

ULTRATECH CEMENT

- **Background**

In accordance with the notification issued by the Ministry of Corporate Affairs dated 27th February 2014 under Section 135 of the Companies Act 2013, the Company's Corporate Social Responsibility (CSR) was enunciated. Our Corporate Social Responsibility policy also conforms to the National voluntary Guidelines on Social, Environment and Economic Responsibilities of Business released by the Ministry of Corporate Affairs, Government of India in collaboration with FICCI Aditya Birla CSR Centre for Excellence (July 2011). The Company CSR policy was outlined in 2010 in the Companies' Annual Reports and on its website. Ultra Tech Cement Limited is a part of Aditya Birla Group. For every Company in the Aditya Birla Group, reaching out to underserved communities is part of our DNA. They believe in the trusteeship concept. This entails transcending business interests and grappling with the "quality of life" challenges that underserved communities face, and working towards making a meaningful difference.



- **Location, Date**

Pan India

- **Areas**

Rural

- **Stage/Scale**

The company's CSR activities are concentrated in 407 villages, in proximity to its 22 plants, across the country.

- **Objective of the assignment**

To actively contribute to the social and economic development of the communities in which we operate. In so doing build a better, sustainable way of life for the weaker sections of

society and raise the country's human development index" (Mrs. Rajashree Birla, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development).

- **What was done**

- Ultra Tech's social projects are designed with the long-term goal of creating sustainability and self-reliance. Hence, the projects focus on factors that will lead to empowerment and capacity building. Though UltraTech operates in five focus areas, its major emphasis has been on providing quality education and healthcare facilities. Importance is also given to building infrastructure, as ultimately it is the tool that fuels growth. The results of these projects will not only benefit their respective communities but also the nation at large.
- Through the Safe Drinking Water Programmes at Sambhupura, Khor, Malkhed, Reddipalyam, Tadipatri, Hirmi, Awarpur, Kovaya, Ratnagiri, Durgapur and Jafrabad 40,000 people access clean drinking water.
- More than 1,000 families have benefited from improved sanitation facilities at Malkhed, Reddipalyam, Khor, Sambhupura, Kovaya, Kharia Khangar, Jharsuguda, Tadipatri and Awarpur.

- **Impact**

Of the 3,000 villages that we are associated with, we have selected 300 villages that we hope to turn into model villages. Over a period of time, we expect to see a major transformation of these villages. More than 80 villages in the hinterlands have already become model villages. The social situation in many villages has gone from dependence to freedom and from backwardness to progress

- **Innovation**

One of the unique initiatives is to develop model villages. Hence, each of the major companies is working towards the total transformation of a number of villages in proximity of their plants. A model village entails ensuring self-reliance in all aspects viz. education, health care, family welfare, infrastructure, agriculture, watershed management and sustainable livelihood options. The fundamental aim is to ensure that their development reaches a stage where the village committees take over complete responsibility and our teams become dispensable

- **Lessons learnt**

The centre provides the strategic direction and the thrust areas for our work, while also ensuring performance management. Our focus is on the all-round development of the communities based around our plants, most of which are located in distant rural areas and tribal belts.

- **Financials**

N/A

- **Economic sustainability/Revenue Model**

The spending is part of the company's CSR activities.

- **Implementer Contact Persons**

- **O. P. Puranmalka**
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- **Sources and References**

- <https://www.ultratechcement.com/social-projects>