

A man with a mustache, wearing a red shawl over a dark patterned shirt, is smiling and holding a large, fluffy ball of white wool. The background is a warm, yellow-toned outdoor setting with trees and a building. In the top right corner, there is a blue-bordered box containing the text 'Ambuja Cement FOUNDATION'.

**Ambuja
Cement**
FOUNDATION

WE'VE FOUND THE
KEY TO UNLOCKING

**INDIA'S
POTENTIAL**

JOIN US!

“ RURAL INDIA NEEDS OUR HELP.
AND THE FUTURE OF THE
COUNTRY DEPENDS ON IT.
LET US JOIN HANDS. POOL
OUR RESPECTIVE STRENGTHS.
AND WORK TOGETHER, TO
MAKE RURAL INDIA PROSPER.”



N-S. Sekhsaria

Narotam Sekhsaria

Chairman, Ambuja Cement Foundation



A GRAND VISION

Yes, we started out as a corporate foundation.

We began working at the grassroots around our plants and factories, to ensure that as we prospered, so did the communities around us.

And we succeeded.

But over the last 25 years we have realised that the need of rural India is so vast. And that addressing it, is pivotal to ensuring the country moves forward in leaps and bounds - equitably.

As such, we have now committed ourselves way beyond CSR.

Today, our passion and focus, is on nation building, and we invite you to join us on a journey that takes us far beyond our social responsibilities.



INDIA'S GROWTH HAS NOT BEEN INCLUSIVE

Whilst India has experienced significant economic growth over the last 20 years, much of this wealth generation has been inequitable.

On one hand, we have a 'shining India' with 101 billionaires, and a middle class of 160 million. On the other, there is a suffering India - 600 million living in rural villages, either below or just above the poverty line.



68.84%
Indians live either below, or just above the poverty line

Economic growth, with real improvements in the lives of the average citizen, poses the greatest challenge, and failure to achieve this could threaten the nation's economic stability.* Unless the condition of rural Indians improves, there is little way for the country to realise its potential as a global economic powerhouse.

It is the ability of India's villages to offer fulfilling lives and livelihoods to the people who live there, that is integral to India's future as a global super-power.

SHIFTING FOCUS FROM POVERTY TO EMPOWERMENT

'If India is to achieve its full potential, it must address not just acute poverty but also deprivation in terms of quality of life and access to basic services'

- McKinsey Global Institute



Whilst official poverty rates in India fell from 45% of the population in 1994 to 22% in 2017 as we rode the wave of economic reform, those that have 'come out of poverty' still live in dire and difficult circumstances. In fact, 56% of the population of India are rural families that do not have a level of income to enable them to live a decent quality of life, rather than just bare subsistence.

Income levels, therefore, need to be sufficient enough to enable them to meet 8 basic household needs:



Food



Sanitation



Energy



Health care



Housing



Education



Drinking water



Social security

LIVELIHOODS IS THE KEY!



It sounds simple?
It's not!

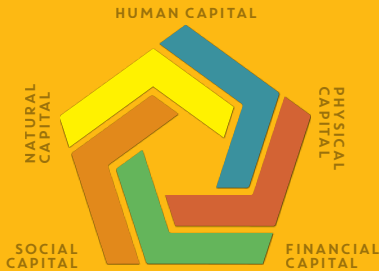
Livelihoods is a multi-faceted issue, and is so much more than just the impart of skills and education. In fact, in order for any person to earn a livelihood they require 5 sets of capital to support them.

- *They need skills*, but if their health is gone these don't matter.
- *They need a basic education*, but if they can't access affordable loans, quality inputs and crop insurance, they get into a vicious cycle of debt.
- *They need technical know-how*, but if there is no water for the family or farming, it is of little help.
- *They need bargaining power*, but if they don't work together their voice cannot be heard.

To prosper, rural villagers need ALL of these things and more, to support them in earning a livelihood. If just one of them topples, the building blocks begin to fall.

It is our belief, our experience in fact, that Livelihoods is the key to solving the riddle of rural poverty. After all, with a good livelihood, most people can solve many of their own problems ...

THE LIVELIHOODS PENTAGON*



This is the real life story of tribal woman 'Vimalbai' and her family, and how her life transformed when ACF helped her tackle 'livelihoods' from every possible angle!

HUMAN CAPITAL

- Vimalbai trained as an Agricultural Extension Worker and Sakhi.
- Husband learnt new agricultural techniques to increase profits.
- Son trained as a welder, earning Rs 6500 pm.

PHYSICAL CAPITAL

- Solved water problems, so Vimalbai could find other work.
- Improved health via regular check ups at medical van.
- Children attending school regularly.

FINANCIAL CAPITAL

- Low cost loans accessed from local SHG.
- Finally free of crippling debt from local moneylenders.

SOCIAL CAPITAL

- Supported by women at SHG to save and learn skills for income generation.
- Husband joined Farmer Producer Company to leverage collective bargaining.

NATURAL CAPITAL

- Adopted organic farming practices to protect the water and soil for the future.
- Planned cropping and livestock to better prepare for erratic climate.

* 'Sustainable Livelihoods Framework' by DFID, based on work done by IDS (Uni. Sussex)

VIMALBAI KODAPE
Dhanakdevi (Jiwati)
Chandrapur, Maharashtra



THE PROBLEM IS VAST

It's a big issue, and an even bigger country. So where do we begin?

We are an implementing organisation and currently have a footprint across 11 states and 1473 villages.

WE'VE COME A LONG WAY
FROM SUPPORTING

15

VILLAGES IN 1993

From one
location in
Gujarat in 1993

TO

22 locations
across 11 states
by 2017

1473

VILLAGES IN 2017

India has a total of 707 districts, but we have identified 47 districts for development. These districts fare very poorly on development indicators, where quality of human life is abysmal.

We have high aspirations - and they are achievable if we work together! Our aim is to be present in 11 states, 47 districts and 58,530 villages - and transform them!



OUR PRESENCE



** Disclaimer: Map of India should not be used for navigation or legal purposes. It is intended as graphical element to the design layout and does not warrant the Map or its features to be either spatially or temporally accurate or fit for a particular use. Ambuja Cement Foundation do not claim the correctness or authenticity of the same.*

SO, HOW DO WE WORK?

We support families from every angle to give them the best possible chance of prosperity. By doing so, we ensure that poor health, outdated farming skills, or limited access to water doesn't get in the way of a family earning a livelihood.

VISION

We envision a sustainable, prosperous rural india, built on partnerships - where villagers have the livelihood, resources and dignity to prosper in life.

MISSION

We energise, involve and enable communities to realise their potential.

- *Energise - We motivate and mobilise people to work together and amplify impact.*
- *Involve - We build partnerships and co-create solutions.*
- *Enable - We build capacity and instil ownership.*

OUR INTERVENTIONS



WE NEED TO WORK TOGETHER

The task of solving the rural problem in India is gargantuan. And we must work together to make an impact.

By pooling resources - ours, yours, the government's, the community's, corporate India's and civil society's - we can achieve much more on the ground.

*Let's partner and co-create.
We invite you to join us in this mission.*



PARTNERSHIP SUCCESS STORIES

In fact, our success to date has been fuelled by our ability to collaborate - to create partnerships with a variety of stakeholders who share in our passion, vision and objectives.



BCI

Training Cotton Farmers with ACF to adopt practices to increase quality and production of cotton.



NABARD

Helping ACF train farmers to be more productive and profitable.



STATE GOVERNMENTS

Collaborating with ACF to scale interventions across geographies - including water, agriculture, skills, health, women and education.

TATA TRUSTS

TATA TRUSTS

Working with ACF to tackle Salinity in Gujarat.



NSDC

Helping ACF establish Skill & Entrepreneurship Institutes to help youth get jobs.



CENTRE FOR MICROFINANCE

Establishing SHGs with ACF to empower women with savings and credit.



APOLLO TYRES

Providing services with ACF to truckers to address spread of HIV.

WHAT DO WE BRING TO THE TABLE?

We play to our strengths and seek partners who can also contribute their strength areas to solve problems.



IMPLEMENTATION

We're an implementor and we are located in the deep interiors where the problem lies.

LAST MILE REACH

We have a proven process in place to enable last mile reach.

COMMUNITY CAPACITY & OWNERSHIP

We have proven expertise in building community capacity and ownership - making projects sustainable in the long run.

CONSORTIUM OF PARTNERS

We have the ability to lead and manage a consortium of partners - helping them find common ground. i.e. Government, NABARD, Tata Trusts & Community.

TRADITIONAL WISDOM & MODERN TECHNOLOGY

We marry modern technology with the traditional wisdom of the community.

PEOPLE'S INSTITUTIONS

We build people's institutions so that the long term sustainability of each project is managed by the local people.

MONITORING & REPORTING

We are professional in our approach - capturing detailed data on our impact and sharing it with our partners.

25 YEARS OF ACHIEVEMENTS

2018 GCSRA AWARD
For Strategic & Cohesive CSR Partnership Project



**54 MCM
WATER
STORAGE
CAPACITY**

**2018 CSR EXCELLENCE AWARD BY GOVERNMENT
OF RAJASTHAN**
For Women Empowerment



**5 WOMEN'S
FEDERATIONS**

2017 CII-ITC SUSTAINABILITY AWARD
For CSR initiatives in Bhatapara and Chandrapur

**2017 CII 11TH NATIONAL AWARD FOR EXCELLENCE
IN WATER MANAGEMENT**
For Water Management Initiatives in Kodinar, Gujarat



**>39,000
YOUTH
TRAINED**

2015 FICCI CSR AWARD
For Commendable work in CSR



**1975 SELF
HELP
GROUPS**

2014 BEST PARTNERSHIP AWARD BY NABARD
For Watershed Development Projects in Himachal Pradesh

**2013 BEST NGO AWARD - NORTHERN INDIA
COTTON ASSOCIATION LIMITED**
For working in the Cotton Sector



**27 SKILL &
ENTREPRENEURSHIP
DEVELOPMENT
INSTITUTES**

**2012 NATIONAL AWARD FOR EXCELLENCE IN
WATER MANAGEMENT 2012**
For Water Management Initiatives in Marwar Mundwa



**26 LAKH RURAL
POPULATION**

**2008 CII-GODREJ GREEN BUSINESS CENTRE -
EXCELLENCE IN WATER MANAGEMENT**
For Salinity Mitigation work in Kodinar, Gujarat



**17 FARMER
PRODUCER
ORGANISATIONS**

2003 FICCI-SEDF CSR AWARD
Corporate Social Responsibility Initiative



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