

Corporate Social Responsibility Policy

INTRODUCTION

At Ambuja Cements Ltd., the Corporate Social Responsibility (CSR) has been an integral part of the way we have been doing our business since inception. For more than 25 years, the Company's CSR initiatives has played pivotal role in improving the lives of the communities and society at large and in & around our operations with an objective to energize, involve and enable them to realise their potential. This has also enabled us to fulfil our commitment to be a socially responsible corporate citizen.

I. OBJECTIVE

The main objective of Ambuja's CSR policy is

- to lay down guidelines to make CSR a key business process for sustainable development of the society
- to directly/indirectly undertake projects/programs which will enhance the quality of life and economic well-being of the communities in and around our plant and society at large
- to generate goodwill and recognition among all stakeholders of the company.

II. OUR RESPONSIBILITIES

A) Towards our communities

We will involve communities surrounding our operations to bring about a positive change in their lives through holistic, sustainable and integrated development.

B) Towards our Customers

We will build gainful partnerships with the customers to understand their needs and provide right product and service solutions. We will adopt and actively encourage the best and fair business practices and shall endeavour to build solid bonds with them.

C) Towards our Business Partners

We will support our suppliers to cultivate ethical and fair business practices and give preference over other to those who demonstrate this.

D) As a Corporate Citizen

We reaffirm our commitment to conduct our business with environmental accountability. We will endeavour to adopt environment-friendly technologies and energy efficiency in our operations while continuously monitoring and reducing emissions.

Corporate Social Responsibility Policy

E) Responsibilities toward our Employees

We will foster a work culture with high ethical principles and standards and encourage our employees to perform with total integrity, commitment and ownership. We will do all we can to support their professional growth and recognise high achievers. We will continue to raise the bar of our OH&S standards and guidelines. We recognise that our employees and contractors deserve to work in safe and healthy work environment and will make it our responsibility to ensure zero harm to people.

III. CSR MAINSTAY

CSR activities at Ambuja shall be carried out through

1. Ambuja Cement Foundation (ACF)

Ambuja Cement Foundation (ACF) was established way back in 1993 as a social development arm of the Company. ACF work exclusively with rural communities on issues related to Water Resource Management, Agro & skill based livelihood generation, Health, education, women's empowerment and rural infrastructure.

The Ambuja Cement Foundation was established way back in 1993 and is the Corporate Social Responsibility wing of Ambuja Cements Ltd. that works with the rural communities surrounding Ambuja's manufacturing sites. The Foundation is engaged in a variety of people-centric, integrated rural development projects. Since inception, the Foundation has expanded its reach and diversified its programmes to include as many members of its stakeholder group as possible. While working with the participation of the people, ACF has held its mission statement central to all its operations. The Foundation has presence in twelve states across the country and is engaged in programmes like Natural Resource Management, Agro based and skill based livelihoods and improvement of health status, educational support and economic enhancement.

2. Ambuja Vidya Niketan Trust(AVNT)

Ambuja Vidya Niketan Trust (AVNT) is a non-profit making trust promoted by Ambuja Cements Ltd. for providing educational facilities to the wards/dependents of employees of Ambuja Cement Ltd. and children of the Villages around the plant / projects of the Company. AVNT operates 5 schools across India, affiliated to C.B.S.E. Board. The school provides an ambience to motivate learners to be creative in their responses, adopt a positive approach, to explore and innovate, there by upholding the quest for knowledge. The values and skills which the students acquire in the process of learning go a long way in guiding and helping them to meet the challenges of life and achieve their goals and aspirations.

3. Collaboration with other Companies undertaking projects/programs in CSR activities.

4. Contribution / donation made to such other Organization / Institutions as may be permitted under the applicable laws from time to time.

5. Directly by the Company for fulfilling its responsibilities towards various stakeholders.

Corporate Social Responsibility Policy

IV. CSR ACTIVITIES

The scope of the CSR activities of the Company will cover the following areas but not limited to the same and may extend to other specific projects/ programs as permitted under the law from time to time.

Sr. No.	Area	Activities/Initiatives/Programs
1a.	Eradicating hunger, poverty and malnutrition	Agro Based livelihoods, Better Cotton Initiatives, Agriculture Development, Krishi Vigyan Kendra.
1b.	Promoting health care including preventive healthcare and sanitation	Health and Sanitation Development programs, medical camps, programs for HIV Aids etc.
1c.	Providing safe drinking water	Drinking water programs, construction of check dams, dykes, ponds, links, channels, wells and water storage tanks.
2	Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;	Construction and running of schools and libraries, vocational training and special education institutes, providing financial assistance and scholarships for higher education. Undertaking and skills and entrepreneurship programs.
3	Women Empowerment and Facilities for Senior Citizens	Setting up centres and institutions for women & senior citizenship. Promoting SHGs amongst women for undertaking income generating activities.
4	Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, conservation of natural resources and maintaining quality of soil, air and water;	Horticulture plantation, agro farm forestry, afforestation, projects on non-conventional energy (biogas), animal husbandry programs, forest conservation projects, water resource management and soil conservation, promoting micro-irrigation etc.
5	Promotion and protection of art & culture	Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts;
6	Measures for the benefit of armed forces veterans, war widows and	Activities/programs for benefit of armed forces and families.

Corporate Social Responsibility Policy

7	Training to promote rural sports, nationally recognised sports, paralympic sports and Olympic sports;	Projects/programs promoting various sports activities
8	Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government;	Projects/programs for the development and upgrading of technology
9	Contribution/Financial Assistance	Contribution to Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio- economic development and relief and welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women;
10	Rural development projects	Rural infrastructure projects and agriculture development programs and projects.

V. EXCLUSION FROM CSR

The following activity shall not form part of the CSR activities of the Company:-

1. The activities undertaken in pursuance of normal course of business of a company
2. CSR projects/programs or activities that benefit only the employees of the Company and their families.
3. Any contribution directly/indirectly to political party or any funds directed towards political parties or political causes.
4. Any CSR projects/programs or activities undertaken outside India.

VI. CSR COMMITTEE

CSR Committee shall be formed as per the applicable laws and the committee shall be responsible for the implementation/monitoring and review of this policy and various projects/activities undertaken under the policy. The CSR Committee shall submit periodical reports to the board of directors.

VII. CSR SPEND/ SOURCES OF FUNDING

The committee shall endeavour to spend at least 2% of the average net profit during the preceding 3 financial years on CSR activities as enumerated above. The allocation of the fund shall be made as follows:-

1. ACF & AVNT- such amount as may be sanctioned by the Board of Directors based on their annual budget. The amount sanctioned by the Board of Ambuja will have to be utilised for the projects/programs as specified by the CSR committees of Ambuja. The unspent amount, if any, at the close of the Financial year shall be retained by ACF/AVNT and shall be spent only on specified projects/programs.

Corporate Social Responsibility Policy

2. Others – as decided by the CSR Committee based on the evaluation of specific project/activities.

Any surplus arising out of the contribution made for CSR Activities shall not form part of the business profit of the Company and redeployed for such activities.

VIII. IMPLEMENTATION

1. Project /programs covered under CSR activities shall be implemented by

a) Ambuja Cement Foundation, CSR arm of the Company.

b) Ambuja Vidya Niketan Trust.

c) In collaboration with other Companies undertaking projects/programs in CSR activities. The CSR committees of respective companies should be in a position to evaluate and report the progress of the such projects/programs.

d) Any other institutes, NGOs, Government, Semi-government, autonomous bodies, trusts etc.

However, any such projects/ program to be undertaken through this entities shall have an established track record of 3 years of undertaking such Projects/programs. The time period/duration of each project/programs shall depend on its nature, extend of coverage and intended impact of such activity.

IX. MONITORING & REPORTING

The CSR Committee will be responsible for the monitoring CSR activities and report to the Board from time to time.

The CSR Committee has the powers to :

1. Seek monitoring and implementation report from the Organisations receiving funds.

2. Delegate a designated company official to co-ordinate with the Organisation receiving funds to inspect the activities undertaken and ensure information in a timely manner.

The following processes will be followed:

(a) Activities and Budget

The activities and budgets for CSR will be presented in detail to the Committee for the following:

- ACF Budget and Activities
- AVNT Budget and Activities

Additionally, the Committee may empower the CEO and CFO to spend such amount as they think appropriate for some other strategic CSR contingencies that may arise during any financial year. The amount spent as above shall be put up for ratification of the Committee at its next meeting and shall report to the Board accordingly.

Corporate Social Responsibility Policy

(b) Continuous Monitoring

The Committee Members will receive in a prescribed format, a quarterly report of CSR spend; A presentation on the progress of the CSR projects / activities will be made to the Committee by the CSR Executives at the Committee meetings held from time to time; An annual presentation will be made to the Committee which will also includes the details of the projects / activities planned for the next year and its respective budgets The Board of Directors of Ambuja shall review the implementation of CSR every six months.

II. DISCLOSURE

The Annual Report of the Company include a section on CSR outlining the CSR Policy, CSR committee, CSR initiatives undertaken by Company, the CSR spend during the financial year and other information as required by the prevailing law.



Ajay Kapur
Managing Director & CEO

N.S. Sekhsaria
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Chairman