimise income generation through agro-based activities.

A total of 317 farmers improved their understanding of animal husbandry through 10 capacity building sessions conducted by ACF. Fifty one farmers developed agriculture demonstration plots on 24 acres through the provision of quality seeds. Horticulture plantations were set up by 39 farmers in 15 acres. About 743 saplings of coconut and mango were provided to them.

ACF also organised four cattle health camps in collaboration with the Department of Animal Husbandry, Surat, for 622 cattle belonging to 64 farmers. Ailments such as fever, gynaecological problems, infertility and worm infection among cattle were diagnosed and treated. They were also vaccinated for foot and mouth disease. The farmers were counselled about cattle care and support services for higher milk yields in these camps.

### Comprehensive Healthcare

Surat has a huge prevalence of anaemia. ACF has consistently been striving to address this issue. A total of 273 females in the age group 14 to 45 years have been tested for their HB levels. Women who are found to have low HB levels are prescribed iron tablets and are encouraged to take them regularly. Constant checkups and an improved diet have resulted in a 33% decrease in anaemia cases. A micro planning exercise conducted in 2012 highlighted a number of issues related to women's health. Our intervention will now address these issues.

### HIV and AIDS Prevention Programme

ACF reaches out to 2940 truckers in collaboration

with the Apollo Tyre Foundation under the HIV/AIDS and STI Project. Surat is one of the largest industrial belts in Gujarat, consisting of both small and large scale industries. A huge influx of labour enters the region for employment from all over the country. The Target Intervention Programme focuses on the 11,000 strong migrant population that is employed in various industries in and around Magdalla area.

The Target Intervention Project for the migrant population is being implemented under an MOU with the Gujarat State AIDS Control Society at the Magdalla Port periphery, to disseminate information amongst the migrant community about HIV and AIDS. A majority of the migrant population consists of young, married men who live away from their families, or who are bachelors. Their high sexual activity puts them under high risk.

A team of nine members including 15 peer educators conducted 5740 one-to-one interactions with the migrant community. They were able to get 1858 people to register under the project. A total of 57 STI patients are under medication at various urban health centres in the city.

Five hundred and fifty nine patients were referred to the ICTC to check their HIV status; two of them were found positive and started on ART. Fifteen condom depots were installed at various locations, where over 5000 condoms have been dispensed. Meetings were conducted with various stakeholders to create an enabling environment towards HIV positive people.

One-to-one and group sessions were carried out with those with high risk behaviour to provide information on HIV infection and preventive measures. Other interventions like interpersonal communication sessions, poster competitions, video screenings, and condom promotion activities were carried out throughout the year. Six free condom vending boxes were installed at various "hot spots" to reduce the spread of STI and HIV among general and high risk behaviour groups.

### Women's Empowerment

ACF supports 31 SHGs with a membership of



477 women. ACF facilitates and trains them to keep relevant records for their groups. The SHGs are strengthened through rotation of credit, provided with knowhow about income generation activities and encouraged to save money. Eleven capacity building sessions have been conducted to enhance their prospects for grading, micro credit, and timely loan repayment. ACF has now started conducting credit analyses and bank linkages, while simultaneously teaching them about their legal rights.

## Supporting Education

ACF supports non formal education through its centre at Dumas village, for the promotion of education among 25 girl students who have dropped out of formal education. Two village knowledge resource centres have been established in Magdalla and Budia villages. These are informal training centres that provide basic computer courses in hardware and software. Since their establishment, these centres have benefitted a total of 482 students.

ACF supports six *balwadi* centres, encouraging early learning for young children through interactive and fun-based activities. Education material was provided to 309 students in seven primary schools across six villages at the schools' reopening ceremonies. ACF - Surat also provides financial support to economically weak students. This year, 54 poor students were awarded scholarships and education material, motivating many other families to promote education of the girl child.

## Infrastructure Development

ACF supported the construction of a 410 metre-long RCC road with a drainage system at Bhata (Harpatiwas), which is a tribal dominated hamlet. This will help prevent water logging that eventually leads to the spread of water-borne diseases.

Fifty houses of the tribal Harpati community in Dumas, Bhata and Bhatapore were renovated by the ACF team to ensure that rain water does not seep through their roofs and walls. The earthen floors were also concretised.



## Aspiration to Grow

Kusum Dhansukhbhai Patel is a resident of Dumas village, Surat. Married early, Kusum was a homemaker. Her day would begin with cooking and cleaning the house followed by taking care of the old and children.

Even though educated till 7th standard, Kusum wished to contribute to the people in her community and was looking for a medium. ACF recognized her will and started including her in ACF activities. Since Kusum had the desire to work, she soon became a part of community meetings, exposure visits and other programmes led by ACF. The work at the SHG group was the one she enjoyed the most. In the group, she made a lot of friends, learnt about the importance of saving money for future or even beginning one's business. Meeting women from different backgrounds made her aware of their issues. The group would sit together at times to discuss and solve each other's problems. Kusum learnt maintenance of group records and the rules and regulations related to running an SHG group. She started leading the group meetings and discussed various issues with her fellow group members. Her family also noticed the change in Kusum who was now transforming from a timid woman to a confident one. Her opinion in the family was now considered important. Today Kusum handles five SHG groups independently and is an inspiration for other women in the community.



## OUR FOOTPRINT

# HIMACHAL PRADESH

### Overview

*ACF works in two diverse areas of Himachal Pradesh. Darlaghat, high in the mountain ranges, has villages situated at large distances across the mountains; while Nalagarh is closer to the plains, near the Punjab – Himachal border. Agriculture and animal husbandry are the main source of livelihood. While agriculture in the hilly regions is highly rain-fed and subsistence in nature, age-old practices on small and fragmented landholdings have made the occupation non-remunerative and unpredictable.*

*Hence, ACF works to enhance crop production by building the capacity of farmers with technological inputs. Besides capacity building of farmers, our efforts to empower the community include strategies like providing access to better healthcare facilities, with special focus on HIV and AIDS; promoting women's empowerment, with focus on thrift and credit; and developing skills for income generation through entrepreneurship development and provision of low-cost rural technology.*

*Our SEDI is based in Darlaghat, and more details about it can be found on page 92.*

## DARLAGHAT

### Agro-based Livelihood

ACF works extensively in the area of agricultural development in Darlaghat. Our programmes include horticulture farming; SRI; forestry; and mushroom cultivation. In 2012, a three-day training programme on 'Package of Practices for Cultivation of Horticulture Plants' was conducted for farmers near the plant and mining area. Farmers were supported to establish orchard plantation on five acres of land. Six thousand saplings were planted in season on a cost and labour sharing basis.

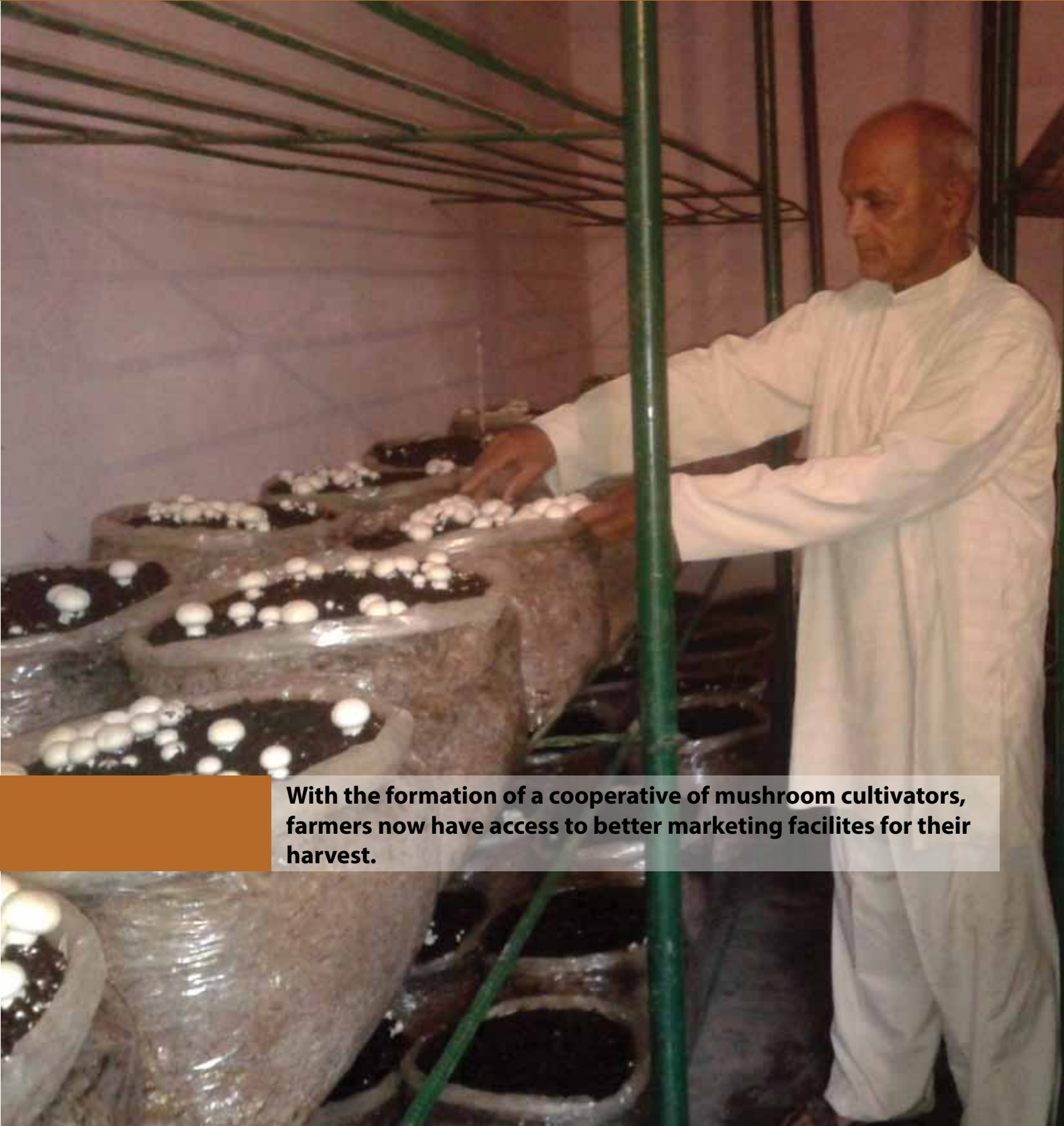
People in the area have also started cultivating vegetables with ACF's intervention. Cultivation of cash crops like ginger, pea, garlic, tomato and potato, as well as the SRI method of farming was demonstrated on farmers' fields. The "Darla Khumb Utpadak Samiti", a cooperative society of mushroom growers, is a

registered organisation. In 2012, farmers sold six tonnes of mushroom through the cooperative at the rate of Rs 100/- per kg. ACF has leased a plot of land to conduct demonstrations on best practices; provide resource inputs; and develop the land as a model plot for showcasing crops and irrigation methods best suited to the ecology of the region. Farmers from other villages also visit the plot to observe various agriculture technologies. Vegetable cultivation using drip irrigation has begun for crops like tomato, pea, potato and garlic.

### Water Resource Management

ACF has undertaken a holistic development programme at Darlaghat through its Integrated Watershed Development Project. Three major watershed development projects at Dhundan, Daseran and Saryanj-Sarma, covering more than 2700 hectares, are being implemented in partnership with NABARD.





**With the formation of a cooperative of mushroom cultivators, farmers now have access to better marketing facilities for their harvest.**



The Dhundan Watershed Development Project is in the consolidation stage of its full implementation phase. This project benefits close to 500 homes in 16 villages, covering more than 700 hectares. The programme has been implemented in a participatory manner, with the community coming forward to increase overall productivity of the watershed. Under the project, ACF promoted trenching in grasslands; bunding on farm land; and helped to construct seven ponds and two water storage tanks to harvest run-off water. Drainage line treatment was carried out by constructing 157 loose stone check dams and 220 gabions to reduce runoff velocity and retain the silt, thereby preventing erosion. We also helped to construct three check dams with a storage capacity of 800 cubic metres each in the watershed area, which facilitate irrigation and augment ground water recharge in the region.

Our other activities included plantation of approximately 7000 forestry plants and 3900 horticultural plants in barren land to enhance the forest density. Additionally, 80000 grass roots were transplanted on the bunds of farms and trenches,

significantly reducing the demand for fodder. We also ensured that the capacity within the SHGs and the WDC was built through training programmes and exposure visits so that they would be able to monitor and maintain the watershed region.

This multi-pronged approach has had a positive impact on the ecology and environment of the Dhundan area.

The Daseran Watershed Development Project includes 18 villages and 739 households in the Daseran Gram Panchayat, covering 930 hectares of land with a population of 3700.

The capacity building phase of the project has been completed successfully, and 95 hectares of land were treated. We focused on community mobilisation, formation and strengthening of the WDC and generating awareness on the objectives of the watershed project among the community. It has led to the planning for the full implementation phase through a participatory process.







The Saryanj-Sarma Watershed Development Project is being implemented in the Saryanj, Sarma and Hanuman Badog Gram Panchayat covering 18 villages, with a population of 5250 people over 1132 hectares. The capacity-building phase of this project has been completed and preparation of a feasibility study report-cum-proposal for the full implementation phase is in progress.

As part of water positivity initiatives, ACF has constructed three ponds in Pachhure and Sayarr villages and in the mining area, with storage capacity of 9000 cubic metres. In addition, two diversion weirs and three small check dams with a capacity of 300 cubic metres were constructed at Koon - Sulag nala. Three check dams were also constructed at Darlaghat nala.

## Comprehensive Healthcare

ACF's team of community health workers called *sakhis* have been working in the hilly terrain, bringing healthcare to remote and distant villages. This cadre of trained and motivated village women is spearheading change in the health scenario in the region. The *sakhis* assist in the government vaccination camps at sub centres every month and routinely check the HB and BP of women and girls in the village. They play an important role in ante- and post-natal care. Their work has been appreciated by the state health department.

In order to promote the use of herbal medicine in the villages, the *sakhis* work as village health resource persons and promote awareness on health and hygiene among groups of women, children and adolescents. Through the year, 35 *sakhis* were able to reach out to more than 16000 people across 38 villages surrounding Darlaghat.

ACF started the *Swachata Dhoot* (sanitation volunteer) initiative through children under its sanitation programme in 2012. To begin with, 79 students signed up as *swachata dhoots*, and are now involved in informing villages and schools about personal hygiene and healthy habits. They are being appreciated by the local community.

In addition, we conducted regular health camps in the villages. These included eye and blood donation camps, school health campaigns, World AIDS Day



## Messengers of Cleanliness

Children are effective communicators when it comes to the issue of health. They are keen learners and eager to make a difference. To introduce the concepts of clean village and environment, ACF has introduced the *Swachata Doot* programme in Darlaghat, with 79 children as the *Swachata Dhoots* (cleanliness messengers) across 35 villages.

Kiran and Bharat, students from standard 7, from Chhamla village in Darlaghat, Himachal Pradesh, are among the *Swachata Dhoots*, who speak about importance of personal hygiene to the children. These two 13 year olds are part of the ACF run *Swachata Dhoots*, spearheading the campaign to bring about cleanliness in their villages.

At the community level, the children have been engaged in conducting rallies on cleanliness, waste management, clean and hygienic practices. In their own classes, the *Swachata Doot* ensures that waste is always thrown in dustbins; children maintain personal hygiene; and form clean habits regularly washing hands.

Many children like Kiran and Bharat have been involved in cleaning small water bodies, classrooms and even roads. By meeting families, school students, village panchayat members these *Swachata Dhoots* are indeed growing into active and concerned citizens of their villages.



awareness drives, as well as healthy baby shows and exhibitions to encourage care of children in the 0-3 age group. The ACF mobile health van reached out to 9700 people, while the Ambuja Diagnostic Centre provided pathological services to 2715 patients and carried out 6590 medical tests.

## Supporting Education

ACF is implementing its education support programme to develop capacity among students through various means so that every girl or boy enrolled in a government primary school can attain specific competencies in language, mathematics and environmental science by the end of the academic year.

ACF's education strategy is child-centric with the core objective of improving primary education. Efforts in this direction include introduction of innovative pro-learning techniques, creation of an effective learning environment and measurement of the outcome.

Our work under the school support programme includes training teachers on the use of various teaching learning materials; organising balmelas; exposure visits to various places of social and environmental interest; and conducting summer camps to keep the learning process alive during the vacation.

We also organised training on 'Early Childhood Care and Development' for anganwadi workers, to provide them with the latest techniques and guidelines on early childcare.

Government schools that are working with ACF are now being equipped with 'learning corners' which introduce the concept of mathematics and science in a fun and interactive way. These academic support centres are run during school hours by trained youth from the community.

Schools in Rouri and Kanswala villages have been painted with BALA features to aid learning; the children now have access to sporting activities through the installation of various equipment. Trained local youth known as *balmitras* make sure that children attend classes; they track each child's progress on a regular basis. At family meetings, the *balmitras* update parents on the progress and achievement of their children and encourage them to witness the growth story



Children of Suli *khelwadi* participate in a cultural programme

personally. They are also an integral part of the school management committee, participating in the process of growth of school and students in a constructive way.

In 2012, we introduced 'audio-visual learning stations' in 10 schools, focusing on improving quality and joyful learning. Toon Masti, initiated by the Ernst & Young Foundation, leverages the power of cartoons and audio-visual aids to make learning-joyful software, and is a part of the programme,.

The same year, we initiated the Science Pilot Project in 16 government middle schools to create interest in science and maths through experimental activities. The concept of a science club was introduced to remove fear psychosis of the students by creating an enabling teaching – learning environment.

Following a base line study across schools, ACF found that many schools did not have a science laboratory, or proper apparatus. ACF helped set up a science laboratory in the Government Middle School in Rouri, while science and maths kits were provided to other schools. We also conducted training for teachers, and excursion trips for students to inculcate the idea of 'learning by doing'.

ACF upgraded the VKC in Mangoo village, with Internet facilities, computer education and other information material on agriculture, health and education, for villagers and youth to get access to information and education.





## Women's Empowerment

ACF works with 99 SHGs in the Darlaghat region, with 1246 women members. Most SHGs have established linkages with banks and are participating in various income generating activities such as mushroom cultivation, knitting and weaving.

Quarterly meetings are conducted regularly with the SHGs to discuss issues like needs analysis for IGA, federation concept, record keeping and audit. Ninety SHG members participated in a three-month training programme on hosiery, organised with technical support from our Institute for Skill and Entrepreneurship Development, Darlaghat.



Cattle treatment camp in village Rouri, facilitated by a PSS

## Livestock Development Programme

Himachali women have traditionally been keenly engaged with animal husbandry activities right from the procurement of fodder to the management of the cattle. A huge gap in understanding correct practices and lack of availability of timely support services like treatment and care has been affecting livestock development in the hilly terrain. In this context, ACF has developed a cadre of village women volunteers called *Pashu Swastya Sevikas* (PSS's) from within the local communities, training them to cater to the basic health, hygiene, feeding and fodder management of livestock in the villages. Today, there are 23 PSS's working in 22 villages in and around Darlaghat. These PSS's conduct village level meetings to generate awareness about breed improvement, feeding and management of cattle.

Their other activities during the year include assisting at veterinary awareness cum treatment camps, vaccination, and conducting artificial insemination for breed improvement of livestock across distant villages. As part of their capacity building, the PSS's received training on disbudding, and went on exposure visits. They have been successful in motivating the villagers of Patti to construct cattle mangers in each cattle-rearing household. This has reduced the incidence of disease among livestock in Patti village.

## Non-conventional Energy

In 2012, ACF helped install 31 smokeless *chulhas* in our operational villages. ACF also provided support for the construction of five biogas plants in homes as an alternative source of energy for cooking. Biogas has now become a clean and easily controlled source of renewable energy, using organic waste instead firewood or fossil fuels, with minimum labour. Biogas slurry is used as compost in the fields.

Families have traditionally been using fuels like wood, cow dung and kerosene, with the women forced to inhale hazardous smoke throughout the day. The situation has remained largely unchanged due the low penetration of LPG in these hilly areas. In this context, ACF introduced the smokeless *chulha*, which has found great acceptance in the community for its better quality and special characteristic of working as a water heating unit without extra energy consumption.

## Infrastructure Development

ACF supports the local community in the development of village infrastructure like footpaths and roads; community centres; community rooms; activity centres; renovation of water bodies; cremation sheds; school buildings; drinking water storage tanks; and irrigation channels. The work is carried out by the gram panchayats and community based organisations after a needs assessment through community participation.

The programme improves the standard of living in villages, while generating employment for village youth. The responsibility to execute the work is taken by the villagers; they contribute partially to the total project cost. This ensures ownership of development activities by the villagers.



## NALAGARH

### Agro-based Livelihood

Agriculture in the region suffers due to excessive use of chemical pesticides and fertilizers. ACF has been working with farmers to encourage sustainable farming in the region. Regular training and exposure visits help farmers to learn and implement better farming techniques for higher yields.

In 2012, ACF held two exposure visits for 30 farmers at the Krishi Vigyan Kendra, Una and the SWAN-River Integrated Watershed Management Project executed by the State Forest Department, Government of Himachal Pradesh. The visits included meetings with agricultural scientists; farmers received inputs on new technologies and practices in agriculture, horticulture and water management.

We also organised training on crop management in Navagram village, with technical inputs from the Nalagarh office of the Agriculture Department, Government of Himachal Pradesh.

The programme was attended by 20 farmers of the project area. Regular animal husbandry awareness-cum-health camps were organised in Panjehra and Digri villages in collaboration with the Animal Husbandry Department of the Government of Himachal Pradesh, where farmers attended sessions on livestock management. More than 200 animals were treated during the year.

ACF promoted the construction of 11 biogas plants at Bada Pind, and Dugri villages, in collaboration with the State Department of Agriculture. The benefits of clean energy and the drastic reduction in respiratory and eye diseases among women inspired many other villages to set up biogas plants.



Health camp for truckers at village Batti



## Water Resource Management

Renovation of the traditional pond was one of the first water conservation steps taken by ACF here. This large pond close to Navagram had fallen into disuse, with sewage water from nearby homes diverted into it, creating unhygienic conditions in the village. Following a discussion with the community, the *gram panchayat* assured us of support for its renovation. ACF helped in renovating the pond in collaboration with the community, laying a drainage pipe and building its water storage capacity. Today, the water is being used for agriculture as well as for livestock. Importantly, the improved storage capacity of the pond has led to an increase in the groundwater table.

## Comprehensive Healthcare

The ACF-run diagnostic centre in Nalagarh has received a good response from the community. It provides a range of pathological tests at a concessional rate. In 2012, more than 7000 people availed of this facility and more than 21000 tests were conducted. As part of our sanitation programme, ACF helped construct 40 low cost toilets in Navagram, Panjehra and Dugri villages. The communities have also begun developing septic tank facilities with the toilets for the clean disposal of waste.

Nalagarh has a large floating population of migrant workers, labourers, truck drivers and cleaners. A Health Care Centre (HCC) of the Target Intervention Project that is being managed for truckers is jointly funded by ACF and Apollo Tyre Foundation. The centre advocates behavioural change, promotes condoms and oversees STI /RTI management. Truckers are also provided with HIV testing and free counselling services.

Activities like game shows, music shows and street plays are held to create awareness. Satellite camps, where medical services, HIV testing, condom distribution and counselling are carried out, are also organised.

ACF started a mobile medical unit in 2012, in collaboration with Power Grid Corporation India Limited (PGCIL). The team visits the 23 villages adopted under the project to provide its services. This initiative has been greatly appreciated by the community, as villages surrounding the Ambuja plant at Nalagarh do not have access to medical services, nor can they afford treatment. Transport is also difficult and hinders access to healthcare.

## Supporting Education

Nalagarh has a high population of migrant workers; invariably, their children are unable to attend formal schools. ACF has been addressing this issue through its popular non-formal school. Qualified teachers from neighbouring schools conduct interactive and fun-filled sessions, and prepare the children for enrolment in mainstream schools. ACF helps them with free books and teaching-learning materials. Currently, 18 children in the age group of 7-12 years attend the Ambuja Gyan Deep Kendra. ACF also supports government-run schools with furniture, infrastructure and water facilities and organises balmelas to create an enabling environment. In 2012, we provided computers to the local schools at Navagram village.

## Women's Empowerment

In 2012, ACF helped establish four SHGs with 40 women in Navagram. SHGs have started internal loaning; gone on exposure visits; and are conducting regular meetings. The total number of SHGs in the villages has now risen to 15 with a strength of 182 members.

Women had shown keen interest in income-generating activities. Based on their interests, three exposure visits were conducted. In all, 39 women participated in these exposure visits. One woman was sent to ISED-Darlaghat for knitting training and is now training 20 other women in the community. It is expected that the women will be able to begin their own small knitting businesses after the training.

## Infrastructure Development

Roads leading to Navagram, Panjehra, Ratyor and Dugree villages were in a very deplorable condition. Access to these villages was difficult, especially during the rainy season. ACF has helped the community construct roads and drainage systems to address the issue.

ACF also built a new school building at Nalagarh, which has been handed over to the State Education Department. The building has a modern library, a science laboratory, and 49 rooms to accommodate 800 students. Our other infrastructure development activities during the year included construction of a community centre, and a culvert in Dugri village.



## OUR FOOTPRINT

# MAHARASHTRA

### Overview

*ACF has been active in areas like health and agriculture since the beginning of its initiatives in Chandrapur; while in Panvel, women's empowerment programme has been well appreciated in the community. We have expanded the Home Based Neonatal Care (HBNC) Programme to 160 villages with the help of a strong cadre of health workers called sakhis in Chandrapur. The sakhis work on issues like safe motherhood and early childcare, and generate awareness about health among the villagers. Our other initiatives include water conservation programmes for domestic and agricultural use; and promoting sustainable cotton farming through the Better Cotton Initiative project. ACF runs two skill training institute in Maharashtra - at Chandrapur as well as Panvel. Please refer to page 92 of this report for more details.*

## CHANDRAPUR

### Agro-based Livelihood

Agriculture is the main occupation of the people in Chandrapur. ACF provides them with technologies to enhance their skills. Cotton is one of the major crops in the area; ACF has promoted the Better Cotton Initiative to improve profitability for the farmers.

Training on integrated pest management, integrated nutrient management and disease management helped the farmers to use correct doses on the crops. Twelve demonstration plots have been established to display these crop management techniques, which can reduce farmers' costs by 15%.

Under the Integrated Crop Management Programme, farmers use neem oil and organic manure to enrich the soil. ACF also supports soil testing, and recommends fertilizer dosage. Animal rearing is an allied agricultural activity; and ACF supports farmers with dairy development activities. ACF's awareness programmes on cattle management include addressing infertility among livestock, breed improvement, vaccination and provision of green

fodder. In 2012, we organised 28 health camps for livestock, where more than 13000 animals were treated and 8222 vaccinated. Seventy four fodder demonstration plots containing various fodders like Hybrid Napier and African Toll (maize) were exhibited to the farmers.

### Water Resource Management

Despite an average rainfall of 1000 mm each year, Chandrapur district faces water scarcity in the summer, affecting domestic and agricultural activities. Obtaining drinking water in summer is another challenge faced by the people. One of the reasons has been the loss of rainwater due to surface run-off in the hilly areas. To address this problem, ACF constructed a series of check dams on major streams. Thirty check dams were constructed, with a total water harvesting potential of 1.2 million cubic metres, enabling irrigation of 500 acres of land. To sustain these efforts, water user groups, in charge of maintenance of the check dams, have been formed in ten villages. In 2012, we constructed a pond with a storage capacity of 3000 cubic metres at Lakhmapur village; and carried out de-silting of check dams at Piparda, Hardona (Khu), and Upparwahi villages, raising their storage





**ACF works with 27 zilla parishad schools in Chandrapur, using contemporary teaching-learning methods to enhance education**



capacity to 4000 cubic metres. ACF has constructed new check dam at Mangi village with a capacity of 20,000 cubic metres.

### Comprehensive Health care

When ACF first began its intervention in Chandrapur, the region had minimal healthcare facilities. The maternal and child mortality rate was high. To address this issue, ACF introduced the HBNC programme, led by *sakhis*. The *sakhis* visited every pregnant and lactating mother in their villages and provided them with information on diet, immunisation and childcare. Today, the HBNC programme reaches out to 18000 families in Chandrapur. At present, 65 *sakhis* from ACF have been absorbed as ASHAs of their village under the NRHM programme, expanding their scope of work under the healthcare initiative.

To address malnutrition among children, ACF conducted a pilot programme with 104 children

in four villages. The children were given a food supplement called spirulina and its impact on their growth was monitored. ACF also organised training on malnutrition in children, with focus on preparing low cost nutritious food with available resources.

Extending the purview of health, ACF collaborated with UNICEF and the TSC Cell of the *Zilla Parishad* (ZP), Chandrapur, to implement an intensive programme on sanitation. After initial micro planning in villages and intensive training of panchayat members and the VHSCs, nine *gram panchayats* were chosen in which all the parameters of the Nirmal Gram Puraskar were followed. All village institutions like the *panchayat*, schools, and the community were involved in the programme. The impact was clearly visible with people building toilets in their own homes. The process was also supported through community contributions exceeding ₹ 19 lakhs.

The medium of theatre was used to focus on adolescent health and hygiene. A group of 12 girls from Hardona village participated in theatre



Villagers participate in repair of a village road in Fhugadipathar through *shramdaan*



workshops, and evolved their own scripts on issues like early marriage, dowry, menstrual health and hygiene and education of the girl child. They presented 30 shows in various villages, and used the opportunity to interact with the community on these subjects.

ACF conducted awareness sessions in four colleges involving master trainers. On the eve of World AIDS Day, a mega rally was held at Gadchandur and Jiwati, involving schools, colleges and the Government Health Department. Almost 1200 students participated in the rally. At Upparwahi village, we conducted a rangoli competition to sensitise women about the subject.

## Supporting Education

ACF supports 27 *Zilla Parishad* schools in the Rajura, Jiwati and Korpana blocks. Teaching-learning methodology is used to enhance the learning abilities of the children. The programme is implemented by ACF-trained *balmitras*, who work closely with schools in the region. The *balmitras* also spend additional time with children who are weak in certain subjects. The programme focuses on language skills, mathematics and science. Teaching aids like number blocks and picture post cards are used with the children in collaboration with other NGOs, to make learning enjoyable. Special emphasis is laid on improving the language skills of tribal children, for whom ACF has introduced special books called 'My Book' in Marathi.

ACF provided sports equipment to five schools and conducts sports activities for the development of children in 12 *Zilla Parishad* schools.

*Balmitras* receive regular training along with school teachers. In 2012, they participated in an exposure-cum-educational tour to the model school developed by ZP - Yavatmal. It provided an insight into classroom interiors, school premises and initiatives taken by the teachers at the school. In addition, ACF helped the village school management committees to undertake exposure visits to Kharasi School in Bhandara district.

ACF supported schools with infrastructure development; established computer centres in nine ZP schools; and introduced audio-visual teaching aids



## Cleanliness As A Way Of Life

"Our village would be as good as Anna Hazare's village." This is the dream of a group of community members in Mangi, Chandrapur, Maharashtra.

Under the leadership of Mr. Parashuram Podase, referred to as Guruji, people contributed money to get the required materials for the construction of drains, toilets and soak pits. The campaign for a clean and neat village bore fruits within four months. Each household has a toilet and open defecation has stopped. To bring down the costs of construction, the household members themselves put in their labour.

For technical construction, the village mason was employed to work on these areas. This increased his business and he gave quality work at reasonable rates to his own community. The streets are now cleaned by the villagers every morning. They wake up each other through missed calls on the mobiles! Enthused by the response of the people, the government agreed to support the village in laying of the water pipelines. A road which was pending on the government's behalf was completed soon.

The success of this project lies in it being sustainable. The work which has begun in campaign mode is initiated and owned by the community itself. The people in the community are proud of their work and wish to take it to greater heights even on other parameters.





at Thutra School, making it easier for children to grasp basic concepts. We also undertook tree plantation in 12 schools with the support of volunteers from Ambuja Cements. ACL volunteers were also part of the *balmelas* organised in four schools during the year, to bring out the creative side of children through paintings, craft and other cultural activities.

## Women's Empowerment

ACF works with 90 SHG groups in Chandrapur with 1057 women as members. ACF conducts regular capacity building sessions to encourage them to begin their new business. Training programmes and workshops are held on government schemes like SGSY and MNRREGS. In 2012, ACF held a sports event for women to build capacity among them, in which nine teams from different villages took part in *kabaddi*. More than 200 women came for the event and took part in various competitions during the programme.

## PANVEL

### Comprehensive Healthcare

ACF implements its health programme in three villages around BCT - Panvel. Our health intervention does not merely consider the absence of disease as a health indicator; rather we follow the WHO guidelines that consider physical, mental and social well-being as important for good health.

Healthcare is promoted through collaboration with the women, children, the gram panchayat, the village dispensary, schools and other stakeholders. We conduct awareness meetings and campaigns on sanitation, nutrition and care for mothers and young children.

A weekly village dispensary caters to a population of over 1400 people from three villages. Malaria has been found to be a recurring health issue. In this context, ACF works towards improving sanitation, providing support to families to build toilet blocks and a public toilet at Moha village.

The community, especially the women of various SHG groups, have stepped forward to maintain the



toilet blocks by forming a committee. The committee meets once a month, and is able to ensure clean toilets for the community.

Regular sensitisation sessions are conducted on garbage management; the need for an open defecation-free village; and ways to prevent various illnesses. Children have been one of the leading champions of the cleanliness drive in the village, in their role as Swachata Doots.

At Kombadbhuje, more than 40 children are part of the Swachata Doot Programme, serving as messengers of cleanliness and hygiene. The children receive training on various issues like hand washing before and after meals and after visiting the washroom; cutting nails; and avoiding littering.





Art and craft session for children from Targhar village

Armed with this knowledge, the children then visit families in their neighbourhood to spread the message. In 2012, volunteers from Ambuja Cements Limited participated in wall painting and slogan writing projects on issues related to sanitation in the three villages that we work in. They also participated in a campaign on 'Clean Village' with the involvement of the community at Moha village.

### Supporting Education

Learning is promoted through art and craft activities conducted in the government schools we work with. Through these sessions, children learn concepts like the seasons, how to read maps, and spelling; and improve their understanding of science and mathematics. A *balmela* conducted in 2012 at Moha village had participation of 150 students from eight primary schools. The Cluster Officer

and Block Education Officer appreciated and praised the activities and folk performances presented by the children.

### Women's Empowerment

The Kombadbhuje village women have always been an enterprising lot; this year too they came together to procure, paint and sell handmade lamps to various organisations in Mumbai during Diwali. The total turnover for this year was ₹ 127832 against an investment of ₹ 57291, earning the women a profit of ₹ 62291.

The Targhar Savitri SHG group had started a catering business, serving food at the Ambuja Cements' canteen in 2011. After a year of business, they now have a monthly turnover of ₹ 117,000. The women of the group are proud of their achievement and hope to do even better in the future.



## OUR FOOTPRINT

# PUNJAB

### Overview

*Indiscriminate use of pesticides and chemical fertilizers in Punjab over the past few decades has robbed the soil of its nutrient value affecting agricultural production. ACF has been trying to address this issue in both Ropar and Bathinda, by promoting organic farming. This sustainable method of farming does not harm the soil; moreover, organic produce brings in greater profits.*

*Our other programmes include preventing HIV and AIDS; and addressing the issue of gender discrimination and female foeticide in the state. ACF in Bathinda runs the Ambuja Gyandeeep Kendras, enabling out-of-school children from the slums to study, and then enrol in the mainstream education system. In Ropar, AMK students have raised the bar in sports once again, winning the Overall Championship Trophy for the seventh consecutive time.*

*Under SEDI, the ITI at Anandpur Sahib has introduced six new trades, with 273 students currently enrolled. For more information on SEDI and its courses, please refer to page 92.*

## BATHINDA

### Agro-based Livelihood

ACF's work in Bathinda focuses on promoting organic farming that restores soil health through better water management and use of crop residue. Farmers participate in regular field visits and training on homemade bio-products, which are then used in the fields. Farmers are encouraged to avoid burning crop residue in the fields and instead use the same as green manure.

To date, 325 farmers have benefitted from organic cultivation. Certified organic produce like wheat, rice, vegetables, pulses and fruits is promoted through a retail outlet in the city, called 'Farmers Organic Store'. The produce is also sold in the Ambuja colony. These measures have ensured that farmers have direct access to their markets and are able to fetch a better price for their produce.

SHG members who have kitchen gardens also sometimes sell their produce through these outlets. It is hoped that in future these outlets will be entirely managed by a farmers' producer company, which will also work on other aspects of agriculture.

Since the inception of the programme three years ago, the number of farmers growing cotton under the Better Cotton Initiative (BCI) has increased from 710 to 2700. The improved cultivation technique with BCI improves the fertility of the soil, reduces input costs and fetches better prices.

ACF also promotes the use of clean energy. We have helped set up 30 biogas plants in six villages, providing clean energy to 30 households. Women, recalling the problems they faced earlier, appreciate the use of biogas instead of the old wood-based chullahs. In addition to generating clean energy, the biogas slurry is used as manure in the fields to improve soil health.





**ACF has been supporting farmers in both Bathinda and Ropar to grow crops organically benefitting people and the planet**





ACF also promotes horticulture amongst farmers. Alternative crops like guava, orange, pomegranate, and lemon are grown in a few farms, fetching the farmers additional income.

Livestock management is an alternative source of income for many families. ACF conducts regular camps and sessions for healthy livestock. A pond was renovated at Nahianwala village to be used solely for livestock.

### Comprehensive Healthcare

The Comprehensive Healthcare Programme is implemented in 15 villages in Bathinda to improve maternal and child health, combat HIV and AIDS and spread awareness about drug abuse. ACF - Bathinda works closely with the sub-centre, anganwadis and established community groups like VHSCs to strengthen the existing health services. We also conduct regular health camps and promote kitchen gardens in an effort to promote good health.

ACF organises health check-up camps in close coordination with and under the guidance of the

District Health Department. Health check-up camps are also held in schools to prevent illness in children through early detection and diagnosis. The *sakhis* support all the programmes by conducting regular vaccinations, and promoting safe motherhood and childcare. They actively participate in community meetings to advocate health and sanitation concerns like safe drinking water, primary healthcare, sanitation, child vaccination, importance of kitchen gardens and other social problems like drug abuse and female foeticide.

*Sakhis* also organise *khelwadis* in the villages and sensitise young children about hygiene and health through interactive teaching-learning methods. Children go on home visits in groups and educate their peers and their parents about sanitation and hygiene in their respective villages.

### Drug De-addiction Programme

ACF has a rigorous programme to combat drug addiction among the youth and it is implemented in collaboration with the Police, and Health Department.



Nutrition education session with women in Oriya Basti



Awareness sessions are organised through street plays, seminars and rallies. Counselling and regular follow up visits establish one-to-one contact with youths and their families. They are also occasionally referred to the Civil Hospital in Bathinda.

## HIV and AIDS Prevention Programme

Our intervention on HIV and AIDS is implemented in collaboration with the Punjab State AIDS Control Society, reaching out to 1000 female sex workers (FSWs), 200 men having sex with men (MSM) and 270 injective drug users. The focus of the programme is to generate awareness and check the spread of HIV through condoms and STI treatment. Involvement of other like-minded organisations and intensive counselling ensure that the incidence of HIV and AIDS is minimised.

The Composite Targeted Intervention Project projects runs on the norms defined by PSACS and is one of the best Targeted Intervention projects in Bathinda.

## Supporting Education

Numerous people migrate from regions like Orissa, Bihar and Uttar Pradesh for employment in Bathinda. Most of them are daily wage earners who live in slums and lack basic amenities. ACF provides support to these communities through women empowerment initiatives and health education. The worst affected are children who are neglected while their parents struggle for a livelihood. ACF has opened the Ambuja Gyan Deep Kendra (AGDK) for out-of-school children of migrant workers, and *anganwadis* for children from two to four years in two urban slums in Bathinda.

After studying up to standard V at AGDK, the children are helped to get admitted to government schools. ACF provides support through educational material, uniforms, fees, cycles to facilitate travel, and a scholarship programme for meritorious students. AGDK students who were forced to drop out of school to support their families financially have been encouraged to complete their education through the Open University. Children are motivated in sports and mental math, which help in overall development. AGDK students have also competed in district level chess and hockey tournaments.



## An Aspiration for Life

Nita\*, from Gidabdaha, Punjab, is a fighter. As a young child, she had to drop off schooling to take care of her siblings. Her mother chose to marry her off at a tender age of 11, simply because it would mean one mouth less to feed. However, this was the beginning of a series of misfortunes in her life. The marriage turned sour, and she was driven out of her matrimonial home. She eventually came back to her mother.

Sometime later, she was married off again. However, this time too, her troubles did not end. The man was an alcoholic and her domestic life was in disarray. She had no education or working skills, and had no avenues to seek help. In despair, Nita turned to prostitution.

She had no idea of the risks involved in the work she had got into. It was during this time that she met peer educators of the ACF run Composite Targeted Intervention Project in Bathinda. She began attending counseling sessions, meeting peer educators, and understanding the risks to her life, and ways of protecting it. She also expressed a desire to move out of the sex trade, and eke out a living through some other means.

Today, Nita's aspiration for change has motivated her to learn a useful trade, so that she can lead an independent life, with pride.

name changed to protect identity\*



Volunteers from Ambuja Cements Limited also contribute in the activities of the school through sessions on self-development, communication skills, computers, spoken English, games, and music. ACF has set up Basti Education Committees (BECs), comprising members from the community, to sustain the programme. This year the Oriya BEC has appointed a paid volunteer to teach the students.

## Women's Empowerment

ACF currently supports 24 SHGs in Bathinda, with a cumulative strength of 234 members. SHG members have received training on leadership; record keeping; accountancy; internal loaning; regularisation; management of the SHGs; roles and responsibilities of leaders and members; and on the bank linkage process. ACF sent the women on exposure visits to motivate them to start income generating activities and build capacity.

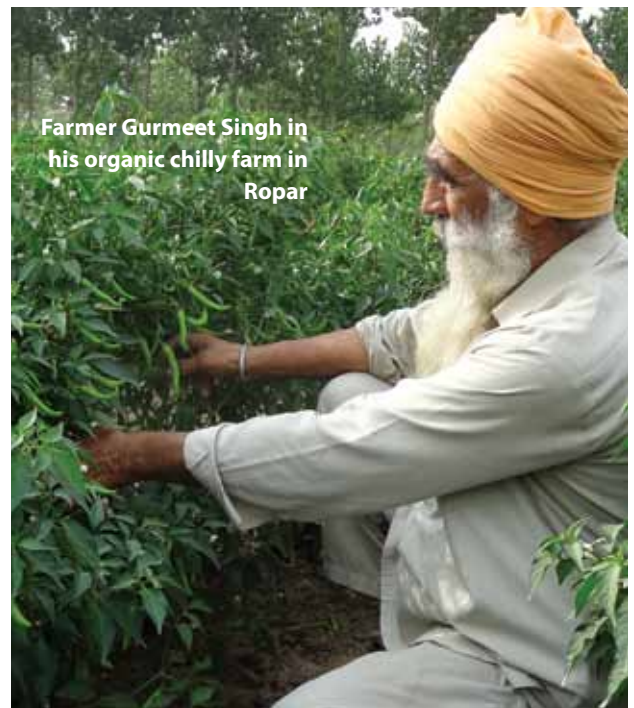
About 60 % of the women from these SHGs have taken loans internally as well as from banks to start income generating activities like beauty parlours, dairy farms and grocery shops. Kitchen gardens are supported through provision of quality seeds. SHG members who have sufficient space in their homes are encouraged to grow additional quantities of vegetables to sell in the village or at the farmers' organic outlet, to augment their income.

To build community support against female foeticide and to support girls from poor families, each member of three SHGs donates a small amount of money per month to their respective SHGs towards a fund for education of the girl child. ACF has started providing scholarships to the daughters of the poorest SHG members who score a minimum of 70% marks in their exams.

## ROPAR

### Agro-based Livelihood

Organic farming is one of our areas of focus, with 283 farmers growing crops organically on 264.3 acres of land in Ropar. Organic farming has led



Farmer Gurmeet Singh in his organic chilly farm in Ropar

to a considerable decrease in the use of chemical fertilizers, improving the health of the soil.

Today, farmers use farmyard manure, vermi-compost and other bio-fertilizers instead of chemical fertilizers. Organic manure has replaced approximately 80 tonnes of harmful chemical fertilizers and pesticides worth ₹ 12 lakh.

Farmers also received the "Second Year In-Conversion" certificate for organic farming; farmers are now able to sell their produce at premium prices and compensate for any losses incurred due to low production. In 2012, we helped open an organic produce outlet in Nuhon, where farmers could sell their vegetables. We also established a link with Midtown Farmers, a Chandigarh-based agency dealing in the marketing of organic produce. The agency collects organic vegetables from the farmers and the ACF demo-farm every week, paying 20-25% more since the produce is certified.

To encourage knowledge sharing amongst farmers, ACF organises regular meetings where issues like sustainable livelihood; crop diversification; practices for kharif and rabi crops; integrated pest management (IPM); dairy development; and other pertinent topics are discussed. Exposure visits to Punjab Agricultural





## Protecting the Girl Child

Protection of the girl child is an important area of work for ACF. In 2012, we have focussed on reaching out to the large student community to generate awareness on the issue of the girl child.

During the year, we organised school intervention programmes, including orientation sessions, debates, elocution and drawing competitions on themes like female foeticide and gender discrimination.

International Girls' Day was observed on 24 September 2012. Students from four schools participated in various competitions, and expressed their ideas on ways to protect the girl child.



University, Ludhiana, Agro Tech 2012 at Chandigarh, Pingalwara Society near Amritsar, a private dairy at Mohali and the Agriculture Training Centre of Punjab National Bank at Fatehgarh Sahib were also organised for farmers during the year.

ACF organised farmer field schools on IPM in association with the Agriculture Department, Ropar, under the Agriculture Technology Management Agency (ATMA) scheme. To supplement their income, farmers have been encouraged to diversify and grow vegetables like pumpkin, potato and raddish. ACF provides them with financial support to buy seeds and other inputs. Sixteen farmers have taken up vegetable cultivation this year. Currently, we are supporting 45 farmers to grow vegetables on 50 acres of land.

ACF conducted demonstrations for farmers keen on taking up crops like pulses especially sowing after harvesting the *rabi* crop during the summer. Pulses like green and black gram help improve soil health and serve as feed for livestock. Turmeric is another crop that we are promoting because it can be grown between poplar plants in a multi-cropping pattern. Turmeric takes approximately ten months to mature and brings in good remuneration. It can be preserved for a long time.

A demonstration farm spanning 3.3 acres has been established at Miani village. The farm demonstrates organic farming methods; techniques like low plastic tunnels. The produce of the demo-farm is sold along with farmers' produce in Nuhon and Chandigarh. ACL has supported these efforts by providing four acres of land for use as a demo-farm. As part of our Animal Husbandry Programme, we set up animal feeding stalls to introduce better feeding systems for animals. Seven dairy cooperatives were started, primarily by women, with a cumulative milk collection of about 1000 liters per day. We also introduced better breeds of cattle like Holstein Friesian and Jersey for enhanced milk production. Health camps, animal health check-ups and vaccination were conducted throughout the year by a team of veterinarians.

## Non Conventional Energy

ACF is involved in the collection of pine needles as a source of alternative energy, in collaboration with the Forest Department, Hamirpur, Himachal Pradesh. The harvested needles are used as alternative fuel to generate electricity at ACL's captive power plant in Ropar. The project began two years ago with the harvest of a modest 43 MT; this year, the villagers collected 562 MT of pine needles, earning ₹ 12.61 lakh.



## Ambuja Manovikas Kendra

The Ambuja Manovikas Kendra (AMK), ACF's centre for special education that works on autism, cerebral palsy, mental retardation and multiple disabilities, has forged new and creative ways to help special children explore their skills and talent. AMK has been involved in varied activities with the children, ranging from arts and crafts to getting them employed in the local area. In 2012, the Home-Based Rehabilitation Programme was started to reach out to 15 children who could not travel to school every day.

A 10-day Arts and Crafts Week, facilitated by Swiss artist Hedi Ernest, was held to give expression to the children's talent. Excellence in sports and cultural activities has been the hallmark of the institution; in 2012, AMK won the Overall Championship Trophy in the Punjab State Special Olympics for the seventh consecutive year, netting a haul of 13 gold medals, seven silver medals and two bronze medals. AMK's Baljeet Singh, Vikas Rai, Tanvir Singh, Jasvir Singh and Neha were adjudged "Best Athletes" of the tournament.

A training programme was conducted for sports coaches and trainers through collaboration with Special Olympics Bharat, Punjab Chapter. About 40 coaches and five trainers from different states took part and shared their expertise during the event. AMK children won a state-level cultural & skill competition called "Teeyaan Da Sharaata -Season 3" organised by Rainbow, a Patiala based organisation working for the welfare of special children. Nine children from our institute participated in this competition and won the Overall Trophy consecutively for the third time. World Disability Day was also celebrated with a cultural programme by the children. AMK promotes the rehabilitation of children after they finish school. To date, we have been able to successfully place nine children in various jobs in the local area.

Workshops were organised during the year with other schools, for the social inclusion of special children. Around 100 students of B.Ed College, Ropar, and four faculty members of the Rayat Institute of Education visited AMK and interacted with the children. The visits included orientation sessions and classroom tours. To sensitise and change the attitude of the community towards special children, we organised awareness camps this year. These awareness sessions



AMK Champions at the Punjab State Special Olympics

helped bridge the gap in the social inclusion of mentally challenged children in the community.

## Comprehensive Healthcare

ACF carried out micro planning on sanitation practices in four villages in Ropar. After the results were discussed, the community, along with ACF, undertook rectification of drains; construction of toilets and drainage systems; repair work; and dug pits in the villages to dispose of garbage. This year three villages were nominated for the Nirmal Gram Puraskar. These villages are completely open defecation-free. ACF helped the panchayats to get financial aid from the State Government to construct 120 toilets, along with its own marginal subsidy. IEC material and wall writing were some of the tools used to sensitise the community on water and sanitation issues.

ACF coordinated with the Government Health Department to provide assistance in training ASHA, PRI & VHSC workers. Eight hundred women who were tested in the villages around Ropar reported a high incidence of anaemia. ACF has arranged for a doctor to visit the villages twice a month in collaboration with the Health department and the CDPO's office. A blood donation camp was held in collaboration with the Civil Hospital, Ropar in which ACL staff and community members donated 82 units of blood.



## HIV and AIDS Prevention Programme

This programme is implemented in collaboration with the Punjab State AIDS Control Society (PSACS) and the Chandigarh State Aids Control Society (CSACS) in Ropar, Morinda and Chandigarh. We also have a workplace intervention programme for ACL staff. Our intervention strategies involve individual counselling, advocacy meetings, group meetings, regular awareness camps and referral services through outreach workers and peer educators. Various depots have been established where condoms are readily available. We also support the Roopnagar Network of People Living with HIV and AIDS, which has 42 members. One of our target groups is intravenous drug users (IDUs). To reduce the incidence of HIV and AIDS through drug usage, we provide fresh needles and syringes, abscess management and counselling.

This year we introduced Opioid Substitution Therapy (OST), through which oral drugs are provided to prevent use of illegal drugs with proper planning, counselling and follow ups. We reach out to other high-risk groups like police personnel, contractors and vendors in and around the Company plant, through regular advocacy meetings. We have also established nine STI clinics under the public private partnership (PPP) mode at Ropar, and a static clinic at Morinda.

## Women's Empowerment

ACF supports 51 SHGs, with 64 members. A successful business model based on the wholesale hosiery market of Ludhiana was initiated in 2011. To date, 95 women have been trained in stitching hosiery and 45 work out of their homes to supplement their income.

## Infrastructure Development

ACF works in coordination with the village panchayats on infrastructure development issues. We assisted the panchayat of Dakala village to construct a 380-metre drain. In Logharfidde, we helped the community lay a drain of 435 metres to prevent waterlogging and flooding during heavy rains. We also supported communities to raise funds from various government departments to develop infrastructure in their villages, and helped them implement the MNREGA scheme.



## Step by Step

Inderjeet Kaur's daughter Harmandeep, is four years old, with multiple disabilities like low vision, hearing impairment, cerebral palsy and severe mental retardation from birth. Having lost her first two children immediately after birth, Inderjeet had pinned her hopes on Harmandeep. She was determined to help her little girl lead an independent life. During a hospital visit, Harmandeep was referred to the Early Intervention Centre at Ambuja Manovikas Kendra (AMK).

"Enrolling Harmandeep at AMK was one of the best decisions I took for my child," Inderjeet said. Harmandeep was put through physiotherapy. She began participating in various activities based on her needs. Her parents were encouraged to be present during these activities for the comfort of the child and to practise similar techniques at home.

Inderjeet accompanied her daughter to school every day. Mother and child practised various games, activities and exercises together. Harmandeep's condition improved slowly and she surprised her parents and teachers when she finally started walking without help after six months of therapy.

"This is the biggest joy for me. I wanted my daughter to walk, sit, play and run. I thought it wouldn't be possible, but AMK's efforts have now made me hope for even more," says Inderjeet. For the teachers at AMK, Harmandeep's success was a reaffirmation of their commitment and hard work.





## OUR FOOTPRINT

# RAJASTHAN

### Overview

*Chirawa, Mundwa and Rabriyawas in Rajasthan are characterised by dry, arid climate and water scarcity. ACF promotes farm practises that enable optimum utilisation of the available water and water harvesting techniques in the region, so that water is available for cultivation and domestic use for longer periods. ACF also promotes low water intensive crops. Marwar Mundwa got an award for 'Excellence in Water Management, Beyond the Fence' from CII this year. The Rabriyawas unit promotes the use of biomass and plastic collection as an alternative fuel resource for Ambuja Cements Limited.*

*For more information on SEDI and its courses, please refer to page 92.*

## RABRIYAWAS

### Agro-based Livelihood

Despite the erratic rainfall, agriculture is the main occupation in the villages. Soil health is poor, with low nutrient content; alkalinity and salinity further reduce its productivity. Until recently, scarce rainfall led farmers to cultivate a single traditional crop during the *kharif* season. With innovative water conservation methods introduced by ACF, farmers are now able to grow a variety of crops throughout the year.

Fourteen small and marginal farmers have taken up wadi plantation with trees like *ber*, *amla*, lemon and pomegranate that do not need much water, with a survival rate of 75%. ACF introduced various irrigation methods on farms in collaboration with the National Horticulture Mission (NHM) to encourage judicious use of water. Farmers have adopted systems like drip irrigation, mulching, tank irrigation and sprinkler systems with support from various government schemes. These practices have enabled farmers to save up to 70% of water in comparison with traditional methods of irrigation. Farmers have begun vegetable farming with ACF's support, procuring

good quality seeds through the NHM scheme on a cost-sharing basis. They receive training and technical guidance on cultivation and marketing as part of the initiative.

Eighteen farmers have come together to grow vegetables on a commercial scale on about 50 acres of land, working as a team to ensure proper irrigation, growing, storage and sale of vegetables. Much of this work is supported through collaboration with agencies like the National Seeds Corporation (NSC), Gujarat State Seeds Corporation, Rajasthan State Seeds Corporation (RSSC) and other private suppliers. We also held trials on various *kharif* crops like green gram and cluster beans, and discussed the results with farmers to ascertain the most preferred crop.

A small scale initiative to introduce and implement a seed production programme has begun with support from NSC, RSSC and the Rajasthan State Seed Certification Agency (RSSCA). These agencies supply good quality seeds to farmers through cooperative societies. With technical guidance and regular inspection of the crops, 141 farmers from Balada, Amarpura, Sevaria, Kotadiya Ras, Thakarwas, Talakiya, Asarlai and Rabriyawas villages successfully grew



**Wadi plantations with fruit bearing trees are helping small and marginal farmers to enhance their crop output each year.**



gram during the *kharif* season. Today, farmers are implementing the seed production programme across 80 acres of land, reaping profit, and ensuring seed conservation in Rajasthan.

Based on the results of soil fertility tests, ACF supported farmers to apply for gypsum under the Agriculture Department's soil reclamation scheme. Farmers obtained over 7,600 bags, each containing 50 kg of gypsum at a subsidised rate, and it has helped improve the soil quality in many farms. ACF-initiated farmer clubs have grown to 50 this year. In collaboration with NABARD, these farmer groups are implementing many agricultural activities. These include selling field crops and fertilizers; and supplying biomass to the ACL plant to be used as alternative fuel.

As part of its allied agricultural activities, ACF held 25 animal vaccination camps in coordination with the Government Veterinary Department, attending to about 17,000 livestock. Farmers also participated in training programmes on livestock management and disease prevention.

Green fodder, necessary to improve milk production among cattle, is in short supply in the region. To address this need, ACF has been promoting multi-cut fodder amongst 125 farmers in an area of 70 acres. Since the fodder is a quick growing species, they are able to harvest it up to three times a year, and provide cattle with year-long fodder for better health and milk production. ACF has developed an innovative cattle feed cum drinking water system installing 60 units in 12 villages. Milk yield has now increased by about 30%. and more than 100 farmers were trained on preparing homemade cattle feed using their own resources.

ACF has been supporting the Deenbandhu model of biogas plants in villages around Rabriyawas as part of an initiative to promote non-conventional sources of energy. In 2012, ACF helped install 30 biogas plants in the region on a cost-sharing basis with farmers, supported by the Department of Renewable Energy Sources, Government of India. ACF also implements the Rajasthan Forestry and Biodiversity programme in three forest ranges of Bali, Desuri and Sendada in 37 villages of Pali district.



**Given the erratic rainfall pattern, water resource management is a key initiative in Rajasthan, with ACF facilitating construction of ponds, renovation of traditional waterbodies, building checkdams and working with communities on the repair and maintenance of old and defunct water harvesting structures.**





The objective of this project is to enhance the forest area and livelihood opportunities of forest dependent people; and to undertake afforestation and biodiversity conservation measures through the JFM approach. These measures contribute to environment conservation and the socio-economic development of Rajasthan.

In collaboration with NABARD, ACF is implementing the Tribal Development Fund – Wadi Project in five villages. This is a three year-long project, during which 279 pomegranate and lemon *wadis* will be cultivated. Each *wadi* farmer will receive continuous support and inputs. In its first year, 129 *wadis* have been established across farms in five villages.

ACF works extensively in collaboration with Ambuja Cements to promote clean energy by promoting clean fuels. The Company's plants are surrounded by agricultural land and we promote the use of biomass as an alternative fuel. The biomass procured locally is from mustard, cumin and cotton husk. About 6,500 tonnes of biomass were supplied to ACL through farmer clubs in 2012.

## Water Resource Management

Rainfall in the region is usually erratic, adversely affecting households and agricultural activities. However, in 2012 Rajasthan received good rainfall, and that, complemented by our work in water resource management over the past few years, helped conserve and save rainwater. During the year, ACF facilitated the construction of 30 ponds across 22 villages, increasing the total storage capacities of ponds and bringing relief to communities.

Three check dams were reconstructed in the project villages of Ras, Kurki and Paliyawas this year. ACF also took up repair & maintenance of old and defunct water harvesting structures in the area. We helped strengthen earthen bunds and repaired *khadins* in Balada, Rabriyawas, Rawatokidhani and Dholadhanta villages, ensuring better rainwater harvesting.

The *khadin* system of water harvesting is proving to be extremely effective in improving soil fertility for *rabi* crops. With the land irrigated with water from the



## A win-win situation

Most of the ACL plants are based in rural areas, surrounded by farms. A farmer grows his crops according to the season and once the season is over, the left over is usually burnt or thrown away. In an effort to match the fuel needs of the Company, and benefit to the community ACF began facilitating the process of using left over biomass as a fuel resource for the Company.

Having convinced the community about the importance of biomass, ACF helped start farmers club (farmer's institution supported by NABARD) so that bulk produce could be collected in an organised manner. Based on the fuel needs of the company, purchase orders are created addressing farmers' clubs. The clubs then procure and sell biomass to the Company at specific rates.

Many farmers in ACF in Rabriyawas, Rajasthan have benefitted tremendously from this project. With increasing numbers of these farmers club, a producer company with the name of Shri Balaji Farmer's Producer Company limited has been formed. To date Balaji Company has supplied a total bio mass of 1317.80 MT.

For farmers in the community, this project has become an extra source of income. Many farmers have started growing their assets in the house and also invest the income in educating their children.



khadins, farmers are able to plan for crops like gram that require high moisture content during the rabi season.

Farm ponds developed at Rabriyawas, Amarpura and Balada villages today have a storage capacity of 4,275 cubic metres and ensure the supply of water for agriculture as well as for livestock needs.

Although contour bunds help arrest soil erosion and improve the moisture content of the soil, they frequently lead to irregular division of the farmland. To address this problem, ACF helped construct bunds within the farm boundaries. This was carried out on more than 52 Ha of land, with the participation of 23 farmers from Patan, Keserpura, Rabriyawas, Balada, and Amarpura villages.

Setting up of RRWHS's has ensured the availability of clean drinking water to households, since the groundwater in the region has high fluoride content. In 2012, thirty such structures have been set up in Patan, Keserpura, Rabriyawas, Amarpura, Ras and Bakahatawarpura villages through community participation. Farmers have also benefitted from the deepening of wells in villages, with water availability increasing by 2-3 hours per day.

To support its water conservation efforts, ACF has been developing a green environment zone with tree plantation along the roads. A 120-acre pasture has been developed at Gopaldhuni-Balada and Pratappura villages and includes indigenous trees.

In 2012, we facilitated 12 technical training programmes for farmers, women, village level animators & youths to discuss ways to conserve water in the region. ACF works in collaboration with the Rajasthan Minor Irrigation Improvement Project (RAJAMIIP) towards capacity building initiatives of water users associations (WUAs). As part of the initiative, ACF has been building capacity of water users associations through 50 minor irrigation projects in the Pali, Sirohi, Jalore, Jodhpur and Barmer districts.

## Comprehensive Healthcare

ACF's mobile dispensary reaches out to 15 villages around Rabriyawas on a weekly basis, providing medical care and referral services. The healthcare



programme is supported by 28 trained *sakhis*. These trained village-based *sakhis* also work on issues related to sanitation, ANC and PNC for pregnant women and young children, vaccinations and promotion of institutional deliveries. Their work under the sanitation programme led to the construction of 250 toilets, improved drainage systems and better access to clean drinking water. Some *sakhis* are now involved in income generation activities, while others are part of the NRHM as ASHA workers.

This has resulted in continuous service to the community, even after withdrawal of financial support from ACF. However, ACF still extends its support through regular training of the *sakhis* as and when required. ACF has been working in collaboration with the villagers of Amarpura to develop it into a model village. Sanitation was one of the prime issues that had arisen during village discussions; through active participation of the VDC, the entire village was covered under the total sanitation programme.



## Water Resource Management Initiatives by ACF

- Creating awareness through school rallies, village camps, training and exposure visits.
- Promotion of efficient irrigation methods like drips and sprinklers
- In situ moisture conservation through construction of farm bunds, gabions, and LSCDs.
- Groundwater recharge through tube well recharge and construction of *khadins*, dykes, and percolation wells.
- Water harvesting through construction of tanks, check dams and farm ponds.
- Revival of traditional water sources like ponds and rivulets.
- A robust post-maintenance system through empowered pani samities and WUAs



Toilets have been constructed in almost all houses, and open defecation has reduced considerably due to the villagers' efforts.

ACF promotes awareness on HIV and AIDS amongst Company staff, truckers, cleaners and the community with support from 50 peer educators. The peer educators run regular sensitisation programmes through one-to-one contact, group and community meetings, and counselling sessions. Free condoms are distributed through 16 outlets installed in different locations in and around the Company's plants. We reach out to students with information on HIV and AIDS through Red Ribbon clubs formed in secondary schools. We also work closely with the Pali Marwar Network of Positive people (PNP+) towards rehabilitation of people living with HIV and AIDS.

### Women's Empowerment

ACF supports 90 SHGs, with a membership of 972 women. Many members have taken loans for various

agricultural businesses or construction work, education or medical purposes. A number of events, meetings, and training programmes aimed at building capacity of women were held during the year. A workshop was organised with 18 branch managers of regional rural banks and State Bank of Bikaner and Jaipur, to draw on support for the SHGs.

In 2012, five project monitoring and implementation committees were setup for the smooth functioning of SHGs and to resolve internal issues. Other training programmes for women's groups were organised in consultation with People's Education and Development Organisation, Mada.

Following a ban on plastic bags, there has been a high demand for paper bags. ACF has promoted training to understand the processes involved in the manufacture and sale of paper bags. ACF has been functioning as SHPI in collaboration with NABARD, to promote and facilitate SHGs in various villages. In 2012, we helped set up 50 SHGs in 12 villages; the members participated in training, exposure visits and other activities to learn ways on making their SHGs sustainable.





The programme will be extended to the Jaitaran block, for the formation and facilitation of 350 SHGs. The Centre for Micro-finance (CMF) is supporting ACF to identify and explore livelihood opportunities and create a replicable model on a cluster basis. This project reaches out to SHG members in six villages; the project also focuses on deployment of community resource persons (CRPs) like *krishisakhis* and *pashusakhis*. Under this project, SHG members will be trained in livelihood activities like vegetable cultivation and goat rearing.

### Supporting Education

In 2012, ACF conducted a series of programmes to provide quality education and generate awareness on career options among senior students. Career counselling camps were held for students of class XII and X, facilitated by experts from the engineering, medical, and banking fields, and the armed forces. We also conducted exposure visits for students; celebrated events showcasing creativity; and

supported schools with infrastructure. A “*vaakpeet*” (assembly of headmasters) was hosted for 200 headmasters by the Kesarpura School, during which they discussed highlights of their experiences and issues during the year; the *vaakpeet* formulated an action plan for the next year. In 2012, we started a Village Knowledge Centre at Amarpura, providing access to computers, information and markets to students and farmers. ACF also opened an additional *balwadi* to reach out to the children of rag pickers.

### Non Conventional Energy

Plastic supplied through four self help groups of rag pickers is used as an alternative fuel by the Company. To date, they have supplied 147 tonnes of plastic to ACL. ACF also works with them on health and education; organising health camps, and a *balwadi* to provide education to the children. ACF promotes solar lighting with the help of NABARD in villages with little or no electricity. Subsidised solar-powered lights have been installed in 16 villages.



### Mitigating Poverty in Western Rajasthan (MPOWER)

‘Mitigation of Poverty in Western Rajasthan’ is a poverty reduction initiative with special emphasis on relatively poor and backward blocks within the drought-prone and food-insecure districts of western Rajasthan. It reaches out to all BPL households in the project area.

ACF has been implementing the MPOWER project in 63 villages of Pali district in collaboration with Panchayati Raj, Rural Development Department of Rajasthan and IFAD for a period of 56 months. Currently, we have supported the formation of 336 SHGs, 43 VDCs and are strengthening village level institutions through training on credit planning and financial literacy. In 2012, 120 youths were identified for skill and entrepreneurship training. Six hundred and fifty crop demonstrations were conducted for farmers in the region.





## CHIRAWA

### Agro-based Livelihood

Agriculture in the region depends on the rains and ground water. Techniques like drip irrigation have been adopted to develop wadis. Supported by the government and ACF, in 2012, twenty-five farmers were able to develop anar wadis on over 35 acres of land. ACF also promotes vegetable cultivation through the use of drip irrigation on 10 acres of land; new varieties of seeds like *methi* (fenugreek) and barley were promoted amongst farmers.

Regular training programmes and exposure visits were held with the support of KVK, Jhunjunu and the State Agriculture Department. A two-acre demonstration farm at Chirawa, developed by ACF, displays drip and sprinkler irrigation systems that support creeper vegetables, floriculture, aloe vera, biogas, and cattle feeding systems. Equipment to collect daily weather data has been installed, thus enabling agricultural decisions like determination of sowing and irrigation time.

**A two-acre demonstration farm developed by ACF at Chirawa has enabled farmers to observe, learn and implement a variety of agricultural practices in their own fields**

More than 450 farmers have visited these demonstration farms. ACF conducts awareness-cum-treatment camps with the help of the Animal Husbandry Department in 10 villages. More than 550 cattle were treated in 2012. Thirty Integrated Cattle Feeding Systems (ICFS's) were installed, which increase productivity and save time for the farmers.

### Water Resource Management

Chirawa, in Jhunjunu district, falls under category of 'desert district' and 'over exploited area' with respect to ground water. Over the years, the condition has gone from bad to worse, with growing imbalance between demand and supply of water. To overcome these problems, ACF took an integrated approach towards water harvesting and

generating awareness about water conservation amongst the communities. At Dhattar Wala Ka Bas and Parasnagar villages, ACF introduced the "Gaon Ka Pani Gaon Mein" concept. Under this programme, all household roofs are connected through pipelines that discharge water into the village pond with a percolation well. This has ensured an increase in the ground water level. ACF was also involved in de-silting and renovation of 15 traditional water harvesting structures called *johads* in the villages. The work was carried out with the active participation of the community.

ACF facilitated 52 RRWHS's in fluoride-affected villages to ensure clean and safe drinking water for the people. We also helped in constructing 12 percolation wells in the village ponds to recharge the ground water. More than 0.2 million cubic metres of water was recharged through these percolation wells in 2012. The Foundation conducts regular monitoring visits and water-testing exercises in coordination with the Public Health and Engineering Department. These reports are shared with the community and the *pani samittee* of the village.

### Women's Empowerment

ACF supports 19 SHGs at Chirawa, with a membership of 231 women. These SHGs are linked with local banks. To date, the groups have availed of loans for various entrepreneurial activities. Apart from economic activities, the SHGs also discuss issues like education of girl children, female foeticide, domestic violence and women's leadership.

### Non Conventional Energy

ACF has been promoting biogas in various locations to promote non conventional energy sources and reduce dependency on traditional fuels like wood, cow dung and agricultural residue. Use of biogas for domestic purposes will help in reducing our carbon footprint and the generation of green-house gases.

To date, we have promoted 100 biogas units across the state. During the first phase of implementation, finding trained masons to construct the biogas units was a challenge. ACF then took the step of training masons from the community for this work, thereby also providing them with an alternative source of income. We conducted training programmes on biogas installation for masons covering issues like dimensions of the units, quality of biogas material, brick masonry and plastering.



## MARWAR MUNDWA

### Agro-based Livelihood

Marwar Mundwa has an agrarian economy in spite of the challenges of erratic rainfall and fluoride and saline content in the groundwater. The *kharif* crop had completely failed in the region in 2012 due to erratic rainfall. Coupled with poor soil health, agriculture in the area faced a serious threat. To address this issue, 1000 acres of land were treated with gypsum to improve soil health. The *wadi* method of horticulture was promoted. *Wadis* not only withstand climatic variability but also provide additional income to the farmers. This year, an additional 12 acres of land were brought under *wadi* cultivation; training and technical support were provided to farmers who had begun *wadis* in previous years.

A seed production programme was conducted with 100 farmers to increase their income by 15-20% per unit compared to income through grain production. ACF has supported the formation of *kisan* clubs; a farmer-producer company called the Navjivan Farmer Producer Company Limited was established with

a membership of 1000 farmer-producers and an authorised share capital of ₹ 10,00,000/-. Members are able to procure agro products at much cheaper rates through this company. They are also able to sell their produce at better prices.

The company conducts business with cultivators, growers, manufacturers and others in the agricultural sector, and also deals with persons involved in procurement, storage, marketing, packaging and other allied activities.

### Water Resource Management

Marwar Mundwa is designated as a semi arid region, and water resource management is one of the key issues facing the communities here. The water in the area has high fluoride content and is saline in nature. To ensure the supply of clean drinking water to the villages, ACF has been following a multi-pronged approach that includes reviving traditional water bodies and employing newer technologies like RRWHS's. These measures, over the years, have helped the community access water for both domestic as well as agricultural purposes.

In 2012, 135 RRWHS's and other water storage

### Challenges facing Marwar Mundwa

Low rainfall and long dry spells or drought, leading to an agrarian crisis.

Damage to crops like cotton due to sudden, heavy rainfall.

Deteriorating soil quality and poor groundwater quality, leading to low crop production.

Low literacy levels and poor adaptation of new technologies.

Socio-economic backwardness among women.

Unemployment among youth due to poor soft skills and lack of counselling facilities.





structures were constructed with the active participation of the community. The *khadin* system has ensured that the *rabi* crop does not fail. Increase in soil moisture has improved 114 hectares of land. Deepening of 12 ponds in eight project villages has increased water storage capacity by 86181 cubic metres, benefitting a population of close to 10,000 people. Eleven tube well recharge structures have been constructed to create awareness among the community about groundwater recharge measures. Marwar Mundwa was awarded the prize for 'Excellent Water Management - Beyond the Fence category', by CII in 2012.

## Comprehensive Healthcare

ACF has made inroads in healthcare in the region in 2012. A baseline survey on health and hygiene was conducted in households and anganwadis to understand the current situation and the needs of the community.

Based on these findings, ACF organised regular health camps in the villages to deal with seasonal diseases as well as generate awareness on health and hygiene. To promote sanitation, 140 toilets were constructed during the year with people's participation.

## Supporting Education

To encourage education, ACF conducts regular awareness sessions within schools and makes efforts to recognise and reward meritorious students for their efforts. A 'career day' was held for 700 students from 12 schools. At a science exhibition organised by ACF, 55 students from 11 schools displayed models on water conservation, harvesting and the environment.

## Women's Empowerment

The status of women in the project villages is very poor due to poor literacy, lack of access to resources, and traditional customs. During the year, we did a primary survey of 2500 families to understand and identify potential issues related to women's development in the area. Twelve new SHG groups have been formed in the region and an internal audit of all existing groups has been carried out to strengthen their financial systems.



## Conserving Water; Drop by Drop

Omji of Mundwa had always believed that if their crops failed, "our youngsters will be forced to migrate." In this part of Rajasthan, almost 84% of the population depended on agriculture for its livelihood. Less rainfall led to dry spells and intense rainfall resulted in water-logging. The groundwater, with its high saline and fluoride content, was non-usable. A survey by ACF had shown that the soil in the region had poor infiltration capacity which resulted in low recharge of the underground water table. A combination of these factors led to scarcity of water every summer, affecting crops, humans and animals.

When ACF began its intervention in Mundwa in 2005-2006, its focus was on conserving water, and making it available for longer periods during the year. Numerous water bodies were revived and basic structures established. Roof rainwater harvesting systems were installed in houses. Other activities like pond deepening were carried out on a large scale. Six years later, the cumulative storage capacity of the region has increased substantially.

Farmers today are assured of water during the sowing season. Says Aydanram of Didiyakhurd village, "We are today rich in water by deepening our pond; I feel that even if there is no rain for two years, water will be available for the whole village". The availability of water has also reduced the burden on women. Sua Devi of Mundwa says "We use roof water for drinking nowadays. It is cleaner than pond water. I have enough water to cook, drink, and use for other daily chores." The District Forest Office of Nagaur, Mundwa, agrees that ACF's work will benefit the villagers for many years to come.



## OUR FOOTPRINT

# UTTARAKHAND

### Overview

*ACF works in 16 villages in the Bhagwanpur block of Haridwar district of Uttarakhand. Our work focuses on agro based livelihoods, education and health. As Mother NGO (MNGO) in Haridwar and the District ASHA Resource Centre (DARC), ACF conducts regular training sessions with the ASHAs. Our comprehensive healthcare intervention is further supported by the sakhis.*

*The SEDI at Roorkee has trained 259 youths in trades like welding, wiring, driving, computer hardware and software and beauty treatment. For more information about SEDI, please refer to page no 92.*

## Roorkee

### Agro-based Livelihood

Agriculture is one of the main livelihoods in Roorkee. Crops like sugarcane, paddy, legumes, wheat, mustard and vegetables are grown in the region. Despite heavy dependence on farming, most farming methods bring in low yields. ACF's work involves introducing technologies that suit the region and building capacity among farmers through regular training on scientific methods of farming. Training, exposure visits, demonstrations and farmer-scientist interactions are organised in partnership with the Pant Nagar Agricultural University, Krishi Vigyan Kendra, and the Agriculture Department of the Government of Uttarakhand.

More than 330 farmers participated in training programmes organized by ACF in 2012. Teams of farmers also visited Morarka Foundation, Jaipur; IARI, New Delhi; and Centre for Bee Development, Wardha, to understand organic farming, bee keeping, vegetable cultivation, horticulture and animal husbandry.

Expanding their farming activities, farmers have begun to procure good quality seeds from the

Agriculture Department to grow vegetables in their fields. They have begun the SRI system of paddy cultivation, and reaped an increase of 30%-40% in paddy production as compared to traditional farming. They were trained before transplanting and followed upon after transplanting, during the kharif season.

ACF promotes organic farming on more than 150 acres of land with the participation of 136 farmers. In 2012, ACF helped facilitate a farmers' meeting with Apof Organic Certification Agency (AOCA), Bengaluru. AOCA registered the farmers after a 2nd inspection. Eighty farmers were awarded 2nd year convergence certificates, and 56 were awarded 1st year convergence certificates. ACF has also collected information on buyers and sellers of organic produce and facilitates effective marketing. A Federation of Organic Farmers has been established at the location to sustain the programme.

Vermi-composting techniques are now used to create organic and farm yard manure. This has improved the water retention capacity of the soil. Twenty five NADEP pits have been constructed with support from the Agriculture Department, to produce good quality manure. The manure is used during both the *rabi* and *kharif* seasons and has resulted in improvement in soil fertility. ACF also undertook



**ACF runs nine non-formal schools for out-of-school girls in Roorkee, with an enrollment of 208 students.**





plantation drives and was able to plant more than 16000 trees. ACF also promotes horticultural practices among farmers and homemakers, in collaboration with the Horticulture Department. Our intervention includes procurement of seeds; technical training to farmers before sowing, and follow-up; and demonstration of farming techniques for better crop management. We also work closely with homemakers to set up kitchen gardens to meet domestic needs and generate income.

During the year, ACF distributed 100 kitchen gardening kits procured from the National Agricultural Cooperative Marketing Federation of India (NAFED), that included seeds of seasonal vegetables. ACF initiated 14 famers' clubs with support from NABARD, through which members receive training on modern cultivation techniques to ensure better agricultural productivity. ACF has collaborated with the National Bee Board and the Government of Uttarakhand to register beekeepers with the Board for a period of three years. A revolving fund of ₹. 4 lakh provided by ACF has helped farmers start a cooperative society for collective marketing, and receive inputs through regular training. ACF organised six health camps in collaboration with the Animal Husbandry Department, in which more than 1800 cattle were vaccinated and treated.

## Comprehensive Healthcare

ACF functions as the MNGO and DARC for Haridwar district and conducts training for ASHAs and ASHA facilitators. The Uttarakhand Health and Family Welfare Society (UKHFWS) has selected ACF-Roorkee as a partner NGO to implement the ARSH-UDDAN programme in two blocks of Haridwar district. The programme aims to increase access to health information amongst adolescents. They are provided with life skills and taught about anaemia and improved hygiene practices.

ACF's 14 *sakhis* work in seven villages around Roorkee and provide support during immunisation camps, institutional deliveries, pulse polio rounds, general health camps and sanitation drives. They also conduct *khelwadis* for young children, imparting information on health and hygiene. They work closely with the community to promote toilet construction and sanitation in villages. ACF raises awareness about the Rashtriya Swasthya Bima Yojana (RSBY) in Haridwar district. Health camps are organised and village meetings conducted by the ASHA facilitators to promote this government-run insurance scheme.

A grant of ₹ 3 lakh was provided to ACF to lead this programme. Project staff and activities for four FNGOs have been identified and initiated to implement



Farmers constructing a farm compost pit in village Khubbanpur



the programme in 30 villages of eight sub centres in Bhagwanpur block. Our other activities include mobile dispensary services in 16 villages, and mobile health camps service to 10 villages on a fortnightly basis. This year ACF organised 158 general camps, where 6827 patients were treated. ACF also organised speciality camps on gynaecology, ophthalmology and anaemia; and school health camps for students of 11 schools. ACF supports the National Polio Surveillance Project (NPSP) through its work in 104 polio booths in 27 high-risk villages of the Bhagwanpur Block.

ACF also implements the Composite Targeted Intervention Programme in Roorkee, funded by the Uttarakhand State AIDS Control Society (UKSACS). The programme targets 10000 male migrant workers; conducts awareness sessions on HIV and AIDS; improves access to condoms; and provides STI treatment referrals. In 2012 we reached out to 10000 workers through individual discussions, group meetings and counselling sessions. Three drop-in counselling centres were established. Sessions were also held with drivers and cleaners from the large truckers' group working in and around the Bhagwanpur industrial region. ACF works in partnership with UKHFWS to reduce infant and maternal mortality rates.

## Supporting Education

ACF runs NFE-cum-skill building centres in nine villages, reaching out to 205 adolescent girls. These centres have been able to promote basic reading and writing knowledge along with skills like embroidery, mehandi design, craft, cutting and tailoring. Forty-eight students from these classes appeared for the standard VIII examination; another 68 students will appear for the standard V exam in the next academic year. Sports kits have been provided to the schools situated in the project area.

## Women's Empowerment

To date, 54 self-help groups (SHGs) comprising 599 village women has been established in the Bhagwanpur region. The SHGs are involved in various income-generating activities like selling cosmetics, bangles, groceries and spices.



## Striding towards Change

When ACF decided to start a non-formal education (NFE) centre for the young girls in the area, it was a great opportunity for out-of-school girls in the area. The girls could attend classes for a shorter duration, which gave them scope to juggle studies and their household chores. ACF also motivated educated women in the community to come forward and teach young girls at the NFE centre.

For students like Parveen and her classmates, the NFE centre was an opportunity to transform their lives. Parveen not only became literate, she also grabbed the chance to learn skills tailoring and preparing soft toys. It increased her confidence and gave her the courage to take charge of her life.

Officials from the Education Department, district Haridwar have appreciated ACF's effort to increase literacy in the area. Importantly they facilitated the entry of NFE students into formal schools through a qualifying exam. This was a big boost to the project. With support from their teachers, Parveen and her friends successfully cleared their eighth class examination and joined the local school.

Today, Parveen is in class nine and she is an ambitious student, who is determined to do her very best!



## OUR FOOTPRINT

# UTTAR PRADESH

### Overview

*ACF works in six villages around the Ambuja Cements plant in Dadri. Best practises in agriculture are promoted through close liaison with the community. General and specialised health camps are organised on a regular basis. Balmitras work in 11 schools supporting children in education.*

*The Skill and Entrepreneurship Development Institute at Dadri has trained 545 youth in trades like hotel management (food & beverage services and housekeeping), mobile phone repair, computer hardware, beautician training, fashion designing, air conditioner repair, and videography, with a placement rate of 77%. Please refer to page 92 for more details on SEDI.*

## DADRI

### Agro-based Livelihood

ACF has been promoting horticulture among farmers. In 2012, we were able to plant 980 horticulture and forestry saplings in schools and individuals farmers' fields. We also worked with homemakers, helping them set up kitchen gardens.

ACF set up demonstration farms of paddy, wheat, vegetables and floriculture in collaboration with the farmers, to demonstrate various farming technologies.

Most of our programmes on agriculture development are implemented in collaboration with the KVK and the Department of Agriculture. In 2012, 260 farmers were part of training conducted by ACF and its partners. ACF also held veterinary camps in four villages, benefitting 435 families.

### Comprehensive Healthcare

An active community is the prerequisite for any development initiative to succeed. In our health and sanitation intervention, micro planning was used as a tool to ensure the involvement of stakeholders and villagers at all stages. ACF-Dadri conducted micro planning exercises in Bishada and Dokalpura (Piyawali) villages with the people's participation.

They were collaborators in the development process, right from the initial stages of problem identification and setting of project objectives, to the achievement of the set priorities. The objective of the micro planning exercise was to understand social dynamics; to map the available resources; prioritise needs and develop a plan of action.

Once the community's needs were prioritised, a village development committee was formed to





**Education Development in Dadri includes working with local schools, and running the highly popular adult literacy class for women**



work towards achieving those needs. We also shared the results of the micro planning exercise with government officials to solicit their help in addressing the community's needs. ACF works closely with the village-based VHSCs and ASHA workers to strengthen the health services provided by the government. The ASHA worker under NRHM is the connecting link between the community and the provision of health services.

ACF believes that a trained and motivated ASHA worker can help the villagers to access quality health services. In this context, ACF conducted a three-day capacity building workshop on Home Based Neonatal Care, NRHM and Roles and Responsibilities for 25 ASHAs from six villages.

As part of its sanitation programme, ACF conducted training for VHSC members, and reached out to people through campaigns run in collaboration with UNICEF. Schools were part of this drive; every class in seven primary and junior schools was given a sanitation kit consisting of soap, oil, Dettol, comb and nail cutter for the children to maintain their personal hygiene.

The mobile medicare unit led by a doctor and a nurse ensures quality healthcare in six villages. ACF was also part of the pulse polio campaign in UNICEF and CHC, Dadri, encouraging people to take their children to nearby centres for polio drops. As part of its infrastructure support, ACF has been promoting low cost toilets to end the practice of open-defecation. ACF also helped install community hand pumps in collaboration with the panchayats of Bisahara, Khatana and Piyawali villages.

## HIV & AIDS Prevention Programme

Dadri is situated in the industrial belt close to the NCR region. The area sees a lot of internal migration of workers and labourers. The incidence of HIV and AIDS is high among this migrant group, and is a key health issue in the area. ACF has been working to raise awareness on HIV and AIDS with truck drivers, ACL staff, VKC students SHGs and the community. We organized a red ribbon drive on World AIDS Day; we also conducted puppet and magic shows to raise awareness among the community.



Capacity building of VHSC members

## Supporting Education

ACF works to promote quality education in 15 government primary schools and four government middle schools in six villages, reaching out to 3235 children.

The school education programme is run in government primary schools by 12 trained *balmitras*. They conduct morning assembly with activities like prayer and physical training; take sessions on moral values; and monitor the health and hygiene of the children. They are a constant support to the children to understand concepts in languages and mathematics. Our latest initiative has been to implement a language development programme to improve the language skills of students.

The *balmitras* first conduct a pre-test to assess the knowledge of the child. After the test, various teaching methods like pictorial letters, flash cards and shabad cards are used to enhance speaking ability.

Regular training programmes are conducted for school management committees (SMCs), *balmitras*, middle and primary school teachers and anganwadi workers on subjects like school leadership, TLM,



classroom teaching and basic concepts in language and mathematics. Students were given exposure through outdoor trips; celebrations were held on Children's Day and Teachers' Day in all the 19 schools.

These events were conducted in collaboration with the government officials and all the teachers of the 19 schools. To improve the teaching-learning environment, ACF provided teaching-learning materials from Bodh Shiksha Samiti, Jaipur, to students; painted BALA features (wall paintings) on the walls of 15 government schools; and offered cotton mattresses and wooden stools as part of school infrastructure in all 19 government schools.

The main purpose of the VKC is to enhance the professional and personal skills of the rural youth and to serve as a resource and information centre.

ACF runs three VKCs in Bisahara, Khatana and Deri Muchha (Dhoom-Manikpur) villages, reaching out to more than 430 students. The VKCs help them in developing and upgrading their computer knowledge, learning spoken English, and accessing books, the Internet, newspapers as well as information about the latest vacancies and courses.

It has had a positive impact on many lives, with students reporting that their social recognition has increased through these personality development courses

## Women's Empowerment

ACF works with 26 SHGs at Dadri and supports them through regular capacity building programmes. This year, three SHGs were linked with the Swarnjayanti Gram Swarajgar Yojana (SGSY) and received loan of ₹6.5 lakhs for their entrepreneurial activities.

ACF initiated an adult literacy centre at Dhoom-Manikpur village, which has motivated women to study. They empower themselves by learning the basics of reading and writing.

## Rural Infrastructure

Two link roads were constructed in two villages in February. Both of them were laid with high volume fly ash concrete. Construction of a similar road is under progress at Bisahara village.



## Writing A New Future

Meet Shashi from Dhoom-Manikpur village, Dadri. This spirited 43 year-old mother of five quickly finishes her household chores and rushes out for her afternoon classes. Shashi attends the Adult Literacy Centre run by Ambuja Cement Foundation in her village. Each class takes her closer to her dream of being an "educated" woman.

A year ago, Shashi could neither read nor write. Having never been to school, navigating the largely literate world around her was difficult. Even though she was a member of the SHG formed by ACF, she had to depend on her children to manage the accounts. In Shashi's words, "I was a member of an SHG, but could not even read the bus number. I wanted to strive for independence, but my illiteracy was a major hindrance. My other group members felt the same. The opening of the Adult Literacy Centre was the best thing for us. ACF provided us with the teachers and we managed to get a classroom."

At the beginning, the women were mocked by others. No one saw the relevance of reading and writing to a group of tradition-bound village women. The women took up the challenge and became even more determined to study. Today, 20 women are enrolled at the centre and are taught by a local teacher. The step towards literacy has boosted their confidence.

"I don't have to ask others for bus numbers anymore. It is a thrilling experience," says Shashi. Letter by simple letter, these women have emerged as true pioneers of education for others in their village.





## OUR FOOTPRINT

# WEST BENGAL

### Overview

*The agriculture-dependent economy of Farakka has received a boost through the adoption of the SRI method of farming. ACF works with farmers in various blocks of Farakka on improved methods of rice cultivation, to increase productivity and profit. The SEDI at Farakka bridges the skill and knowledge gap among the youth, providing them with skill-based training for a better livelihood. For more details on SEDI, kindly refer to page 92. ACF also collaborates with local social organisations to engage meaningfully with the youths. Cultural activities, art competitions and sports are organised for students and young adults; blood donation camps managed by youth volunteers catalyse the youth to act as change agents. In Sankrail, our HIV and AIDS Programme has been making positive inroads in addressing the issue amongst high-risk groups like truckers, cleaners and migrant workers.*

## FARAKKA

### Agro-based Livelihood

When ACF first started its intervention in Farakka, most of its farmers were growing rice through the traditional method. They had little exposure to newer farming technologies or access to training. ACF introduced the Systematic Rice Intensification (SRI) method in the Farakka, Sagardighi and Murshidabad-Jiaganj blocks of the district. Four hundred farmers took up cultivation on 451 acres of land. Over a period of three years, they reaped an increase in yield from 17 quintals of paddy per acre to 27 quintals per acre.

ACF supports farmers with regular training and exposure visits for effective implementation of this process. The SRI method of cultivation has now been adopted by more than 600 farmers. The farmers also grow crops like mustard, wheat, lentil and grass pea for domestic and commercial use. As part of our horticulture promotion, 4191 mango saplings were planted by 336 beneficiaries in three villages. Regular animal health camps and awareness sessions were also organised in the region to help the farmers take care of their livestock. Farakka has an abundance of

water resources and hence ACF has been supporting farmers to take up fish farming as an alternative source of income. Farmers have been trained in pond cleanliness, fish rearing and other relevant technology. This is a small initiative, but the results have been encouraging.

### Comprehensive Healthcare

ACF in Farakka focuses on various aspects of healthcare. Since open-defecation is a common practice, ACF motivated people in five villages to build low cost toilets. Three hundred families took up the initiative with support from ACF. Sessions were held on safe drinking water, and the installation of 23 hand pumps benefitted 1000 families. Safe motherhood is another important focus area. Awareness programmes are held on mother and child care, immunisation, nutrition and sanitation. Kitchen gardens are promoted to ensure that families have access to nutritious food.

We also support the national Pulse Polio Eradication Programme; our work has been appreciated by WHO. The healthcare activities include medical and eye camps for the community, and awareness camps on HIV and AIDS.



**Street plays are an important communication tool to reach out to communities on the issue of HIV and AIDS**





## Supporting Education

ACF runs non-formal education (NFE) centres for school dropouts in six villages, where 46 children between the ages of six and 14 were enrolled during the year.

The NFE centres have generated interest among the children. They empower the kids with literacy skills that enable them to enter the formal school system. ACF's work is supported by the VECs, through which land was donated by the community to construct four permanent structures for NFE children.

## Women's Empowerment

ACF supports 25 SHGs with a membership of 311 women. Internal loans have been taken mainly for reasons like marriage, house construction or education; many women are now seeking loans for paddy cultivation and other small business ventures.

ACF supported this trend with capacity building workshops on income-generation activities. A six-month refresher course on tailoring was conducted for 24 trained members to equip them with new techniques and better market linkages. All of them are now involved part time in the tailoring business, earning ₹ 2000-3000 per month.

Three exposure visits were organised for 50 SHG members to understand about the livestock business, handicrafts and kitchen gardens. Regular training was also held on SHG management skills. SHG members were also involved in health camps, the pulse polio campaign, and generating awareness on sanitation and safe drinking water in their communities.

## Infrastructure Development

ACF supports rural communities around the Company with need-based infrastructure. Our activities included building roads; providing furniture and electricity to schools; building community centres; and deepening ponds for water conservation, implemented in participation with local communities.

ACF has also constructed an office building and guardroom for the Block Office.

## SANKRAIL

### Agro-based Livelihood

System of Rice Intensification (SRI) methodology has helped farmers increase production and profit. The SRI project has benefitted more than 1200 farmers. ACF supports nine farmer clubs in Sankrail with focus on institutional building. These clubs link with the KVK and the Block Livestock Department, which assist them in agriculture and allied activities.

Members of farmer clubs are also involved in village development activities. They undergo training on topics like pest management, fish culture, SRI and organic farming organised by ACF. To promote pisciculture as an alternative source of livelihood, farmers have been trained on pond management, feed management and other aspects of fish rearing. To date, 126 farmers have taken up this activity to supplement their income.

### Comprehensive Healthcare

Our health-related activities in Sankrail include organising medical camps that offer basic health services to the rural community. In 2012, we organised 137 health camps; 31 paediatric camps; and five eye check-up camps. ACF also conducts blood donation camps and collaborates with the public health system in the implementation of the National Pulse Polio Programme; the programme reached out to over 25000 children during the year.

Maternal health has so far been neglected in Sankrail due to poverty and lack of correct information. To address this challenge, ACF conducts regular gynaecological camps that include medical consultation and awareness sessions on safe motherhood. In 2012, 39 camps benefiting 819 women were organised.

### HIV and AIDS Prevention Programme

ACF addresses the issue of HIV and AIDS among high-risk groups of truckers and migrant workers in the region in collaboration with Apollo Tyres Foundation and the West Bengal State AIDS Prevention and Control Society (WBSAP&CS).





The programme includes condom promotion, counselling and referral services. Issue-based interaction has been introduced at the project sites with flash cards and STI flip charts and has elicited very good response from the target audience. This activity is led by 39 trained peer educators. ACF also supported 100 children of PLWH with study material to enable them to continue their education in school.

## Supporting Education

ACF has established NFE centres in Sankrail that provide education to out-of-school children. Established near the Sankrail railway station, the students are mainly those who are employed in small shops around the station. The curriculum at the NFE centres is designed to be taught in an interactive and fun-filled manner. Drawing and dance classes provide these young children with scope for creativity. ACF also promotes adult literacy among SHG women in collaboration with the State Resource Centre for Adult Education, West Bengal. Currently, ACF runs seven centres with 83 women; the intervention has enabled them to improve their reading, writing and book keeping skills.

## Women's Empowerment

ACF works with 392 members in 43 SHGs. Women are involved in small scale activities like making incense, cultivating mushrooms and selling fish. They also participate in capacity building programmes and training to improve their business ventures.

## Infrastructure Development

Developing the infrastructure at schools in the villages around Sankrail was one of the major activities during the year. It included construction of boundary walls, classroom renovation, provision of benches for classrooms, and school walls painting by ACL volunteers.

In the villages, ACF helped construct access pathways to unconnected inhabitants; installed six deep tube wells for drinking water and put up 19 solar lamps at strategic points. ACF also supported the construction of four *ashralayas* (low cost homes) and renovated the Jhorehat Cricket Playground.



## Against all odds

Raghunath Mata from Kalinagar village of Ulluberia block in Howrah district is a paddy farmer. Like many others in his village, he realised that profits from cultivating paddy were steadily decreasing. He had to fend for his wife and young sons. Raghunath's case was all the more challenging because he was visually impaired.

When ACF conducted a needs assessment in 2008 in Howrah district, better farm practices emerged as a dire need. To address this issue, ACF selected the SRI method of growing paddy. Extensive demonstrations and training sessions were conducted in the community to promote the method.

At first Raghunath, like many others, was sceptical. But he still decided to try out the SRI method of farming on less than 4 acres of land, along with the others. They received inputs on preparation of organic manures, bio-pesticides and vermin compost. He began to use fewer chemical pesticides and fertilizers, bringing down costs considerably. He also went on exposure visits to other farms, and applied the lessons learnt to his own plot. The results were very positive. The programme which began with 4 acres of land and 10 farmers in 2008 has now spread to 44 villages and covers more than 1500 acres. SRI has demonstrated a 43.3% increase in yield. The farmers' collective income has increased from ₹ 18963 to ₹ 42258 per hectare. Today, Raghunath vouches for the effectiveness of this method of cultivation. With less chemical input, the quality of the soil has improved considerably; his costs are down, and the yield better. As for his family, it has brought them hope for a self-sufficient future.



## OUR FOOTPRINT

# SKILL AND ENTREPRENEURSHIP DEVELOPMENT INSTITUTES

### Overview

*The Skill and Entrepreneurship Development Institute (SEDI) provides vocational training to youth across 16 locations. The institute has successfully trained more than 11000 students over the past six years, with a placement rate of above 75%. Most of these youths are from the rural areas, marginally educated and with few skills. Through intense short-term courses in more than 45 different skill-based trades, these young girls and boys have now found alternative sources of livelihood to lead financially independent lives.*

*ACF-run SEDIs are situated across the country, mostly promoted by ACF, or sometimes in collaboration with local banks and other organisations; each offers courses that address the specific needs and demands of the respective location. SEDIs in various locations are established according to the needs of the community and the market demand. Every SEDI has now been identified as a step towards gainful employment. Life skills and functional English were introduced in 2012. Basic computer training is also a part of the curriculum for all the courses today, since the skill is in high demand.*

## CHHATTISGARH, BHATAPARA

SEDI-Bhatapara has impacted the lives of youth since August 2010. Despite their proximity to the industrial belts of Raipur and Bilaspur, youth from the villages around Bhatapara were at a disadvantage. Lack of technical skills hampered their chances of earning wages or self-employment. This trend is now changing with the establishment of the SEDI.

The Government of Chhattisgarh recognised the work done by SEDI in 2012; SEDI-Bhatapara was recognised as a Vocational Training Provider (VTP). SEDI-Bhatapara offers courses in Beautician Training, Computer Hardware & Networking, Electrician Training, Carpentry, Masonry, and Gardening. SEDI-Bhatapara also runs a special driving academy called the "Ambuja Driving Excellence Academy", which has been set up in partnership with Tata Motors. This is situated close to Balodabazar, and is approved by the RTO. SEDI-Chhattisgarh is the only institute to receive

a license to operate a driving school for HMs and LMs. The SEDI also has a networking programme with the Department of Labour, Government of Chhattisgarh, for courses like Masonry, Carpentry, Electrical Training and Welding among others.

Over 80 students have been trained in various skills under the Civic Action Programme with assistance from the CRPF. All the students at SEDI-Bhatapara receive a Mukhyamantri Kaushal Vikas Yojana certificate, which is recognised by the Government of Chhattisgarh.

## GUJARAT, KODINAR

The coastal belt of Saurashtra is home to various kinds of industries, generating a huge demand for trained and skilled personnel. ACF's Skill and Entrepreneurship Development Institute was established here in January 2011 to provide rural youth with training and employment opportunities.



**ACF-run SEDIs are building skills and capacities of rural youth and transforming the economy.**





SEDI-Kodinar offers short term courses in Basic Industrial Electrical and House Wiring; Nursing Assistance; Computer Hardware and Networking; Welding; Security Guard Training; and Housekeeping.

In 2011-12, SEDI-Kodinar introduced the Nursing Assistance course for the local community. However, most parents were not comfortable about sending their daughters outside the village. Before commencing the course, SEDI counselled the parents about the need to secure their children's future. So far, over 100 students have completed the course. Today, a girl who used be confined to her home earns more than Rs 5000/- and supports herself and her family. The plan for 2013 is to introduce this course for male students too. This institute has been recognised as an assessment centre for the nursing trade by the Regional Director of Employment and Training (RDET), Mumbai. The popularity of the SEDI is evident from the waiting list for the Industrial Electrician and Nursing courses.

SEDI-Kodinar is the only VTP for nursing course. The ACL Hospital supports the Nursing course by providing space for practical sessions. The institute gives MES certification to successful trainees.

## GUJARAT, GANDHINAGAR

SEDI-Gandhinagar was established in April 2012 in collaboration with Sadvichar Parivar, a trust working with physically handicapped children over the past three decades. Their campus at Uvarsad village was renovated according to our needs and now hosts the SEDI. Before its establishment, SEDI had conducted a baseline survey which revealed a great demand for courses like Mobile Phone Repair; Home Appliance Repair; House Wiring and Plumbing; Industrial Security; Nursing Assistance; and Masonry and Plastering. These subjects have been included in the courses offered at the Institute, about to commence in the year 2013.



Nursing trainees at SEDI Kodinar



## GUJARAT, SURAT

ACF began training in Stitching in collaboration with ATDC in Gabheni, Surat. Most of the women in the region were involved in the illicit liquor business. After being trained at SEDI, many women are opting out of this trade. After 45 days of training, the women are able to earn between Rs 5000/- to Rs 6500/-. So far, 132 women have been trained and 108 have been placed in various industries around Surat. ACF hopes that more women join the institute and become agents of change in their community.

## HIMACHAL PRADESH, DARLAGHAT

The Institute for Skill and Education Development (ISED), a joint initiative of ACF and Punjab National Bank, is co-sponsored by NABARD. All training programmes at ISED are supported by NABARD. We are also supported by SIDBI, as a training partner. The institute will soon be affiliated with NCVT. ISED offers courses in engineering trades like Automobile, Plumbing, Electrician, Mobile Phone Repair and Computer Hardware. Non-engineering trades like Hosiery; Beauty Culture and Hair Dressing; Cutting and Tailoring; and Embroidery are also offered. The Institute also facilitates loans from banks for the students' entrepreneurship ventures.

In 2012, along with other courses, the institute introduced Knitting Training, especially for housewives. Today, almost all the 423 trained participants have begun their knitting business and earn a minimum of Rs 100/- per day. This business provides them with a part time income while taking care of their household chores.

The Automobile Training programme at ISED-Darlaghat has developed innovative methods to encourage the trainees to take up washing and repair of cars within the community. This ensures that the participants earn while they learn, and also provides the community with a ready service.

## MADHYA PRADESH, CHHINDWARA

The objective of establishing SEDI in Amarwara in the Chhindwara district of Madhya Pradesh was to promote placement-linked vocational training among the youth in order to transform their lives. Established in July 2010, it has been able to facilitate the entry of



Women trainees at the ATDC centre

### New Directions

Ramilaben\* from Budiya village near Surat was among the many women fighting off poverty through the liquor trade. Brewing liquor in Gujarat is illegal, but highly lucrative. Ramilaben had decided to brew liquor at home, till such time as she earned enough money. The reality, however, was different. Her children soon became victim to addiction. There was the constant threat of raids from the police. She found the whole activity humiliating and disrespectful.

Ramilaben realised that other women in her village too wanted to give up this business, and seek an alternative livelihood. The opportunity came when ACF began initiating training for women in various income generating activities. ACF collaborated with ATDC to train women in stitching garments as an alternate livelihood. Awareness sessions were held in the community on the ill effects of alcohol to attract more women.

Ramilaben and many others immediately left the liquor trade to learn stitching at ATDC. After their training they were placed with different garment companies; some began their own business. This livelihood option is now gaining ground in the community, with women like Ramilaben advocating its benefits. The change is evident in her eyes. She now has a bank account with regular savings. For Ramilaben however, the respect gained and the dignity of labour are priceless.

\*name changed to protect identity



a skilled workforce into industry, and promote a healthy employment rate in the rural areas. SEDI-Chhindwara offers courses like Masonry; Tally; Basic Electrical and House Wiring; Call Centre Management; Industrial Security; Motor Rewinding; and Smart Operator Basics.

The Sewing Machine Operation course run in partnership with ATDC is extremely popular amongst girls. After their training, the girls are employed in reputed companies. After several rounds of discussion and counselling, they have agreed to work outside MP in places like Bengaluru, Pune and Gurgaon. The programme, supported by the District Urban Development Authority, is paving the way to empower girls in the region.

Another popular course held here is the Industrial Security Guard Training that was introduced in 2011. This course has brought about a positive change in many families in Chhindwara. To date, more than 250 students have been trained and placed in various industries.

## MAHARASHTRA, CHANDRAPUR

The Ambuja Industrial Training Centre, established in 2008, was the first ACF institute to start vocational education according to the ITI model. It is affiliated to the National and State Councils of Vocational Training (NCVT and SCVT) and is recognised as a Vocational Training Provider (VTP) by the Director General of Employment and Training, Mumbai. SEDI-Chandrapur offers courses like Fitter, Electrician, Welder and Electrical Assistant.

These courses range from six months to two years' duration. In 2012, short duration courses like Computer Hardware and Networking; Tally and DTP; Photoshop and CorelDraw; and Mobile Phone Repair were also promoted. Trainees also underwent regular Entrepreneurship Development sessions, taken by the District Industrial Centre, Chandrapur; along with sessions on Safety, HIV and AIDS, and Personality Development.

In a unique collaboration with the Gram Panchayat, youths were trained in Masonry at Bhendvi. This project was supported by DRDA. Larsen & Toubro provided Safety Training at the construction site. Larsen & Toubro also ensured 100% placement for the trained masons. This programme has been extremely successful in giving direction to several youths in Bhendvi, Chandrapur, towards a secure future.



## MAHARASHTRA, PANVEL

SEDI-Panvel was established in September 2009. This centre offers courses suitable for the industrial and service sectors. SEDI-Panvel offers short term courses like Mobile Phone Repair; Beauty Culture; Tally; IT; Computer Hardware and Networking; Troubleshooting and Fundamentals; and Retailing.

The courses like beautician and computer hardware are amongst the most popular courses in this Institutes. The job opportunities for beautician trainees is high due to the adjoining suburbs of Mumbai. Courses like retail management and IT were found to have good market potential, and these courses have been introduced in 2013.

## PUNJAB, ITI - ANANDPUR SAHIB

ACL was identified as the industry partner by the Government of Punjab to manage the ITI at Anandpur Sahib, after the Government of India launched a scheme to upgrade ITIs through a PPP model. The ITI which has been operating in small, rented premises since 1975 is today successfully managed in a large, renovated building with staff quarters and hostel facilities by ACL, with state support.



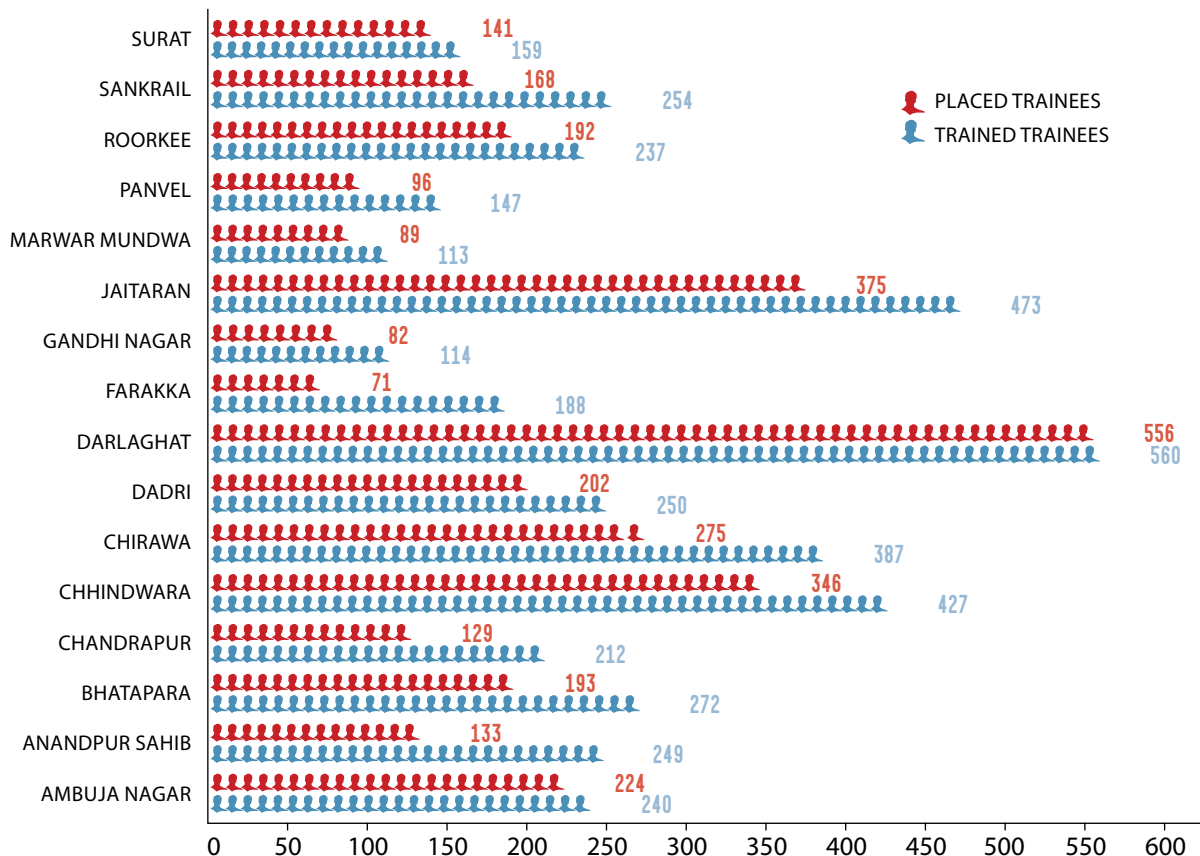


## Securing a Future

The Security Guard course at Chhindwara, Madhya Pradesh, has changed the life of numerous youngsters in the area. Akhilesh Vishwakarma belonged to a 10-member family. His father, a farmer, was the only earning member. Akhilesh used to help his father in the field, but the income was never sufficient for the family. Akhilesh knew that after completing his 12th standard he would have to start earning to sustain his family.

That was the time when SEDI was introduced at Chhindwara, Madhya Pradesh, in his village. The Industrial Security Management course caught Akhilesh's attention. He gathered more information about the course from the teachers and decided to join the programme. He was a regular and hard working student. His hard work paid off; immediately after completing the course, he was placed at the Abhijeet Power Plant in BIS at a salary of ₹ 7200/- per month. Thereafter, he joined Adani Wilmar Limited, Chhindwara, as a Security Supervisor and now earns ₹ 10000/- per month. The Security Guard course has transformed not only Akhilesh's life, but that of his family as well.

### SEDI'S LOCATION-WISE ACHIEVEMENT IN 2012-13





An Institute Management Committee was formed along with four other industrial/government partners. The ITI offers various courses like Computer Operator and Programming Assistant (COPA); Plumbing; Painting; Electrician; Fashion Technology; Diesel Mechanic; Cutting and Sewing; Embroidery and Needle Work; Teacher Training; and Stenography.

## RAJASTHAN, JAITARAN

SEDI-Jaitaran was established in 2006 as a joint initiative between ACF and State Bank of Bikaner & Jaipur (SBBJ). SEDI-Jaitaran has come a long way and was adjudged the third best institute in the country for the year 2011-12 at the national meet of RSETI stakeholders for recognition of best performers, organised by the Ministry of Rural Development. Subsequently, the Principal of SEDI was also adjudged as one of the Best Principals. The SEDI provides training in a number of courses for students at Pali, Jodhpur and Bikaner. Since residential facilities are provided, students from other districts also enrol for training in large numbers. Most of the programmes are sponsored by NABARD, the Rajasthan Livelihood Mission and other agencies. SEDI-Jaitaran offers courses like Electrical Repair; Mobile Phone Repair; Driving and Mechanics; Motor

Rewinding; Housekeeping; Cooking; Waiter cum Caterer; Sheet Metal Work; Computer Hardware, Networking and Assembling; Beauty Culture; Videography and Photography; Front Desk Assistance; Artificial Jewellery Making; Masonry; and Office Assistance.

## RAJASTHAN, CHIRAWA

SEDI-Chirawa is situated in the Chirawa block of Jhunjhunu district in Rajasthan. The Chirawa block is surrounded by cities like Jaipur, Delhi and Gurgaon, and the industrial areas of Bhiwadi, Pili (BITS), Rewari and Nimarana. There is a huge potential for employment opportunities for students. SEDI-Chirawa was established in August, 2010 in response to the community's needs and market demand, and offers courses like Mobile Phone Repair; Cutting and Tailoring; Electrical and Electronic Home Appliance Repair; Smart Operator Basics (ATDC); and Computer Hardware and Networking. In 2012, the Diesel Mechanic course was introduced in partnership with dealers of Ashok Leyland and TATA Motors, who offered their premises for practical training. The students are also given on-the-job training.



**Students training in Computers and Hardware Maintenance**



## UTTARAKHAND, ROORKEE

SEDI-Roorkee was established in December 2010 near the Bhagwanpur Industrial Area. The institute received excellent response from the community and its Welding course is extremely popular due to the high demand for welders. Numerous workers and alumni visit the centre to offer refresher courses. Short-term courses like Welding; Driving; Mobile Phone Repair; and Basic Electrical and House Wiring are offered here.

## UTTAR PRADESH, DADRI

SEDI-Dadri, established in 2010, is located at Dairy Machha village near the ACL plant. The institute's proximity to Ghaziabad, Noida, Greater Noida and Delhi, provides trained students with better employment opportunities. SEDI-Dadri offers courses like Mobile Phone Repair; Beauty Culture; Tally; Videography and Photography; Computer Hardware and Networking; and Hospitality. The course in Hotel Management: Food and Beverage Service is extremely popular and is supported by The Taj Group of Hotels, with trainees given on-the-job training at the Taj Mahal Hotel in Delhi.

## WEST BENGAL, FARAKKA

SEDI-Farakka was established at Kendua village in the Farakka block of Murshidabad district in October, 2009. It offers various short duration training programmes ranging from three to six months, in collaboration with WBMDFC, Block Development Office, DIC - Berhampur, and ITI - Malda and Berhampur. SEDI-Farakka offers courses like Masonry; Driving; Computer Fundamentals and Hardware; Basic Electrical and House Wiring; Mobile Phone Repair; and Tailoring.

## WEST BENGAL, SANKRAIL

SEDI-Sankrail was established in August 2010 and offers short-term courses like Mobile Phone Repair; Beauty Culture; Computer Hardware and Networking; and Retailing. The SEDI has been recognised as a VTP by the Regional Director of Education and Training, Kolkata. Proximity to the city has helped students in courses like Retail and IT find placement at agencies like Food Bazaar and Pantaloons. Youth, earlier involved in low-paying zari work, today earning upto ₹ 7000- per month after training in new trades at SEDI.



### Giving Wings To Dreams

"I will be a store manager of a Pantaloon store and my income will be ₹ 50,000 per month within the next 5 years! I want to make a comfortable home for my parents and prove that a girl is not a burden but an asset for her parents," says Shampa Das from Sankrail, Howrah district.

The Retail Management course at SEDI gave wings to Shampa's dreams. Shampa wished to pursue graduation and also acquire skills to support her aging father. Shampa's parents, though, never expected their daughter to support them. They felt that it was their responsibility to get her married. Shampa however had other plans.

She got in touch with SEDI and expressed her desire to learn computer basics. During her counselling session, she learnt about the Retail Management course and its benefits. She enrolled for it immediately. Along with the course, she was also trained in soft skills and basic computers. After on-the-job training at Pantaloons, she was offered a job in the company. Her income of ₹ 6500/- per month was a big boost to her family. Her parents are today very proud of their daughter. As for Shampa, she is now dreaming big and wants to develop her career further in this field.

To date, SEDI-Sankrail has trained 44 students in this course and placed 33 of them.







# OUR ACHIEVEMENTS

ENERGISE INVOLVE ENABLE





## OUR ACHIEVEMENTS

### Activity-wise Key Performance Indicators 2012-13

Sr. No	Location	Unit	Andhra Pradesh		Chhatisgarh		Gujarat		Himachal Pradesh	
			During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date
<b>1A</b>	<b>Water Resources Management and Drinking Water Projects</b>									
	a. Checkdam construction / Renovation	No	0	0		8	6	183	7	10
	b. Dykes construction	No	0	0			0	0	0	0
	c. Well Recharging / Percolation well	No	0	0			2	1058	0	0
	d. Ponds Construction / Renovation	No	0	0	4	28	6	122	2	7
	e. Link Channels / Canals construction	Km	0	0		1	0	70.4	0.4	1.7
	f. Water Storage Tank / Farm Ponds	No	0	1			0	732	3	73
	g. Khadine Bund	No					0	0	0	0
<b>B</b>	<b>Drinking Water Projects</b>									
	a. RRWHS Construction	No			1	1	124	2942	16	62
	b. Drinking water wells / Bore wells / Renovation of Saline Wells / Bouris	No	4	5	8	102	5	89	3	19
	c. Overhead / Cistern Tank construction/underground sump	No	8	46			0	21	2	2
	d. Community Based Drinking Water Project	No	1	8	1	2	2	29	0	0
<b>C</b>	<b>Soil and Water Conservation</b>									
	a. Area Treated ( Gully Control / Gabion / loose boulder structure / weir crates / Khadine	Ha	0	0		635	0	11876	45	8488
<b>2A</b>	<b>Agriculture Development</b>									
	a. Micro Irrigation system, Drip and Sprinklers	Acre	0	0	5	5	1156.16	5222	0	1
	b. Bee Keeping		0	0			0	0	0	0
	No of units	No					0	0	0	0
	Yield from bee keeping	Kg.					0	0	0	0
	No of families						0	0	0	0
	c. Organic Farming	Acre	0	0			0	0	0	0
	d. Training & Exposure visits	No	1	198	16	95	92	518	4	133
	Farmers trained	No	75	2753	330	2244	3150	24256	80	2478
	e. Vermi / NADEP Composting	No	0	30			0	172	2	190
	f. Mushroom Cultivation	Farmers	0	0			0	0	36	60
	g. Aquaculture	No	0	0			0	0	0	0
	h. Area under SRI cultivation	Acre	0	0	150	704	0	0	0	0
	No of farmers	No.			150	749	0	0	8	12
	i. Seed Production programme	Acre	0	0			0	0	0	0
	j. Better Cotton Initiative - Area covered	Acre	743	1830			624	1359	0	0
	- Farmers covered	No	537	1521			498	1518	0	0
<b>B</b>	<b>Farm Forestry and Afforestation</b>									
	a. Horticulture Plantation	Acre	0	0			704.65	6966	32	341
	No of plants	nos	0	0			38019	510125	9931	24088
	b. Agro-Farm Forestry	Acre	0	0			270.47	4739	16	625
	c Afforestation	Acre	0	0			17.77	18	5	193
	d. Avenue plantation / Roadside plantation	Km	0	0			0	3	2	2





## Activity-wise Key Performance Indicators 2012-13

Madhya Pradesh		Maharashtra		Punjab		Rajasthan		Uttarakhand		Uttar Pradesh		West Bengal		Total	
During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	As on 31 Mar, 2013
		3	86	0	0	2	20	1	1			0	0	19	308
		0	0	0	0	2	20					0	0	2	20
		0	0	0	2	35	92					0	2	37	1154
		1	18	1	8	37	538					1	8	52	729
		0.0	0.0	0	0	0	12					0	0	0.38	85
		1	809	0	0	108	631					0	0	112	2246
		0	0	0	0	2	16					0	0	2	16
		0	54	0	0	124	822					0	0	265	3881
		4	49	0	1	2	8					29	144	55	417
		0	0	0	3	0	2					0	1	10	75
		0	0	0	6	0	0					0	0	4	45
				10	10	168.056	489.056					0	0	222.856	21498
		24	228	0	4	156.42	652.67	0	17.5	6.5	10.5	0	16	1348.08	6158
		0	0	0	0	0	0					0	0	0	0
		0	0	0	0	0	0	0	438			0	0	0	438
		0	0	0	0	0	0	7000	94510			0	0	7000	94510
		0	0	0	0	0	0	46	46			0	0	46	46
		0	0	264	589	0	0	150	150			0	3.268	414.3	743
		1	77	67	386	51	365	12	176	5	56	93	526	342	2530
		30	932	1255	5268	1741	13593	334	3318	260	1655	2182	21761	9437	78258
		0	339	50	345	0	544	42	416			4	62	98	2098
		0	0	0	0	0	0					0	0	36	60
		0	0	0	0	0	0					39	165	39	165
		0	0	0	0	0	0	50	105			1086.9	2723.9	1286.9	3533
		0	0	0	0	0	0	37	92			1960	3875	2155	4728
		0	0	25	32	1687.50	4220.80					0	0.33	1712.5	4253
		1586	2793	2602	3585	2172	3396					0	0	7727	12963
		758	1241	873	1783	543	1053					0	0	3209	7116
		0	0	9	64	66	631	0	35	2.32	13.68	93	530	906.27	8580
		0	0	920	8920	12909	83534	0	492	980	3275	4191	23876	66950	654310
		0	0	66	2430	0	0	42	89			0	0	394.15	7883
		0	0	0	0	0	0			4.6	23.96	0	0	27.37	235
		1	1	2	2	13.50	119.50					0.5	0.5	18.5	128



## Activity-wise Key Performance Indicators 2012-13

Sr. No	Location	Unit	Andhra Pradesh		Chhatisgarh		Gujarat		Himachal Pradesh	
			During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date
<b>3</b>	<b>Animal Husbandry Programme</b>									
	a. Cattle Health Camps	No	0	93	14	91	19	233	10	96
	Cattles Treated	No	0	27,825	1154	36,759	6822	136968	214	11134
	Cattle Immunised	No			2244	2,244	910	5576	533	3151
	b. Fodder Demonstrations	Acre	0	0		21	77	2278	1	256
	c. Artificial Insemination	No	0	6		1231	12116	49174	524	943
	d. Integrated cattle feeding system	No	0	0			0	0	0	50
	e. Dairy co-operatives formed	No	0	0			0	0	0	0
	f. Pashu Swastha Sevika (PSS) / paravets	No	0	0			23	23	23	23
	g. No of families benefited by AH programme		0	947	398	4142	997	3502	524	12402
<b>4</b>	<b>Non Conventional Energy</b>									
	a. Biogas Plants	No	0	0	10	142	0	530	4	22
	b. Smokeless Chullahs	No	0	5			0	1165	31	234
<b>5</b>	<b>Education Development</b>									
	a. Non Formal Education Centre	No	0	0			1	1	20	20
	Children enrolled / mainstreamed	No	0	0			20	122	312	661
	b. School / Anganwadi (Balwadi) Support Programme	No	0	6	26	26	20	30	0	0
	c. Balmitras trained	No	0	0			0	0	25	27
	d. Government Teachers Training & Workshops	No	0	0	1	2	2	5	6	12
	e. Construction and Repairing of School Building	No	0	0		1	0	11	4	7
	f. Teaching Learning Resource support to schools	No	0	5			0	0	0	0
	g. Scholarship for Higher Studies / Support to Needy Students	No	0	0		40	36	171	0	3
	h. Village / School Library	No	0	0		3	0	1	0	31/8
	i. Village Knowledge Centre / Computer education	No	0	1	1/4	1/4	3	5	1	1
	j. Adolescent Education Programme	No	0	0			0	17	0	0
	k. Adult Education Centres		0	0			0	0	0	0
	l. Students training / exposure visits	No	0	0			27	194	12	35
	m. Co-curricular activities (Balmela, summer camps, sports events)	No	0	3			0	0	4	26
	n. Schools benefited	No	0	10	0	26	7	7	0	47
	o.No of students benefited under Education Development		500	1743	5417	5417	1412	9223	1699	4786
<b>6</b>	<b>Special Education- Ambuja Mano Vikas Kendra</b>									
	a.No of Children	No	0	0			0	0	0	0
	b. No of children covered under home based rehabilitation	No								
	c.No of special children / community benefited by physiotherapy centre	No								
<b>7</b>	<b>Health and sanitation Programme</b>									
	a. No of camps organised (include all general and speciality health camps)	No	0	73	29	307	46	358	52	407
	Patients benefited	No	0	5349	1340	20064	7510	47751	5893	62153



## Activity-wise Key Performance Indicators 2012-13

Madhya Pradesh		Maharashtra		Punjab		Rajasthan		Uttarakhand		Uttar Pradesh		West Bengal		Total	
During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	As on 31 Mar, 2013
		28	215	28	121	54	186	6	50	6	37	13	62	178	1184
		13202	67687	1140	8422	3688	125006	36	6,031	598	22422	2901	14732	29755	456986
		8222	41503	17	593	20903	28684	1784	12,731	0	14,102	0	0	34613	108584
		77	31377	0	6	70	1385					0	0	225	35323
		28	55	0	3	0	1854	0	70			0	0	12668	53336
		2	14	10	30			0	91			0	0	12	185
		0	8	1	7	1	2					0	0	2	17
		0	0	0	0	0	0					0	0	46	46
		712	5746	732	732	1053	21671			435	1435	366	2816	5217	53393
		0	29	30	136	116	413	0	30			0	0	160	1302
		0	606	0	0	0	646					0	0	31	2656
		1	5	3	5	3	3	2	9			2	8	32	51
		18	293	251	452	103	103	215	418			58	447	977	2496
		61	64	0	1	46	104	2	12	51	51	1	12	207	306
		35	35	0	0	0	78			12	12	0	0	72	152
		6	19	0	0	2	2	0	13	4	9	0	0	21	62
		3	5	0	0	5	5	1	3	0	22	10	45	23	99
		0	0	0	0	4	14			19	19	0	0	23	38
		0	0	24	78	273	280					86	365	419	937
		27	27	1/1	1/1	0/2	01/05	0	8	19	19	0	0	47/3	64/17
		9	9	1/5	1/5	1/1	1/5			3	3	0	0	19/10	22/14
		1	1	34	36	0	5					0	0	35	59
		0	0	4	4	0	0			1	1	0	7	5	12
		0	14	41275	41428	8	20	3/6	3/6	5	25	0	0	82755	83144
		36	63	0	1	6	6	1	1	1	4	1	4	49	108
		30	30	0	0	51	56			19	19	4	34	111	229
		4959	15471	251	452	9042	9562	215	1447	3235	5210	2150	21650	28880	74961
				20	178	0	0					0	0	20	178
				15	15										15
				70	258										258
		106	542	38	122	9	190	220	804	6	21	196	1168	702	3961
		4516	19608	2868	8045	662	83403	10868	37875	524	1274	29513	96833	63694	382355





## Activity-wise Key Performance Indicators 2012-13

Sr. No	Location	Unit	Andhra Pradesh		Chhatisgarh		Gujarat		Himachal Pradesh	
			During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date
	b. Villages benefited under mobile & weekly dispensary	No	0	0	10	22	22	22	68	68
	Patients treated	No	0	0	2567	9605	11674	322839	8303	26382
	c. Sakhis (Village Health Functionaries)	No	0	0	27	27	16	16	35	35
	d. Medical Supervision by Sakhis in Villages / Patients supported by Sakhis	No	0	0	13/2833	13/9489	12/2583	12/20357	38/2642	38/16455
	e. Khelwadi sessions conducted by Sakhis	No	0	0	441	1621	388	2503	818	4446
	f. Health intervention trainings done (include trainings of Sakhis / public health/community level)	No	0	0	11	31	33	111	8	37
	Participants in trainings	No	0	0	301	607	1273	9192	282	1588
	g. Construction of Toilet Blocks / Sulabh Sauchalaya / Soak Pits	No	0	0	50	862	581/0/66	3210/0/95	40/0/52	139/1/52
	h. Villages where Total Sanitation Campaign initiated	No	0	0		3	0	8	8	38
	i. No of Village Health Sanitation Committees activated	No	0	0	2	11	6	13	2	10
	j. No of drug addicts treated / referred	No	0	0			0	0	0	0
	No of families benefited		0	0			0	0	0	0
	k. No of IEC activities done to save girl child	No	0	0		1	0	0	0	0
<b>8A</b>	<b>HIV/AIDS Awareness Programme ( Community )</b>									
	a. Awareness session for CSWs / MSMs/ IDUs / Migrant workers	No	0	0	6	23	878	1214	0	14
	b. Condom Distribution	No	0	0	2000	8000	24510	112322	72000	191451
	c. Peer Educators	No	0	0		20	1	17	17	17
	d. Cases treated under STI clinics	No	0	0		2	135	269	1164	1164
	e. Identification / Formation of Network of HIV + ve Person	No	0	0			11	19	9	9
	f. One to One sessions	No	0	0			15124	30787	8180	8180
	g. No of health centres	No	0	0			0	1	0	0
	h. Number of voluntary HIV Testing conducted	No							1299	3049
	i. No of people benefited	No	0	0	2850	10850	11471	12126	10733	21984
<b>B</b>	<b>Workplace Programme</b>									
	a. Awareness session for Staff / Families / contract staff / laboures / Truckers / Students / Rural community	No	0	0	1	4	656	903	657	907
	b. Master Trainers / peer educators		0	0	20	20	31	39	51	59
	c. Peer Educators Training Programme	No	0	0	1	3	8	13	9	16
	d. Street Play/One to one sessions	No	0	0			1	21	1	21
	e. Doctors CME ( Continous Medical Education) W/for Doctors	No	0	0			15	15	15	15
	f. People benefitted from HIV Testing	No	0	0			46	46	46	46
	g. No of people benefited	no	0	0	200	450	34479	34479	2950	2950
<b>9</b>	<b>Skill and Entrepreneurship Development Programme</b>	<b>No</b>								
	a. No of institute		0	0	0	1	1	3	0	1
	b. No of batches / courses	No	0	0	15/4	28/8	27/7	40/10	30/13	97/13
	c. Entrepreneurs trained under SEDI / ITI	No	0	0	272	424	513	1887	560	1642
	d. No of trainees placed	No	0	0	193	314	447	1544	556	1499



## Activity-wise Key Performance Indicators 2012-13

Madhya Pradesh		Maharashtra		Punjab		Rajasthan		Uttarakhand		Uttar Pradesh		West Bengal		Total	
During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	As on 31 Mar, 2013
		31	34	0	0	15	30	1	10	6	6	0	17	162	209
		9508	173360	0	0	5902	38705	0	24732	4376	14064	667	9113	42997	618800
		153	153	10	10	28	28	14	14			0	0	283	283
		25/3065	25/45228	6/1486	11/10844	21/2760	21/17452	7/3139	7/16671			0	0	122/18508	127/136496
		648	3598	94	1078	390	2376	318	1356			0	0	3097	16978
		49	96	19	41	10	27	156	173	2	3	29	29	317	548
		975	1671	478	1199	219	925	175	593	25	41	735	735	4463	16551
		964/2/793	2237/6/793	130/0/0	435/2/9	270/2/54	290/2/408	100	606	50	328	251	1134	2436/4/965	9241/11/3573
		41	95	7	18	5	10	0	3			0	0	61	175
		0	55	4	17	17	38	0	4	2	3	0	0	42	151
		0	0	146	1038	0	0					0	0	146	1038
		0	0	146	10346	0	0					0	0	146	10346
		1	1	30	124	3	6					0	0	34	132
		23	160	662	2884	2	374	3561	6037			245	989	5377	11695
		1232	88765	1692183	3914819	6000	48930	76500	370730			18100	294920	1892525	5029937
		0	116	80	54	20	133	0	15			0	39	118	411
		67	12049	1265	11386	0	183	303	2536			1425	13920	4359	41509
		0	2	19/1	261/1	2	32	4	11			0	0	45/1	334/1
		152	152	32316	55746	850	7740	26075	51752			0	0	82697	154357
		0	0	10	10	0	0					0	2	10	13
														1299	3049
		2297	4657	2532	11817	2765	20450					30550	130324	63198	212208
		1	529	15	5314	2	141	9	295	2	36	11	176	1354	8305
		0	30	13	4	20	98	0	15			0	3	135	268
		0	3	0	4	1	10	11	24			0	0	30	73
		5	21	0	371	510	3079	2484	39481	2/96	480	1962	3228	40059	46702
		0	1	0	38	0	3					0	0	30	72
		52	839	0	0	0	233	2117	5889			2544	7567	4805	14620
		0	1576	500	1075	1489	13836			96	480	2287	9828	42001	64674
0	1	0	2	0	1	1	3	0	1	0	1	0	2	2	16
19/8	33/9	24/12	60/16	11/10	39/11	53/20	176/50	14/3	23/7	15/5	30/12	27/11	75/19	235/31	601/45
427	729	359	801	249	658	973	3572	237	343	250	545	442	1184	4282	11785
346	599	225	562	133	330	739	2730	192	281	202	419	239	587	3272	8865
			116		259		10		11				29		477



## Activity-wise Key Performance Indicators 2012-13

Sr. No	Location	Unit	Andhra Pradesh		Chhatisgarh		Gujarat		Himachal Pradesh	
			During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date
	e. No of trainees persuing (Continuation)				52	52	0	0		
<b>10</b>	<b>Women and Youth Development</b>									
	a. No of SHG formed		0	27		81	22	213	11	114
	No of members		0	405		984	393	2851	1312	1384
	b. Training & Exposure (women)	No	0	31	11	78	99	479	8	154
	No of participants	No		296	423	1487	2561	15673	172	2717
	c. Training & Exposure (Youth)		0	0			13	27	0	0
	No of participants	No	0	0			1354	2830	0	0
	d. No of Federations Formed	No	0	0			1	1	0	0
<b>11</b>	<b>Rural Infrastructure Development Programme</b>	<b>No</b>								
	a. Construction of Common Pathways / Village Roads	No / Mtrs	377.75	4190.75	1215	7266	12082	24503	2593	34411
	b. Street Light installation	No	39	141	53	548	0	1	10	156
	c. Drainage construction	Mtrs	0	3,195		1965	60	62	60	442
	d. Crematorium / Ghats construction/ Drinking water facilities	No	0	0		18	1	14	2	10
	e. Community Centre construction / School classroom	No	0	0		16	11	96	3	28
	f. Development of Play Grounds/Retaining wall	No / Mts	2	2	1	3	1	10	283	772
	g. Support for Social and Cultural Events	No	14	24		19	85	214	0	19
	h. Bus Shelters / compound walls	No	0	1		7	1	63	0	0
	i. House repairing	No	0	0			40	188	1	1
	j. Construction of culverts / bridge	No	1	1		3	1	7	1	4
	k. Low cost housing project	No	0	0			0	0	0	0
	l. Construction of new School	No	0	0			0	2	0	0
	m. No of villages covered	No		9	5	14	9	63	27	4591
<b>12</b>	<b>Gir Forest Conservation project</b>									
	a. Construction of Parapet wall around wells to protect wild animals	No	0	0			93	1081		
<b>13</b>	<b>Krishi Vigyan Kendra - Kodinar</b>	<b>No</b>								
	a. No of villages covered	No	0	0			40	241		
	b. No of farmers trained	No					4855	34481		
	c. No of technology transfered	No					18	61		
	d. No of technology tested	No					8	11		
<b>14</b>	<b>Over all coverage</b>	<b>No</b>								
	a.No of villages		2	13	14	14	76	332	16	150
	a.Approx No of People benefited		2300	27738	23726	23726	161196	742382	15482	68014





## Activity-wise Key Performance Indicators 2012-13

Madhya Pradesh		Maharashtra		Punjab		Rajasthan		Uttarakhand		Uttar Pradesh		West Bengal		Total	
During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	Till Date	During the year	As on 31 Mar, 2013
		4	103	8	75	47	177	10	54	4	26	1	68	107	938
		49	1246	89	858	519	1937	142	599	40	600	12	703	2556	11567
		15	172	33	70	19	267	4	98	1	5	42	166	232	1520
		246	7352	610	1769	1034	3025	147	947	24	24	472	2760	5689	36050
		0	2	0	0	0	17		0			0	0	13	46
		8	351	0	0	0	307	0	0			0	0	1362	3488
		0	1	0	0	0	0					0	0	1	2
		579.4	3520.80	120	1570.75	3649	6792	0	1629	215	570	1137	5915	21968.15	90368
		0	52	10	27	5	6					1	18	118	949
		0	5	927	2117	2480	2480	126	252			0	465	3653	10983
		1	4	0	2	1	1					2	11	7	60
		1	13	0	11	1	2					2	14	18	180
		0	0	0	2	80	1331.05					50	552	417.05	2672
		38	55	2	2	0	0					30	248	169	581
		4	29	0	4	0	1	0	5			0	0	5	110
		0	1	0	0	1	5					0	0	42	195
		2	2	0	1	2	4					1	2	8	24
		30	30	0	0	0	0					5	8	35	38
		1	1	0	0	0	0					0	0	1	3
		15	35	0	10	11	11			6	6	2	39	75	4778
												0	0	93	1081
				0	0							0	0	40	241
				0	0							0	0	4855	34481
				0	0							0	0	18	61
				0	0							0	0	8	11
	N/A	163	163	0	36	55	99	0	16	6	6	26	26	358	855
		86622	86622	0	79501	46850	153360	39576	39576	35171	35171	6819	102669	417742	1358759



## STAKEHOLDERS' SPEAK

### Best of waste: Pine needles boost rural economy

Inflammable pine needles that caused forest fires are now being used as bio fuel, giving Himachal Pradesh villages a source of income

ANJU AGNIHOTRI CHABA  
JALANDHAR

THE needles shed by pine trees had since ages been a cause for worry for hundreds of villages in Hamirpur district of Himachal Pradesh. The needles, which contain resin canals making them inflammable, would lead to major forest fires in summers, reducing trees to ashes and charring wild animals to death.

However, things have changed now. With a Punjab-based NGO and

plant uses this fuel for its operations.

Starting with mere 40 to 45 tonnes of needles two years ago, the villagers (around 200 families) collected nearly 600 tonnes this year, earning Rs 12.61 lakh. Besides, the local transporters earned over Rs 11 lakh, boosting the rural economy to a good extent, says Additional Forest Conservation Officer of Hamirpur Amit Sharma.

The company makes direct payment to the locals, with the forest department facilitating the trade be-



**THE GOVT** has set up 20 collection centres in the forest division where the company is procuring directly. The needles are packed into bales of 35-40 kg. The company is paying Rs 5 per quintal as royalty

lages of Barsar tehsil and six of Nadaun in Hamirpur district and two villages in Una districts are engaged in collection of pine needles.

The needle fall starts in April-end and continues till the beginning of July. According to officials, the collection of needles greatly helps in

"This project, which is the brain-child of Rajesh Kothari, unit head of Ambuja Cement, Ropar, and officers of the forest department in Hamirpur, has several benefits. It saves coal as pine needles can be used as an alternative fuel, protects forests and wild animals from fires, saves trees from being felled for fuel purpose and generates income for villagers," says Sanjay Sharma, programme manager of Ambuja Cement Foundation, adding that with every passing year they are involving more villages in the work.

The villagers are collecting the needles by making self-help groups and forest management committees and selling them for Rs 165 per quintal to the company, he adds.

I, on behalf of the people of Nalagarh thank you and the Ambuja Cement Foundation authorities for constructing a new school building and I shall also be thankful for handing over the same to the local authorities and dedicate it to the people of Nalagarh

With Best Wishes and regards

Prem Kumar Dhumal  
Chief Minister, Himachal Pradesh

ACF's efforts in working for the farmers are commendable. The skill Initiative training to enable youth to get a job is also praiseworthy.

Qamar Javed, NABARD, Dehradun

I realised that the time that I spent in the volunteering activities of being with children at Panvel village, being with villagers at Sarangnidhar (Gujarat), running for a cause in Marathon..... were all so memorable and gave me immense satisfaction and inner peace.

Vrinda Naik, ACL Volunteer

After becoming member of Self Help Group my financial condition improved which makes me capable of meeting my household and educational expenses for my daughter. It has given me a respectful place in the society.

Liliben Ukabhai Chavda  
Village: Sandhanidhar, Taluka: Kodinar  
Gujarat

### अंबुजा सीमेंट फाउंडेशन ने लगाया रक्तदान कैंप

घनौली/रोपड़ | अंबुजा सीमेंट फाउंडेशन की तरफ से अंबुजा सीमेंट फैक्टरी के कम्यूनिटी हॉल में ब्लड बैंक सिविल अस्पताल के सहयोग से रक्तदान कैंप लगाया गया। इस मौके पर रोपड़ के डीसी प्रदीप कुमार

- 82 यूनिट रक्त एकत्र किया गया
  - डीसी प्रदीप कुमार अग्रवाल रक्त दानियों को
- अग्रवाल विशेष तौर पर उपस्थित हुए। इस मौके पर 82 यूनिट रक्त एकत्र किया गया। इस मौके पर रक्त देने वाले सभी डोनर्स को बैच लगा कर सम्मानित किया गया। रक्त दान कैंप में अंबुजा कालोनी की महिलाओं, अंबुजा सीमेंट लिमिटेड के कर्मचारियों की तरफ से भी रक्तदान किया गया। आईटीआई आनंदपुर साहिब के ट्रेनीज ने भी आ कर रक्त दान

The training which you are providing in your SEDI is upto the mark of satisfaction of the trainees. I appreciate your trainees who are able to learn more & more things in a cheaper fee structure. Your trainees know about the basics of Electrical & House-wiring.

Kapil Sharma  
Senior Officer HR - Lighting  
Business Unit  
Anchor Electricals Pvt. Ltd, Raipur

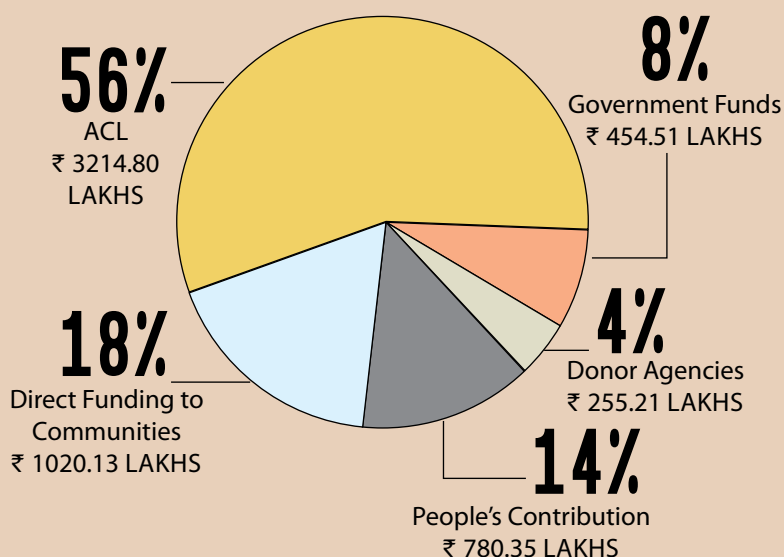


# FUNDS AND EXPENDITURE

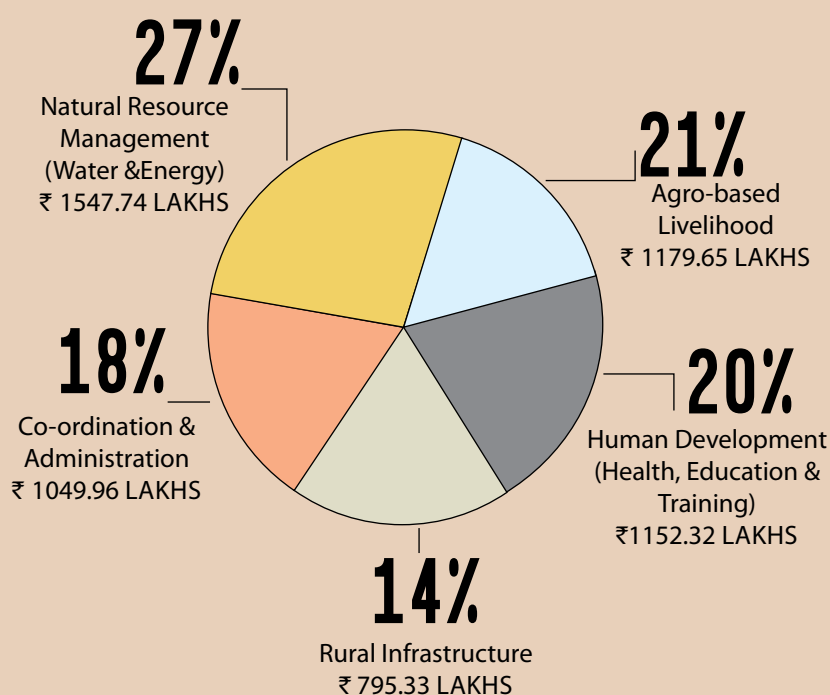
Financial sustainability is an essential component of ACF's strategy. All our programmes are designed and implemented after PRA exercises in the community and discussions with local stakeholders. Increasing community support in implementing projects year after year indicates the willingness of the people to take ownership of the programmes. Contributions by the community are made either financially or in kind.

The extensive work undertaken by ACF would not have been possible without the consistent support of Ambuja Cements Limited. ACF also collaborates with governments and donors who provide institutional support to numerous projects.

Programmes at ACF are closely monitored through MIS and audits. Cost effectiveness is encouraged in any ACF project. The budget is prepared and collated through a bottoms-up approach. ACF always strives to maintain low overheads and administrative costs. In 2012-13, these were 18% of the overall budget.

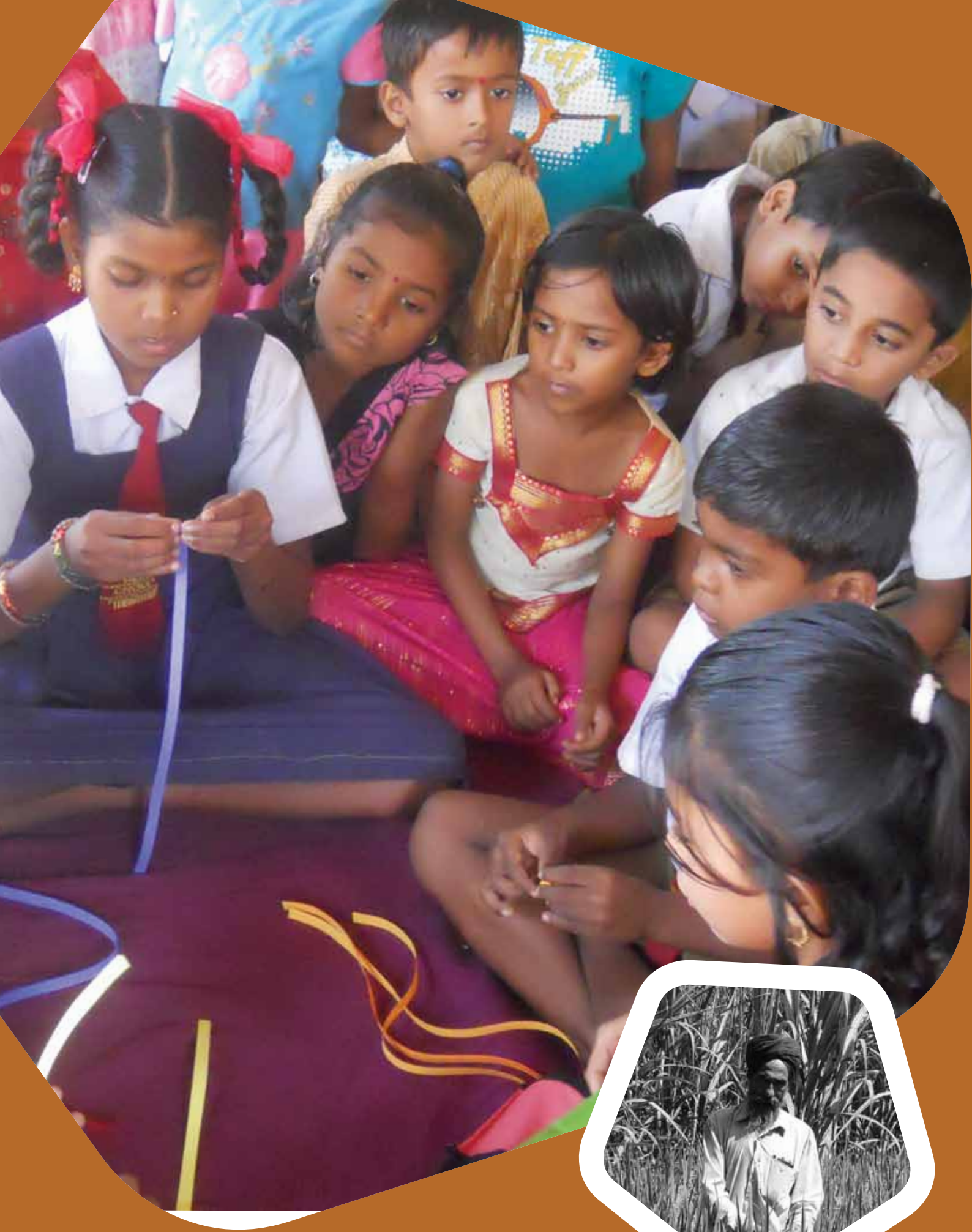


SOURCES OF FUNDS FOR ACF ACTIVITIES  
(TOTAL ₹ 5725 LAKHS)



ACTIVITY WISE EXPENDITURE (TOTAL ₹5725 LAKHS)



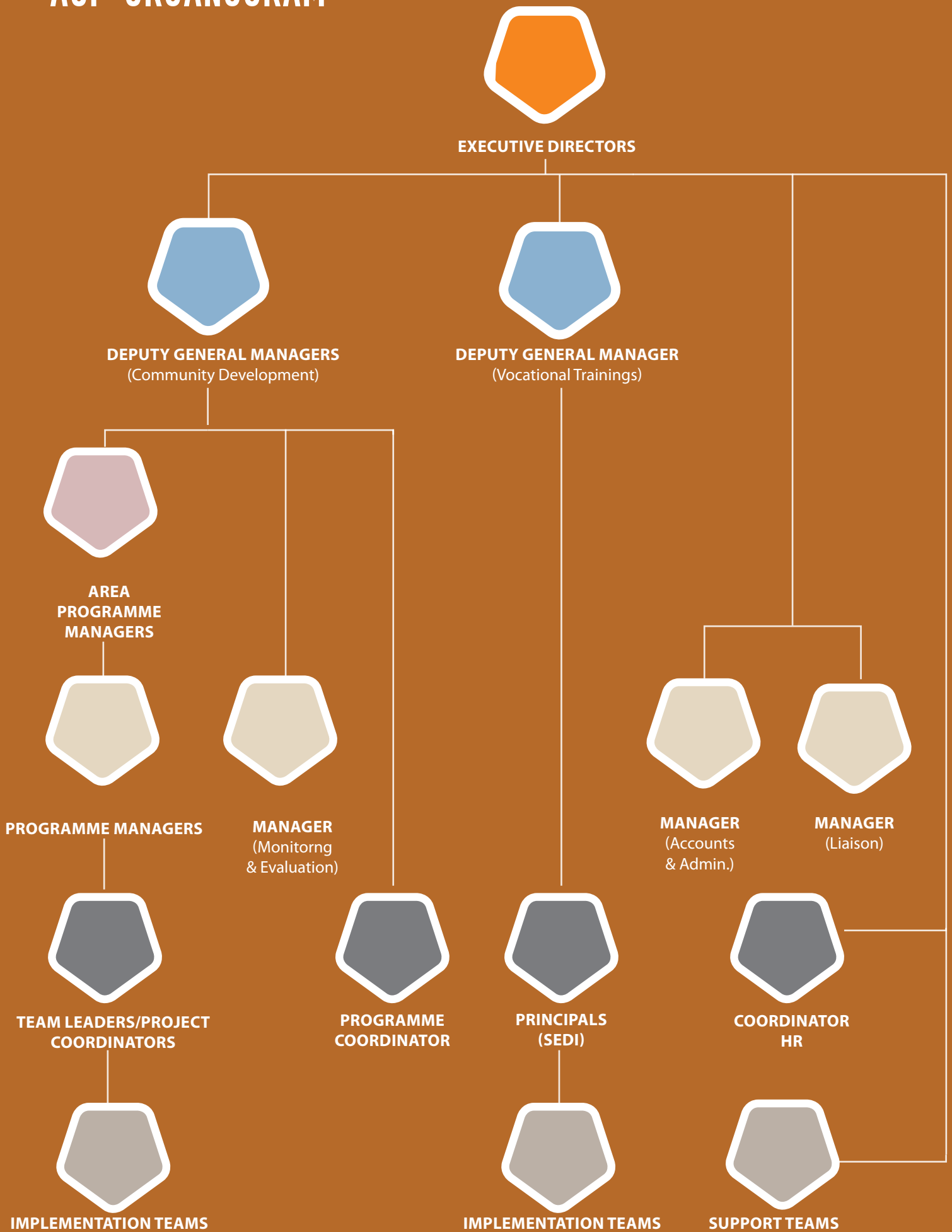


# OUR TEAM

ENERGISE INVOLVE ENABLE



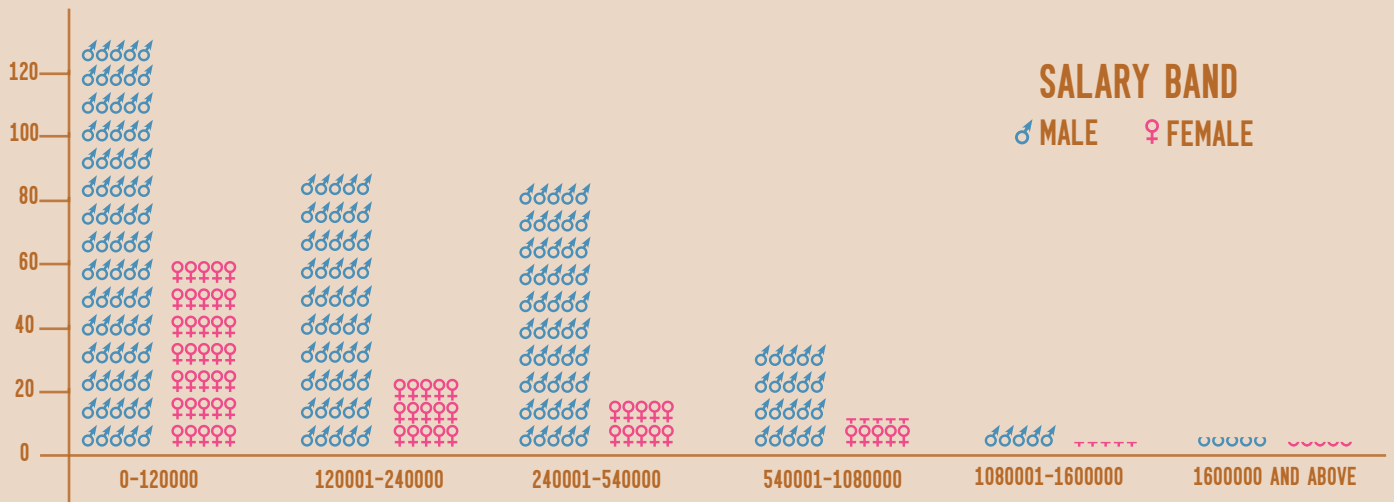
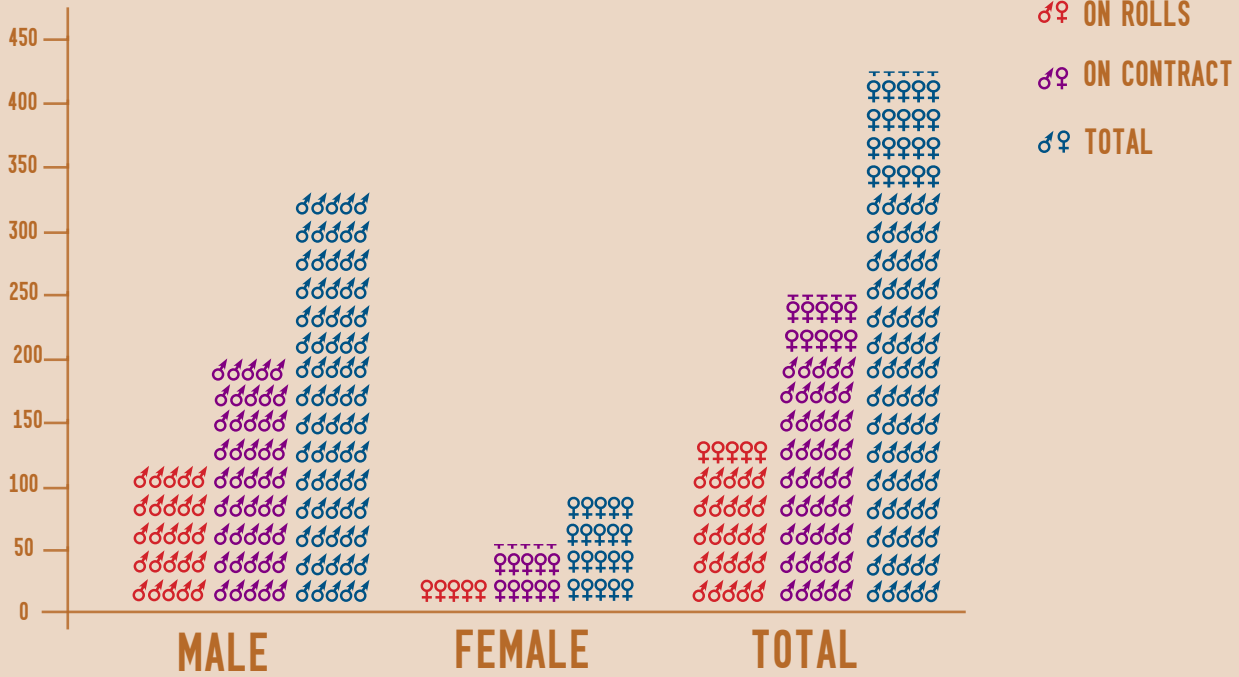
# ACF ORGANOGRAM







## MALE-FEMALE RATIO





# TEAM ACF & OFFICES

## CORPORATE OFFICES

### HEAD OFFICE

#### MUMBAI

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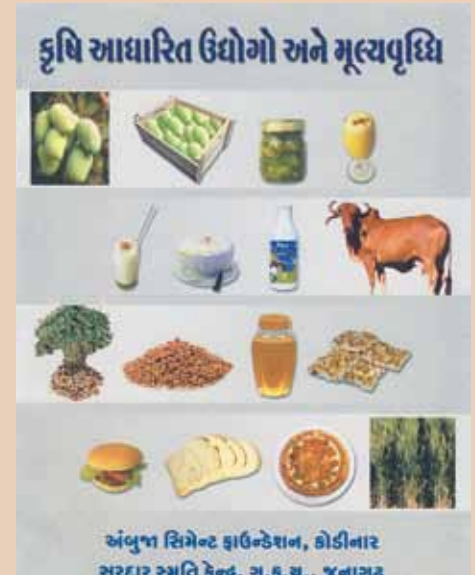
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## OUR PUBLICATIONS



# OUR PUBLICATIONS

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ENRICHING Experience – A step forward by women farmers to sustain traditional agriculture wisdom

IMPACT of Watershed Development Project in Jafrabad Taluka, Dist. Amreli

IMPACT of Water Resource Development Programme in Kodinar and surrounding areas, Dist. Junagadh

IMPACT of ACF's drinking water programme in Kodinar

INTERLINKING Water Harvesting Structures through Link Water Channels – A viable alternative at micro level

SANDHANIDHAR Women's Dairy Co-operative Society – Women Empowerment & Socio – Economic Development through Collective Action

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HEALTH Services at Rural Doorsteps – Creating a cadre of village health functionaries

VILLAGE Education Committees: Recharging School Education Systems

WATER Resource Management in Junagadh: Transforming Lives

COASTAL Salinity Ingress Prevention and Mitigation" Experiences and Challenges

10 YEARS of Ambuja Manovikas Kendra: World Disability Day Souvenir, 2010

REVERSING the Tide : The story of Water Management in Kodinar

TOGETHER we Can

OCHA Pani ane Vadhu Utpadan

KRISHIMA Bio Technology

KRISHI Adharit Udyog ane Mulyavruddhi

JAL Sanchay ane Teno Karyasham Upyog

SAJEEV Kheti Uttam Kheti

MISHRA Kheti Kariye, Jokham Ghatadiye





## Abbreviations

ACF	AmbujaCement Foundation
ACL	Ambuja Cements Ltd
AGDK	Ambuja Gyan Deep Kendra
AMK	Ambuja Manovikas Kendra
ANC	Ante-natal Care
ART	Anti retroviral therapy
ASHA	Accredited Social Health Activist
ATDC	Apparel Training and Development Centre
AWC	Anganwadi centres
AWW	Anganwadi worker
BALA	Building as Learning Aid
BCI	Better Cotton Initiative
CII	Confederation of Indian Industries
CMF	Centre for Micro Finance
CTIP	Composite Targeted Intervention
EV	Extension Volunteer
FFS	Farmer Field School
HIV	Human Immunodeficiency Virus
AIDS	Aquired Immunodeficiency Syndrome
IDU	Intravenous Drug Users
IHM	Institute of Health Management
IPM	Integrated Pest Management
JFM	Joint Forest Management
KVK	Krishi Vigyan Kendra
LG	Learning groups
LSCD	Loose Stone Check Dam
MNREGA	Mahatma Gandhi National Rural Employment Guarantee Act
NABARD	National Bank for Agriculture and Rural Development
NAFED	National Agricultural Cooperative Marketing Federation of India
NFE	Non Formal education
NGO	Non government Organisation
NRHM	National Rural Health Mission
NSC	National Seeds Corporation
ODF	Open defecation free
OST	Opioid Substitution Therapy
PIM	Participatory Irrigation Management
PNC	Post-natal Care
PPP	Public Private Partnership
PRI	Panchayati Raj Institution
RRWHS	Roof Rain Water Harvesting Systems
RSBY	Rashtriya Swasthya Bima Yojana
SC	Scheduled Caste
SEDI	Skill and Entrepreneurship Development Institute
SGSY	Swarnjyanti Gram Swarojgar Yojana
SHG	Self Help Groups

SHPI	Self Help Promotion Institute
SMC	School Management Committee
SRI	System of Rice Intensification
SSNNL	Sardar Sarovar Narmada Nigam Ltd
STI	Sexually Transmitted Diseases
TI	Targetted Intervention
VDC	Village Development Committee
VEC	Village Education Committee
VHSC	Village Health and Sanitation Commitee
VKC	Village Knowledge Centre
WHO	World Health Organisation
WUA	Water User Association
HCC	Health Clinic Centre
ISED	Institute of Skill and Entrepreneurship Development

## Glossary

Anganwadi	Play school for children below six years
Balmela	Children's fair
Balmitra	ACF's village based education worker
Balotsav	Student-centric festivals
Balsabhas	Children meetings
Balwadi	Pre school
Gram Panchayat	Local self-government institution
Gram Swachata-	
-Abhiyaan	Village Cleanliness Drive
Jowar	Sorghum/ White Millet
Khadin	Traditional water-conservation system
Khakra	A snack made of wheat
Kharif	Crops planted for monsoon harvest
Khelwadi	Children's playgroup
Krhisakhi	Farmer aide
Pashusakhi	Animal health care aide
Kisan	Farmer
Kisan Clubs	Farmer's Clubs
Krishi Mela	Farmers Fair
Nirmal Gram-	
-Puraskar	A Central Government award given to 'open-defecation free' villages
Panchayat	A council of local self government institutions
Pashu Swasthya-	
-Sevika	ACF's animal health care aide
Rabi	Crops planted for winter harvest
Sakhi	ACF's village based health-workers
SHG	Self Help Group
Swachta Doot	Children as health messengers
Wadi	Orchard
Zila Parishad	Local government body at the district level

Ambuja Cement Foundation is committed to  
Ambuja Cement's philosophy of

I CAN.®



Energise Involve Enable

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