EVERYONE DESERVES THE OPPORTUNITY TO PROSPER IN LIFE.
PROSPERITY

A successful, flourishing or thriving condition. A state of health, happiness and good fortune.
WE CREATE SUSTAINABLE, PROSPEROUS, RURAL COMMUNITIES.

But we don't do it alone.

We collaborate, creating long-term partnerships - with the people, the government, development agencies and corporate India - and work together to tackle some of rural India's most pressing challenges.

Challenges around water management, agriculture and skills. Challenges affecting women, health and education.

And we've had success.

From humble beginnings 25 years back in just 15 villages with a budget of Rs 15 lakh, we've spread our wings to cover 2073 villages, in 32 districts across India, investing Rs 100 crores annually in pursuing this vision.

We have seen our communities flourish, and build a resilience that enables them to weather any storm - overcoming all the hurdles in their way.

But there are many more villages that need our help, and so much more work yet to be done!
It is our belief that the community should be in the driver’s seat when tackling the problems they face. Our role is to guide them and support them along the way.

We therefore take a participatory approach in our work, to ensure local ownership of projects. This unique approach is at the forefront of everything we do - we energise people, we involve them and enable them.

Where possible, we build 'People's Institutions' that are managed by the people, for the people.

From our Women's Federations to our Farmer Producer Groups, our aim is to involve the people in decisions that directly affect them and empower the community to take their future into their own hands.

We work quietly.
We work honestly.
We work diligently.
And the results speak for themselves.
WATER MANAGEMENT

We create “drought-resilient” rural villages and ensure all year round water for farmers, families and communities.
WE HAVE ENSURED ACCESS TO DRINKING WATER FOR 70% OF ALL HOUSEHOLDS IN 200 VILLAGES.

**By 2020, we aim to achieve 100% drinking water availability for households in all our core villages.**

India’s huge and growing population is putting a severe strain on the country’s natural resources, and water is the most vulnerable resource.

Water is life, and at Ambuja Cement Foundation, we find better ways to harvest it, use it sustainably and ensure natural groundwater recharge for the future.

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### Areas of Focus:

1. **Water Harvesting & Groundwater Recharge**

Mother nature’s rainfall provides us with adequate water to meet our needs, however most of it washes and trickles away. We build check dams and dykes, revive ponds and wells, interlink rivers - all to capture this precious resource and ensure natural groundwater supplies are recharged for the future.

2. **Drinking Water Solutions**

We get each family to invest in Rooftop Rainwater Harvesting Structures to create sufficient water for their household. We also invest in community water distribution systems and drinking water sources such as hand pumps and wells.

3. **Management of Water Demand**

With an increase in water availability there is an equal need to manage the use of that water responsibly - by farmers, households and communities. We raise awareness in villages, promote micro-irrigation among farmers and work with village level Water User Associations to ensure better water management and conservation.
Income Soars with Irrigation

Ashok Dewada’s crop income leapt from less than a lakh to a whopping Rs 15 lakh after he took the advice and support of Ambuja Cement Foundation and invested in the development of a farm pond.

With a ready supply of water for irrigation, he was able to expand his crop plantation. Where he once used just 4 bigha of land, he could now use 15 bigha! He was also able to veer away from traditional crops and cultivate Methi - a far more profitable enterprise.

On seeing the results, other farmers in the area are following suit - building farm ponds, which increases productivity by enhancing crop yields and reducing the risk of crop failure in arid regions where water shortage is common.

Ambuja Cement Foundation harnesses the traditional knowledge of rural communities to help solve local water problems and provides support to farmers who are willing to invest in these solutions. ACF also leverages... Government subsidies and schemes to bring costs down even further.

Profit jumps from Rs 0.8 lakh – Rs 15 lakh
SKILL & ENTREPRENEURSHIP DEVELOPMENT

We provide rural youth with training and employment opportunities that help lift them and their families out of poverty.
More than 70 crore people are estimated to be of working age (24-59 years) in India by 2020. Of these, approximately 50 crore workers will require some kind of vocational training in order to get a job and earn a livelihood.  

Ambuja Cement Foundation has trained over 45,000 young people in a variety of vocations and helps them get real jobs, good incomes, or start their own businesses.

We’ve got a proven model and we would like to reach out to many more youth in the coming years.

**EVERY YEAR WE TRAIN NEARLY 7000 RURAL YOUTH TO INCREASE THEIR EMPLOYABILITY SKILLS.**

By 2025 we will have trained 1,00,000 rural youth of which, at least 25% will complete advanced training courses.

More than 70 crore people are estimated to be of working age (24-59 years) in India by 2020. Of these, approximately 50 crore workers will require some kind of vocational training in order to get a job and earn a livelihood.

**Areas of Focus:**

1. **TRAINING**
   
   Despite the enormous potential of rural India, youth often migrate to urban areas to access education, training and employment opportunities. ACF establishes training institutes in rural areas, providing youth with a wide variety of opportunities – empowering them with the practical skills, workplace experience and the certifications required to get good jobs, earn decent incomes and uplift their families.

2. **PLACEMENT**
   
   Once skill training is complete, ACF’s SEDI helps facilitate the placement of graduates into their first jobs via a network of partnerships with local industries and businesses. Our team also provides ongoing support and mentoring for placed graduates, to support them in their new endeavor and ensure job retention.

3. **ENTREPRENEURSHIP**
   
   SEDI helps young men, women and even the disabled, establish lucrative, flexible careers and status in the community, by helping them start their very own business. We actively promote entrepreneurship and provide the necessary training and support to help graduates thrive in business within their local communities.
Housewife Turned Entrepreneur

Once a housewife with zero income, Kala Tak realized her dream of opening her own beauty parlour in Nagaur, Rajasthan - turning over Rs 1.5 lakh per month in peak season.

Having studied various courses in Hair, Skin and Beauty at Ambuja Cement Foundation’s Skill and Entrepreneurship Development Institute, Kala Tak first took up a job to help bring in an income to support her children, husband and parents.

She got a break when a relative decided to invest in a partnership to open one of the biggest unisex salons in Jodhpur, where she earned a reputation for her quality skills.

With a turnover up to Rs 50,000 per month, Kala Tak soon had the capacity to venture out on her own and today provides employment to six other graduates from ACF’s Skill & Entrepreneurship Development Institute.

Kala Tak
Nagaur, Rajasthan

IMPACT
Rs 50,000 monthly business turnover
AGRICULTURAL LIVELIHOODS

We help farming families prosper, by nurturing farmers and organizing them into groups to enhance their profitability.
Areas of Focus:

1. Building Farmer Capacity
   Over 58% of rural households depend on agriculture as their principal means of livelihood. We help train and build the skills of farmers to generate better profits from their efforts and produce.

2. Strengthening Bargaining Power through Farmer Producer Organisations
   We find that by organizing farmers into groups, they have a stronger bargaining power and can command better prices through negotiation. They also support one another and jointly procure inputs from the market to reduce costs and ensure the right quality of inputs.

3. Providing on-ground Handholding Support
   Our field staff and local Village Extension Volunteers provide on-ground handholding and support to farmers - connecting them to technical advice when needed, and helping them solve real-time problems.

4. Hedging Risks in Agriculture
   We help farmers avail of Government Crop Insurance Schemes, and support them in submitting their claims.

We increased the income of over 1,21,000 cotton farmers by an average of 22% and formed 13 Farmer Producer Organisations to ensure ongoing, farmer support and engagement.

By 2025 we aim to double the number of FPOs with a business turnover of Rs 200 crores.

Working closely with our partners, we have trained farmers on improved cultivation practices. Improving crop yields is just one way we accomplish the goal of helping farmers. Together with our partners we have achieved success in many areas, including how they can cut their input costs to enhance profits, reduce the use of water through drip irrigation and other water management techniques, and helping farmers hedge their risk through crop Insurance.
Strength, and Profit, in Numbers

In 2009 the situation for Bathinda farmers in Punjab was grim.

Due to lack of technical know-how a large part of their income was wasted on unnecessary agri-inputs and middlemen. They were also financially dependent on local moneylenders for purchasing farm supplies.

Ambuja Cement Foundation facilitated knowledge sharing and training by organizing farmers into Learner Groups. Through collective purchasing, they cut their input costs by 20%.

By 2014, the same farmers were shareholders in their own Bathinda Farmer Producer Company and over the next two years, the company made a turnover of Rs 36.42 lakh with a profit of Rs 1.56 lakh.

ACF, through its agro-based livelihood program, is reaching out to more than 1,75,000 farmers, and mobilising them into groups for better learning and collective bargaining capacity.

Farmer Producer Company
Bathinda, Punjab

Farmers unite to form Farmer Producer Company with Rs 36.42 lakh turnover
WOMEN EMPOWERMENT

We harness the power of women as breadwinners, community leaders and change-makers.
Areas of Focus:

1. Promote Women's Self Help Groups
   We help establish and support Women's Self Help Groups to enable women to save and access credit to support themselves and their families. Today our SHGs have a corpus of Rs 14.44 crore.

2. Facilitate Income Generation
   Our aim is to help women earn an income. We train and upskill them, help them start their own businesses and provide them with market linkages.

3. Linking Women to Schemes
   We educate women, and familiarise them with government and non-government schemes – supporting and enabling them to avail the benefits.

4. Support the formation of Women’s Federations
   Our Women’s Federations represent the interests of Self Help Groups and women across regions, with an aim to resolve large scale grievances and issues. Today our Federations are providing women with access to finance and are improving women’s lives - helping them fight for their rights, tackle social issues and earn a respectable status in society.

WE HAVE COLLECTIVISED OVER 28,000 RURAL WOMEN TO FORM MORE THAN 2424 SELF HELP GROUPS AND 11 WOMEN ORGANISATIONS.

By 2025, over 30,000 women will be empowered through more than 2500 Self Help Groups.

Women are our key agents for rural development. They play a critical role in transforming the economic, environmental and social landscape of communities.

But limited access to credit, income generating activities and savings mechanisms mean they are often disempowered and confined to household duties.

Ambuja Cement Foundation facilitates women into groups and helps them rise to their full potential. Our Women’s Federations are created for women and managed by women - not only empowering them economically, but giving them the confidence and critical mass to also tackle a variety of social problems they face in their communities.
From 2 Cows to a Dairy Collective

Within 5 years of practicing Animal Husbandry, under the Ambuja Cement Foundation’s Pashu Swasthya Sevika program, Nirmala Sharma not only transformed the financial situation of her family, but also her entire community.

Buoyed by her own success in earning Rs 13,500 per month with 2 cows, she also encouraged other women in the area to invest in dairy cows, and soon took the help of ACF to start a Dairy Collective.

With 91 women, they collect 400 litres of milk per day across 7 milk collection centres, with each woman earning an average of Rs 5000-21,000 per month - all managed by Nirmala.

The benefits do not stop there.

Nirmala’s husband, who once was a labourer, has joined his wife in her successful venture.

Nirmala Sharma
Darlaghat, Himachal Pradesh

IMPACT
91 women entrepreneurs and 7 new Dairy Collectives
HEALTH

We build healthy communities to reduce the impact of illness on wellbeing, earning capacity and overall prosperity.
Areas of Focus:

1. Curative & Diagnostic Services
Through our mobile medical vans, camps and clinics we deliver a range of curative and diagnostic services to ensure the health and well-being of families and communities.

2. Preventive Health
Our priorities include Home Based Newborn Care and Maternal and Child Health delivered by 356 Sakhis, with an additional focus on sanitation and anemia control.

3. Health Promotion
Working through public-private or private-private partnerships we tackle priority issues such as HIV, tobacco control, child development and adolescent reproductive and sexual health.

Our 356 Sakhis have reached out to over 10,000 mothers and newborns through our maternal and child health care service. By 2020 our Sakhis will also roll out a health initiative on non-communicable diseases reaching out to over 18,000 households.

Our health initiatives are aimed towards the complete physical, mental and social well-being of the community. Health issues are expensive to treat, and take away people’s ability to work, perform household duties and study.

Over time, our work has evolved from simply providing clinical services, to promoting sustainable health through community engagement and complementing the existing public health system.
Fight for A Tobacco Free Village

Recognizing the lethal health and financial impacts that tobacco was having on her community, Sita Rathore, one of Ambuja Cement Foundation’s Sakhis, took up a mission - to make Loldoh village tobacco free!

She started in 2011 with her very own nephew, Sunil and his family, who were heavily addicted and spent up to Rs 5000 per month on tobacco and cigarettes - an amount they could barely afford.

Buoyed by her success, she moved on to other families.

Within just 3 years Sita Rathore achieved her vision - Loldoh village was declared tobacco free, thanks to intensive education, awareness and counselling that highlighted the risk and impact of mouth cancer, India’s most common cancer, and its cost to family and society.

50% of tobacco users lose their lives - most of them men, leaving their families to fend for themselves in dire financial conditions.

Sita Rathore
Chandrapur, Maharashtra

IMPACT
Eradication of tobacco with family savings of Rs 5000 per month
EDUCATION

We ensure differently-abled children reach their full potential in life, and that rural children get the support they need for a good education.
Areas of Focus:

1. School Support Program
   We improve the learning environment in pre-primary, primary and middle schools through the provision of infrastructural support, improved teaching aids, engagement of local youth and sensitization of communities. We also provide technology support, to ensure quality education for children.

2. Non-Formal Education
   We mainstream school drop outs and non-school going children by setting up non-formal education facilities, and sensitise parents on the importance of education - supporting them to get their children back into school.

3. Special Education
   Our school, Ambuja Manovikas Kendra, improves the quality of life of differently-abled children and teaches them skills so they can be independent in their day-to-day activities.

By 2025 we want to create e-learning facilities in 150 schools and rehabilitate 30% of our special children.

Education helps children become responsible, productive and useful members of the society. Whilst India is close to universal enrollment for children aged 6-14 years, research shows that only 71% of enrolled children attend class regularly.

Additionally, 14.6% of boys and 16.1% of girls aged 15-16 years in rural India are currently out of school.

Children with special needs are completely neglected and families struggle with finding the necessary support to help their differently-abled children reach their full potential in life.

ACF is working hard to tackle these trends.

WE HAVE SUPPORTED OVER 150 SCHOOLS AND ANGANWADIS AND REHABILITATED NEARLY 100 SPECIAL CHILDREN.
Differently Abled - No Way!

In 2009, fifteen-year old Jasbir Singh, who is moderately mentally challenged and comes from a struggling family, could barely manage his day-to-day tasks. Everything was a struggle, and he needed help with eating, getting dressed and even tying his shoe laces.

And yet by 2015, he was proudly earning up to Rs 4000 per month, managing his own juice stall - supporting his family and living a fulfilling, independent life.

All thanks to the support from his family and 6 years of intensive therapy, rehabilitation, education and training at Ambuja Manovikas Kendra - a school for special children in Punjab.

Jasbir was just one of 100 special children enrolled at AMK, who have been given a new chance at life.

Jasbir Singh
Ropar, Punjab

IMPACT
Earning Rs 4000 per month from own business
MACRO IMPACTS

13x SROI
A study conducted revealed a 13x Social Return on every Rupee invested in Water Resource Management in Kodinar, Gujarat

Working with over 1,75,000 farmers across locations

8159 enterprises started by SEDI graduates

146 Villages with 100% toilet coverage

Number of Sakhis (Village Health Workers) 356

5 tobacco-free villages

47 times increase in outreach to farmers under Better Cotton Initiative in last 9 years

ACF has spent over ₹160 crores to create a Water Storage Capacity of 55.60 million cubic meters

2424 SHGs with a Corpus fund of ₹14.44 crore
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