

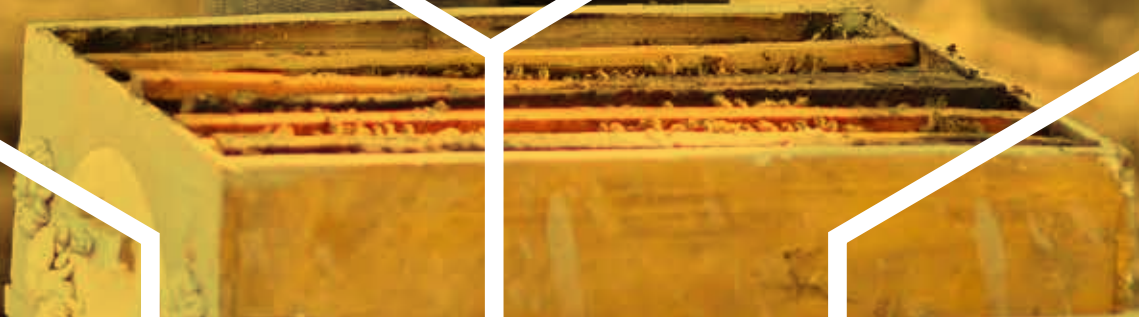


ENABLING PEOPLE & PROSPERITY



ANNUAL REPORT 2022-23

THE ROAD LESS TRAVELLED





**'TWO ROADS DIVERGED IN A WOOD, AND I—
I TOOK THE ONE LESS TRAVELLED BY,
AND THAT HAS MADE ALL THE DIFFERENCE.'**

The Road Not Taken by Robert Frost



*We make choices in life every day.
Some small. Some big. Some life altering.
And in every choice, emerges a path, and
every path leads us in a different direction.*

*Often it is easy to tread the path taken by
others. Following the crowd.
Making decisions to please others.
Doing things that don't go against the grain.*

*But every now and then you come across
those that have chosen a different path.
They have taken the road less travelled—
in business, in giving back, in their
education, in their approach ...
and as a result, they have:*

- *Innovated*
- *Explored uncharted territories*
- *Challenged themselves and society*
- *Became role models*

... and emerged triumphant!



THE BEE BARON

Name

**RAM JETHABHAI
MULUBHAI**

Age

35 YEARS OLD

Location

**VERAVAL, GIR
SOMNATH, GUJARAT**

Business

**ARTIST, COCONUT
FARMER & HONEY BEE
CULTIVATOR**



**600 KG
HONEY**



**21 LAKH
BEES**



**6.6 LAKH
ADDITIONAL
INCOME**

RAM JETHABHAI MULUBHAI has made some bold decisions in his life. On completion of 12th standard, he enrolled himself in a 5-year Bachelor of Fine Arts Degree, and decided to become an artist! Pretty bold for a humble farmer's son!

So when his father's health ailed and he was forced to take over the family farm, it was not surprising that he decided to pursue something very different – like rearing honey bees – to make the farm viable. With 15 bigha of land, the family relied upon a 20-year-old coconut plantation, planted by his father. But issues with pollination meant the trees hardly bore fruit – bringing in just Rs. 45,000 at harvest – and that too, only once every 2 years!

Jethabhai sought advice from ACF's Krishi Vigyan Kendra (KVK) – how could he optimise the land and plantation but make it a financially viable business?

It seemed that he too was being impacted by the worldwide shortage of bees – a lack of bees in the area was affecting his tree pollination, and the fruiting rate of his trees was taking a hit as a result. But he wasn't alone. In an effort to tackle this nationwide issue, the Government of India had launched an initiative to train local farmers on honey bee cultivation, and Jethabhai was quick to sign up for the course.

In 2021, he became an official Honey Bee Cultivator, certified by the Government of India, and he invested in 40 boxes of bees to kickstart the business, with 50% subsidised by the Government.

It was certainly no easy task, and the first time he opened the boxes to check the bees, he got stung from head to toe! He promptly called KVK and told them bee rearing was not for him after all! The ACF team told him to be patient and offered to train him more on how to handle the bees gently.

And of course, the gamble paid off! Today he harvests 600 kg of honey from 70 boxes of bees. That's 21 lakh bees doing some hard work! He packages the honey and sells it in the local market – hauling in Rs. 3.6 lakh as a result. But his income doesn't end there.

He rents out bee boxes to farmers to help them pollinate their crops, earning Rs. 1 lakh in the process, and as a woodworker, he builds honey boxes (resplendent with decorative wooden carvings) and sells them to other farmers, totalling Rs. 2 lakh per year. Oh, and he has seen a 20% increase in produce from his coconut farm also!

What about his artwork? Being less labour intensive than other forms of farming, he continues to work as an artisan in his spare time, earning Rs. 1 lakh annually from his intricate paintings, carved woodwork, and other showpieces.

"The honey bees have become my family! Even when they are stinging me, my income is doubling – so I really don't mind!" he laughs.



THE ADIVASI BAMBOO REVIVAL

Name

**SHRADDHA, BHOOMI &
NANDKISHORE SHGs**

Members

32 WOMEN

Location

**ARJUNI, BHATAPARA,
CHHATTISGARH**

Work

**TRADITIONAL BAMBOO
WEAVING**



**32
WOMEN**



**3
SELF HELP
GROUPS**



**4300
TREE GUARDS
PER YEAR**



**RS. 50,000
TO
RS. 55,000
ADDITIONAL
INCOME PER
YEAR PER
WOMAN**

VILLAGERS OF ARJUNI live nestled on the fringes of the Barnawapara forest and are primarily Adivasi tribals – relying on the gifts of the forest for their livelihoods. Here, the primary source of income is found in weaving traditional bamboo products – baskets, brooms, fans and other household utility and decorative items. But plagued with the onslaught of plastic products in the marketplace, households here were finding it harder and harder to make a sustainable livelihood from this ancient handicraft.

That was until women united to form 3 Self Help Groups (SHGs) and started collectively making tree guards to supply to local panchayats. It all began when the local sarpanch heard of their coming together, and decided to offer an order for 1000 tree guards – to protect saplings that were planted to regenerate trees in the area. Whilst planting a tree is not a difficult task, keeping it alive as it grows is a challenge – it's highly vulnerable to animal grazing.

With iron or cement tree guards being expensive or easily stolen, local bamboo provided a perfect alternative, that could simultaneously generate income for tribal families in the area.

Buoyed by the contract, the women worked tirelessly to meet the order, and soon word got out of the quality and quantity of the guards, with 3 other panchayats coming forward to place similar orders. The women's income went from a mere Rs. 100 per day to Rs. 500 or Rs. 600 – with 50% being kept by the SHG to invest in raw materials for future orders.

The lives of the women have been transformed as a result. Each lady proudly has her own bank account, and has become more independent and confident within the family. They have started getting involved in the local community more and have found solace and peer support within the group.

But this unique path has not been without its challenges. The women have faced difficulty sourcing raw materials with private local suppliers charging exorbitant amounts for fresh bamboo. Fortunately, their SHG status enabled them to source cheaper bamboo from the local Forest Department, helping solve this problem.

And with a regular income within the SHG, women have been able to initiate loans, helping solve other problems for members. Pooja Katare contracted typhoid one year and struggled to pay the medical bills – until the SHG came to her rescue. Similarly, Indrani Katare's husband required an eye operation, and was supported with funds.

The Bamboo Tree Guard business has not only enabled incomes, but has enabled low-cost loans – helping families stay out of the clutches of local loan sharks. Their work has also attracted the attention of the District Collector – with the groups being honoured for their work. And best of all, the dying art form of traditional bamboo weaving has been revived in the area!



NAVJOT CYCLE RICKSHAW WALLA

Name

NAVJOT SINGH

Age

22 YEARS OLD

Location

ALAMPUR, ROPAR, PUNJAB

Business

CYCLE RICKSHAW DELIVERY SERVICE



**RS. 8000
TO
RS. 10,000
MONTHLY
INCOME**



**15 KM
DISTANCE
CYCLED EACH
DAY**



**6-7
VILLAGES BEING
SERVICED**



**78
GRADUATES
FROM
AMK'S SKILL
DEVELOPMENT &
REHABILITATION
CENTRE**

NAVJOT SINGH is a much-loved personality around the streets of Alampur, where he is seen daily delivering goods on his cycle rickshaw. People fondly refer to him as 'Navjot Cycle Rickshaw Walla.' But this was not always the case.

When he was born with intellectual disability and bilateral claw hand and foot deformity, local people shied away – speaking in hushed tones they would say hurtful comments like 'what a burden for the family!' and 'how can they manage with his behaviour?'

Today, nothing could be further from the truth. Navjot is no burden – an asset in fact – bringing home Rs. 8000-10,000 per month from his delivery business, and proudly managing his own affairs.

Of course, it was not always this way, and Navjot's parents struggled in the early years to manage him and integrate him into society. When he was 7, he was sent to a local government school, only to be bullied or ignored by the other kids.

It was not until his parents discovered Ambuja Manovikas Kendra (AMK), that things began to settle in his life. In 2015 at the age of 14, he was enrolled at AMK where he received regular therapy to strengthen his fine motor skills, and develop his communication. He learnt many life skills like grooming, eating, hygiene and social development which saw him come ahead in leaps and bounds in terms of how he could manage his daily life.

On graduating from AMK, he was integrated into the Skill Development & Rehabilitation Centre cum production centre for youth and learnt pottery – making diyas and other decorative items and selling them from his home. But his mother saw so much more potential in him, and shared with AMK staff that, despite his physical limitations, Navjot was an excellent cyclist – having learnt to ride from his elder brother.

Capitalising on this skill and interest, AMK worked to improve his riding skills and develop his self-confidence. Navjot practised for hours for carrying a heavy load on the back of the cycle rickshaw to see if he could manage. And soon he was ready for business.

Seeing potential in this simple skill, AMK mobilised the local community to explore the possibility of helping him set up his own cycle rickshaw delivery service. Buoyed by the positive response, a local donor was found to purchase the cycle rickshaw, and businesses were canvassed for their support.

A local kirana store came on board – taking orders on his behalf, Navjot got to work delivering groceries to people's homes, bags of cement to construction sites, ferrying bags of seed to farmers for sowing, and transporting catering materials for functions. Covering 15 km per day across 6-7 villages, Navjot knows every lane and byway – finding short cuts along the way and manoeuvring his rickshaw with skill and agility.

Grinning from ear to ear and clearly proud as punch with his achievements, Navjot exclaims, "I'm a working boy now" and is quick to make clear plans to purchase his own modified motorcycle to speed up his deliveries in the near future. He and his family have refused to submit to societal norms of hiding disability away in the home, and as a local celebrity (having been featured on local TV), he has become a role model and inspiration for all!

रुग्ण तपासणी



COMMUNITY 'OWNED & OPERATED' CLINICS

Villages

SONURLI & WADGOAN,
CHANDRAPUR

Outreach

3240 PEOPLE

Project

COMMUNITY CLINICS TO
SUSTAINABLY ADDRESS
THE HEALTH NEEDS OF
COMMUNITY



12
CLINICS



52
VILLAGES
SERVED



15,000
PEOPLE
BENEFITTED



RS. 11,41,225
CORPUS FUND

RURAL INDIA accounts for nearly 69% of the total population, yet only has 26% of total hospital beds and 33% of total healthcare professionals. A popular way in the past to address this vast need, whilst ensuring last mile reach, was the Mobile Medical Van (MVM) model – with both the government, and private NGOs like ACF, running MVM programs to tackle pressing rural health needs.

But in 2011, ACF began to realise the shortcomings of the MVM program – it was an expensive program to run, was limited in terms of the regularity and extent of service it could provide villagers, and it generally created a 'dependence' among communities, with pressure to scale the initiative.

Nowhere was this more acutely felt than in Chandrapur, Maharashtra, where government health services were between 30-100 km away from villages with a largely scheduled tribe population. Putting their heads together, the team at ACF in Chandrapur knew there had to be a better way!

It was on an exposure visit to see community initiatives in Sewagram District, that the ACF team members came across one possible solution. Here they found a 'clinic' which was being operated by the local community and immediately saw the potential to adopt a similar model – modifying it to meet stakeholder needs – to address the health needs in their communities in a more sustainable and effective manner.

And so working with community members, pilot programs were launched in Sonurli and Wadgaon villages in 2013 to assess its effectiveness. The unique selling point (USP) of this model was the fact that it was community owned and operated – with ACF merely providing support to set up centres, covering the costs of visiting medical staff and helping strengthen the local Village Development Committee (VDC) in overseeing its operation.

And the new venture paid off! In what was a win-win for both ACF and the community, the community clinic solved the problems. ACF was able to significantly reduce its program costs, enabling the scale and replication of this model to many more rural communities; and communities finally had a 'hub' for accessing a variety of curative, preventative and promotive health care services on a regular basis. It was a far cry from the MVM model, which saw a doctor visiting the community just once in every 15 days!

Under the Community Clinic model, villages have access to a visiting doctor and paramedical officer once a week; all year round access to medication availability; a variety of screening tests at a reasonable rate including NCDs, BP, Haemoglobin, Blood Sugar Levels, Nebulization, Oxygen Levels; education and awareness via regular workshops and behaviour change communication on a variety of non-communicable diseases; and access to a Sakhi 6 days in a week for consultation, advice and referral to relevant doctors. All in the comfort of their very own clinic!

The collaborative nature of the model is also unique – the local panchayat provided the building and renovated it ready for use, ACF fitted it out and stocked it with various technical equipment, furniture and facilities to create a viable operating centre; and the local Village Development Committee promoted the centre, collected community contributions, facilitated purchase of medicine, oversaw centre monitoring, maintained records and helped facilitate health camps hand in hand with ACF.

Villagers willingly paid for the service which was not only affordable and good quality, but convenient and comprehensive – finally solving the health woes of remote, tribal communities. So successful was the pilot model, tweaked and operated over a number of years, that ACF decided to scale the Community Clinic Model which is now operating sustainably – both in terms of financials and ownerships – with 12 clinics, reaching out to 52 villages in the process. And this is just the beginning, as ACF plans to further scale and replicate this model across other locations in the future – also introducing additional comprehensive health services like telemedicine to reach out to less agile and elderly housebound patients within the community.

CHAIRMAN'S MESSAGE



**NAROTAM
SEKHSARIA**
Chairman

Globally, poverty has a rural face. Nowhere is this more prevalent than in India. Despite the fact that the country is galloping towards a USD 5 trillion economy by 2025, our rural villages have not been able to match pace in the great Indian success story. Economic gains have not 'trickled down' to the regions, and there is a critical need to address this inequity.

Whilst the government is prioritising this issue, with almost record budgetary allocations in this area, there is a need for everyone to place the revitalisation of Rural India FIRST on its 'to do' list, as a crucial step in nation building.

The revitalisation of rural areas, to improve the economic wellbeing and subsequent quality of life for the people who live there, requires a transformative approach across agriculture and allied sectors, and the necessary education and health services to improve standards of living. But we stand firm in our resolve that at the heart of this matter, is rural livelihoods. And while agriculture is the foundation of most livelihoods in rural communities, there is a lot to be gained from the development of micro-enterprises, at an individual and group level, to provide the 'tipping point' so desperately needed to take rural families from poverty to prosperity. It is for this reason that, while our work has increased dramatically in the agricultural community with many households touched, Ambuja Cement Foundation has strategically focused on micro-enterprises as a key driver of both family, and rural, revitalisation.

Ambuja Cement Foundation takes a 'livelihoods' approach in strengthening financial security and generating prosperity for rural families. In fact, all of our work across 6 verticals is designed to enable livelihoods – a family cannot earn a living without water; women can be enabled as breadwinners too; enhanced education levels equate to higher lifetime incomes – livelihoods are at the root of everything we do.

We made significant leaps this year to take our work to an all-new level. We prioritised soil health as a critical issue that threatens the country, and built robust programs to tackle soil degradation, also taking small steps to advocate this issue. We reached the milestone of training over 1 lakh rural youth in livelihood skills. Significant efforts were made to scale our education initiatives, to address core gaps left in the wake of the pandemic. We deepened our commitment to advocating water, by launching Ambuja for Water – a multipronged campaign to highlight the gravity of India's rural water problem, and possible solutions. And our health initiatives expanded their focus and footprint – scaling up malnutrition and menstrual health interventions and taking new strides to tackle cancer in rural communities. These are all achievements that help us inch our communities towards prosperity.

If we can all commit to the 'rural revitalisation story' via the necessary investments and the involvement of local communities, rural India can showcase all that she has to offer in the emerging economic transformation of the country. We have so many forward-thinking partners who believe in this latent power and possibility of rural India, and have come forward as strategic investors in this important work. We applaud them, and are eternally grateful, for their vision, trust and commitment to changing the rural narrative.

Of course, I am always humbled by the stories of our staff, who every year never cease to amaze me with their sheer passion, hard work and never-say-die approach to our mission. I am forever inspired by the extraordinary stories of our grassroots people and the lengths they go to, to 'get the job done'. Thank you for all you do and what you stand for in our communities. Lastly, I am privileged to head a board of eminent leaders, who have achieved great things in their own right, and who now channel that experience into helping us achieve our goals. Thank you for your wisdom and untiring commitment.

India is evolving at a relentless pace, and the India of today will cease to exist by 2030, as we witness radical change in the way things are done. It is difficult to imagine how technology, digitisation and innovation will transform the face of the country. Let us all be forward thinking, and let us all be at the forefront of such change to ensure that this time, the fruits of India's labour, do not pass rural India by. The future of the nation depends upon it.

N.S. Sekhsaria



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BOARD OF DIRECTORS

We are privileged to have an eminent Board of Directors to guide us on our journey.

It is with a heavy heart that we bid farewell to our outgoing Directors Mr. Chandra Shekhar Rajan and Mr. Neeraj Akhoury, who resigned from the board as board members due to personal commitments. The seniority of their guidance and leadership helped ACF become what it is today, and we thank them for their commitment to our work.

ACF welcomes back our previous Director, Mr. Ajay Kapur, who was part of the board during his tenure as- MD & CEO of Ambuja Cements Ltd. – bringing with him a depth of experience and skill sets. We look forward to his continued inputs and guidance going forward.



NAROTAM SEKHSARIA

is a leader in the Indian Cement Industry. In a career spanning over 35 years, he introduced new standards in manufacturing, management, marketing efficiency and corporate social responsibility to an industry he helped transform. He started Ambuja Cement Foundation with the firm belief that community development is core to business sustainability. He is particularly concerned about the economic progress, efficiencies and sustainable livelihoods of rural people and has encouraged ACF to focus on water resource management, projects for farmers like Better Cotton and also skill training for rural youth. He was the Chairman of Ambuja Cements Ltd and ACC Ltd till 16 September 2022 when he stepped down from their boards. With effect from 16 September 2022, he was appointed Chairman Emeritus of Ambuja Cements Ltd. He is also the Chairman of Narotam Sekhsaria Foundation.



P K LAHERI, IAS (RETD)

was 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 Ltd, Gandhinagar. He held many positions in industry, education, information, water supply, fashion, tourism and rural development during his career. He is working with many trusts to help the underprivileged and also helps many companies to plan and implement corporate social responsibility (CSR) projects.



VIJAY KUMAR SHARMA was the former Chairman of Life Insurance Corporation of India and prior to that he was the Managing Director of LIC of India and LIC Housing Finance Ltd. He comes with over 37 years of experience in the insurance sector and has held various challenging assignments pan India. He has a great understanding of the demographics of the country and socioeconomic needs of different regions. He has vast board experience at national and international level. He was the Director of ACC Ltd and is currently on the Board of Tata Steel Ltd, Mahindra & Mahindra Ltd, and Reliance Power Ltd.



ASHNI BIYANI is the founder of Think9. Designed for Indian digital native brands – Think9 is a brand co-creation platform that is building brands in key consumption categories like fashion, food and FMCG, health, beauty and wellness and home. Prior to founding Think9, she was the Managing Director of Future Consumer Limited, a food and FMCG company. Passionate about human behaviour and social change, she also set up Future Ideas, a consumer insights and design firm that worked on behavioural changes that help transform ideas into business propositions. She has received many prestigious awards and multiple publications have acclaimed her leadership.



PADMINI SEKHSARIA is a principal at the Narotam Sekhsaria Family Office where she leads several investment and philanthropic activities and also heads the Narotam Sekhsaria Foundation, a family philanthropic organisation that is engaged with communities in rural and urban areas. She also started the Salaam Bombay Foundation in 2002, one of the largest school-based preventive health programs in India. She serves on various boards of other non-profit organisations, including Harvard T.H. Chan School of Public Health - India Research Centre, Vassar College and the India Youth Fund, New York. She is an alumna of London School of Economics and has an MSc. in Financial Economics.



B. L. TAPARIA is a Commerce and Law graduate and a Fellow Member of the Institute of Company Secretaries of India. He possesses more than 45 years of experience in the fields of Legal, Secretarial, Finance, Taxation, Procurement, Internal Audit, HR, Health & Safety, and Sustainability. He worked with Ambuja Cements Ltd for 30 years, 10 years as Whole-Time Director. Post superannuation, he was appointed as Non-Independent Director on the Board of Ambuja Cements Ltd which he continued up to March 2019. He is also an Independent Director in Everest Industries Ltd.



AJAY KAPUR is the CEO of the Cement Business, Adani Group (CEO and Whole Time Director of Ambuja Cements Limited & ACC Limited). He has over 30 years of expertise in the cement, construction, power and heavy metals sector. He joined Ambuja Cements in 1993 and has spent more than 25 years in various strategic roles. Between 2014 and 2019, he held the position of the Company's CEO and Managing Director (MD). He previously held the positions of CEO of Aluminium & Power and MD of Commercial at Vedanta Ltd, before joining the Adani Group in June 2022. He most recently worked for Adani Ports and Special Economic Zone Ltd as CEO of Special Projects. He has also been extensively involved in several business forums.



PEARL TIWARI is the CEO of Ambuja Cement Foundation. With 37 years of experience in the development sector, she is a social development professional having worked in this area across diverse academic, NGO and CSR roles. A postgraduate from Tata Institute of Social Sciences (TISS), she completed the Executive Education course in CSR from the Harvard Business School in 2008 and the Management Program in Sustainability from Stockholm, Sweden in 2010. She joined Ambuja in 2000 and ever since, has been at the helm of nurturing Ambuja Cement Foundation. She is a Trustee of Salaam Mumbai Foundation and also currently serves on several committees of various chambers of commerce.

FORGING A NEW PATH



In its 30-year journey, Ambuja Cement Foundation has also chosen a different path in many areas – choosing to walk to the beat of its own drum in its operations, programs and philosophies.

1

FORMALISED AS A FOUNDATION

ACF emerged in the mind of founders, Narotam Sekhsaria and Suresh Neotia, at the inception of parent company Ambuja Cements Ltd, and from the get-go, the two decided to formalise ACF as a separate entity. With proper systems in place, a corporate implementing foundation was established – long before other corporates took steps in this direction. As such, we honed the necessary skills to do the work ourselves – nurturing internal resources to cover all aspects of program implementation, from needs assessment, program design, implementation, review, and impact assessment.

2

BELIEVING IN LOCAL PEOPLE & ENABLING THEM

ACF has never been one to have urban, so called 'educated' people go into rural communities and tell them what to do. We believe in the wisdom and power that lies among local people and listen carefully to the community about their needs before commencing any intervention. To provide a structure to support the long-term sustainability of projects, ACF creates people's institutions – building the capacity of people as key drivers and handing over projects for them to manage.

3

GROOMING PEOPLE TO BE 'EXTRA-ORDINARY'

At a recruitment level, ACF has always taken the approach of finding grassroots people and nurturing them – picking up people with basic qualifications, but who have remarkable character traits, and grooming them into extra-ordinary development sector workers.

4

DARING TO DO THE IMPOSSIBLE

ACF was one of the first development sector organisations to put ‘water’ front and centre in rural development and poverty eradication. Whilst many others put ‘education’ at the centre, we could see early on, that if we solved the problem of water, education and so many other things would take care of themselves. We’ve been daring in other areas too – setting ambitious targets to stretch and optimise overall performance. In tackling salinity in Kodinar, ACF dared to interlink canals on a micro level to channelise water and increase recharge, something rarely done at this level before.

5

PRIORITISING PARTNER VISIBILITY

When partnering with others, in particular corporates, Ambuja Cement Foundation has been flexible in sharing visibility or in many cases, giving more branding visibility to partners. As long as more work is getting done, we have been happy to step out of the limelight.

6

PROMOTING GENDER SENSITIVITY IN COMMUNITIES BY PLACING WOMEN IN LEADERSHIP POSITIONS

ACF has taken great strides to empower women as frontline workers in communities, developing specialised cadres of women like Sakhis, Pashu Swastha Sevika, or women field facilitators to work with farmers and community members.

7

FORGING COLLABORATIVE PRIVATE PARTNERSHIPS

It’s not often you hear about two corporates working together in their CSR, but that is exactly what Ambuja Cement Foundation has been doing for the past 15 years – joining hands with other corporates and implementing their CSR, often in remote terrains where ACF specialises.

8

KNOWLEDGE SHARING

Ambuja Cement Foundation has never been one to keep things to themselves and has actively fostered knowledge sharing so that it can help other like-minded organisations with their own key learnings.



9

BUILDING A CADRE OF HEALTH WORKERS

Long before the Government rolled out its Accredited Social Health Activist (ASHA) cadre and mobilised women as community health workers across several regions, Ambuja Cement Foundation had an army of women tackling community health at the grassroots level.

10

QUICKLY MOBILISING DURING COVID-19 VIA SPOCS

While people were still grappling with how to operate during lockdown, ACF had already harnessed its on ground network to mobilise some over 3900 Single Point of Contacts (SPOCS) to act as liaison between ACF and communities in rolling out interventions to tackle COVID-19.



TRANSITIONING TO A 'GENDER & DEVELOPMENT' APPROACH

Over the last few years, much introspection has been done on the issue of 'gender' and ACF's approach to it – at both a community and organisational level. Women's empowerment has always been a core area for Ambuja Cement Foundation, and till date, the need of the hour has been to take a 'women & development' approach – working directly and primarily with women and enabling them to gain access to information, opportunities and resources that till now, have eluded them.

However, with a needful progress made in this area over the past 3 decades, there was a need felt to find ways to bring systemic changes for gender equality into programs, rather than merely trying to enable women within the existing, gender-imbalanced system.

This transition is part of a natural 'evolution' – it is often only the 'feminist' NGOs, or international NGOs, who really look to make systemic change when it comes to gender norms within societies. However, having achieved radical change for rural women in the communities it represents, ACF has reached a point where it was time to take its work on 'gender' to the next level.

So what exactly is being done and how is it different from the work done till date?

** Please note, that for the purposes of our work, gender references refer to men and women and their positioning in society.*



1

ADOPTING A 'GENDER AND DEVELOPMENT' APPROACH

ACF is transitioning from taking a women in development approach – which focuses purely on working with women – to one that is more oriented around gender and development – focusing more on the way in which gender is perceived, and the responsibilities and norms that are assigned, by everyone in a community. Men. And Women.

2

APPOINTMENT OF A 'LEAD ON GENDER INTEGRATION' TO FACILITATE THE 'SHIFT'

A few years back, ACF had started drafting initiatives to sensitise gender in development and integration. The organisation realised that it needed a professional to drive this force and so in 2022, hired an experienced senior level resource person to lead this program within the organisation with a focused attention to steer the shift in thinking at all levels from 'women empowerment' to 'gender integration.'

3

REVIEW OF ACF'S ORGANISATION AND OFFICE IN RELATION TO 'GENDER'

Also under the lens, is ACF's internal structure and human resource practices. As an equal opportunity organisation, ACF has, for a number of years, been strategic and conscious in hiring women across verticals, locations and positions, and this continues, including finding ways to support women and empower their growth within the organisation.



4

REVIEWING PROGRAMS THROUGH A 'GENDER LENS'

Just as we rely on a pair of glasses to help us see more clearly, ACF is using a pair of glasses loaded with 'gender lens' to review the activities which we undertake, the way in which we communicate and the outcomes we expect in our work. In doing so, we can start to see where our work falls on the 'gender spectrum', and put in place initiatives to move things from being 'gender unequal or gender blind' to being 'gender responsive or gender transformative'.

5

PRIORITISING A PLATFORM FOR WOMEN VIA THE 'PANKH' FORUM

Ambuja Cement Foundation also continues to prioritise 'PANKH' – a women's forum where women at ACF can voice their opinions, learn and share experiences. This forum is especially designed for and by women who are part of ACF's staff team.

MAJOR PARTNERS

Following partners have supported with funding of Rs. 25 lakhs and above.



AMBUJA CEMENTS LTD: Integrated Rural Development across 21 sites and organizational support to ACF.



APM TERMINALS PIPAVAV (GUJARAT PIPAVAV PORT LTD): Supporting SEDI, Rajula, Gujarat.



APOLLO TYRES FOUNDATION: Supporting Healthcare Centres for Truckers across 4 locations.



ASHOK LEYLAND LTD: Water Resource Management in Alwar, Rajasthan.



ASIAN PAINTS LTD: Natural Resource Management with focus on water & livelihoods in Vishakhapatnam, Andhra Pradesh and Sangareddy, Telangana.



ATE CHANDRA FOUNDATION: Caring Friends and ATE Chandra Foundation provided funding for pond excavation and roof rainwater harvesting structures in Rajasthan.



AU SMALL FINANCE BANK LTD: Supporting ACF's Skill Development Program in Jaipur, Nagaur, Chirawa and Jaitaran, Rajasthan and Jatipura and Mathura, Uttar Pradesh.



BETTER COTTON: Strategic Investment in Better Cotton, the world's leading sustainability initiative for cotton, through GIF and GIZ in 4 states of India (Maharashtra, Gujarat, Punjab and Rajasthan).

B. L. TAPARIA & FAMILY

B. L. TAPARIA & FAMILY: Support in Water Resource Management and Agriculture Livelihood in Chappar & Churu, Rajasthan.



THE COMMUNITY: Constant partners and investors across all projects.



CIPLA FOUNDATION: Support for SEDI at Nalagarh, Himachal Pradesh, and skill training for Ambuja Manovikas Kendra in Ropar, Punjab.



DEUTSCHE GESELLSCHAFT FÜR INTERNATIONALE ZUSAMMENARBEIT (GIZ): Strengthening agro-based livelihoods through production enhancement of oil seeds crops and biological solutions for crop protection and soil health by engaging women in Maharashtra and Gujarat.



EDUTEST SOLUTION PVT LTD: Funding support for establishing and operations of the skill training centre in Sanand, Gujarat.



GODREJ AGROVET: Integrated Rural Development in Tilda, Chhattisgarh, and Bundi, Rajasthan.



GODREJ CONSUMER PROJECT: Skill training program for assistant beautician course in 16 locations.



HDFC BANK PARIVARTAN: Holistic and Focused Rural Development in 15 locations of 6 states (Punjab, Gujarat, Chhattisgarh, Himachal Pradesh, Uttar Pradesh and Uttarakhand).



HINDUJA LEYLAND FINANCE LTD: Water Resource Management in Ajmer, Rajasthan.



HINDUSTAN ZINC LTD: Skill Development Centres at Dariba, Agucha, Kayad and Debari, Rajasthan.



INDIAN COUNCIL OF AGRICULTURE RESEARCH: Krishi Vigyan Kendra in Gir Somnath, Gujarat.



INDUSIND BANK LTD: Water Resource Management and Skill Based Livelihood in Jaitaran, Rajasthan and Farakka, West Bengal.



KRISHNASHRAY GURUKUL FOUNDATION: Established SEDI at Jatipura, Mathura (Uttar Pradesh) for skill training of youth.



NABARD: Supported projects across locations on FPO (farmer producer organisation), WADI, Watershed, SHGs and Skilling.

Narotam Sekhsaria Foundation

NAROTAM SEKHSARIA FOUNDATION: Integrated Community Development Program in Chirawa, Rajasthan, and field action research study focusing on Tobacco Cessation among expectant mothers across 3 locations.



NATIONAL SCHEDULED CASTES FINANCE & DEVELOPMENT CORPORATION: Skill training for Scheduled Caste youth across all SEDIs.



NATIONAL SKILL DEVELOPMENT CORPORATION (NSDC): ACF has a non-financial partnership with NSDC for certification of skilled youth across SEDIs.



PERNOD RICARD INDIA FOUNDATION: Supporting quality healthcare and road safety for truck drivers in Derabassi, Punjab.



ROTARY CLUB OF CHHINDWARA: Provided infrastructure support for Chhindwara SEDI, Madhya Pradesh, for a period of 5 years.



SADVICHAR PARIVAR: Support for land and infrastructure for establishing a SEDI at Uvarsad, Gandhinagar, Gujarat.



SCHNEIDER ELECTRIC INDIA FOUNDATION: Supporting the set up of training infrastructure for electrical course at SEDI.

SIR MATHURADAS VISSANJI EDUCATION TRUST

SIR MATHURADAS VISSANJI EDUCATION TRUST: Support provided in increasing girls participation in machine operation and future skills in Chandrapur (Maharashtra), Ambujanagar (Gujarat), Roorkee (Uttarakhand) and Jaitaran (Rajasthan).



SKF INDIA LTD: Support for two and four-wheeler mechanic course at SEDIs in Gandhinagar (Gujarat), Sankrail, (West Bengal) and Jaitaran, (Rajasthan).

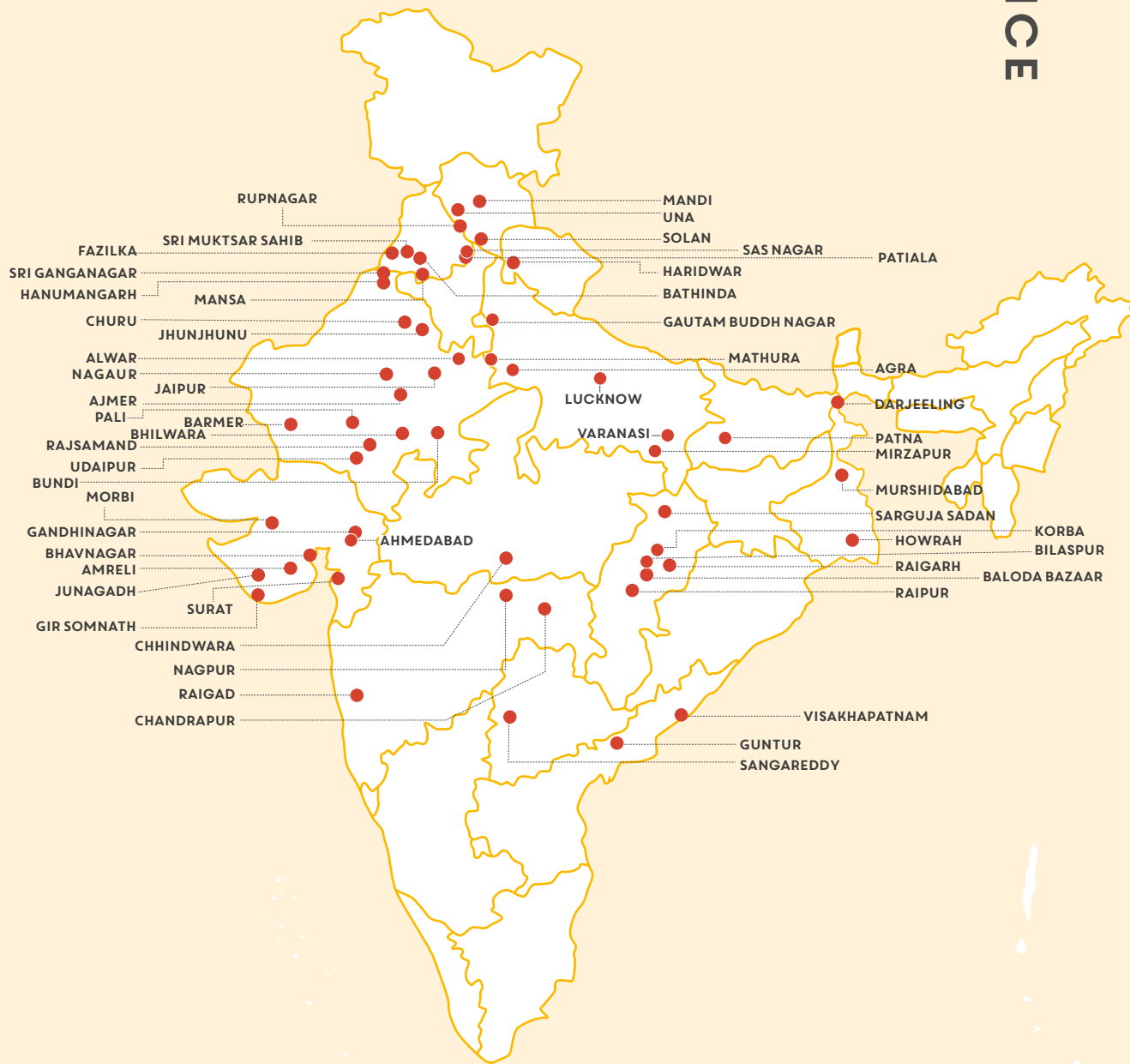


STICHTING IDH - SUSTAINABLE TRADE INITIATIVE: Support for water stewardship and livelihood interventions.



TALWANDI SABO POWER LTD: Women's empowerment through SHGs in Mansa, Punjab.

OUR PRESENCE

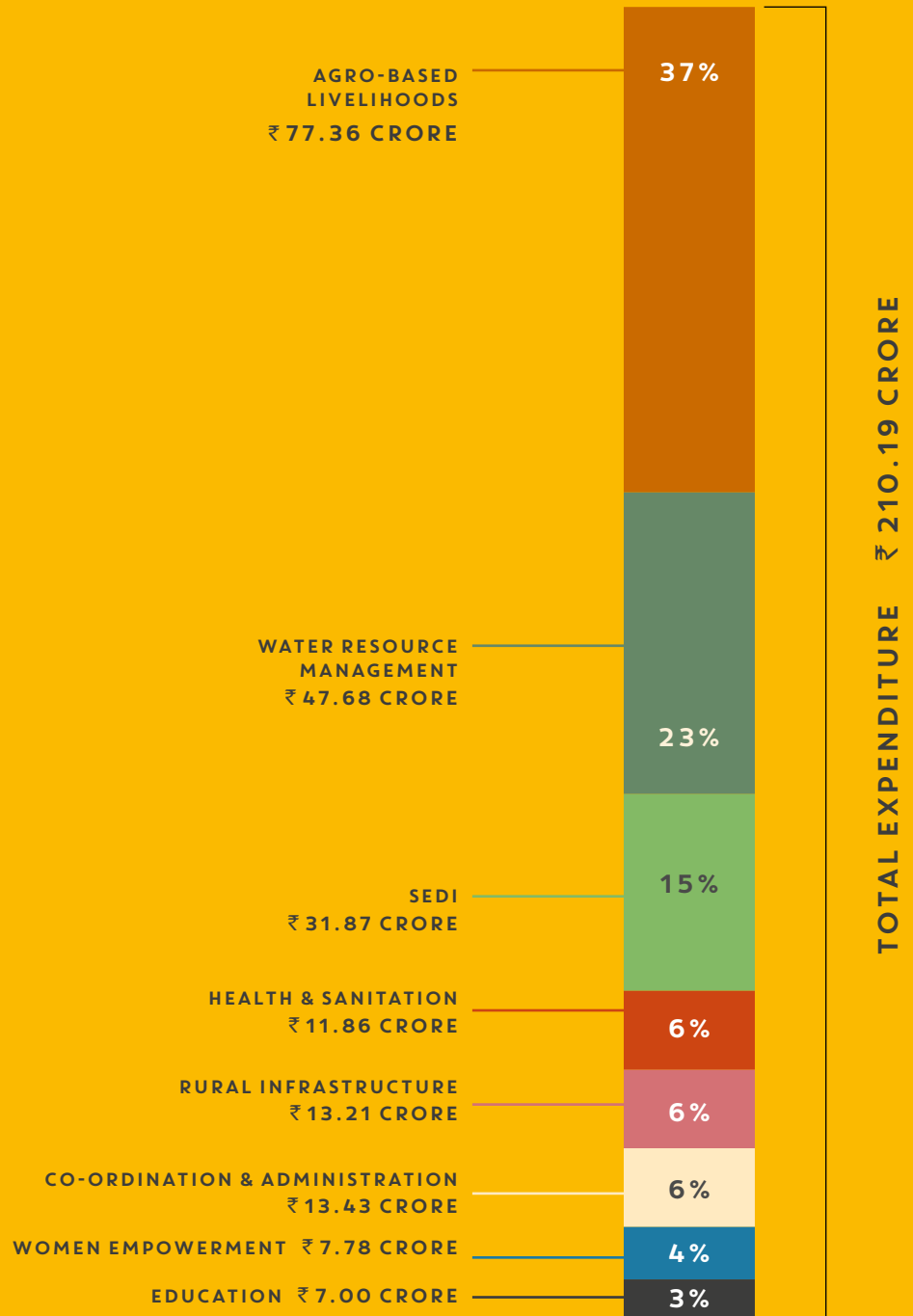


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SOURCE & USE OF FUNDS

Ambuja Cement Foundation was awarded by the prestigious Institute of Chartered Accountants of India (ICAI) for its excellence in financial reporting for FY 2021-22 in the Non-Profit Sector. ICAI council members appreciated ACFs professionalism in financial reporting and its work in community development over the last 30 years.

ACTIVITY WISE EXPENDITURE



* An additional Fund of Rs. 58.45 crore was received through direct funding and community contributions in kind which were channelised into community driven projects.

SOURCE OF FUNDS

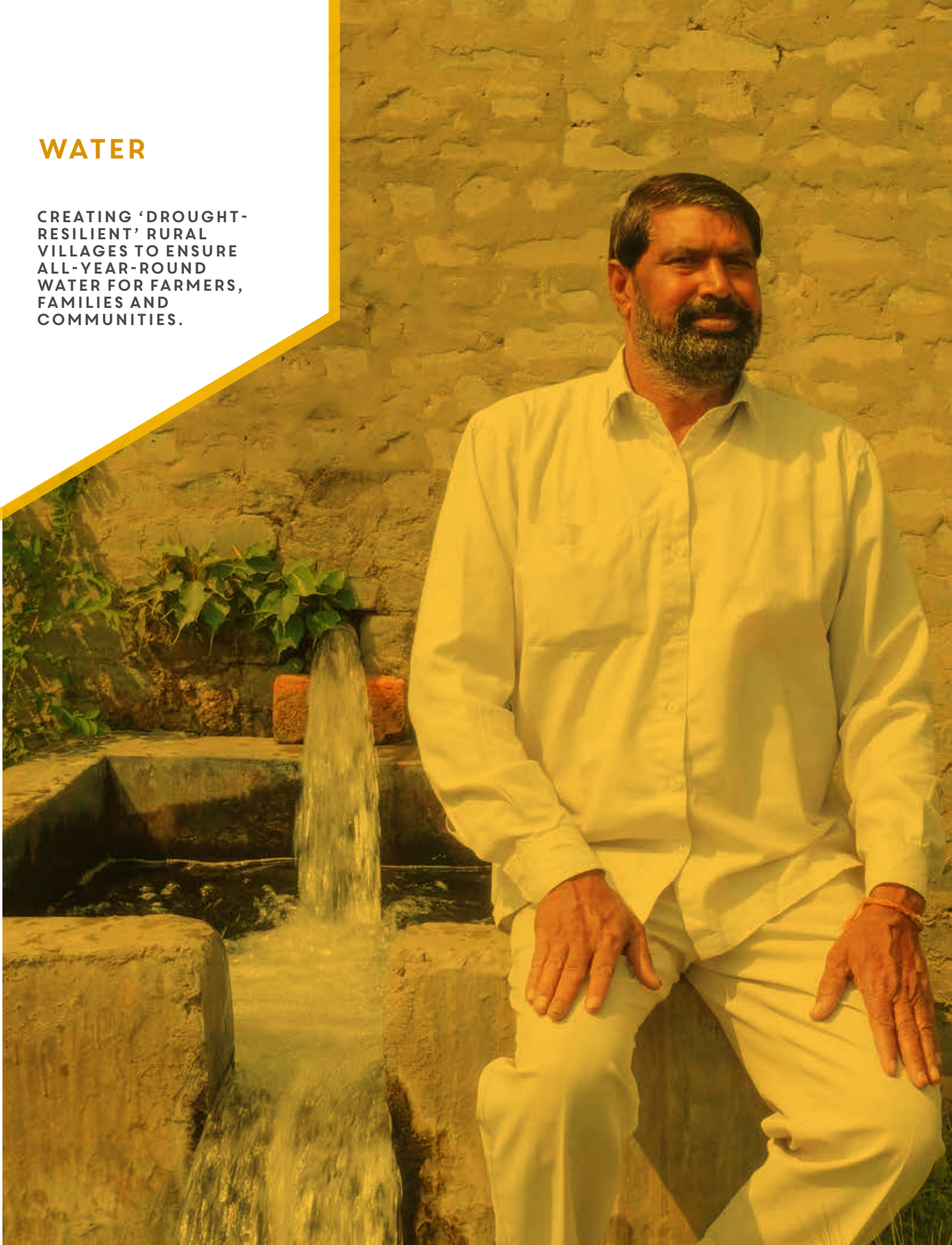


ACF is registered under Section 8 of the Companies Act, 2013. It also has registrations in ITA (12A/80G, IT returns), FCRA, and compliance related documents on Workplace & HR (POSH, PF, PT). The compliance team ensures that all registration documents are up to date.

* An additional Fund of Rs. 58.45 crore was received through direct funding and community contributions in kind which were channelised into community driven projects.

WATER

CREATING 'DROUGHT-RESILIENT' RURAL VILLAGES TO ENSURE ALL-YEAR-ROUND WATER FOR FARMERS, FAMILIES AND COMMUNITIES.



NO
POVERTY



SDG 1

ZERO
HUNGER



SDG 2

GENDER
EQUALITY



SDG 5

CLEAN
WATER AND
SANITATION



SDG 6

REDUCED
INEQUALITY



SDG 10

CLIMATE
ACTION



SDG 13

PARTNERSHIPS
TO ACHIEVE
THE GOAL



SDG 17

Water is life – it is vital for drinking water and sanitation, to grow food and support industry. It is the backbone of life, and livelihood. ACF takes a 3 pronged approach to drought-proofing rural communities – ensuring drinking water security; water for livelihood; and tackling enhanced water use and efficiency. Community water literacy and capacity building, integration of gender into water, and community ownership and participation are all critical aspects of the vast ACF water program.

PROGRAM HIGHLIGHTS 2022-23

2.55 MCM ADDITIONAL WATER STORAGE

Water resource management initiatives by ACF generated an additional 2.55 MCM of rainwater storage in 2022-23 across locations, compared to 1.69 MCM in 2021-22. This was achieved via investment in water harvesting structures and revival of traditional water bodies, including 74 check dams, 27 village ponds, 275 farm ponds, 79 khadins and 1172 RRWHS/water tanks. Additional rainwater storage capacity increased to 2.55 MCM through 1627 different water harvesting structures across locations.

FARM PONDS PROMOTED AS ADAPTATION TO CLIMATE CHANGE

Climate change and rainfall variability are posing challenges for crop production in kharif season with long dry spells in the monsoon damaging crops due to the absence of soil moisture. Farm ponds are an effective system to harvest rainwater and generate storage capacity to harness during dry spells to save crops. ACF has encouraged farmers to build 275 farm ponds in 2022-23 creating an additional water storage capacity of 0.34 MCM and increasing farmer income as a result. These farm ponds also recharge groundwater.

ACF RAMPS UP PARTICIPATORY GROUNDWATER MANAGEMENT

In order to strengthen internal expertise and knowledge on Participatory Groundwater Management, 18 members from ACF’s water team underwent a 12-day intensive

training at the Advanced Centre for Water Resources Development and Management (ACWADAM), Pune, and People's Science Institute (PSI), Dehradun – learning different aspects of watershed management, groundwater management, recharge measures and mobilisation techniques. ACF then exercised the Participatory Groundwater Management in Ambujanagar, Gujarat, and Alwar, Rajasthan – mobilising the community to understand the water situation in the area. A Water Security Plan was created, and water structures were identified for revitalisation. Eight (8) Sujal Jankars (Water Information Volunteers) were trained on technical aspects and social aspects of groundwater. They were in charge of organising frequent community meetings, conduct needs assessments, monitor water usage and setting a water budget to balance the demand and supply of water

ACF LAUNCHES 'AMBUJA FOR WATER' CAMPAIGN

ACF launched a widespread campaign to highlight the critical issue of rural water, and raise awareness of the many solutions. With a focus on mainstream media awareness, along with digital coverage, ACF also held a month-long on ground campaign across locations to sensitise the community on water conservation, harvesting and efficiency – encouraging individual action and practices. Various stakeholders were involved in the Jal Yatra, Jal Sabha, Youth and Women's Events. The initiative culminated with an online forum featuring discussion and participation by various leaders in the water space.



in each area. ACF formed 15 Participatory Groundwater Management (PGWM) Committees and trained each group on 12 modules of Participatory Groundwater Management.

GROUP-BASED IRRIGATION ENHANCES WATER ACCESS & EFFICIENCY

Irrigation systems like borewells, pump houses, sprinkler connectors, pump outlets and distribution of pipeline were initiated in Farakka, West Bengal, and Raigarh, Chhattisgarh. Farmers came together collectively to efficiently use water by distributing water equally. ACF mobilised farmers into groups to manage and operate the irrigation schemes, collectively, and all farmers have adopted sprinkler irrigation for efficient utilisation of water. In Raigarh, about 182 farmers were involved in sprinkler irrigation, covering 119 ha; 72 farmers formed groups to promote group-based irrigation covering 63.20 ha; and 18 farmers installed solar-based irrigation systems covering 18 ha. In Farakka, 4 borewells and pump houses were set up, benefitting 272 farmers covering an area of 32 ha. Eight (8) Lift Irrigation Systems were installed reaching 2400 farmers, covering an area of 400 ha and 4 Water User Groups were also set up to oversee to the functioning of these systems.

BEHAVIOURAL CHANGE WITH WATER QUALITY TESTING

In order to ensure communities, consume clean and safe drinking water, ACF tested 584 sources for water quality, revived 4 water stabilisation ponds and built 199 soak pits. This has led to community members beginning to discuss about water quality, act towards protecting sources, getting trained to test water quality and taking action to ensure a clean village.

NABARD AWARDS ACF AS BEST IMPLEMENTATION AGENCY

ACF was awarded by NABARD as the 'Best Implementation Agency' for completion of watershed projects in Darlaghat, Himachal Pradesh. ACF completed 3 watershed projects across 2824 ha in partnership with NABARD in 2022-23. The projects were handed over to watershed committees, and training workshops were held to help committees understand the systems of monitoring and sustaining the project. ACF has also been closely working with NABARD to create more watershed structures in the region.



CASE STUDY

IGNITING A WATER LITERACY MOVEMENT

Name: PARTICIPATORY GROUNDWATER MANAGEMENT

Location: GIR SOMNATH, GUJARAT

Villages: 15

Something different is afoot in Gir Somnath. An area prone to salinity and water scarcity, villagers across 15 villages have come together with ACF to enhance their water literacy and security.

It all started when farmers began experiencing erratic and varied cropping patterns – some growing kharif crops, and others sowing both kharif and rabi crops. Some were irrigating, while others were not - resulting in very ad hoc income levels.

ACF mobilised people into 3 clusters and commenced Participatory Groundwater Management (PGWM), with villagers learning to monitor and manage the groundwater as a common resource, themselves.

Creating a water budget, villagers learnt that they were using 71.93 MCM of water every year, but the water available to them was only 44.42, with 23.94 MCM being lost in runoff.

A 'Water Security Plan' was developed, along with a 'Village Water Policy', which outlined core rules around water usage, allocation of drinking water and source protection.

Taking a multipronged approach, everyone got to work. Firstly, 8 Bhujal Jankars were appointed – local representatives to help collect data, monitor water usage, conduct a well inventory, install and monitor water usage meters to track irrigation, and sensitise villagers on the results.

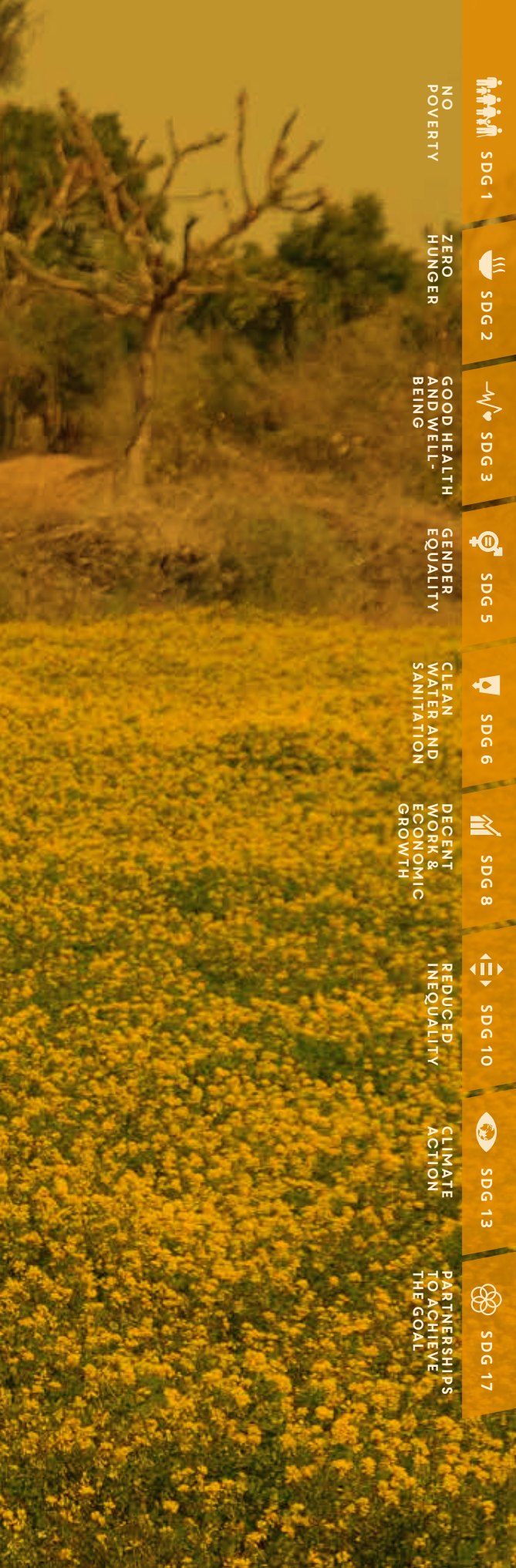
A variety of interventions were also identified to boost water supply – recharging 278 wells, renovating 30 check dams along with 15 ponds; construction of 18 new check dams and 29 percolation wells; and interlinking of 3 mine pits to recharge groundwater. Meanwhile, in an effort to curb water demand, farmer education kickstarted on soil moisture conservation and methods to enhance rainwater use efficiency.

To manage and oversee this crucial water work, ACF formed 15 PGWM Committees with training on 12 modules of Participatory Groundwater Management. Whilst it is still early days, the groundswell of support has been heartening, with villagers feeling confident to take back control of the water security scenario of their village.

AGRICULTURE

HELPING FARMING FAMILIES PROSPER, BY NURTURING FARMERS AND ORGANISING THEM INTO GROUPS TO ENHANCE THEIR PROFITABILITY.





Agriculture is the backbone of the Indian rural economy with 47% of rural households engaged in it for livelihood. And India is an agricultural powerhouse – the largest producer, consumer and exporter of spices and spice products, the second largest fruit producer in the world, and third in terms of farm and agricultural outputs. Whilst there is limited capacity to expand the amount of land under cultivation, there is huge scope however, to boost the capacity of production of Indian farmers – to make farming more efficient and therefore, more profitable. This is where Ambuja Cement Foundation focuses its efforts.

PROGRAM HIGHLIGHTS 2022-23

BUILDING THE CAPACITY OF 2.5 LAKH FARMERS

ACF reached out to 2.5 lakh farmers across locations – building their capacity in crop management, soil health improvement, water stewardship and biodiversity enhancement. ACF also engaged with farmers on fruit and vegetable cultivation, crop diversification, animal husbandry, and farmer producer organisations.

DEEPER IMPACT VIA BETTER COTTON

ACF has been the implementation partner of Better Cotton since 2010, and reaches 2.13 lakh farmers across four states – Punjab, Rajasthan, Gujarat and Maharashtra. With a strategic focus on soil health, pesticide toxicity, women empowerment, livelihood and climate change as part of the Better Cotton 2030 strategy, ACF aligned with this focus to generate a deeper impact among cotton farming families. ACF focused on building sustainable livelihoods by providing cotton farmers with additional sources of income through agri-allied activities, enterprise development and strengthening farmer collectives – also providing capacity building to 1.29 lakh women co-farmers and 80,000 workers on sustainable farming and livelihood. ACF has also prioritised gender inclusion as part of its focus.

CAMPAIGN TO ADVOCATE SOIL HEALTH

On the occasion of World Soil Day, ACF organised a week-long campaign across locations to create awareness of soil health, and motivate communities for collective action. In this campaign more than 2 lakh people participated in rallies, created mud paintings, and pledged to improve soil health. ACF also organised a virtual event, 'Investing in Soil for Today and the Future' which included experts from the Government and like-minded organisations.



HARNESSING THE POWER OF BIOMASS

ACF-promoted FPOs facilitated the supply of 56,870 tonnes of biomass to the Ambuja Cement Ltd plants during the year 2022-23 – helping farmers earn an additional income as well as saving the environment from stubble burning. ACF also promoted the incorporation of crop residue into soil, to help regenerate the soil and improve organic carbon content. In Punjab, ACF worked to incorporate paddy residue across 24,000 acres and also motivated farmers to incorporate cotton stalks in soil by making machinery available by developing local entrepreneurs.

7.98 LAKH TREES AND 29 BIODIVERSITY PARKS BOOST BIODIVERSITY

In an effort to tackle climate change and biodiversity losses, ACF planted 7.98 lakh trees and developed 29 oxygen parks to support local biodiversity and provide

habitat to native species. Working in collaboration with farmers, communities and panchayats, the effort saw widespread education and awareness on issues like the environment, soil health, biodiversity and natural habitats.

WOMEN PREPARE BIO INPUTS

ACF is working with over 15,000 women farmers – providing them with the knowledge and skills to prepare botanical pest and nutrient management solutions, so farmers can reduce the cost of cultivation and their dependency on chemical inputs. Working at an individual and SHG level, women started selling botanical inputs locally, helping provide an additional income stream.

SUPPORTING 17 FPOS TO VALUE-ADD & MARKET FARM PRODUCE

ACF has been working with 17 ACF-promoted FPOs with 8611 members (30% women) – supporting them in value-adding farm produce by establishing turmeric processing units, rice mills, and cattle feed manufacturing units. Additionally, ACF is supporting FPOs to process and market their own line of branded spices, organic produce, milk and milk products – boosting the profits of both FPOs and farmers. A recent value chain scoping study was carried out by an external consultant to understand the possibilities of an FPO's value addition of four agricultural sub-sectors (Sugarcane, Wheat, Basmati Paddy and Mustard). All four commodities showed promise for value addition and the study identified the need for some commodities to be produced in association with existing market players.

POND SILT IMPROVES SOIL HEALTH

In order to increase water storage capacity of community ponds, ACF started desilting village ponds with the support of farmers and village panchayats. To optimise the exercise, pond silt was harnessed on local farms to improve soil health – resulting in enhanced plant growth and improved production yield. In 2022-23, ACF has removed 1.25 lakh CuM silt from ponds, applying the fertile silt to approximately 510 acres of local farmland.

IMPROVING LIVELIHOODS THROUGH AGRI-ALLIED INTERVENTIONS

ACF works with landless and marginal/small farmers by offering them an additional source of livelihood through our agri-allied interventions: goatery, poultry, aquaculture and milch cattle. In 2022-23, 12,088 beneficiaries were involved in agri-allied activities. ACF supports these families to access better health services for their animals through the locally developed cadre of Pashu Swasthya Sevikas (PSS) and also by organising animal health camps in coordination with the local Animal Health Department. In 2022-23, ACF organised 614 animal health camps with 86,000 animals treated from over 10,000 households.



CASE STUDY

THE FARM WHISPERER

Name: HARI SINGH

Age: 47 YEARS OLD

Location: MANPHULL SINGH WALLA,
GANGANAGAR, RAJASTHAN

Work: FARMER & ACF FIELD FACILITATOR

When Hari Singh was just 16 years old, he lost his hand in a fodder chopping machine. It took his parents almost 1.5 hours to reach the nearest hospital on their only vehicle – a tractor! But the gentle Hari is far from bitter about it. Despite his challenges, he has become a passionate advocate of organic farming - dedicating his life to educating farmers about it.

His own farm accident provides a driving force, but he is also spurred on by the death of his uncle, a farmer who died of complications with Thalassemia, which worsened due to the overexposure of chemicals.

Like his forefathers, Hari transitioned into farming after school, and went about growing cotton the only way he knew how – applying chemical pesticides every other day. It was not until he came into contact with ACF in 2019 that his eyes began to open about the harm farmers were doing. Hungry for knowledge he participated in every ACF and KVK training.

First he turned things around on his own farm – planting border crops like Bajra to prevent pest attacks; developing vermicompost for fertiliser; and switching from synthetic chemical pesticides to natural biopesticides he made at home.

However, a fire was lit in his belly to educate others. He became a Field Facilitator and works with 337 farmers and 130 farm workers across 3 villages. He was even recognised with a Government Award for 'Progressive Animal Husbandry'.

He is an advocate for biodiversity in farming, and you'll find tiny bird boxes hanging from trees across his farm, as he nurtures birds who help keep crop pests at bay.

"As farmers we wield incredible power – in managing our environmental footprint, in growing food for the country, and in protecting our health – but only if we are empowered with the right knowledge!" he said.

SKILL

PROVIDING YOUTH WITH TRAINING AND BUSINESS OPPORTUNITIES TO HELP LIFT THEM AND THEIR FAMILIES OUT OF POVERTY.





ACF's Skill & Entrepreneurship Development Institutes (SEDIs) continue to upskill rural youth across the country – supporting placement in meaningful jobs or self-employment. ACF has created a milestone by training over 1,00,000 youth through its 35 SEDIs till date, with a job placement rate of 75%. Additionally, in the 2022-23 financial year, ACF also focused on strengthening its entrepreneurship development program by involving mentors, bank support and guidance in creating business development plans.

PROGRAM HIGHLIGHTS 2022-23

ENROLMENT CROSSES 1 LAKH TRAINEES

The cumulative enrolment at SEDI crossed 1 lakh this year, when 13,993 youth enrolled across ACF's 35 SEDIs. This takes total enrolment till date to 1.08 lakh across 44 job roles from 14 sectors in 10 states – with 44% of enrolments being female. ACF continued to maintain a placement rate above 75% (76% this year) with 80% being in wage employment and 20% in self-employment.

3 NEW SEDIS INAUGURATED

Three (3) new SEDIs were unveiled this year, taking the total number of ACF SEDIs to 35.

- **HDFC Bank Parivartan** partnered with ACF to launch 2 new SEDIs in Bilaspur (Chhattisgarh) and Noida (Uttar Pradesh).
- **Edutest India Private Limited** partnered with ACF for a new SEDI at Sanand (Gujarat).

AVERAGE STARTING SALARY INCREASES TO RS. 11,800 PER MONTH

Thanks to collective efforts to promote quality placement of SEDI graduates, the average starting salary of a SEDI trainee has increased to over Rs. 11,800 per month, with many trainees additionally negotiating accommodation facilities and other perks. This milestone was achieved due to the setup of a robust placement coordination team in each region, who is responsible for coordinating placement for all SEDI graduates. This coordination provides crucial support in undertaking proper negotiation with placement partners, along with providing support to identify and approach new potential employers.

SCHNEIDER ELECTRIC INDIA FOUNDATION EXTENDS SUPPORT TO 1325 ENTREPRENEURS

ACF and Schneider Electric have partnered to train 1325 entrepreneurs in electrical and allied businesses at 6 SEDIs over the next 5 years. The partnership provides support for the establishment of infrastructure for the Entrepreneurship Development Training, and the facilitation of enterprise development.

ONLINE INTERNAL ASSESSMENT OF TRAINEE SKILL COMPETENCY LAUNCHED

SEDI launched an internal assessment portal with the help of FirstUni – a portal to conduct online assessments. This initiative was launched to ensure that each trainee assesses their skill competency online, with a focus on theoretical assessment. Till date a total of 12,157 trainees have taken the online test via 1545 assessments across 32 job roles. These assessments also help students to enhance computer skills.

EXTERNAL ASSESSMENT OF PRACTICAL SKILLS

Practical skill competency is one of the most important facets of short duration skill training. SEDI has engaged external technical experts to conduct practical skill competency assessments of SEDI trainees. Each SEDI has onboarded job-role specific technical experts for the practical assessments, which are conducted at the end of training.

PARTNERSHIPS CONTINUE TO GROW

ACF's SEDI continues to grow and skill thousands of rural youth, thanks to a variety of collaborative partnerships. Support was received for infrastructure enhancement, as well as for supporting specific courses like Beautician, Retail Sales, Electrical, and Masonry. Partnerships were also forged in the Entrepreneurship Development Program to support the creation of more young entrepreneurs. Partnerships play a pivotal role in ensuring training infrastructure upgrades like incorporation of BS-6 technology in the automobile two-wheeler labs, or the addition of mechanic hydraulics to the SEDI training portfolio.

SUSTAINING ENTREPRENEURS THROUGH ENTREPRENEURSHIP DEVELOPMENT

The Entrepreneurship Development Program was launched last year to inculcate and foster entrepreneurial skills among trainees. A part of the EDP module is now added to the soft skills module as some of the courses could lead to encouragement of self-employment. The E-Dukan concept was also incorporated into the syllabus to introduce entrepreneurs to e-commerce, e-payments, GST registrations and social media advertising.

Entrepreneurs were linked to banks to access loans and over 63 mentors were onboarded to mentor trainees and oversee the creation of robust Business Development Plans. In 2022-23, 176 trainees have undertaken the course with 108 businesses created.

NETWORK OF 13 ALUMNI CHAPTERS LAUNCHED

In an effort to foster long term engagement with SEDI graduates, SEDI launched 13 alumni chapters across 10 major cities, with over 3000 SEDI alumni connecting and offering continued learning development. The alumni chapters aim to leverage SEDI's connection with existing placed trainees in each location and to foster opportunities for new graduates. Additionally, the alumni chapters provide support mechanisms and mentoring for trainees joining new jobs in locations where SEDI alumni are present – providing advice and support on food, accommodation, companies and culture.

INDIAN HOTELS COMPANY LTD PROVIDES HOSPITALITY TRAINING SUPPORT TO SEDI

The Indian Hotels Company Ltd (Taj Group) has partnered to provide infrastructure and training knowledge support in SEDI's hospitality course. IHCL will provide training facilities and practical knowledge at Taj Properties along with on the job training opportunities, exposure visits and facilitation for placement. The first centre, based in the Taj's 5 star rated property, Jaipur Mahal, was kickstarted with support from AU Small Finance Bank.





CASE STUDY

THE '2-WHEELER' KING!

Name: SATYAVEER SINGH

Age: 24 YEARS OLD

Location: CHIRAWA, RAJASTHAN

Business: SHREE MA MOTORS PRIVATE LTD

A 24-year-old revolutionary from Chirawa, Rajasthan, is taking on the likes of TVS and Bajaj – leaders in India's competitive 2-wheeler segment – by kickstarting his own e-scooter assembly business.

And the gamble is paying off! In just 2 years, Satyaveer Singh has a Rs. 1.13 crore turnover, assembling 6500 bikes per year with bikes available via franchise sales dealers in 168 outlets across the country.

Satyaveer completed his Front Office Associate course at SEDI and had hopes of opening his own hotel. But on graduation, Satyaveer saw potential in the automobile sector – having earlier worked for Royal Enfield, and studied at ITI, he knew the segment well.

'Shree Ma Motors' emerged in 2021 after he tried his hand as a sub-dealer of parts, importing plastic bike fittings from China. He soon began making his own e-scootys – assembling the battery fitting, motor and frame and decking it out with the imported parts.

From here, the business quickly grew. Today, with 36 employees and 4 simulators, his bikes are assembled in Chirawa, and warehoused in various locations around the country ready for sale. With an eye for design, he has created 5 e-scooters, 1 bike and even a 3-wheeler.

As the business took off, he soon saw the need to sharpen his entrepreneurial skills – enrolling in SEDI's Entrepreneurship Development Program in 2022. What is the secret to his success? "Our price is lower than other brands, and the quality is better. We also provide door to door service," Satyaveer says. He believes that quality customer service and post-sales support is crucial to his success.

Soft spoken, confident and humble, Satyaveer has taken Shree Ma Motors from strength to strength. So much so, that he has already started sharing his new-found success – kickstarting donations to schools in the local area. What next from this incredible young man?

WOMEN

HARNESSING THE
POWER OF WOMEN
AS CHANGEMAKERS -
GENERATING INCOME,
MAKING DECISIONS,
MANAGING FINANCES
AND LEADING THEIR
COMMUNITIES.





NO
POVERTY



SDG 1

ZERO
HUNGER



SDG 2

GENDER
EQUALITY



SDG 5

REDUCED
INEQUALITY



SDG 10

PARTNERSHIPS
TO ACHIEVE
THE GOAL



SDG 17

The empowerment of women is essential for the social development, health and wellbeing of both families and communities. However, in rural India, women are restricted to the home and saddled with domestic responsibilities. By empowering women to participate in Self Help Groups (SHGs), be involved in decision making, and start microenterprises, families and communities thrive – as women collectively solve problems, inculcate habits of saving and generate additional income streams which provide fuel for local economies.

PROGRAM HIGHLIGHTS 2022-23

GROWTH OF WOMEN COLLECTIVES

In 2022-23, 686 SHGs were promoted with 7303 women members making it a total of over 3200 SHGs and 37,920 women members. Women's Federations have also increased to 9 with the establishment of new federations in Chirawa, Sankrail, Roorkee and Marwa Mundwa – with a total of 15,480 women members. SHG promotion is the process of empowerment where women are collectivised in groups for socioeconomic development. Via these platforms, women can raise their voice and address different social issues.

FEDERATION CATALYSE SOCIOECONOMIC DEVELOPMENT

ACF-promoted federations are tackling specific social affecting local women:

- Across locations, women's federations are working on issues like child marriage and girl-child education.
- In Ambujanagar, the Sorath Mahila Federation is tackling social taboos like widow marriage.
- The Women's Federation in Chhattisgarh launched an Anti-Alcoholism campaign and also stopped the selling of country liquor in local villages.
- Federations in Rajasthan are focusing on linking women beneficiaries with respective government programs for addressing social issues.
- Federations are also playing an important role by providing revolving funds to different SHGs for meeting their immediate financial requirement. In 2022-23, federations disbursed loans of Rs. 236.25 lakh to needy women in SHGs.

EXPANDING OPPORTUNITIES FOR WOMEN IN MICROENTERPRISES

10,944 women in 2022-23 were involved in enterprise promotion activities, thanks to the work by ACF Women's

Empowerment Program. Women from SHGs rejuvenated traditional crafts, stitched jute bags, school bags and dresses, made diyas and idols from cowdung, and made local pickles and murabba (marmalade).

- Bhatpara kickstarted a Rural Mart where more than 70 products, made by SHG women, are being sold from under one roof.
- Chandrapur, Darlaghat and West Bengal focused on livestock enterprise promotion to benefit Scheduled Tribe/Schedule Caste (ST/SC) women – with over 5000 women earning Rs. 6000-7000 per month as additional income from goat and dairy rearing practices.
- All locations in Rajasthan promoted products like ghee, papad, achar and spices with proper packaging and branding.
- Ambujanagar, Bhatapara and Chandrapur promoted small grocery shops, stitching shops and other individual enterprises – ensuring additional income of between Rs. 5000 to Rs. 7000 at a household level.

MICROENTERPRISE DEVELOPMENT MODELS EMERGE

ACF has helped facilitate the establishment of a variety of models to support women in promoting their microenterprises. In Punjab, a Common Facility Centre

was established for business promotion and product development to revive and scale local arts and crafts, and to sell in melas, stores and online marketplaces. For marketing of SHG products, Rajasthan has adopted a Sakhi (Friends) Model where community volunteers are promoting and marketing their products at scale among surrounding villages.

WOMEN'S COOPERATIVE CREDIT UNION THRIVES

The Sorath Women's Federation in Ambujanagar collectively run a Cooperative Bank which played a crucial role during the COVID-19 pandemic. In 2022-23 the Cooperative Bank performed extremely well and till date 5773 women members have done transactions amounting to Rs. 5.80 crore. The Cooperative Bank has also created a scheme to enable fixed deposits for their members and till date Rs. 59.05 lakh has been saved under this scheme.

OFF-FARM PRODUCER ORGANISATION ESTABLISHED TO SUPPORT WOMEN IN GOATERY

ACF supported 300 Scheduled Tribe/Schedule Caste women from 6 tribal villages of Farakka to establish the Farakka Chagol Palan Gosthi Producer Company Limited. The FPO supports landless women on different aspects of goat farming and marketing, and facilitates linkages with various government schemes to further enhance the Goat Entrepreneurship Program in Farakka. A robust business plan saw the FPO turnover reach Rs.10,42,172 and profit reach almost Rs. 40,000 within just a few months.

LINKING WOMEN WITH SOCIAL SECURITY SCHEMES

Many government schemes do not trickle down and reach beneficiaries due to a lack of awareness and access issues in remote locations. ACF's Women's Empowerment Program (WEP) team, with the support of the Women's Federation, initiated 100 awareness generation programs to promote different government schemes, which have benefitted women. Above all, the major benefitting schemes were Pradhan Mantri Suraksha Bima Yojna, Pradhan Mantri Jan Dhan Yojana, Janai Suraksha Yojana, Kisan Samman Nidhi Yojana and Atal Pension Yojan.

REVOLVING FUND ASSISTS LIVELIHOOD DEVELOPMENT

The ACF-established revolving fund for women saw the mobilisation of Rs. 41.80 lakh funds for livelihood development activities by women. Of particular note, the loan repayment rate was 100% with women ensuring the return of loans, so that the system can benefit many more women in the future. As a result, monthly incomes have increased by Rs. 5000-6000.

ACCOLADES FOR ACF'S WOMEN EMPOWERMENT PROGRAM

2022-23 was a year of awards for ACF's Women Empowerment Program. ACF bagged two awards – the FICCI CSR Award for Women Empowerment at a National Level; and the ICC-Social Impact Award, where Bhatapara, Chhattisgarh won Best Organization Award for their significant contribution to Women Empowerment. Women across locations also won awards for Best SHGs, Best Federation and Enterprise Promotion by Women. Awards were received at both District and State level from Government Departments, and as well from NABARD.





CASE STUDY

NEEM OIL: LIQUID GOLD FOR WOMEN!

Name: SARASWATI MAHILA BACHAT GAT

Location: KHAIRI PANNASE, NAGPUR, MAHARASHTRA

Members: 11

Project: PRODUCTION OF NATURAL PESTICIDES

The savvy women of Saraswati Mahila Bachat Gat SHG have found a niche enterprise – producing and sourcing neem oil and Dash Parni – for local cotton farmers looking for natural ways to keep crop pests at bay.

Neem oil is excellent at keeping sucking pests like white flies and aphids away, whilst Dash Parni is a combination of 10 types of tree leaves that are mixed and boiled to apply as pest control. It's a win-win for both women and farmers.

It all started when ACF mobilised 11 women – all of them farmers – to form an SHG. Together they identified a lucrative opportunity which would solve a farm problem. Cotton farmers were looking to transition away from expensive chemical pesticides, which had toxic effects, particularly on the body, from overexposure.

Neem oil and 'Dash Parni' were identified as possible solutions which could be made by the women and sold at a fraction of the cost of chemical pesticide. So the women got to work and made their first batches of product – applying it to their own crops to test its effectiveness. It was good stuff.

And the enterprise took off, with demand quickly outstripping supply. Making just 200 litres, they soon found they required up to 1000 litres, and so filled the gap by procuring it.

They soon also diversified into making Yellow Sticky Traps – hand-made devices, hung in fields to attract and stick aphids who damage cotton crops. Today the women sell more than 10,000 traps every year.

But with so many farmers in the region, and with ACF having ready access to 1 lakh of them, other SHGs were motivated and started their business. 12 SHGs with 144 women are all on board. Talk about forging their own path in life!

HEALTH

BUILDING HEALTHY
COMMUNITIES TO
ENABLE PEOPLE TO
LEAD MORE FRUITFUL,
PRODUCTIVE LIVES.



NO
POVERTY



SDG 1

ZERO
HUNGER



SDG 2

GOOD HEALTH
AND WELL-
BEING



SDG 3

GENDER
EQUALITY



SDG 5

CLEAN
WATER AND
SANITATION



SDG 6

REDUCED
INEQUALITY



SDG 10

PARTNERSHIPS
TO ACHIEVE
THE GOAL



SDG 17

ACF has community health interventions at 20 locations in India focusing on preventive and promotive healthcare, driven via a cadre of frontline health workers called Sakhis. ACF's Sakhis provide health services around maternal child health, malnutrition, non-communicable diseases, menstrual hygiene management, communicable diseases and Water, Sanitation and Hygiene Management (WASH) at a village level. We also integrate our health model with other ACF programs – strengthening nutrition amongst women, promoting kitchen gardening in agriculture, or working with SHGs to supply menstrual absorbents.

PROGRAM HIGHLIGHTS 2022-23

SUSTAINED GROWTH UNDER MATERNAL CHILD HEALTH

ACF's Maternal Child Health program saw improvements to critical indicators by providing ANC services to 3135 pregnant women from 178 villages in 10 locations. The institutional delivery rate stabilised at 99%, while linkages to maternal benefit schemes reached 78%. Family planning and anaemia has also been continued as a programmatic focus.

MALNUTRITION PROJECT

ACF expanded its nutrition interventions reaching out to 11 locations, 159 villages and 349 Anganwadi Centres (AWCs) which are covering 10,628 children in the 3-6 years age group. Working in collaboration with the ICDS, ACF strengthens AWC via infrastructure, anthropometry support and capacity building for frontline workers. We renovated 98 Anganwadi centres. Additionally, ACF has referred 181 Severe Acute Malnutrition (SAM) children to Nutrition Rehabilitation Centres (NRCs) till date, with monthly follow-ups by Sakhis.

NON-COMMUNICABLE DISEASE (NCD) PROGRAM STRENGTHENS

This year ACF reached out to 1.81 lakh direct beneficiaries from 233 villages, via its NCD interventions. Apart from hypertension and diabetes, ACF also focused on chronic obstructive pulmonary disease (COPD) and asthma. 26,038 people were screened this year, from which 8.1% were diagnosed with hypertension and 5% with diabetes. In addition, a number of new initiatives were unveiled as part of the NCD program:

- **Community Clinic Model:** 3 new community clinics were introduced this year, bringing the total number

of community clinics to 12 – servicing 60 villages. Managed by villagers with ACF providing technical support via visiting doctors and paramedics, these clinics now address primary healthcare as well as clinical services of NCD, COPD and asthma with availability of medicines.

- **Nurturing Strong Mental Health in Villages:** Through its Atmiyata Mental Health Project 2969 beneficiaries from 107 villages were reached with 128 cases being provided with basic counselling support. 95 cases identified with Chronic Mental Disorder and 45 cases with Severe Mental Disorder. 95 cases were also identified and referred to the psychiatrist of the local health department.

ACTION RESEARCH PROJECT WITH HARVARD T. H. CHAN SCHOOL OF PUBLIC HEALTH

ACF, in collaboration with Harvard T.H. Chan School of Public Health, are nearing the end of a 2-year action research project on NCDs, identifying high risk people in Bathinda. A randomised control trial, with step wedge design, was followed, covering 12 villages. This year ACF completed the final intervention phase, and endline data collection was initiated for the high risk respondents.

BREAST CANCER AWARENESS & TRAINING

ACF, in association with the International Association of Breast Surgeons (ABS), ABS India Chapter and Tata Trust Cancer Care, organised a Breast Cancer Awareness Event in Chandrapur to provide training to regional Oncologists, newly appointed Community Health Officers of Health & Wellness Centres and Government Health Officials. Additionally, frontline health workers (ASHA and Sakhi) were trained to identify signs and symptoms, and teach self-breast examination techniques for the early identification, referral and treatment of cancer cases.



ADDRESSING MENSTRUAL HYGIENE VIA A HOLISTIC APPROACH

ACF's Menstrual Hygiene Management expanded to 18 locations of 12 states reaching over 22,000 adolescents and women. The program focuses on 4 major pillars – access to knowledge; access to absorbents; access to WASH; and access to disposal. Supported by Hafele India, the initiative saw the provision of biodegradable napkin making machines in 4 states – enabling SHGs to kick start their own microenterprises by making napkins, and creating a supply chain dispersing the napkins through other SHGs in 12 states. As a result, 18,786 absorbents were distributed, and schools received 14 vending machines and 20 incinerators.

EXPANDED HEALTH SUPPORT FOR TRUCKERS

This year truckers had access to additional services around TB, vision care, tobacco and alcohol consumption and NCDs at its Health Care Centres. ACF and Apollo Tyres Foundation have been managing 4 Healthcare Centres designed to cater to the healthcare needs of 1,06,989 truckers – covering issues such as HIV/AIDS, STI management and road safety. Additionally, ACF in collaboration with Pernod Ricard India Foundation, has also been managing a project to address healthcare and road safety for truckers.

TOBACCO CESSATION PROJECT REACHES 651 PREGNANT WOMEN

Working in partnership with LifeFirst, a tobacco treatment initiative part of Narotam Sekhsaria Foundation, ACF's Sakhis reached 651 pregnant women during the 2-year field action research to track the number of tobacco chewing pregnant mothers. Based on the results, a tobacco cessation project will be designed offering cessation services to these mothers to balance the maternal health indicator. We create awareness on the ill effects of tobacco products, in schools and communities - making the villages and school tobacco free as per the COTPA guidelines.

HEALTH & SAFETY UPDATES

ACF promotes Health and Safety to ensure the right and precautionary behavior to be followed on the ground and in offices. Health and Safety is an added component in the SEDI curriculum. At all SEDI locations students wear proper protective gear while dealing with hazardous equipment. Every SEDI has a safety gallery and a walk-through of it including a 'Toolbox Talk' conducted during induction. Frequent training on fire safety, first aid and road safety is undertaken. Guest speakers from the Police and Fire Departments are also invited across some locations. Regular awareness sessions on health, women's safety, road safety along with domestic and farm safety and available government health schemes are encouraged with various ACF stakeholders like farmers, truckers, women and school students.



CASE STUDY

REWIRING HEALTH

Location: MEHMA SAWAI, BATHINDA, PUNJAB
Population: 5214
Program: HEALTH & NUTRITION INFORMATION CENTRES

The women in Mehma Sawai were having a lot of issues with their health, but with the Primary Health Centre located 4 km away and without transport, they sat back and ignored it.

Diabetes, hypertension, heart disease – the Punjabi diet and lifestyle were slowly wreaking havoc, with the prevalence of non-communicable disease increasing day by day.

ACF decided to do something about it – establishing a Health & Nutrition Centre in the heart of the village, to act as a focal point for educating people about food and health.

Renovating a place provided by the panchayat, activity commenced with a variety of sessions. Run by ACF's Community Health Volunteer, Rajinder Kaur, slowly foot traffic began to pick up as people's curiosity got the better of them.

With an aim to change ingrained eating practices, Rajinder also took to the streets – going door to door to distribute seeds for kitchen gardening to ensure more fresh green leafy vegetables in the daily diet.

And the strategy has been working. Jasveer Kaur was a widow trying to survive on a monthly pension of Rs. 1500. Jasveer Kaur regularly skipped meals and could not afford to buy vegetables – her hemoglobin levels plummeting as a result, putting her into the 'high risk' category. She kickstarted a kitchen garden, eats more greens and today she brisk walks for 1 hour per day. And she has seen radical changes in her health.

The centre has become an integral part of the community, with regular street plays, sports events, and rallies to keep health at the top of mind of community members.

The Mehma Sawai Centre is just 1 of 2 ACF Health and Nutrition Centres in Bathinda, with plans to roll out 2 more in the coming year. And, if the minds, behaviour and health of rural Punjabi women can be changed, then anything is possible!

EDUCATION

ENSURING THAT RURAL CHILDREN GET THE SUPPORT THEY NEED FOR A GOOD EDUCATION, AND DIFFERENTLY ABLED CHILDREN REACH THEIR FULL POTENTIAL IN LIFE.





ACF's education program covered 292 villages across 12 districts – reaching out to 57,052 students from 314 schools. ACF's major focus areas include reading, physical education and sports; strengthening WASH in schools via infrastructure support and behaviour change communication; establishing STEM-based science laboratories to promote learning by doing; and capacity building to strengthen grassroots key stakeholders like teachers, School Management Committees and the field volunteers.

PROGRAM HIGHLIGHTS 2022-23

CAPACITY BUILDING TO STRENGTHEN EDUCATION OUTCOMES

Capacity building is a continuous process to improve knowledge via learning from experts in key subject domains. ACF builds the capacity of education 'frontline' workers like Balmitras and Anganwadi workers, as well as school teachers and school management committees (SMC).

This year ACF trained 416 teachers through 19 trainings, 508 SMC members through 16 trainings, 19 Balmitras and 301 Anganwadi workers through 10 training programs – helping the quality of pedagogy and teaching methodology, ensuring quality education in the classroom, and positive learning environments in schools.

30,000+ STUDENTS EMPOWERED VIA SPORTS

ACF's physical education program is running in 114 schools across locations, impacting 25,096 students in collaboration with HDFC Bank Parivartan in Varanasi, Uttar Pradesh. ACF's volunteers and teachers are conducting regular activities with students, designed after baseline assessment by experts, focusing on their core physical development. 68 school level, 38 interschool level and cluster level sports events were organised to create awareness among the community, parents, and panchayat members, and to provide students with a platform to showcase their talent.

READING PROMOTION SCALES, REACHING 5 LOCATIONS

With 44% of students showing improvement in their reading levels, this year saw the scale of ACF's reading promotion program – expanding from its pilot in Chandrapur to Darlaghat, Bhatapara, Bhatinda, Ambujanagar, Varanasi and Agra.

Today, the program is reaching out to 142 schools covering 30,000+ students. With the major focus of the program being to create an enabling environment for reading, ACF also developed 101 libraries and library corners in schools; and students were engaged via activities like group reading, reading aloud, poem recitation, storytelling, and pustak lunger (book exhibition). In addition, 218 reading competitions were held in which 4240 students participated.

ESTABLISHING LABORATORIES IN 66 SCHOOLS TO PROMOTE STEM

Government of India's New Education Policy in 2020 highlighted the importance of Science Technology, Engineering and Mathematics (STEM) in building a 'future-ready' workforce that will power innovation across industries. In alignment with this, ACF has been promoting STEM across 66 schools reaching 34,185 students, by establishing laboratories fitted out with around 40-80 models – covering all aspects of science and maths from Standard 1-10.

WASH (WATER, SANITATION AND HYGIENE MANAGEMENT)

In an effort to fill the gaps in existing water and sanitation infrastructure in schools and reduce the incidence of girls dropping out of school, ACF created/revived 86 sanitation structures, 95 drinking water facilities, 63 hand wash stations and 6 mid-day meal areas along with water testing at 95 schools pre and post monsoon. Menstrual Hygiene is a core component of WASH, and to ensure its management ACF has installed sanitary pad vending machines in 51 schools and incinerators in 50 schools.

To complement this, a behavior change program was rolled out to students – conducting awareness sessions on personal hygiene (437), safe water, water use efficiency (71), hand wash practices (396) and menstrual health and hygiene (118).

INFRASTRUCTURE DEVELOPMENT AND RENOVATION

ACF facilitated the upgrade of infrastructure at supported schools. 32 schools were supported with infrastructure support like Sanitary Pad Dispensers and Incinerators, new boundary walls and playground facilities. 68 schools were also supported with educational aids like digital classroom supplies and equipment, books, library facilities STEM laboratories and BaLA paintings and other resources.

STUDENT ACHIEVEMENT

- Manyata Atram, a student from Chandrapur was selected for the Maharashtra State Level Athletics Khelo India Championship for 100 & 200 metre run and relay.
- Yogita Dhakane, a student from Chandrapur grabbed 2nd place for her presentation in the block level science exhibition and also received the first prize in the Science Elocution Competition.
- Student, Priya Devi won the silver medal as she was part of the Indian Basketball Team at the Special Olympics World Summer Games. This makes a total of 14 medals won by AMK students at the Special Olympics.

AMBUJA MANOVIKAS KENDRA GOES FROM STRENGTH TO STRENGTH

Ambuja Manovikas Kendra is a special school in Ropar, Punjab serving 134 students from 161 surrounding villages. AMK offers a variety of special services to these children to help them reach their full potential in life – including a variety of therapies, special education, skill training, home based rehabilitation programs and a robust sports and cultural activity program to support the child's overall wellbeing. The 2022-23 financial year, saw the following highlights for AMK:

- 21 trainees were skilled under the Skill Development & Rehabilitation Centre.
- 25 graduate trainees made 20,000+ rakhis and 10,000 diyas for Diwali, with products selling to earn a profit of Rs. 4,14,765.
- The AMK swimming pool facility is fully functional with students being trained in aquatic sports, hydrotherapy and other water activities for sensory integration under the guidance of a qualified swimming trainer.
- 14 AMK students received free Educational Aids worth Rs. 10,000 from the National Institute for the Empowerment of Persons with Intellectual Disability.
- 2 students, Ms Ramandeep Kaur and Mr Ravjeet Singh, cleared their secondary exams (2021-22) under the National Institute of Open Schooling (NIOS), bringing the total number of students from AMK to achieve this to 24.
- Ambuja Manovikas Kendra won 'Overall Championship Trophy' for the record 15th time in a row at the 23rd Punjab State Special Olympics, 2022.



CASE STUDY

ATHLETICS FOR ALL

Name: AVTAR SINGH

Age: 46 YEARS OLD

Location: BULLADEWALA, BATHINDA,
PUNJAB

Work: SCHOOL PRINCIPAL

Sports in the tiny hamlet of Bulladewala, is something reserved for senior kids – Primary school children don't play.

So when Mr. Avtar Singh, Principal of Bulladewala Primary School, found himself at a training camp on sports, initially he was dubious. ACF's trainers dragged teachers to play frisbee - sweat pouring from his unseasoned Punjabi body, his initial reaction was 'yikes!'. However, before long Avtar's inner child emerged, soon he was laughing and running around like a great, big kid. Excited, he returned to his school eager to change things.

Now Bulladewala Primary School was a typical Government school, where attendance was limited to 3, maybe 4, days of the week, tops! So when teachers discussed the concept, there was scepticism. But Avtar's enthusiasm soon caught on and before long, 2 hours of daily athletics was launched.

Nursery toddlers lined up for running races, giggling their way to the finish line; kindergarten kids tried long jump – leaping into the air with glee; and 1st graders learnt to pass a baton in their very first relay race. The joy of it all was infectious.

Attendance levels skyrocketed with almost 100% attendance across all 6 days of the week. And, of course learning levels inched up also. Children were more disciplined, understood teamwork and underwent a complete change in attitude. Their endurance and stamina grew, as did their agility and strength. Optimism was rife as the entire culture of the school transformed.

You can imagine the excitement then, when 40 students were selected to represent the school at the Block Level Games. And when 5 children won medals at District Competition and participated in State Level Competition, well, they could hardly contain themselves!

"We don't have facilities for other games, but athletics is something that we can do anywhere, easily. Every primary school across India must do this!" Avtar said.

RURAL INFRASTRUCTURE DEVELOPMENT

INVESTING IN THE
IMPROVEMENT OF
BASIC INFRASTRUCTURE
TO IMPROVE QUALITY
OF LIFE.

रोड इटर लॉकिंग टाइल निर्माण कार्य गाँव रैडी
सौजन्यसे: अम्बुजा सीमेन्ट फ्रॉड्डेशन टाइलाघाट



Better infrastructure is key for the socioeconomic development of communities in rural India. ACF supports communities by investing in the improvement of basic infrastructure to improve quality of life, ease of travel to access services and markets, and to support community operations. Key investment areas include the improvement and/or construction of roads, development of infrastructure related to solid and liquid waste management, education, and common places like community centres. These investments go a long way in supporting rural villages to thrive, and in fostering goodwill among villagers.

PROGRAM HIGHLIGHTS 2022-23

SOLID AND LIQUID WASTE MANAGEMENT INFRASTRUCTURE

The Swachh Bharat sanitation campaign across the country has resulted in vast changes in sanitation practices, both in terms of availability of infrastructure at household level and behaviour change in communities at large. The next big challenge is managing solid and liquid waste in rural settings – an area of grave concern. ACF has started supporting communities by investing in drainage systems, and soak pits at a household level to manage liquid waste effectively. ACF also supported renovation/construction of drainage in different locations and villages. Villages like Mangi and Kukadsath in Chandrapur have taken a significant step forward to manage liquid waste and work towards making their villages a lighthouse for solid and liquid waste management. Other villages are taking inspiration from them to replicate their work.

UPGRADATION OF COMMUNITY INFRASTRUCTURE

This is an ongoing investment in villages to contribute to the improvement and upgradation of basic infrastructure needed in communities. Toward this end, during 2022-23, ACF has supported communities for upgradation of 162 infrastructure like schools, Anganwadi and Community Centres. In villages of Sinkandarpur Panchyat, Bhagwanpur Block of Haridwar district, 30 Anganwadis were in a dilapidated condition, whereby ACF has taken up the task of renovating and improving 30 Anganwadis, benefitting 3500 children. Additionally, the development of BaLA paintings supported Anganwadi workers to impart learning to children.

INVESTING IN ROADS FOR BETTER CONNECTIVITY

Roads are a lifeline for the fast movement of goods, and for rural villagers to access essential services.

Internal roads are a necessity inside villages for better infrastructure within villages. ACF continues to invest in the improvement and/or development of roads in its core villages. During the year ACF has supported villages to improve 46.9 km of road, benefitting communities for better access and mobility in villages.

OTHER INFRASTRUCTURE INVESTMENTS

ACF has supported communities on specific infrastructure needs like streetlights, improvement of village ponds and plantations with 705 streetlights installed in villages in different locations. ACF also supported villages to construct 11 culverts.



RESEARCH, MONITORING & KNOWLEDGE SHARING

Research and monitoring are central to everything we do at ACF in order to measure progress and impact. With a robust and transparent system in place, our 10-point system for monitoring helps us track progress of the program, course correct where necessary and strengthen program along the way. ACF believes in investing systematically to conduct baseline studies for upcoming projects and review programs of ongoing projects. This helps measure evidence of change via planned interventions. This year baseline studies were conducted in two locations in Maharashtra for upcoming projects and impact assessment of functional projects in other locations.



SROI STUDY FARAKKA, MURSHIDABAD, WEST BENGAL

The Confederation of Indian Industry (CII) Centre of Excellence for Sustainable Development (CESD) conducted a social return on investment (SROI) study for ACF's Farakka location in Murshidabad District – which is now one of the aspirational districts of West Bengal. The SROI study focused on five programs implemented during the year 2019-22. The study framework followed the Social Value UK methodology and seven principles of SROI in deriving the SROI values. The average location SROI worked out to 9.91 that indicates that for each rupee invested, a social return of Rs. 9.91 was generated through development initiatives taken up by ACF there.

SROI VALUE GENERATED



AVERAGE SROI: 9.91

The value of impact indicated is based on the context and the value perspective of stakeholders

- The highest SROI for the Agro Based Livelihood Program reflects the value addition of water resource management interventions – increased groundwater and improving irrigation facilities.
- Village Health Functionaries (Sakhis) and their efforts significantly improved the Maternal Child Health indicators including IMR, MMR and institutional delivery rate.
- Accessibility of health care services for truckers improved with TB testing, HIV/AIDS and NCD awareness.
- With low socioeconomic indicators in the area, women's empowerment brought about structural change in access to credit and development opportunities for women.
- Skill-based training at SEDI led to income generation and enterprise promotion for youth.

IMPACT ASSESSMENT OF HOLISTIC RURAL DEVELOPMENT PROJECT, ROORKEE

In 2022, ACF completed a 4 year-long project partnership with HDFC Bank Parivartan in 20 villages of the Roorkee and Haridwar clusters of Haridwar district, prompting ACF to conduct an impact assessment as the endline study of the project. The project focus was on water, livelihoods and health. As part of agricultural livelihoods ACF promoted improved

crop management practices, crop diversification, custom hiring centres and soil health management. The study reviewed the impact of these agricultural interventions, using survey method with 120 farmer households and beneficiaries of the programs. The study findings highlighted:

- Agricultural asset holdings had improved
- 18% increase in annual income from agriculture
- Vegetable cultivation increased from 4.6% of cultivated area at baseline, to 17.7% of the cultivated area at end line
- Per acre crop yield increased in the range of 26-69% for crops such as sugarcane, wheat and paddy
- Expenditure on crops reduced in the range of 11-27%
- Overall the study highlighted improved productivity in core agriculture as well as positive influence in adoption of a few integrated crop management practices.

IMPACT ASSESSMENT OF NCD INTERVENTIONS

In alignment with Sustainable Development Goal number 3 – to ensure healthy lives and promote wellbeing for all at all ages, with a specific target to reduce premature mortality from NCDs by one third by 2030 – ACF initiated a comprehensive program for the control of Non-Communicable Diseases (NCDs) in its geographies in 2015-16, spread over four states (Chhattisgarh, Himachal Pradesh, Maharashtra and Uttarakhand).

This year an impact assessment was conducted by SoulAce to assess the impact of this program. The study assessed awareness levels about NCDs and risk perception among individuals aged 30 years and above in 720 intervention villages of ACF and 390 control group villages. The study indicated improved awareness levels regarding NCDs in the intervention villages compared to the control villages:

- There was a 15.2% increase in the difference in the proportion of people displaying awareness about heart problems and a corresponding 12% increase in the difference in awareness about diabetes.
- In addition, the difference in awareness about anaemia stood at 8.5%, while awareness about asthma saw a substantial increase of 13.4%.
- A higher percentage of respondents in the intervention villages believed that NCDs can be prevented (7.4%) compared to the control villages.

The study concluded that the ACF's Program model to control NCDs was robust, led to adoption of healthy practices by the community and successfully ensured continuity of care at the intervention villages.

EXPLORATORY STUDY OF MALNUTRITION AMONG CHILDREN

With malnutrition a major underlying cause of under-5 mortalities, ACF piloted a malnutrition project in Dadri over the last 3 years and, seeing the potential to make a change, the project was expanded to 10 other locations. The objectives were to build capacities of frontline workers, develop Behaviour Change Communication and reduce the prevalence of anaemia and low birth weight babies. Findings from the baseline showed:

- The need for greater awareness on childcare practices considering the diverse responses from local women.
- The average family size was 4.7 persons, with illiteracy being higher among women compared to men, and mean family income was Rs. 1.25 lakh from both agriculture and non-agriculture sources.
- Mean age at marriage for women, which influences health of both mother and child, is as low as 19.2 years.
- Average medical expenses were Rs. 48,000. Diarrhoea was one of the most common causes of death among children under age five and in the study population, only 6.3 percent of children suffered from diarrhoea during the past 2 weeks before the survey.



The exploratory study by LEAD highlighted that livelihood interventions were often implemented in a layered way, with self-help groups enabling micro-credit access for women. Allied agriculture activities such as poultry and goatery were predominant livelihood occupations with these small-scale, non-farm enterprises having further scope for expansion. Capacity building of the local institutions and knowledge sharing efforts by ACF promoted sustainability of the effort.

IMPACT ASSESSMENT OF SEDI, NALAGARH, PUNJAB

ACF's Skill & Entrepreneurship Development Institute (SEDI) Nalagarh is a project in partnership with the Cipla Foundation. The project started in 2016-17 and on the completion of five years, an impact assessment was carried out by CSRBOX. The objectives were to assess and document the impact in terms of skilling youth, its effectiveness in providing gainful livelihood opportunities to youth and the cascading effect of the same on the aspirations of youth. The study followed the OECD DAC Network on Development Evaluation (EvalNet) and also calculated Social Return on Investment (SROI).

- A total of 1968 youth, of which 77% were women, were trained in 10 different trades.
- 96% students were aware of the SEDI brand.
- Overall rating of 8.8/10 by trainees on different parameters.
- The number of beneficiaries making upto Rs. 3 lakh annually, increased 2.5 times post-completion of the SEDI program.
- 30% of the placed beneficiaries who had no income prior to the training have attained livelihood.
- 54% of the total trained at this SEDI were able to find placement opportunities post training. 10% of that are self-employed, and more than 52% of these were able to retain the job or continue their business.

AGRICULTURE VALUE CHAIN SCOPING STUDY

A study was undertaken by a livelihood expert and consultant to understand the possibilities of FPO value addition of four agricultural sub-sectors (sugarcane, wheat, Basmati paddy and mustard) in the Haridwar district of Uttarakhand. The four commodities are grown by farmers under organic protocols with 309 hectares of land currently under organic certification. All four commodities showed promise for value addition and the study identified the need for some commodities being produced in association with existing market players. The study threw light on both strategic and functional issues in the value chain of agriculture produce like the need for scaling mustard oil, processing sugarcane into other products like brown sugar, khand (muscavado sugar) and jaggery and also utilising social media platform for marketing and promotion.

EXPLORATORY STUDY FOR ENABLING SUSTAINABLE ENTERPRISE AND COMMUNITY DEVELOPMENT

An exploratory study was taken up by LEAD (Leveraging Evidence for Access and Development), Krea University, to review the impact of microenterprises at Chandrapur and to suggest future action plans. The study highlighted that livelihood interventions were often implemented in a layered way, with self-help groups enabling micro-credit access for women. Allied agriculture activities such as poultry and goatery were predominant livelihood occupations with these small-scale, non-farm enterprises having further scope for expansion. Capacity building of the local institutions and knowledge sharing efforts by ACF are promoting sustainability. The study also highlighted further scope in terms of market linkages.

KNOWLEDGE SHARING

■ WATER STEWARDSHIP & SUSTAINABLE ENVIRONMENT

ACF organised a virtual event on 'Water Stewardship & Sustainable Environment' in June 2022, coinciding with World Environment Day. Keynote speakers and panellists included water and sustainability experts, who shared their experiences and best practices on rainwater management, with a special focus on water in rural areas.

The keynote speaker was Dr. Himanshu Kulkarni, Founder, Trustee and Executive Director of the Advanced Centre for Water Resources – a leading hydrogeologist working on aquifers and groundwater across India for almost 40 years, who brought significant depth to the event by helping participants understand the gravity of the situation in India.

Additionally, a special address was given by Dr. D.K. Hari and Dr. Hema Hari, conceptualisers and founders of Bharat Gyan – sharing a macro-perspective on the importance of traditional sustainable water conservation practices. The event continued with a rich panel discussion on the convergence for sustainable water resources with a multi-stakeholder group of panellists from the corporate, Government and NGO sectors.

■ INVESTING IN SOIL FOR TODAY AND THE FUTURE

Making soil health an integral part of its Agricultural Livelihood Program, ACF organised an online and offline campaign to raise awareness on the deterioration of soil health in India. In December 2022, ACF organised a virtual event engaging external stakeholders, including NGOs, corporates, government institutions and other expert organisations, on one common platform to talk about soil health. The event promoted the sharing of experiences, best practices, challenges and the way forward.

It further focused on exploring future opportunities for partnerships, both in strategising and implementing, soil health and climate action initiatives. A compendium on soil health was also launched highlighting ACF's various interventions in promoting soil health.

■ LESSONS FROM THE FIELD: DISSEMINATION OF RESEARCH FINDINGS

The NCD action research project in Bathinda, in collaboration with the Harvard T.H. Chan School of Public Health, presented the baseline findings in June after covering 1.2 lakh adult population from 209 villages using a Community Based Assessment Checklist (CBAC). Panellists included researchers from Harvard T.H. Chan School of Public Health and practitioners from Ambuja Cement Foundation as they shared

their learnings from the baseline study published in the Indian Journal of Community Medicine. The webinar highlighted the findings of the study, the intervention design, and future lessons for public and private stakeholders on NCD management.

The research project is currently at its final phase of the study, evaluating an intervention on the comprehensive management of non-communicable diseases (NCDs) with a focus on the prevention of hypertension and diabetes.

■ BUILDING PATHWAYS FOR MICROENTERPRISES

Ambuja Cement Foundation in collaboration with LEAD at Krea University organised a closed-door half-day workshop in February 2023 in Mumbai – bringing together entrepreneurs, Government, CSR leaders, corporates, NGO professionals and research consultants to understand how to scale up nano and microbusinesses, and livelihood opportunities.

The team from LEAD presented its findings from a scoping study done at ACF's Chandrapur location identifying agri-allied entrepreneurial activities that have potential to scale up, along with enabling factors that would aid scale-up and formalisation of markets.

The first half of the event showcased initiation and strengthening microenterprises for improved livelihood for the community. The second half of the workshop focused on learning appropriate methodology and designs by understanding the impacts of the complex livelihood interventions based on ACF's model.



OUR PEOPLE

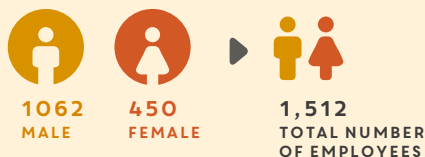
It has been a significant year in terms of further strengthening HR at ACF - with many employees celebrating 10-20 years Long Service Awards at ACF. We once again proved our competencies by receiving the 'Great Place To Work' certification in the Non-Profit Sector – an additional validation of the internal work culture that we are so proud of.

Employee training and development initiatives continued with more focus on enhancing business communication – nurturing our people to express themselves more effectively in spoken form. Additionally, there were widespread interventions at a regional level, with staff members participating in a variety of training courses across core thrust areas, to stay at the forefront of technical and other industry advances. We also lay the groundwork for robust leadership training, to build the second line of leadership at a senior level, and foster more women leaders within the organisation.

With more focus on 'Diversity & Inclusiveness' as one of the core values at ACF, we worked hard in exclusively introducing Gender as a sub-vertical to lead gender-related interventions in a more focused manner. Pankh has continued as an online forum - with an objective to connect with every woman across ACF every quarter. And we subsequently rolled out gender training across all 1500 employees via a 3-day workshop.

We take pride in sharing some of the incredible, inspiring stories of prized members of the ACF family – who have taken the road less travelled, gone the extra mile and led from the front in exemplifying the kind of role models we like to foster among our team.

ACF EMPLOYEE STRENGTH 2022-23



COMMUNITY VOLUNTEERS: 500



NEELAM TIWARI
TITLE: PROJECT EXECUTIVE
LOCATION: DADRI, UTTAR PRADESH

Neelam Tiwari glows when she talks about her work. Clearly passionate, committed and driven, it's no wonder then, that she has become the 'face of ACF's Women's Empowerment Program' (WEP) in Dadri (UP). Be it at the local panchayat or hospital, in Government departments or simply on the streets – she is the 'go to' person whenever there is an issue affecting women.

With a flourishing career with international NGOs like Oxfam and Care, Neelam has had a passion for the women's cause since her school days, when she was the vice president of the women's cell at just 16 years of age. Whilst she has worked extensively with farmers and children on causes like agriculture and education, today she is fulfilling her aspiration of working with women.

So, when an opportunity came up to work at a grassroots level with a reputed organisation like ACF in 2012, she jumped at it – and hasn't looked back. Today she leads the Women Empowerment Program in Dadri and has been instrumental in swelling its impact to reach 1400 families.

Eloquent and intelligent, Neelam has spoken at various eminent platforms on issues like domestic violence, sexual harassment and SHGs – even becoming a guest lecturer on these topics at local colleges and universities. She does not miss her previous NGO life and is happy to have chosen a different path, which aligns with her calling in life.

GAURAV DIXIT
TITLE: PROGRAM
COORDINATOR
LOCATION: BATHINDA,
PUNJAB

In 2022, Gaurav's manager had a big problem on his hands. His program budget had tripled from 11 crores to 36 crores in just 5 years, and he had a human resource challenge on his plate, with a serious dearth of experienced talent from within the state.

With intense pressure to roll out new initiatives on behalf of new major donors, his manager set his sights on bolstering the responsibility on the promising Gaurav Dixit.

Gaurav had transferred to Bathinda from Ambikapur, Chhattisgarh in 2022 and was put in charge of ACF's Health Program and also support regional heads in liaisoning with district administration and balance the cement unit's relation. He soon found himself providing support on 2 large projects as well.

Taking up the leadership challenge with gusto and continuously performing, Gaurav's dedication enabled his manager to focus on other locations with faith in Gaurav to take care of the others, thereby helping expand the impact and footprint of the organisation.

"More responsibility means more learning," Gaurav said. "I wanted to learn and was lucky that a great opportunity was given to me to help explore my capacity and boundaries."



RAGINI DAHARIYA
TITLE: SOFT SKILLS CUM IT
FACILITATOR
LOCATION: BILASPUR,
CHHATTISGARH

At the tender age of 22 years Ragini Dahariya has shown exceptional growth and promise in her short 12 months at Ambuja Cement Foundation. The daughter of a 'peon' from the remote village of Saragaon outside Raipur, Ragini took up a Bachelor in Computer Application after graduation and was working on a DDUGKY project when her name was suggested to ACF as a Soft Skills Trainer, specialising in IT.

And her appointment at ACF has paid rich dividends for both parties. Ragini has proven herself as a motivated multi-tasker – taking up a variety of responsibilities to help launch and grow the new SEDI centre in Bilaspur Chhattisgarh, going the extra mile to meet enrolment targets and improve processes. Rolling up her sleeves and pitching in wherever needed, Ragini has excelled as a mobiliser, counsellor, parent liaison and manager of the SEDI online portal – all while taking classes in soft skills and computers, and helping improve training methodology.

Her grassroots background has proved an asset in connecting with, and understanding youth and families, and her ambition and drive have helped her flourish at ACF. As a result, she has undergone a significant transformation in the process – thriving and growing from a meek rural woman, into a confident, driven professional. Who knows what the future has in store for this progressive woman.

MANMOHAN BHATI
TITLE: SEDI PRINCIPAL
LOCATION: NAGAU,
RAJASTHAN

There seems to be no end to the many shades and dimensions of Manmohan Bhati. He moonlights as a radio jockey, dabbles in acting and is an avid collector of antiques. He has even learnt sign language and taught hearing-impaired students at SEDI – so that they could complete their course.

But it is Manmohan's experience and expertise in interior design, architecture and infrastructure management that caught ACF senior management's eye – channelising him and deploying him for overseeing all aspects of design and set-up of ACFs SEDI institutes across Rajasthan and outside the state. His flair for negotiation and procurement helped ACFs SEDIs to save up to 40-50% in costs. His experience in handling interior design for leading brands like Audi and KPMG has helped ACF SEDIs undergo a transformation, which has inadvertently resulted in increased enrolments.

Manmohan sacrificed his high paying job in HR due to personal commitments. But today, as SEDI Principal, Manmohan has been the driving force behind a host of awards and innovation, like group placement to tackle retention issues, and strong placement partnerships with reputed brands like Kokilaben Dhirubhai Ambani Hospitals, ISS Facilities Services and Della Resorts & Adventures. Manmohan is well recognised through the streets of Marwar Mundwa with his ex-students everywhere. He has gone above and beyond his area of work, influencing youth to lead responsible lives and helping sick animals wherever he sees them. All these as a gesture of good will, with no personal benefit.



OUR PARTNERS

MAJOR PARTNERS

- Ambuja Cements Ltd
- APM Terminals Pipavav (Gujarat Pipavav Port Ltd)
- Apollo Tyres Foundation
- Ashok Leyland Ltd
- Asian Paints
- ATE Chandra Foundation
- AU Small Finance Bank Ltd
- Better Cotton
- B.L. Taparia & Family
- The Community
- Cipla Foundation
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- Edutest Solution Pvt Ltd
- Godrej Agrovet Ltd
- Godrej Consumer Project Pvt Ltd
- HDFC Bank Parivartan
- Hinduja Leyland Finance Ltd
- Hindustan Zinc Ltd
- Indian Council For Agriculture Research
- Indusind Bank Ltd
- Krishnashray Gurukul Foundation
- NABARD
- Narotam Sekhsaria Foundation
- National Scheduled Castes Finance & Development Corporation
- National Skill Development Corporation (NSDC)
- Pernod Ricard India Foundation
- Rotary Club Of Chhindwara
- Sadvichar Parivar
- Schneider Electric India Foundation
- Sir Mathurdas Vissangji Education Trust
- SKF India Ltd
- Stichting IDH - Sustainable Trade Initiative
- Talwandi Sabo Power Ltd

CHHATTISGARH

- Chhattisgarh Renewable Energy Development Agency
- Indira Gandhi Krishi Vishwa Vidyalaya
- Department of Horticulture, Chhattisgarh
- Department of Agriculture, Chhattisgarh
- Department of Sericulture, Chhattisgarh
- Industrial Training Institute, Sakri
- Animal Husbandry Department, Govt. of Chhattisgarh
- Public Health Engineering Department, Baloda Bazaar
- Fisheries Department, Govt. of Chhattisgarh
- Department of Labor, Govt. of Chhattisgarh
- Government Hospital, Baloda Bazaar & Tamnar (Raigarh)
- ICDS Department, Baloda Bazar
- National Thermal Power Corporation, Korba
- Hafele Pvt Ltd
- Wadhvani AI

GUJARAT

- Agriculture Technology Management Agency (ATMA), Govt. of Gujarat
- Collective Goods Foundation
- Development Support Centre
- Directorate of Groundnut Research, Junagadh
- SAJJATA SANGH – Ahmedabad
- Water and Sanitation Management Organization (WASMO), Govt. of Gujarat
- Coastal Salinity Prevention Cell
- Gir West Forest Division, Junagadh
- Gujarat Green Revolution Company
- Junagadh Agriculture University
- Sardar Sarovar Narmada Nigam Ltd
- Salaam Mumbai Foundation
- Samhita Social Ventures
- Sustainable Cotton Solutions Pvt Ltd
- Stichting Tulip Crowns
- Hafele Pvt Ltd
- Wadhvani AI

HIMACHAL PRADESH

- Department of Agriculture, Govt. of Himachal Pradesh
- Department of Animal Husbandry
- Indian Agriculture Research Institute, Shimla
- Department of Forest, Govt. of Himachal Pradesh
- Department of Horticulture
- Department of Elementary Education, Govt. of Himachal Pradesh
- Department of Health, Govt. of Himachal Pradesh
- Chaudhary Swarwan Kumar Himachal Pradesh
- Krishi Vishwavidyalaya, Palampur

■ HIMACHAL PRADESH (CONTD.)

- College of Veterinary and Animal Sciences, Palampur
- Indira Gandhi Medical College, Shimla
- YS Parmar Horticulture and Forest Agriculture University, Solan
- Krishi Vigyan Kendra, Kandaghat
- Krishi Vigyan Kendra, Sundernagar Agriculture Cooperative Staff Training Institute, Shimla
- Hafele Pvt Ltd
- Wadhvani AI

■ MADHYA PRADESH

- MP Building and Other Construction Workers Welfare Board
- National Urban Livelihood Mission
- Rotary Club of Chhindwara

■ MAHARASHTRA

- Jalayukt Shivar Abhiyan, Govt. of Maharashtra
- District Skill Development Executive Committee, Chandrapur
- MAVIM, Gondiya
- School Education and Sports Department, Mumbai
- Rotary Club of Hirai Chandrapur – Mangi Villa Waters
- Salam Mumbai Foundation
- Samhita Social Ventures
- Sustainable Cotton Solutions Pvt Ltd
- Hafele Pvt Ltd
- Wadhvani AI

■ PUNJAB

- All India Institute of Medical Sciences – Bathinda
- District Health Department Bathinda
- Rotary, Club, Ropar
- Special Olympics Bharat, Punjab Chapter
- National Institute for Mentally Handicapped, Govt. of India
- Punjab Ministry of Social Justice and Empowerment

■ RAJASTHAN

- Department of Forest, Govt. of Rajasthan
- College of Technology and Agriculture Engineering, Udaipur
- Birla Institute of Technology and Science, Pilani
- Rajasthan State AIDS Control Society (RSACS)
- Hinduja Foundation
- CAZRI, Jodhpur
- Department of Industries Jaipur, Rajasthan

■ RAJASTHAN (CONTD.)

- Tarun Bharat Sangh-Alwar
- Mukhya Mantri JAI Swablamban Abhiyan-Jaipur
- Rajasthan Forestry & Biodiversity Project-Rajasthan Government
- Rajasthan Agriculture Competitiveness Project
- Centre for Micro Finance
- Salaam Mumbai Foundation
- AFRI – Bikaner
- South Asia Biotechnology Centre
- National Spice Board – Ajmer
- Indra Rasoi Yojna – State Govt. of Rajasthan
- Rajasthan Skill and Livelihood Development Corporation
- Rajasthan Agriculture Competitiveness Project
- Optimum Stock Trading Company Pvt Ltd – ATE Chandra Foundation
- Sajjan India Ltd. – ATE Chandra Foundation
- Schlumberger Limited (SLB)

■ UTTARAKHAND

- Everest Foundation
- ICDS Haridwar
- District Health Department – Haridwar

■ UTTAR PRADESH

- ST Microelectronic Foundation
- Building and Wood Workers' International (BWI)
- ICDS Department – Gautam Buddha Nagar

■ WEST BENGAL

- Central Institute for Freshwater Aquaculture
- Department of Agriculture – Murshidabad
- Block Development Offices – Farakka, Murshidabad
- Animal Resource Department – Murshidabad
- Health Department – Farakka, Murshidabad & Sankrail, Howrah
- KVK – Murshidabad & Howrah
- Salaam Mumbai Foundation
- Wadhvani AI
- National Thermal Power Corporation

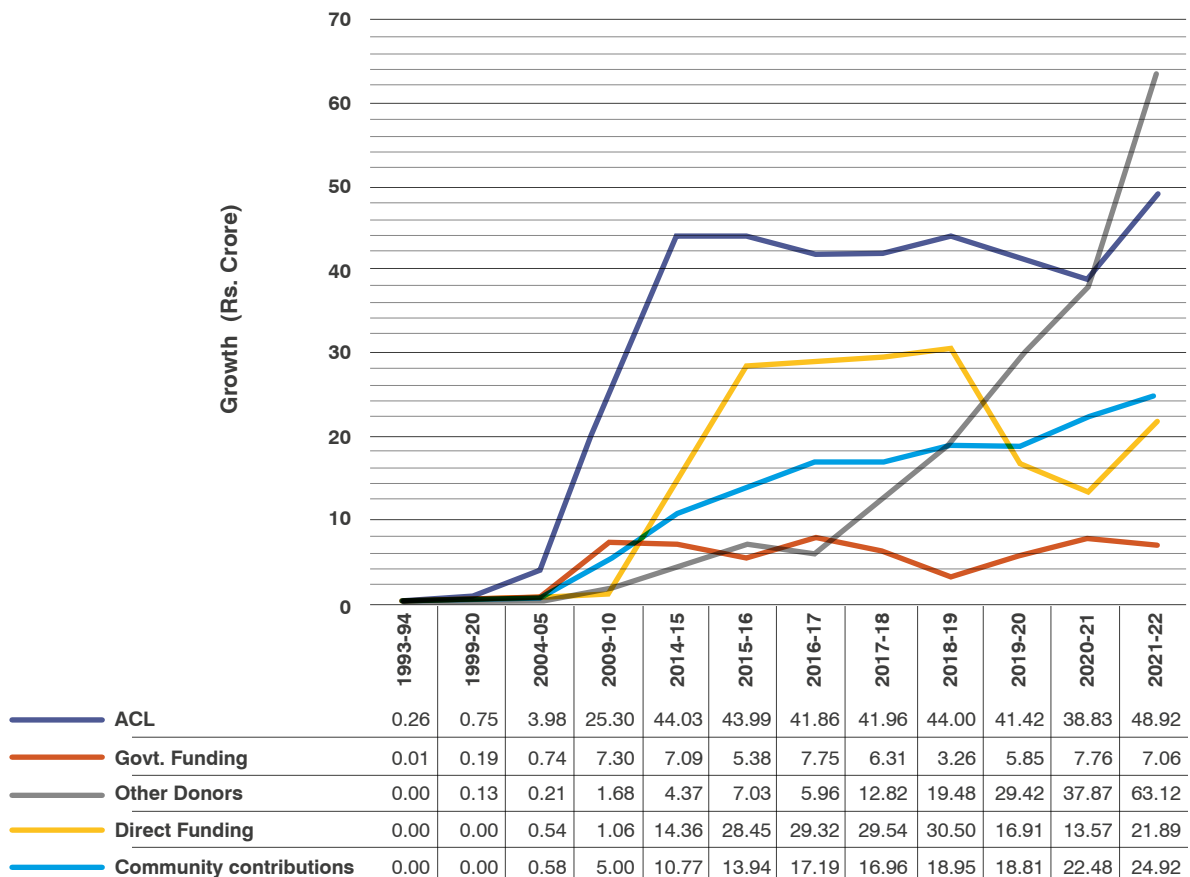
DIRECTORS' REPORT

Ambuja Cement Foundation (ACF) was established in 1993 with a focus to uplift the communities surrounding the Ambuja Cements Ltd Plants, with a mission to be catalysts of change and to grow our work, based on the needs of the communities. Slowly, our primary programs emerged: water resource management, livelihoods (agro-based and skills), women's empowerment, community health and education. Over time, the initiatives and impact of these programs were verified by independent research organisations and institutes – highlighting transformative change. This not only helped in proving our work on the ground, but also in attracting the attention of other organisations who sought to do the same.

Seeing the potential of the work that ACF did, many like-minded organisations including corporates, governments and NGOs, approached ACF to collaborate in implementing programs in the same regions. Some corporates also had a desire to replicate the robust models of ACF in their sectors of choice or other geographies as well. The result is that today, we have a diverse array of partners – ranging from the government to private to philanthropists – which has expanded ACF's footprint to over 56 districts of 13 states. In fact, over 75% of our financial expenditure comes from partners.

The chart below is a glimpse of our past financial performance with partners since inception.

Growth in Financial Performance



Our aim going forward, is for ACF to be a premier rural development organization in India – known for having honed its approach over 30 years of rich experience in bringing transformation to rural communities. Whilst our approach requires a long, slow burn, the changes we see are lasting and this is the only thing that matters. We are proud of our achievements across programs and key functional areas, and it brings us pleasure to share it with you in this Annual Director's Report.

1. FINANCIAL PERFORMANCE

Ambuja Cement Foundation received total funds of Rs. 156.59 Crs. during the year. The total expenditure on various activities was Rs. 151.73 Crs.

The Income & Expenditure Account of the Foundation for the year under review showed a surplus of Rs. 4.86 Crs. (including surplus from assisted project funds) as against deficit of Rs. 7.64 Crs. in the previous year. The total amount standing to the credit of the Corpus Fund as on 31st March 2023 is Rs. 25.94 Crs. as compared to Rs. 25.73 Crs. in the previous year.

Apart from the above, the company was able to raise direct funds routed from government programs of Rs. 58.45 Crs. which was channeled directly to the community.

2. PROGRAMS

This year, ACF took strategic efforts to ramp up efforts on climate change adaptation and resilience to climate shocks, to empower our communities to better manage climate change. Towards that end we rolled out widescale efforts and awareness around soil health and the all-important issue of water across geographies.

Due to the significant role of nano, micro and small enterprises in the rural economy, we bolstered our work on entrepreneurship development across multiple verticals – supporting farming families to diversify and establish home-based microenterprises; training rural youth and guiding them to register, secure loans and digitise their business with the support of mentors; and working extensively with women to draw out the entrepreneur in them for income generation – from kitchen gardening or collective making of sanitary pads to traditional handicrafts and agri-allied businesses around goaterly or poultry. The ripple effect of these enterprises on farmers, youth, women and their families is transformative and our work in this area has both scaled and strengthened.

We are seeing more and more women taking active decisions due to their participation and engagement in our people's institutions. Of particular note, our vast organisation has made a strategic pivot from simply taking a women's empowerment approach, to embracing 'gender development' across all spheres of our work. Here our aim is not simply to ensure the participation and empowerment of women, but to transform the engrained, systemic belief that remain around women in rural communities. It is a gargantuan task, but we are more than ready to tackle it, head on.

The year saw an increase in both the scale and impact of our non-communicable disease interventions – made possible via strategic partnerships, which we value and are grateful for. And we have now even launched our interventions on cancer. Additionally, we saw exponential growth in addressing malnutrition by having screened more than 23,000 children this year in collaboration with local district officials and efforts. The malnutrition level in children is of grave concern and we are committed to turning this around in our 11 locations.

3. STRENGTHENING COMMUNICATION

We believe in the power of communication to amplify urgent issues, and nothing is more urgent than key issues that affect our rural communities the most – the state of India's water and soil. As such we launched a long-term campaign, 'Ambuja for Water', to reaffirm our commitment to the issue of rural water and highlight it among key stakeholders. Featuring online campaigns along with on ground events and awareness raising activities, the campaign aims to highlight the many solutions to the problem that exist and bring hope that, as a nation, we can turn things around. A lesser-known issue, ACF also picked up the plight of our degraded soil as a crucial problem and designed a campaign creating awareness both internally and externally on soil health. This also led up to a virtual event with professional experts sharing insights and knowledge on soil.

The power of video on digital saw us focus our efforts on generating more video content from the ground highlighting stories from the heart of the communities in which we work. We empower our field workers to capture quality content whilst they go about their work in the field – enabling our supporters to see first-hand and unfiltered, the kind of transformative work we do.

We further committed to use our voice and influence to create awareness on rural issues important to us, via numerous authored articles in key platforms like Forbes & Times of India Online, Outlook and India Cement Review whilst generating important awareness raising stories, which featured across 82 multilingual and digital media publications. Additionally, our leadership team spoke at various industry forums and reaffirmed the ACF leadership in all matters rural development, livelihoods and our core thematic areas.

4. HUMAN RESOURCES

Our employees remain the foundation for our strong and long-running organisation. We are proud of what they have been able to achieve, which are highlighted through our outcomes. It is for them that we keep redesigning and drafting employee-friendly policies. Diversity & Inclusiveness, one of ACF's core values, we have introduced 'gender', as a sub-vertical to lead gender interventions in a focused manner. Focusing on women first, we undertook intensive gender training across all 1300 employees in the foundation, which will have positive ripple effects across all our programs and efforts in communities. 'Pankh' continued monthly, proving to be a strong platform for all women to convene – providing a safe and inclusive place for women to discuss key issues. Employee training and development continued – expanding upon self-expression and presentation skills in terms of communication – and we took our first steps toward major training initiatives to be rolled out in the coming financial year, to build and strengthen ACF's middle managers and senior leadership.

5. OPERATIONS

We have a very robust system in place for monitoring and evaluation of our work which captures insightful data – enabling us to use that data for analysing trends and importantly, identification of gaps, which help us to strengthen our programs. ACF is, and always has been, hungry to learn. We believe in the power of knowledge sharing and devote time and resources to making available our learnings to other like-minded organisations via key publications and events. This year we conducted 2 events on our foundational issues of water and livelihoods, which were important in forging collaborations, cross learning and strategic networks in these areas. Bigger is not always better, and here, our efforts have focused on facilitating roundtable discussions with key industry experts where we can learn and share in a very focused and impactful way.

6. DIRECTORS

Ms. Padmini Sekhsaria, Ms. Ashni Biyani, Mr. P. K. Laheri and Ms. Pearl Tiwari will retire by rotation at the ensuing Annual General Meeting (AGM) in accordance with the Articles of Association of the Foundation. Being eligible, the above four Directors offer themselves for reappointment. The Board recommends their reappointment.

Mr. Ajay Kapur was appointed as the Additional Director of the Company with effect from 7th December 2022 up to the date of ensuing AGM and being eligible for appointment, the Directors approve for his appointment with effect from the date of ensuing AGM.

Mr. Neeraj Akhoury and Mr. C.S. Rajan resigned from the Board with effect from 30th September 2022 and 28th September 2022 respectively. The Board recorded its appreciation for their active involvement, guidance and support provided during their tenure as Directors.

7. GOVERNANCE

Every non-profit is guided and led by their Board which governs it and we have been fortunate to have a committed and reputable group of individuals to broaden our vision. Our Board has a diverse range of skills and experience which is injected into the Foundation at the highest level.

Number of Board Meetings

During the financial year 2022-23, 4 (four) meetings of the Board of Directors were held.

Extract of Annual Return

Pursuant to Section 92(3) of the Act read with Rule 12(1) of the Companies (Management & Administration) Rules 2014, the extract of Annual Report in form –MGT-9 attached as ANNEXURE - A and forms part of this Annual Report.

Remuneration to Directors

Sitting fees were paid in compliance with Section 197 of the Companies Act 2013 to the following Directors during the year to attend Board Meetings. No other form of remuneration was paid to the Directors.

- i. Mr. Pravin Laheri - Rs. 80,000
- ii. Mr. Chandra Shekhar Rajan - Rs. 40,000
- iii. Ms. Ashni Biyani - Rs. 20,000
- iv. Mr. Vijay Kumar Sharma - Rs. 60,000

Directors' Responsibility Statement

Pursuant to Section 134 of the Companies Act 2013 as amended, the Directors confirm that:

- i. In the preparation of the annual accounts for the financial year ended 31st March 2023, the applicable accounting standards have been followed along with proper explanation relating to material departures.
- ii. Appropriate accounting policies have been selected and applied 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 Company and its surplus as on 31st March 2023.
- iii. Proper and sufficient care has been taken for the maintenance of accounting records in accordance with the provisions of the Companies Act 2013 for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities.
- iv. The Audited Accounts for the financial year ended on 31st March 2023 have been prepared on a going concern basis.
- v. Proper internal financial controls to be followed by the Company have been laid down and that such internal financial controls are adequate and were operating effectively.
- vi. Proper systems to ensure compliance with the provisions of all applicable laws have been devised and that such systems were adequate and operating effectively.

Particulars of Contracts or Arrangements with related Parties

During the year under review, there was a transaction entered into by the Company with a related party falling under the purview of Section 188 of the Act.

S.No.	Nature of Transactions	Name of related parties	Relationship	Amount (Rs. in Lakhs)
1	Grant on health projects on LifeFirst Tobacco Cessation program across 15 locations in India to increase the awareness about ill-effects of tobacco, treatment and counselling.	Salaam Bombay Foundation	Under common control	58.92

Particulars of Loans, Guarantees and Investments under Section 186

The Company has, during the financial year under review, not given any loans, guarantees or provided security and has not made any investments in any body/corporate in excess of limits as specified under Section 186 of the Act.

Information required under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013

There was 1 instance of Sexual Harassment that was reported during the year under review. The Internal Complaints Committee (ICC) set up as per the provisions of the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013, immediately took up the case with appropriate investigations and inquiries, and addressed and resolved the case appropriately.

Information required under Rule 5 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014

The disclosure as required under Rule 5 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules 2014, is not applicable.

Disclosure of embezzlement of funds by an employee of the Company

The Foundation commenced its activities in the year 1993 at Kodinar, Gujarat and has been growing year after year. Today, the Foundation has presence in 4267 villages in 56 districts in 13 states and has around 72 project/administrative offices. We have strong internal controls and processes which we believe are the best in class in CSR space. However, for the first time, the Management of the Company, while performing an internal process check, detected embezzlement of funds by the Accounts In-Charge at its Dadri location. Upon necessary interrogation of the accused, it was found that he has embezzled funds amounting to approximately Rs. 46.80 lakh by forging the signatures of the authorised signatories to the bank accounts. The accused accountant was suspended with immediate effect and a formal criminal complaint has been filed with the appropriate authorities. The case is at investigation stage. While some of the family members of the accused accountant have approached the company officials for settlement, no formal proposal has yet been received. While the Company is hopeful of the recovery, it has made a provision for Rs. 46.80 lakh for now. The Management of the Company is further strengthening its internal controls in order to arrest such occurrences. The Company shall also conduct the required awareness and counselling sessions for its employees.

8. AUDITORS AND THEIR REPORT

The Auditors' Report together with notes is self-explanatory and does not require any further clarification. M/s. Chaturvedi

& Company, Chartered Accountants, Kolkata was appointed as Statutory Auditors of the Foundation to hold office from the conclusion of the 28th Annual General Meeting of the Foundation till the conclusion of the 33rd Annual General Meeting. Accordingly, M/s. Chaturvedi & Company will be completing their second year out of five years at the conclusion of the forthcoming Annual General Meeting.

The Foundation has received a Certificate from them pursuant to Section 139 of the Companies Act 2013, confirming their eligibility for re-appointment. They have also certified that they are free from any disqualifications specified under Section 141 of the Companies Act 2013. The Board of Directors recommends the appointment of M/s. Chaturvedi & Company as Statutory Auditors of the Foundation.

9. PARTNERSHIPS

This year witnessed the deepening of existing partnerships, and multiple partners were keen to expand into new geographies and projects. We celebrated a 10-year partnership with partners like Better Cotton who have heavily invested in building the capacity of our cotton farmers. Additionally, we took a risk entering into newer geographies, but proved our work and have found true, collaborative partners, in the likes of HDFC Bank Parivartan, Hinduja Foundation, Hindustan Zinc and Asian Paints. With international firms putting the spotlight on social commitments in the local geographies, we saw an increase in partnerships with multinational companies.

Private philanthropy has been ingrained in the Indian culture for many centuries. We are glad that many philanthropists have chosen us to be the implementation partner in their preferred geographies. We have over 3 decades of experience in integrated rural development and are open to like-minded partnerships to further our mission. We have a diverse array of partners, ranging from the government to the private, harnessing the unique strength of each partner.

We are humbled by the trust and support of Ambuja Cements Ltd whose symbiotic relationship has enabled us to strengthen our partnerships piece.

10. ACKNOWLEDGEMENTS

A mission like ours cannot be accomplished on our own, and we are fortunate that so many like-minded people – partners, employees, directors and volunteers – have united to work with us on this important cause.

ACF's staff never cease to amaze us with their undying commitment in going the extra mile on the ground. Working in the remote interiors is no easy task, and yet our people are cut from a remarkable, unyielding cloth – they are the hands and face of ACF, and we would not exist and could not do what we do, without them. Our communities and beneficiaries also work hard alongside ACF staff. They play a key role in their own development and, as outlined by the incredible stories in this report, have achieved great things by choosing to walk a different path. Our Board members are the light that guides our journey, and their experience and wisdom contribute so much to our learning and success. We are truly grateful for their time, passion and efforts.

Whilst so many people look to India's cities for opportunity, prosperity and hope, the ACF family have great faith in the latent opportunities, prosperity and hope that exists in our beautiful rural villages – the heart of this great country – where a unique way of life exists, and where people can thrive once more, if only we show them the way.

We are pleased to inform that Ambuja Cement Foundation was awarded by the prestigious Institute of Chartered Accountants of India (ICAI) for its excellence in Financial Reporting for FY 2021-22 plaque for commended Annual Report in the Non-Profit Sector. ICAI council members appreciated ACF's professionalism in financial reporting and its work in community development over the last 30 years.

NAROTAM SEKHSARIA
Chairman - Ambuja Cement Foundation
For and on behalf of the Board
DIN: 00276351

Place: Mumbai
Date: July 13, 2023

Registered Office:
102, Maker Chambers III, Nariman Point
Mumbai - 400021

ANNEXURE - A

Form No. MGT-9

EXTRACT OF ANNUAL RETURN AS ON THE FINANCIAL YEAR ENDED ON 31/03/2023

[Pursuant to section 92(3) of the Companies Act, 2013 and rule 12(1) of the Companies (Management and Administration) Rules, 2014]

I. REGISTRATION AND OTHER DETAILS:

i.	CIN	U91990MH1993NPL264710
ii.	Registration Date	03/06/1993
iii.	Name of the Company	AMBUJA CEMENT FOUNDATION (u/s 8 of the Companies Act, 2013)
iv.	Category/Sub-Category of the Company	COMPANY LIMITED BY GUARANTEE
v.	Address of the Registered office and contact details	102, MAKER CHAMBERS III, Nariman Point, Mumbai- 400021 Tel.: 022-66167617
vi.	Whether listed company	No
vii.	Name, Address and Contact details of Registrar and Transfer Agent, if any	Not Applicable

II. PRINCIPAL BUSINESS ACTIVITIES OF THE COMPANY:

All the business activities contributing 10% or more of the total turnover of the company shall be stated:-

Sr.No.	Name and Description of main products/ services	NIC Code of the Product/ Service	% to total turnover of the company
-	-	-	-

III. PARTICULARS OF HOLDING, SUBSIDIARY AND ASSOCIATE COMPANIES:

Sr.No.	Name and Address of the Company	CIN/GLN	Holding/ Subsidiary /Associate	% of shares held	Applicable Section
..... None.....					

IV. SHARE HOLDING PATTERN (Equity Share Capital Breakup as percentage of Total Equity):

Company being a Guarantee company, does not have share capital.

V. INDEBTEDNESS:

Indebtedness of the Company including interest outstanding/accrued but not due for payment: NIL

VI. REMUNERATION OF DIRECTORS AND KEY MANAGERIAL PERSONNEL:

A. Remuneration to Managing Director, Whole-time Director and/or Manager: NIL

B. Remuneration to *other directors*:

Particulars of Remuneration	Name of Director				Total Amount
	Mr. Pravin Laheri	Mr. Chandra Shekhar Rajan	Ms. Ashni Biyani	Mr. Vijay Kumar Sharma	
Independent Directors ·Fee for attending board committee meetings ·Commission ·Others, please specify	Rs.80,000 - -	Rs.40,000 - -	Rs.20,000 - -	Rs.60,000 - -	Rs.2,00,000 - -
Total(1)	Rs.80,000	Rs.40,000	Rs.20,000	Rs. 60,000	Rs.2,00,000
Other Non-Executive Directors ·Fee for attending board committee meetings ·Commission ·Others, please specify	- - -	- - -	- - -	- - -	- - -
Total(2)	-	-	-	-	-
Total(B)=(1+2)	Rs.80,000	Rs.40,000	Rs.20,000	Rs. 60,000	Rs.2,00,000
Total Managerial Remuneration	-	-	-	-	-
Overall Ceiling as per the Act	-	-	-	-	-

C. Remuneration to Key Managerial Personnel Other Than MD/Manager/WTD: NIL

VII. PENALTIES/PUNISHMENT/COMPOUNDING OF OFFENCES: NIL

AUDITORS' REPORT



CHATURVEDI & COMPANY

CHARTERED ACCOUNTANTS

KOLKATA , MUMBAI , DELHI , CHENNAI , KANPUR

60, BENTINCK STREET, KOLKATA-700 069

Phone : 2237-4060

2237-5408/5409

Fax : 2225-3692

E-mail : hocalcutta@chaturvedico.com

To
The Members of
M/s. Ambuja Cement Foundation

Report on the standalone Financial Statements

Opinion

We have audited the accompanying Standalone financial statements of **M/s. Ambuja Cement Foundation (“the Company”)** which comprises the Balance Sheet as at March 31, 2023, the Statement of Income & Expenditure and Statement of Cash Flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information (hereinafter referred to as “the standalone financial statements”).

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid Standalone Financial Statements give the information required by the Companies Act, 2013 (“the Act”) in the manner so required and give a true and fair view in conformity with the Accounting Standards prescribed under section 133 of the Act read with Rule 7 of the Companies (Accounts) Rules, 2014.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the Auditor’s Responsibilities for the Audit of the Standalone Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the standalone financial statements under the provisions of the Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ICAI’s Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter

We draw attention to note no. 23 of the Financial Statement as per which the Management of the Company detected embezzlement of funds by the Accounts in-charge at its Dadri location after noticing certain discrepancies in Bank reconciliation statements. Upon necessary interrogation of the Accused, it was found that he has embezzled funds amounting to approximately Rs. 46.80 lakhs by forging the signatures of the authorised signatories to the Bank accounts. The accused accountant was suspended with immediate effect and a formal criminal complaint has been filed with the appropriate authorities. The case is at the investigation stage. While some of the family members of the accused accountant have approached the company officials for settlement, no formal proposal has yet been received. The Company has made provision for Rs. 46.80 lakhs in this respect.

Responsibility of Management for the Financial Statements

The Company’s Board of Directors is responsible for the matters stated in section 134(5) of the Companies Act, 2013 (“the Act”) with respect to the preparation of these standalone 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 specified under section 133 of the Act, 2013 read with relevant rules issued thereunder and Accounting principles generally accepted in India. This responsibility also includes maintenance of adequate

accounting records in accordance with the provisions of the Act for safeguarding of the assets of the company and for preventing and detecting frauds and other irregularities; selection and application of appropriate implementation and maintenance of accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the standalone financial statement that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

Those Board of Directors are also responsible for overseeing the company's financial reporting process.

Auditors' Responsibility for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Standalone Financial Statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal controls relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Act, we are also responsible for expressing our opinion on whether the Company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of the Company to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the interim consolidated financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the standalone financial statements, including the disclosures, and whether the standalone financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

Reports on Other Legal and Regulatory Requirements

- (i) This report does not contain a statement on the matters specified in paragraph 3 and 4 of the Companies (Auditors' Report) Order, 2015 "the Order" issued by the Central Government of India in terms of sub-section (11) of Section 143 of the Act, since in our opinion and according to the information and explanations given to us, the said Order is not applicable to the Company.

AUDITORS' REPORT

- (ii) As required by Section 143(3) of the Act, we report that:
- (a) We have sought and 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 it appears from our examination of those books.
 - (c) The Balance Sheet, the Statement of Income and Expenditure and the Cash Flow Statement dealt with by this Report are in agreement with the books of account.
 - (d) In our opinion, the aforesaid standalone financial statements comply with the Accounting Standards specified under Section 133 of the Act of the Act, read with the relevant rules issued there under.
 - (e) On the basis of the written representations received from the directors as on 31st March, 2023 taken on record by the Board of Directors, none of the directors is disqualified as on 31st March, 2023 from being appointed as a director in terms of Section 164(2) of the Act.
 - (f) With respect to the adequacy of the internal financial controls over financial reporting of the company and the operating effectiveness of such controls, refer to our separate report in Annexure A.
 - (g) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
 - i. The Company does not have any pending litigations which would impact its financial position in its financial statements;
 - ii. The Company does not have any long term contracts including derivation contract for which there are any material foreseeable losses.;
 - iii. There is no amount which are required to be transferred, to the Investors Education and Protection Fund by the Company during the year.
 - iv. The management has represented that, to the best of its knowledge and belief,
 - no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the company to or in any other person(s) or entities, including foreign entities ("intermediaries"), with the understanding, whether recorded in writing or otherwise, that the intermediary shall directly or indirectly lend or invest in other persons or entities identified in any manner by or on behalf of the company (Ultimate Beneficiaries) or provide any guarantee, security or the like on behalf of ultimate beneficiaries.
 - no funds have been received by the company from any person(s) or entities including foreign entities ("Funding Parties") with the understanding, whether recorded in writing or otherwise, that such company shall whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever (Ultimate Beneficiaries) by or on behalf of the funding party or provide guarantee, security or the like on behalf of the Ultimate beneficiaries.
 - Based on such audit procedures as considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations given by management under the above sub-clauses contain any material mis-statement.
 - v. As per the records of the Company no dividend has been declared or paid during the year.
 - vi. As proviso to rule 3(1) of the Companies (Accounts) Rules, 2014 is applicable for the company only w.e.f. April 1, 2023; hence reporting under this clause is not applicable.

For Chaturvedi & Company
Chartered Accountants
(Firm Reg. No. 302137E)



Ms. Nilima Joshi
Partner
Mem. No. 52122
UDIN: 23052122BGXQCT1779



Place: Mumbai
Date: July 13, 2023

Annexure A to the Auditors' Report

Report on the Internal Financial Controls under Clause (i) of sub-section 3 of Section 143 of the Companies Act, 2013 ('the Act')

We have audited the internal financial controls over financial reporting of **AMBUJA CEMENT FOUNDATION** ('the Company') as on 31st March, 2023 in conjunction with our audit of the standalone financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Company's management is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting issued by the Institute of Chartered Accountants of India ('ICAI'). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to the Company's policies, the safe guarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

Auditors' Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls over Financial Reporting (the 'Guidance Note') and the Standards on Auditing, issued by ICAI and deemed to be prescribed under Section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting were established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operative effectiveness. Our audit of internal Financial Controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditors judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion of the Company's internal financial controls system over financial reporting.

Meaning of Internal Financial Controls over Financial Reporting

A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purpose in accordance with generally accepted accounting principles. A company's internal financial control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in responsible detail, accurately and fairly reflect the transactions and dispositions of the assets of the Company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with authorizations of the Management and directors of the Company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorised acquisition, use, or disposition of the Company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls Over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur

AUDITORS' REPORT

and nor be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future period are subject to the risk that the internal financial control over financial reporting may become inadequate because of change in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at 31st March, 2023, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal controls stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India, but that the system of controls were implemented by the company a few years back and the existing frame work and practice needs to be strengthened and enhanced by implementing further controls on system of segregation of duties.

For Chaturvedi & Company
Chartered Accountants
(Firm Reg. No. 302137E)



Ms. Nilima Joshi
Partner
Mem. No. 52122
UDIN: 23052122BGXQCT1779



Place: Mumbai
Date: July 13, 2023

OUR ACCOUNTS

BALANCE SHEET AS AT 31ST MARCH, 2023

Particulars	Note No.	As at 31.03.2023 (Rs. in Lakhs)	As at 31.03.2022 (Rs. in Lakhs)
LIABILITIES			
(1) Corpus Fund	2	2,594	2,573
(2) Assisted Project Funds	3	622	144
(3) Other Long-Term Liabilities	4	267	203
(4) Current Liabilities			
(a) Trade Payables	5	31	33
(b) Other Current Liabilities	6	382	393
(c) Short Term Provisions	7	65	19
		477	445
Total		3,960	3365
ASSETS			
(1) Non-Current Assets			
(a) Property, Plant & Equipment	8		
- Tangible Assets		895	887
- Intangible Assets		1	2
(b) Long-Term Loans and Advances	9	28	46
(c) Other Non-Current Assets	10	2	1
		927	936
(2) Current Assets:			
(a) Cash and Bank Balances	11	2,823	1,993
(b) Short Term Loans and Advances	12	153	206
(c) Other Current Assets	13	58	230
		3,033	2,429
Total		3,960	3,365
Significant Accounting Policies Notes to the Accounts	1 2-26		

See Accompanying Notes to the Financial Statements

For Chaturvedi & Company

Chartered Accountants
Firm Registration No.: 302137E

sd/-

Ms. Nilima Joshi

Partner

Membership No. 52122
Kolkata

Place: Mumbai
Date: July 13, 2023
UDIN : 23052122BGXQCT1779

sd/-

Ms. Pearl Tiwari

Director

DIN: 00740574

sd/-

Mr. B.L.Taparia

Director

DIN: 00016551

INCOME & EXPENDITURE STATEMENT FOR THE YEAR ENDED 31ST MARCH, 2023

Particulars	Note No.	For the year ended 31.03.2023 (Rs. in Lakhs)	For the year ended 31.03.2022 (Rs. in Lakhs)
Income:			
(a) Donations & Grants			
- From Ambuja Cements Ltd		5,168	4,892
- From Narotam Sekhsaria Foundation		236	228
- From Assisted Project Funds	3	9,167	5,782
(b) Other Income/Contributions	14	1,088	650
Total Revenue		15,659	11,551
Expenses:			
Employees Benefit Expenses	15	804	575
Agriculture Development Expenses		4,914	2,778
Animal Husbandry and Dairy Expenses		53	30
Community Welfare Expenses		1,143	1,182
Educational Expenses		656	523
Health & Sanitation Development		752	809
COVID-19 Relief Expenses		-	325
Krishi Vigyan Kendra Expenses (Agriculture Science Centre sponsored by Govt.)		265	300
Monitoring & Research Expenses		27	44
Skill Training Expenses		3,107	2,823
Water Resource Development		2,240	1,912
Women & SHG Expenses		701	488
Depreciation and Amortization Expenses	8	131	122
Other Expenses	16	381	404
Total Expenses		15,173	12,315
Surplus/(Deficit) carried forward		486	(764)
Significant Accounting Policies	1		
Notes to the Accounts	2-26		

See Accompanying Notes to the Financial Statements

For Chaturvedi & CompanyChartered Accountants
Firm Registration No.: 302137Esd/-
Ms. Pearl Tiwari
Director
DIN: 00740574

sd/-

Ms. Nilima Joshi
Partner
Membership No. 52122
Kolkatasd/-
Mr. B.L.Taparia
Director
DIN: 00016551Place: Mumbai
Date: July 13, 2023
UDIN : 23052122BGXQCT1779

CASH FLOW STATEMENT

Particulars	For the year ended March 31, 2023 (Rs. in Lakhs)	For the year ended March 31, 2022 (Rs. in Lakhs)
<u>Income from Operations</u>		
Surplus/(Deficit) for the year	485.84	(764)
(Surplus)/Deficit for Project Funds	(464.65)	1,008
<u>Adjustments for</u>		
Depreciation	131.10	122
Balance written off	2.90	29
Sundry balances written back	(5.09)	(4)
Interest Income	(103.86)	(89)
Loss on sale of fixed assets	2.03	3
Corpus of projects/institutions transferred	-	-
<u>Changes in Working Capital</u>		
Decrease in Loans & Advances (Long term)	17.76	4
Increase in other non-current assets	(0.98)	(0)
Increase in Loans & Advances (Short term)	53.62	46
Decrease in other current assets	172.65	(115)
Increase in Long term liability	63.12	(27)
Increase in Trade Payable	(4.39)	(145)
Decrease in other current liabilities	(11.76)	146
Decrease in Short term provision	45.97	(1)
Net cash from operating activities (A)	385	212
<u>Income from Investing Activities</u>		
Purchase of assets	(138)	(226)
Sale of Fixed Assets	(4)	3
Interest Received	104	89
Net cash from investing activities (B)	(38)	(133)
<u>Income from Financing activities (C)</u>		
Changes in Project Fund	483	(1,172)
Cash & Cash Equivalents at beginning of year (D)	1992	3,085
Cash & Cash Equivalents at end of year (A+B+C+D)	2823	1,992

For Chaturvedi & Company

Chartered Accountants
Firm Registration No.: 302137E

sd/-
Ms. Pearl Tiwari
Director
DIN: 00740574

sd/-
Ms. Nilima Joshi
Partner
Membership No. 52122
Kolkata

sd/-
Mr. B.L.Taparia
Director
DIN: 00016551

Place: Mumbai
Date: July 13, 2023
UDIN : 23052122BGXQCT1779

Corporate Information

Ambuja Cement Foundation (ACF) is a Company limited by guarantee and registered as a not-for-profit company under Section 8 (erstwhile Section 25) of the Companies Act. ACF is registered under the Foreign Contribution Regulation Act (FCRA), 2010 and has registrations under Sec 12A and Sec 80G of the Income Tax Act, 1956.

The Foundation was incorporated as a CSR arm of Ambuja Cements Ltd. ACF's initiatives extend PAN India. These initiatives focus on socioeconomic development to ensure inclusive growth of the communities. The primary thrust areas include water resource management, enhancing livelihood both through agro based and skill based activities, for access to better health and sanitation facilities, education support and women empowerment.

The Foundation has obtained CSR registration number as required under the amended CSR rules, 2021. The CSR Registration number is CSR00006913. The Foundation had complied with the FCRA guidelines of opening main FCRA bank account with State Bank of India, New Delhi as on 31st March, 2022.

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. The accounting policies adopted in the preparation of the financial statements are consistent with those followed in the previous year.
- 1.3. Tangible assets are valued at cost of acquisition including installation cost less depreciation. The depreciation has been provided as per the rates prescribed in Schedule II of the Companies Act, 2013. Intangible assets are recorded at cost of acquisition. They are amortised on straight-line basis over a period of their life.
 - The assets costing lesser than Rs. 5000 and assets purchased out of the assisted project funds for the use in specific community projects are not capitalised and treated as revenue expenditure for the projects.
- 1.4. Revenue Recognition
 - a) Interest received and all other income are recognised as income on accrual basis.
 - b) Accounting for Assisted Project Funds:
 - In case of Assisted Projects, money spent by the Company and such money received from Funding Agency during the current financial year is recognised as revenue in the current financial year. Similarly, money spent but received in the subsequent year, is recognised as revenue in the subsequent year of receipt.
 - Amount received or accrued against Assisted Project Funds during the year is treated as income and amount spent on those projects are shown as expenditure. Unspent amount during the year is part of the total surplus/deficit in the Income and Expenditure Account which is carried forward as balance in Assisted Project Funds.
 - c) Accounting of Government Grants:

Government grants are received for various projects implemented by the Foundation under water resource management, agricultural and skill livelihoods and women empowerment. Government grants received or accrued during the year are recognised as income and its spent is shown as corresponding expenditure. Unspent grant or grant receivable is shown as closing balance in Assisted Project Funds.
- 1.5. Outstanding Liabilities (including retention money, deposits etc) have been classified under Current Liabilities, if payable within 12 months, otherwise these are classified as Long-Term Liabilities.
- 1.6. Receivables (including deposits etc) have been classified under Current Assets, if able to realise within 12 months, otherwise these are classified as Non Current Assets.
- 1.7. Employee Benefits
 - a) Short term employee benefits (benefits which are payable after the end of twelve months from the end of financial year in which the employees have rendered service) are measured at cost.
 - b) Post employment benefits and other long-term employee benefits:
 - In respect to Gratuity, payments are made to LIC funds. The Company accounts for liability for future gratuity benefits based on actuarial valuation carried out at the end of each financial year using the projected unit credit method.
 - Liability for Leave Encashment is recognised and accounted based on actuarial valuation carried out at the end of each financial year.

OUR ACCOUNTS

- c) Provident Fund is a defined contribution scheme and the contributions as required by the statute made to Government Provident Fund are charged to the Statement of Income and Expenditure.
- 1.8. Transactions in Foreign Currency are recorded at the exchange rate at which the transaction is carried out.
- 1.9. Impairment of Assets
Wherever events or changes in circumstances indicate that the carrying value of Fixed assets may be impaired, the company subjects such assets to test of recoverability, based on discounted cash flows expected from use or disposal of such assets. If the assets are impaired, the Company recognises an impairment loss as difference between the carrying value and recoverable value.
- 1.10. Provisions, Contingent Liabilities and Contingent Assets
Provisions involving substantial degree of estimation in measurement are recognised when there is a present obligation as a result of past events and it is probable that there will be an outflow of resources. Contingent liabilities are not recognised but are disclosed in the notes. Contingent assets are neither recognised nor disclosed in the financial statements.
- 1.11. Taxation
Being a non-profit organisation, registered under Section 8 of the Companies Act, 2013 (Erstwhile Section 25 of Companies Act 1956), no provision for taxation is made as the Foundation is entitled to claim tax exemption u/s 11 of the Income Tax Act, 1961.
- 1.12. Cash and Bank Balances/ Cash Flow Statement
Cash and Bank Balances include all bank account balances, cash and cheques in hand, auto sweep deposit balances and short term bank fixed deposits. The Foundation maintains separate bank accounts for local and foreign contributions and follows the bank and cash management policy of the Foundation. Cash Flow statement is prepared every year and forms part of the financial statements of the Foundation. Cash Flows are reported using the indirect method as per AS-3 whereby excess of income over expenditure for the period is adjusted for the effects of transactions of non cash nature, any deferrals, accruals of past and future operating cash receipts and payments associated with investing and financing cash flows. Cash from operating, investing and financing activities are segregated.

Notes annexed to and forming part of the Financial Statements

Note 2 : Corpus Fund

	As at 31.03.2023 (Rs. in Lakhs)	As at 31.03.2022 (Rs. in Lakhs)
Opening Balance	2,573	2,329
Add : Surplus transferred from Income & Expenditure Account	486	(764)
Add/less : Deficit/(Surplus) from Assisted Project Funds carried forward (refer footnote part (2) of Note 3)	(465)	1,008
	2,594	2,573

Note 3 : Assisted Project Funds

(Rs. in Lakhs)

		As at 31.03.2023							
Sr. No.	Name of the Project/Funder	Opening Balance	Funds received/receivable during the year	Amount Payable to creditors/Project Liabilities	Total	Funds utilised during the year	Amount Refunded to the Project Funders	Advance given to Vendors/Others	Net Outstanding (Balance Recoverable)
		(a)	(b)	(c)	(d=a+b+c)	(e)	(f)	(g)	(h=d-e-f-g)
A	Corporate/Corporate Foundation Funds								
1	HDFC Bank Ltd.	15	2541	101	2657	2532	10	93	23
2	Asian Paints Ltd.	0	580	14	593	578	-	0	15
3	IndusInd Bank Ltd.	31	412	20	464	441	-	3	19
4	Hindustan Zinc Ltd.	2	398	52	452	409	-	42	1
5	AU Foundation	9	346	0	355	344	-	7	4
6	Ashok Leyland Ltd.	11	219	2	232	204	-	3	25
7	SKF India Ltd.	0	206	0	206	203	-	0	3
8	Godrej Agrovet Ltd.	-1	130	1	131	129	-	0	2
9	Hinduja Leyland Finance	4	108	2	113	105	-	3	5
10	Godrej Saloon-i GCPL	0	91	0	91	91	-	0	0
11	Gujarat Pipavav Port Ltd.- APM Terminals	-26	86	0	60	91	-	0	-31
12	Pernod Ricard India Foundation	4	52	0	56	55	-	0	1
13	Cipla Foundation	4	50	0	53	50	-	0	3
14	Bayer Bio Science Pvt. Ltd.	-5	49	0	45	43	-	0	2
15	Optimum Stock Trading Co. Pvt. Ltd.	-2	47	0	44	44	-	0	0
16	Apollo Tyres Foundation	1	43	0	44	41	-	0	3
17	Edutest Solution Pvt. Ltd.	0	33	0	33	8	-	0	25
18	Talwandi Sabo Power Ltd.	-5	30	0	25	29	-	0	-4
19	Trustea Sustainable Tea Foundation	3	26	0	29	7	22	0	0
20	Schlumberger Asia Services Ltd.	-	24	4	28	10	-	0	18
21	Schneider Electric India	0	20	0	20	22	-	0	-3
22	Hafele India Private Limited	0	17	0	17	10	-	0	7
23	Hinduja Foundation	-6	12	0	5	5	-	0	0
24	Everest Foundation	-1	8	0	7	11	-	0	-3
25	Gormalone LLP	-	6	0	6	6	-	0	0
26	Other Corporate Donors	2	3	0	5	3	2	0	0
	Total=	40	5,538	196	5,773	5,474	34	151	114
B	Government Funding								
1	NABARD*	-1	293	5	298	393	-	12	-107
2	ICAR*- Krishi Vigyan Kendra	62	250	0	312	258	-	6	48
3	NSFDC*	-23	18	0	-5	10	-	0	-15
4	District Mineral Foundation	-1	16	0	15	14	-	0	1
5	NULM*	-8	11	0	2	3	-	0	-1
6	National Thermal Power Corporation	2	6	0	8	6	-	0	2
7	Indra Rasoi Yojna- State Govt. of Rajasthan	-4	4	0	0	0	-	0	0
8	Other Government Funds	-2	7	0	5	17	-	0	-12
	Total=	25	604	5	634	700	-	18	-84

OUR ACCOUNTS

(Rs. in Lakhs)

C	Foreign Contributions								
1	Better Cotton Project	0	2422	30	2453	2204	-	1	248
2	GIZ* Project	-	284	1	285	16	-	0	269
3	Stichting IDH Sustainable Trade Initiative	0	81	0	81	87	-	7	-12
4	Foundation De France	-	52	0	52	34	-	0	18
5	Better Cotton Project GIZ	39	49	0	88	61	-	11	17
6	Wadhvani Institute for Artificial Intelligence Foundation	-	12	0	12	8	-	0	4
7	Global India Fund	-4	6	0	2	0	-	0	2
8	CSPC* - BCI	1	0	0	1	1	-	0	0
9	Development Support Centre	1	0	0	1	1	-	0	0
10	Stichting Tulip Crowns	10	0	0	10	10	-	0	0
	Total=	48	2,906	32	2,986	2,423	-	19	545
D	Other Funds								
1	Krishnashray Foundation, Goverdhan	-1	51	0	50	51	-	-2	1
2	B.L. Taparia & Family	0	31	0	32	30	-	0	1
3	Sir Mathuradas Vissanji Education Trust	-	25	0	25	0	-	0	25
4	Narotam Sekhsaria Foundation	1	8	0	9	10	-	0	-1
5	Other Funded Projects	31	5	0	36	15	-	0	21
	Total=	31	119	1	151	107	-	-2	47
Total Assisted Project Funds		144	9,167	233	9,545	8,703	34	186	622

Note:

1) The projectwise negative figures in Net Outstanding (Balance recoverable) column indicate funds spent by the company and the funds are yet to be received from concerned funding agencies.

2) Surplus arising out of Assisted Project Funds during the FY. 2022-23:

Total Funds Received [(b) above]	9,167
Total Utilised [(e) above]	8,703
Surplus from Assisted Project Funds (Refer Note 2)	465

3) Net Assisted Project Funds balance [(h) above] includes surplus from Project Funds

4) Grouping/regrouping of project funds are done for better presentation of funds outstanding/balance recoverable

5) The projects with figures zero { 0/(0) } denotes amount lesser than one lakh and the sign { - } denotes zero balance. The projects with zero { 0/(0) } opening balance are closed projects and the bank accounts and closing formalities are in process.

*Full Form of abbreviations used

ICAR	The Indian Council of Agricultural Research
NABARD	National Bank for Agriculture and Rural Development
NSFDC	National Scheduled Castes and Scheduled Tribes Finance and Development Corporation
NULM	National Urban Livelihoods Mission
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
CSPC	Coastal Salinity Prevention Cell

As at 31.03.2023 (Rs. in Lakhs) As at 31.03.2022 (Rs. in Lakhs)

Note 4 : Other Long-Term Liabilities

Provision for Employees Benefits	267	203
	267	203

Note 5 : Trade Payables

Other than Acceptances*	31	33
	31	33

Trade Payables Ageing Schedule

(Rs. in Lakhs)

Particulars	Outstanding for following periods from due date of payment				Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	
i. MSME					
ii. Other	30	1	1		31
iii. Disputed dues - MSME					
iv. Disputed dues - Other					

*There are no outstanding dues under Micro, Small & Medium Enterprises development Act, 2006 (MSMED Act) as on 31st March,2023.

(Rs. in Lakhs)

Note 6 : Other Current Liabilities

Liability for Expenses	325	310
Statutory Dues	31	35
Deposits including retention money	26	49

382	393
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Note 7 : Short Term Provisions

Provision for Employees Benefits	18	19
Provision for non- recovery of Funds	47	-

65	19
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Note 8 : Property, Plant & Equipments

(Rs. in Lakhs)

DESCRIPTION	GROSS BLOCK				DEPRECIATION				NET BLOCK	
	Cost as at 01.04.22	Additions during the year	Deductions during the year	Total cost as at 31.03.23	Upto 31.03.2022	For the year	Adjustment during the year	Total cost as at 31.03.23	As at 31.03.23	As at 31.03.22
Tangible Assets:										
Leasehold Land	0	-	-	0	-	-	-	-	0	0
Buildings	344	-	-	344	37	6	-	43	301	307
Construction & Survey Equipments	9	-	-	9	7	-	-	7	2	2
Vehicles	78	1	24	54	58	3	20	41	13	20
Furniture & Fixtures	477	76	25	527	250	37	22	264	263	227
Computers	373	37	33	378	278	47	43	283	95	95
Audio & Visual Equipments	90	5	5	90	39	9	5	43	47	51
Office Equipments	235	18	13	240	104	19	13	109	131	131
Technical & Sports Equipments	100	1	5	96	46	10	4	52	44	54
TOTAL:	1,706	138	106	1,737	818	131	107	842	895	887
Intangible Assets:										
Trademarks	3	-	-	3	1	0	-	1	1	2
Computer Software	0	-	-	0	0	-	-	0	-0	-
TOTAL:	3	-	-	3	1	0	-	1	1	2
GRAND TOTAL:	1,708	138	106	1,740	819	131	107	843	897	889
PREVIOUS YEAR FIGURES	1,636	225	152	1,708	755	122	57	820	889	881

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

b. All the figures are rounded off to nearest lakh.

OUR ACCOUNTS

	As at 31.03.2023 (Rs. in Lakhs)	As at 31.03.2022 (Rs. in Lakhs)
Note 9 : Long-Term Loans and Advances		
(Unsecured, Considered Good)		
Security Deposits	25	25
Other Advances Receivable	3	20
	28	46
Note 10 : Other Non-Current Assets		
Non-Current Bank Balances		
Fixed Deposits with Banks (maturity after 12 months)	2	1
Interest Accrued but not due	1	-
	2	1
Note 11 : Cash and Bank Balances		
Cash and Cash Equivalents		
Cash in hand	0	0
Cheques, Draft on hand	2	0
Bank Balance including auto sweep/flexi balance	2,820	1,993
	2,823	1,993
Note 12 : Short Term Loans & Advances		
(Unsecured, Considered Good)		
TDS receivable	42	40
Advances to Employees	5	15
Other Advances recoverable	106	74
	153	129
Note 13 : Other Current Assets		
Security Deposits	5	0
Prepaid Expenses	52	77
Interest accrued but not due	0	80
Fixed Deposits with Banks (4-12 months)	-	151
	58	308
Note 14 : Other Income / Contributions		
Interest Received	104	89
Subscription Received	0	0
Sundry balances written back	5	4
Collection from Diagnostic Centre	28	20
Contribution for SEDI	184	131
Contribution for AMK	36	37
Community Contribution for projects	717	327
Other Donations/Income	14	40
	1,088	650

	As at 31.03.2023 (Rs. in Lakhs)	As at 31.03.2022 (Rs. in Lakhs)
Note 15 : Employees Benefit Expenses		
Salary & Other Allowances	591 a)	449 a)
Contribution to Provident and Other Funds (see note given below)	197 a)	105 a)
Staff Welfare & Mediclaim Insurance	16	22

804	575
------------	------------

Note.: a) Salary & Other Allowances and Contribution to Provident/Other Funds of project implementation staff directly attributable to projects have been allocated to the respective projects.

	As at 31.03.2023 (Rs. in Lakhs)	As at 31.03.2022 (Rs. in Lakhs)
Note 16 : Other Expenses		
Bank Charges	3	4
Communications/ Film making/ Reports & Publications	46	56
Directors Sitting Fees	2	3
Electricity Expenses	1	3
Establishment Expenses	33	17
Filing Fees	0	0
Insurance Expenses	62	146
Interest on TDS/ Rate & Taxes	1	0
Internet & Website charges	4	5
Loss on Sale of Assets	5	7
Miscellaneous Expenses	0	2
Payment to Auditors (details as given below)*	6	5
Postage, Courier & Telephone Expenses	9	9
Printing & Stationery	8	7
Professional Fees	7	3
Provision for non recovery of Dadri Funds	47	-
Rent	3	4
Repairs & Maintenance	18	25
Staff Training, recruitment, capacity building and meeting expenses	11	6
Sundry Balances/Loans and Advances written off	3	29
Travelling & Conveyance Expenses	61	28
Vehicle Expenses	49	44
	381	404

	Rs.	Rs.
* Payments to Auditors		
As Auditors Fees	5	4
As Certification Fees	1	1
	6	5

Note 17

The Ambuja Cement Foundation is a Company limited by guarantee. 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 Rs.1000/- (Rupees one thousand only) in case of each member.

Note 18

There is no impairment of assets during the financial year.

Note 19

Particulars	As on 31.03.2023 (Rs. in Lakhs)	As on 31.03.2022 (Rs. in Lakhs)
Bank Guarantee given by the Bank against Fixed Deposit for Project Implementation	40.40	44.70

Note 20

The Company is a charitable organization, registered under Section 8 of the Companies Act, 2013 (erstwhile section 25 of Companies Act 1956). No provision for taxation for the year has been made as the Foundation is entitled to claim tax exemption u/s 11 of the Income Tax Act, 1961. 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 21

Employees Benefits:

Post Employment Defined Benefit Plan:

Gratuity (Funded)

During the year an amount of Rs. 59.82 lakhs has been recognised as expenditure towards Gratuity.

The Company provides for gratuity, a defined benefit retirement plan covering eligible employees. As per the scheme, the Gratuity Fund managed by the Life Insurance Corporation of India (LIC) makes payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's eligible salary for fifteen days upon the tenure of service. Vesting occurs upon completion of five years of service. Liabilities with regard to the Gratuity Plan are determined by actuarial valuation as set out in Note 1(b), based upon which, the Company makes contributions to the Gratuity Funds.

The following Table sets forth the particulars in respect of the aforesaid Gratuity fund of the Company for the year ended 31st March, 2023.

(a) Reconciliation of opening and closing balances of the present value of the defined benefit obligation: -

(Rs.in lakhs)

Particulars	As At 31.03.2023	As At 31.03.2022
Opening balance	415	394
Current service cost	32	34
Interest cost	27	25
Actuarial losses/(gains)	26	(25)
Benefit paid	(47)	(13)
Closing balance	454	415

(b) Reconciliation of opening and closing balances of the fair value of plan asset: -

(Rs.in lakhs)

Particulars	As At 31.03.2023	As At 31.03.2022
Opening balance	359	313
Expected return on plan asset	23	21
Actuarial gain/(loss)	1	38
Actual Company contribution	8	(13)
Benefit paid	(47)	(1)
Closing balance	344	359

(c) Reconciliation of net asset / (liability) recognised in the Balance Sheet: -

(Rs.in lakhs)

Particulars	As At 31.03.2023	As At 31.03.2022
Present value of defined benefit obligation	454	415
Fair value of plan asset	344	359
Net asset/(liability) recognised in the balance sheet	109	57

(d) Expenses recognised in the Statement of Profit and Loss for the year: -

(Rs.in lakhs)

Particulars	As At 31.03.2023	As At 31.03.2022
Current service cost	36	34
Interest cost	27	25
Expected return on plan asset	(23)	(21)
Actuarial losses/(gain)	(2)	(2)
Total expense	37	36

(Recognised Under contribution to Provident and other funds (Note 15)).

(e) Actual Return on Plan Assets

(Rs.in lakhs)

Particulars	As At 31.03.2023	As At 31.03.2022
Actual return on plan assets	24	20

(f) Actuarial assumption considered: -

Particulars	As At 31.03.2023	As At 31.03.2022
Discount rates	7.15%	6.90%
Salary escalation	7.00%	7.00%

(g) Category of Plan Assets:

Particulars	As At 31.03.2023	As At 31.03.2022
Funded with LIC	100%	100%

The estimate of future salary increases takes into account inflation, seniority, promotion and other relevant factors.

The expected return on plan assets is determined after taking into consideration composition of the plan assets held, assessed risks of asset management, historical results of the return on plan assets, the Company's policy for plan asset management and other relevant factors.

The fair value of plan asset does not include any amount attributable to enterprise's own financial instruments or any property occupied by or assets used by the enterprise.

Compensated Absences

Amount recognised as expense in respect of compensated absences is Rs. 30.75 lakhs based on actuarial valuation carried out for the current financial year. (previous year Rs. 27.18 lakhs).

Note 22**Related Party disclosures as per Accounting Standard 18 (AS 18)****(a) Related Parties - Key Management Personnel:**

Mr. Narotam Sekhsaria	Chairman
Mr. Pravin Laheri	Director
Ms. Ashni Biyani	Director
Mr. Vijay Kumar Sharma	Director
Mr. Chandrashekhar Rajan	Director
Ms. Padmini Somani	Director
Mr. Bhanwarlal Taparia	Director
Mr. Ajay Kapur	Director
Ms. Pearl Tiwari	Director

(b) Related Parties - Common Control:

Salaam Bombay Foundation	Under Common Control
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(c) Related Party Transactions

Sr. No.	Nature of Transactions	Name of related parties	Relationship	Amount - Rs. (In Lakhs)
1	Sitting Fees paid in compliance with Sec 197 of the companies Act, 2013 during the year to attend Board Meeting. No other form of remunerations was paid to the Directors.	i) Mr. Pravin Laheri ii) Mr. ChandraShekhar Rajan iii) Ms. Ashni Biyani iv) Mr. Vijay Kumar Sharma	Independent Directors	0.80 0.40 0.20 0.60
2	Grant on health projects on Lifefirst - Tobacco Cessation program across 15 locations in India to increase the awareness about ill-effects of tobacco, treatment and counselling.	Salaam Bombay Foundation	Under common control	58.92

Note 23**Disclosure of embezzlement of funds by an employee of the Company**

The Management of the Company detected embezzlement of funds by the Accounts in-charge at its Dadri location after noticing certain discrepancies in Bank reconciliation statements. Upon necessary interrogation of the accused, it was found that he has embezzled funds amounting to approximately Rs. 46.80 lakhs by forging the signatures of the authorised signatories to the Bank accounts. The accused accountant was suspended with immediate effect and a formal criminal complaint has been filed with the appropriate authorities. The case is at the investigation stage. While some of the family members of the accused accountant have approached the company officials for settlement, no formal proposal has yet been received. The Company has made provision for Rs. 46.80 lakhs for now.

Note 24

No provision for taxation for the year has been made as the Foundation is entitled to claim tax exemption u/s 11 of the Income Tax Act, 1961.

Note 25

Additional Regulatory Information required by Schedule III

- (i) **Borrowing secured against current assets**
The Company has no borrowings in the form of term loans, overdraft and extended credit towards the working capital.
- (ii) **Wilful defaulter**
The Company has not been declared wilful defaulter by any bank or financial institution or government or any government authority.
- (iii) **Relationship with struck off companies**
The Company has not entered into any transactions with the companies struck off under the Companies Act, 2013 or the Companies Act, 1956.
- (iv) **Compliance with number of layers of companies**
There is no non-compliance with regard to the number of layers of companies prescribed under clause (87) of Section 2 of the Act read with Companies (Restriction on number of Layers) Rules, 2017.
- (v) **Compliance with approved scheme(s) of arrangements**
The Company has not entered into any scheme of arrangement which has an accounting impact on current or previous financial year.
- (vi) **Utilisation of borrowed funds and share premium**
The Company has not advanced or loaned or invested funds to any other person or entity, including foreign entity (Intermediary) with the understanding that the Intermediary shall:
 - a) directly or indirectly lend or invest in other person or entity identified in any manner whatsoever by or on behalf of the company (Ultimate Beneficiaries) or
 - b) provide any guarantee, security or the like to or on behalf of the ultimate beneficiaries
The Company has not received any fund from any person(s) or entity(ies), including foreign entities (Funding Party) with the understanding (whether recorded in writing or otherwise) that the company shall:
 - i) directly or indirectly lend or invest in other person or entity identified in any manner whatsoever by or on behalf of the Funding Party (Ultimate Beneficiaries) or
 - ii) provide any guarantee, security or the like on behalf of the ultimate beneficiaries
- (vii) **Undisclosed income**
The company has not surrendered or disclosed any income during the current or previous year in the tax assessments under the Income Tax Act, 1961, that has not been recorded in the books of account.
- (viii) **Corporate Social Responsibility**
The Company is not covered under section 135 of the Companies Act 2013 and rules made thereunder.
- (ix) **Details of crypto currency or virtual currency**
The Company has not traded or invested in crypto currency or virtual currency during the current or previous year.
- (x) **Valuation of PP&E, intangible asset and investment property**
The Company has not revalued its property, plant and equipment, intangible asset and investment property during the current year and previous year.
- (xi) **Benami Property**
No proceedings have been initiated on or are pending against the Company for holding benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and Rules made thereunder.
- (xii) Since the Company is formed under Section 8 of the Companies Act, 2013 (Not for profit Company) there is no commercial activity carried out by the Company and hence ratios as required under Schedule III have not been presented.

Note 26

- a. Previous year figures have been regrouped/rearranged/reclassified wherever considered necessary to correspond with Current Year classifications/disclosures.
- b. All the figures are rounded off to nearest lakh.

For Chaturvedi & Company

Chartered Accountants
Firm Registration No.: 302137E

sd/-

Ms. Nilima Joshi
Partner
Membership No. 52122
Kolkata

Place: Mumbai
Date: July 13, 2023
UDIN : 23052122BGXQCT1779

sd/-

Ms. Pearl Tiwari
Director
DIN: 00740574

sd/-

Mr. B.L.Taparia
Director
DIN: 00016551

CEO'S NOTE



PEARL TIWARI
CEO

WHAT LIES AHEAD? WHERE WILL THE ROAD TAKE US?

One can never really know ...

But what we do know, is that in our journey of the last 30 years, we have tried, we have learnt and we have evolved. We did things in a different way to others - many things worked, yet sometimes we failed. Sometimes we fell but stood up again – never giving up in finding a path ahead. Taking a traditional approach has worked well for us, and we are proud of the many changes we have seen on the ground – establishing ourselves as a grassroots implementing agency has honed our skills; we have developed a vast cadre of frontline on-ground people who fearlessly drive things forward; our ability to allow our people to lead the way and forge people's institutions has paid rich dividends; and ultimately we have seen many many communities transform from poverty to prosperity.

On our journey we have encountered so many people who wanted to get involved, who were interested in the cause and felt moved to do something. As we look to the next 30 years, this continues to be the case, and we have been privileged to find others who share this vision and want to join hands in the development of rural India. Whether they be community members who need our support and offer their participation, individual philanthropists who see value in our work, or other organisations who want to do good – to them we say, we are open.

Open to collaborate. Open to co-create. Open to capitalise on one-another's strengths and channelise our efforts into the rural areas who need our support the most.

One thing is for sure - that the need is vast, and there is an urgent requirement to scale things up. Each year the context in rural India changes and for that we too need to continue to grow and evolve – putting aside some things that may have ceased to be relevant, and finding ways to do things differently and with agility. Looking forward, we are firm in our belief that we must invest more in innovation and technology, and we must continue to learn from, and partner with others along the way and create a ripple effect.

As we step into a new era at Ambuja Cement Foundation, I implore you to join us on our journey – and together let's support rural India! Let's walk this meaningful road together ...



AMBUJA CEMENT FOUNDATION

5th Floor, Elegant Business Park MIDC Cross Road B, Off Andheri - Kurla Road

Andheri (E), Mumbai - 400059

Tel: 022 40667520

CIN: U91990MH1993NPL264710

www.ambujacementfoundation.org

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