

ADITYA BIRLA



UltraTech

IMPACT ASSESSMENT REPORT [2022-23]

ULTRATECH CEMENT LIMITED



SOULACE CONSULTING PVT. LTD.

TABLE OF CONTENTS

Abbreviations	01
<hr/>	
01. Executive Summary	02 - 08
Project Background	02
Project Details	03
Design Snapshot	03
Outreach	03
Key Findings and Key Impacts	04 - 08
<hr/>	
02. Introduction	10 - 12
Need & Background of the Program	10
UltraTech's CSR Response to Address these Needs	11
Strategic Focus and Integrated Model	11
Scope and Investment	11
Commitment to Sustainable Development	12
Objectives of the Program	12
<hr/>	
03. Research Methodology	13 - 16
Objectives of the Study	13
Mixed Method Approach	14
Application of Quantitative Techniques	14
Use of Qualitative Method Approach	14
Ensuring Triangulation	14
Sampling Framework	14
Data Collection	14
OECD DAC Framework for Evaluation	15
Key Stakeholders	15
Study Tools	15
Commitment to Research Ethics	15 - 16
<hr/>	
04. Major Findings and Impacts	17 - 103
Component 1: Education	17 - 42
Key Findings	17 - 32
Key Impacts	33 - 42
Component 2: Healthcare	43 - 59
Key Findings	43 - 52
Key Impacts	53 - 59
Component 3: Sustainable Livelihoods	60 - 85
Key Findings	60 - 79
Key Impacts	80 - 85
Component 4: Infrastructure Development	86 - 96
Key Findings	86 - 92
Key Impacts	93 - 96
Component 5: Social Cause	97 - 103
Key Findings	97 - 100
Key Impacts	101 - 103
<hr/>	
05. OECD Framework	104 - 106
<hr/>	
06. Conclusion	107
<hr/>	

ABBREVIATIONS

CSR	Corporate Social Responsibility
SDG	Sustainable Development Goal
INR	Indian Rupee
FY	Financial Year
SHG	Self-Help Group
PHC	Primary Health Centre
CHC	Community Health Centre
NGO	Non-Governmental Organization
KVK	Krishi Vigyan Kendra
MSME	Micro, Small and Medium Enterprises
OPD	Outpatient Department
ANC	Antenatal Care
PNC	Postnatal Care
FGD	Focus Group Discussion
OECD-DAC	Organisation for Economic Co-operation and Development - Development Assistance Committee
ABHS	Aditya Birla Higher Secondary School
ABPS	Aditya Birla Public School
ICT	Information and Communication Technology
NEET	National Eligibility cum Entrance Test
JEE	Joint Entrance Examination
UPSC	Union Public Service Commission
GATE	Graduate Aptitude Test in Engineering
SSC	Secondary School Certificate
ITI	Industrial Training Institute
ENT	Ear, Nose, Throat (Medical Specialty)
HIV	Human Immunodeficiency Virus
IWA	International Water Association
UNDP	United Nations Development Programme
TERI	The Energy and Resources Institute
CII	Confederation of Indian Industry
FICCI	Federation of Indian Chambers of Commerce & Industry

01. EXECUTIVE SUMMARY

PROJECT BACKGROUND

This Impact Assessment Study captures the scale and significance of UltraTech Cement Limited's Corporate Social Responsibility (CSR) interventions across 16 states and 507 villages in India. Anchored in the company's vision of inclusive and sustainable development, these initiatives reflect a deep commitment to improving the quality of life in underserved communities. Guided by five core thematic areas - Education, Healthcare, Sustainable Livelihoods, Infrastructure Development, and Social Cause, the program is aligned with key United Nations Sustainable Development Goals (SDGs), particularly SDGs 1 to 9. Through a participatory and community-centric approach, UltraTech's CSR model integrates social equity, economic opportunity, and environmental sustainability.

The company's CSR efforts are further strengthened through convergence with government schemes and collaboration with implementing partners, ensuring long-term impact and scalability. Regular monitoring, external evaluations, and strategic planning underscore the robustness of the program, which has been widely recognized through national-level awards and accolades.

The CSR program is structured around five key thematic components:

EDUCATION



Focused on enhancing access to quality learning through infrastructural improvements, support to early childhood care centres and schools, digital literacy promotion, and educational encouragement for girls and underprivileged children.

HEALTHCARE



Strengthens public health systems by providing mobile medical outreach, community-based wellness services, maternal and child care programs, and accessible primary healthcare infrastructure in remote locations.

SUSTAINABLE LIVELIHOODS



Promotes economic resilience through skill development programs, vocational training, support for self-help groups, and initiatives that enhance both farm and non-farm income-generating opportunities.

INFRASTRUCTURE DEVELOPMENT



Improves rural living conditions by investing in community assets such as roads, water supply systems, sanitation facilities, solar-powered lighting, and multi-use community halls, aiming to transform villages into self-reliant, model communities.

SOCIAL CAUSE



Advances inclusive development through women's empowerment initiatives, behaviour change communication, financial literacy, community mobilization, and interventions focused on equity, dignity, and local leadership.

PROJECT DETAILS



Implementation year

FY 2022-2023



Project locations

16 states & 507 villages



Beneficiaries

Farmers, Students, Women, Teachers, Patients etc.



Budget

115.99 Cr



Alignment with SDGs



DESIGN SNAPSHOT



Research Design

Descriptive Research Design



Sampling Methodology

Purposive & Random sampling



Sample Size

494 (Education, Healthcare, Infrastructure Development, Sustainable Livelihoods & Social Cause)

OUTREACH



Education

- 8,200 girls reached
- 62 Government schools served
- The digital literacy programmes delighted nearly 5,000 students



Health Care

- Over 5 lakh people recourse to healthcare initiatives.
- 154,312 patients reached out through the mobile health camps



Sustainable Livelihood

- 183 check dams
- 75 rainwater harvesting structures, soak pits, and large ponds.
- 254.42 million cubic feet of water conserved reaching out to 33,857 farmers
- 27,900 cattle owners aided over through Veterinary camps
- 55,211 cattle were immunised, and
- 2,490 cattle were artificially inseminated



Infrastructure Development

Bettered lives of 5,28,108 people through need-based infrastructure projects



Social Empowerment

Touched the lives of 90,000 women

KEY FINDINGS

COMPONENT 1: EDUCATION AND DIGITAL LEARNING



100%

of respondents reported upgrades like smart classrooms, PA systems, RO water, renovated school buildings, and boundary walls.



100%

of students stated Smart Classrooms were extremely useful, indicating full satisfaction with digital infrastructure.



98.1%

shared that the improved school environment motivated them to attend school more regularly.



93.3%

of students found e-learning classes highly engaging, reflecting strong content delivery.



92.7%

observed the construction of separate toilets for boys and girls, supporting better hygiene.



87.5%

of students began preparing for competitive exams after receiving career counselling.

KEY IMPACTS

COMPONENT 1: EDUCATION AND DIGITAL LEARNING



100%

of school infrastructure improvements contributed to a better and more functional learning environment.



100%

of students confirmed complex subjects became easier to understand due to visual-based teaching.



100%

placement rate among ITI course completers demonstrated the training's success in enabling employability.



100%

of students received recognition from their families and communities, boosting self-esteem and social respect.



94.3%

of students expressed confidence in achieving academic and life goals due to enhanced learning systems.



92.3%

reported increased participation and enthusiasm for sports, reflecting the impact of improved playgrounds.

KEY FINDINGS

COMPONENT 2: HEALTHCARE



95.0%

observed an increase in medical equipment at local PHCs/CHCs, indicating improved diagnostic capacity.



97.7%

found health awareness campaigns helpful in improving their understanding of health issues.



98.4%

perceived health centres as safe post-intervention, reflecting improved facility standards.



95.2%

of respondents said children were happy with changes in their Anganwadi centres.



83.3%

of mothers found the diet chart useful in planning nutritious meals for their children.

KEY IMPACTS

COMPONENT 2: HEALTHCARE



100%

of respondents with malnourished children expressed satisfaction with the care received at Anganwadi Centres.



95.0%

of beneficiaries reported overall satisfaction with health services offered under the program.



96.0%

were highly satisfied with OPD and round-the-clock healthcare support.



91.0%

of respondents were satisfied with visitor seating and shelter in renovated waiting areas.



95.0%

of respondents noted improvements in ANC/PNC services post-intervention.



91.7%

of households with new toilets reported satisfaction, indicating improved household sanitation and hygiene.

KEY FINDINGS

COMPONENT 3: SUSTAINABLE LIVELIHOODS



94.4% of respondents observed an increase in water levels and groundwater table after watershed activities, indicating effective water recharge.



91.7% agreed that pond desilting and plantation efforts improved soil fertility, supporting better agricultural productivity.



87.5% expressed satisfaction with the quality and outcomes of improved seeds, highlighting their positive impact on farming.



88.4% found the trainings and exposure visits effective in enhancing agricultural and livelihood practices.



92.3% of sprinkler set beneficiaries experienced time and cost savings and reported increased irrigated land area.



81.6% of SHG members received training on income generation activities, strengthening their livelihood options.

KEY IMPACTS

COMPONENT 3: SUSTAINABLE LIVELIHOODS



96.8% of SHG members reported improved living standards and increased confidence due to the livelihood initiatives.



93.5% of women shared they felt financially independent, reflecting strong economic empowerment.



100% of respondents from the skill training component felt confident in achieving their life goals post-training.



88.9% of respondents were satisfied with improved access to clean drinking water near their homes.



92.9% felt confident in managing improved livestock breeds after receiving training, showing capacity building success.



88.7% of SHG members found marketing support helpful in promoting their products and boosting income generation.

KEY FINDINGS

COMPONENT 4: INFRASTRUCTURE DEVELOPMENT



100%

of respondents reported that the solar lights were well-maintained and fully functional.



92.3%

felt that renovated public facilities were inclusive and accessible for women, elderly, and differently-abled individuals.



100%

confirmed increased utilization of government or community services after renovation, indicating improved public engagement.



93.3%

of respondents expressed satisfaction with the quality of road construction.

KEY IMPACTS

COMPONENT 4: INFRASTRUCTURE DEVELOPMENT



100%

of respondents were satisfied with the developed green areas, reflecting improved public aesthetics and environmental value.



95.5%

of respondents expressed satisfaction with the upgraded infrastructure, indicating dignity and comfort in critical times.



Majority of the respondents experienced smoother travel, and felt road safety had improved due to reduced chances of accidents.

KEY FINDINGS

COMPONENT 5: SOCIAL CAUSE



94.1%
of respondents saved time daily due to improved drinking water facilities.



93.8%
of women found public toilets useful, with 100% confirming water availability for cleaning.



88.9%
of differently abled individuals found the Smart Stick helpful for mobility.



Community participation in social and cultural events, including mass marriages, was widely observed.

KEY IMPACTS

COMPONENT 5: SOCIAL CAUSE



Reduced time burden improved household routines and quality of life.



Access to toilets improved hygiene, safety, and dignity for women.



Smart Sticks supported independence and inclusion for differently abled persons.



Social events promoted unity, cultural pride, and social inclusion.

02.

INTRODUCTION





BACKGROUND AND NEED OF THE PROGRAM

India's rural landscape continues to grapple with persistent development challenges-ranging from income insecurity, poor health outcomes, lack of access to quality education, gender disparities, and weak infrastructure. Despite significant national progress, vast segments of the rural population remain excluded from the benefits of growth. High poverty rates, inadequate food security, insufficient healthcare, water scarcity, unemployment, and limited livelihood opportunities continue to hinder inclusive and equitable development.

Women, children, and marginalized communities are disproportionately affected. Nutritional deficits, child immunization gaps, early school dropouts, and limited access to maternal health services exacerbate vulnerability. Furthermore, climate variability and poor agricultural productivity place additional stress on smallholder farmers, while the lack of vocational skills limits youth employability. These pressing issues underscore the need for integrated, community-led development models that address both the symptoms and structural roots of rural deprivation.

ULTRATECH'S CSR RESPONSE TO ADDRESS THESE NEEDS

In response to these deep-rooted socio-economic challenges, UltraTech Cement Limited—a flagship company of the Aditya Birla Group—has designed and implemented a holistic Corporate Social Responsibility (CSR) framework across 507 villages in 16 states. The Company's CSR efforts are aligned with key United Nations Sustainable Development Goals (SDGs), specifically SDGs 1 to 9, reflecting a strong global-local approach toward sustainable development.

UltraTech's CSR vision is to uplift underserved communities through integrated interventions across five core thematic areas:



Education



Healthcare



Sustainable Livelihoods



Infrastructure Development



Social Cause

The Company has adopted a bottom-up and participatory approach, wherein community needs are identified through field-based consultations, participatory rural appraisals, and engagement with Panchayati Raj Institutions. The programs are then co-developed with local stakeholders and implemented in partnership with credible agencies including NABARD, Krishi Vigyan Kendras (KVKs), District Authorities, NGOs, and the Department of MSME.

UltraTech's CSR projects are further guided by a robust planning and monitoring mechanism.

A one-year operational plan and a four-year rolling plan are created based on field data, reviewed annually in the Company's Planning and Budgeting Meet. External agencies conduct third-party evaluations, including impact assessments and social satisfaction surveys, to ensure transparency, efficiency, and mid-course corrections.

STRATEGIC FOCUS AND INTEGRATED MODEL

The CSR strategy is anchored in multi-sectoral convergence, combining social, economic, and environmental interventions under a single development framework. For instance:

- Education initiatives range from strengthening government schools and Anganwadis to promoting digital literacy and girl-child education.
- Healthcare programs deliver preventive and curative services, including immunization drives, mobile health camps, and family welfare services in underserved areas.
- Sustainable Livelihoods efforts focus on skill development, support for women-led microenterprises, promotion of Self-Help Groups (SHGs), and agricultural productivity enhancement.
- Infrastructure Development includes construction and improvement of roads, water systems, sanitation facilities, solar lighting, and public amenities that significantly improve daily life and community resilience.
- Social Cause initiatives emphasize gender equality, behavioural change, financial literacy, and community empowerment to catalyse inclusive transformation.

SCOPE AND INVESTMENT

During the implementation year (FY 2022-23), UltraTech directly invested INR 115.99 crores in its CSR projects and further leveraged INR 38.56 crores through convergence with government programs. The financial year for the impact assessment is 2025-26, covering ongoing and legacy initiatives across geographies including Rajasthan, Madhya Pradesh, Chhattisgarh, Andhra Pradesh, Maharashtra, Gujarat, Tamil Nadu, Himachal Pradesh, Uttar Pradesh, and Karnataka.

COMMITMENT TO SUSTAINABLE DEVELOPMENT

UltraTech's CSR model is deeply rooted in the principle of trusteeship, championed by the Aditya Birla Group. The Company is committed to delivering measurable and sustainable impact, continuously improving its strategies through rigorous evaluation and stakeholder feedback. Its achievements have been recognized by several prestigious accolades, including the FICCI CSR Award, CII CSR Award, Social Impact Award by the Indian Chamber of Commerce, and the TERI-IWA-UNDP Water Sustainability Award.

Through its CSR programs, UltraTech Cement Limited is not only addressing the immediate needs of communities but also laying the foundation for self-reliant, dignified, and resilient villages, setting a benchmark for responsible corporate citizenship in India.

OBJECTIVES OF THE PROGRAM

The program is designed to holistically address the multidimensional challenges faced by rural and underserved communities across India. Its core objectives are as follows:



Alleviate Poverty: To reduce the incidence of poverty by promoting economic stability, generating livelihood opportunities, and enabling income enhancement among low-income households.



Ensure Food Security and Improve Nutrition: To promote sustainable agricultural practices, enhance food availability, and combat malnutrition through targeted interventions in nutrition-sensitive farming and allied activities.



Improve Access to Healthcare: To strengthen the availability, accessibility, and quality of healthcare services, particularly for maternal and child health, through preventive and curative measures in remote areas.



Strengthen Infrastructure and Educational Outcomes: To improve access to quality education by upgrading school infrastructure, promoting digital literacy, and enhancing learning support for children, especially girls.



Empower Women and Promote Livelihoods: To foster socio-economic empowerment of women through the formation and strengthening of self-help groups, skill training, entrepreneurship development, and increased participation in income-generating activities.



Enhance Water Access, Sanitation, and Skill Development: To improve access to safe drinking water and sanitation facilities while equipping youth and community members with market-relevant skills for sustainable employment.



Develop Community Infrastructure: To build and upgrade community assets such as roads, lighting, water systems, and public spaces to improve living conditions and promote holistic rural development.

SHG LEADERS MEET



03. RESEARCH METHODOLOGY

UltraTech Cement Limited commissioned Soulace to conduct an independent impact assessment of its CSR initiatives implemented during the financial year 2022-2023. The assessment was undertaken in the financial year 2025-2026, allowing for a comprehensive evaluation of the medium-term outcomes and long-term impacts of the interventions. The study employed a mixed-method approach, combining both quantitative and qualitative techniques to ensure data accuracy and contextual depth.

OBJECTIVES OF THE STUDY

The primary objectives of this impact assessment are as follows:

- To assess the reach, coverage, and effectiveness of CSR interventions implemented during FY 2022-2023.
- To evaluate the extent to which the program outcomes have contributed to improvements in the quality of life of beneficiaries.
- To measure the tangible and intangible changes brought about in the thematic areas of education, healthcare, livelihoods, women's empowerment, and infrastructure development.
- To understand the relevance, sustainability, and community acceptance of the implemented initiatives.
- To identify key success factors, operational challenges, and areas for future strengthening.
- To provide evidence-based insights and recommendations that can inform future CSR strategies and planning.

MIXED-METHOD APPROACH

The impact assessment of UltraTech Cement Limited's CSR initiatives was carried out using a mixed-method approach, combining both quantitative and qualitative research methods. This approach ensured a comprehensive and multi-dimensional understanding of the outcomes and changes brought about by the program interventions. It allowed for capturing not just the measurable outcomes but also the nuanced experiences, perceptions, and stories of the stakeholders involved.

APPLICATION OF QUANTITATIVE TECHNIQUES

Quantitative methods were employed to assess the scale and magnitude of the impact. Structured surveys were administered to beneficiaries across multiple program components such as education, health, livelihood, infrastructure, and women's empowerment. The data collected included responses on participation levels, accessibility of services, perceived improvements, and quantifiable changes in key indicators such as school attendance, healthcare utilization, skill development outcomes, and access to basic infrastructure.

USE OF QUALITATIVE METHOD APPROACH

Qualitative techniques enriched the assessment by capturing the deeper insights and lived experiences of the communities. The methods included:

- **Focus Group Discussions (FGDs)** with SHG members, adolescent girls, mothers, farmers, and youth beneficiaries
- **In-depth Interviews** with school principals, teachers, health workers, implementing partners, and government officials
- **Testimonials** from students, women entrepreneurs, and health beneficiaries
- **Case Studies** showcasing transformational stories and community-wide impacts
- **Field Observations** to validate infrastructural developments and utilization
- **Secondary Research** included a review of project documents, MIS data, annual reports, and CSR implementation records.

These qualitative insights allowed for a nuanced interpretation of quantitative findings, helping validate claims and providing a human face to the data.

ENSURING TRIANGULATION

Triangulation was embedded throughout the research process to ensure the validity and reliability of findings. The study cross-verified data using multiple sources and methods including quantitative surveys, interviews, focus group discussions, observations, and document reviews. This comprehensive approach enabled a balanced and unbiased representation of program outcomes. Methodological rigor was maintained to minimize subjectivity and enhance the overall credibility of the assessment.

SAMPLING FRAMEWORK

A purposive sampling approach was adopted to ensure representation across key beneficiary groups and geographic regions. The sampling framework considered variables such as program component, gender, age group, and socio-economic background. Special emphasis was placed on including voices from marginalized and underrepresented communities to ensure inclusivity in the assessment.

Sampling locations were selected from project intervention sites across multiple states, reflecting the geographical spread and thematic diversity of the CSR initiatives. Sample sizes for each intervention were guided by coverage levels and logistical feasibility, ensuring both depth and breadth of analysis.

DATA COLLECTION

The data collection was carried out by trained field investigators under the supervision of experienced researchers. A combination of digital and paper-based tools was used for efficiency and data security. Primary data was collected directly from the field, while secondary data was sourced from the company's CSR documentation, partner reports, and local institutional records.

OECD-DAC FRAMEWORK FOR EVALUATION

The assessment was guided by the OECD-DAC criteria, focusing on:

- **Relevance:** Alignment of program objectives with community needs.
- **Effectiveness:** Achievement of intended outputs and outcomes.
- **Efficiency:** Optimal use of resources to deliver results.
- **Impact:** Long-term and transformative changes in beneficiaries' lives.
- **Sustainability:** Likelihood of continued benefits beyond the program period.

This framework provided a systematic structure for assessing performance across multiple dimensions.

KEY STAKEHOLDERS

The assessment involved a wide range of stakeholders to capture diverse perspectives, including:



Farmers engaged in sustainable agriculture and water-related initiatives.



SHG members and leaders involved in livelihood and entrepreneurship development.



PRI members representing local governance institutions.



Government officials and representatives supporting health, education, and rural development.



Community opinion leaders for insights into collective behavioural shifts.



School teachers and principals from government and Aditya Birla schools.



Students and parents, as direct beneficiaries of educational and health-related initiatives.

Their feedback was essential in understanding both community-level changes and the functioning of the program from a systemic lens.

STUDY TOOLS

A range of tools was developed and customized to suit the nature of each intervention, including:

- Structured survey questionnaires
- FGD and interview guides for thematic explorations
- Case study templates to document success stories
- Observation checklists for infrastructure verification
- Audio-visual aids for recording testimonials and program activities

COMMITMENT TO RESEARCH ETHICS



VOLUNTARY PARTICIPATION

All respondents took part in the study on a voluntary basis, with no form of coercion or pressure.



INFORMED CONSENT

Prior to data collection, clear and simple explanations about the purpose of the study were shared, and informed consent was obtained.



CONFIDENTIALITY & ANONYMITY

Personal information and identities of respondents were kept strictly confidential. No names or identifiers are disclosed in the report.



RESPECT FOR LOCAL NORMS

Fieldwork was conducted with cultural sensitivity, respecting community customs and local protocols.



NON-INTRUSIVE METHODS

All interviews, discussions, and surveys were conducted in a respectful, non-invasive manner, allowing respondents to skip or decline questions.



DATA PROTECTION

Collected data was securely stored and used solely for the purposes of this assessment, in compliance with ethical standards.



NO HARM POLICY

Care was taken to ensure that the study did not cause physical, emotional, or social harm to any participant.



SEWING TRAINING, RAWAN, CHHATTISGARH

04 MAJOR FINDINGS AND IMPACTS

This chapter presents the major key findings and impacts across five core pillars of the UltraTech CSR initiative - Education, Health, Infrastructure Development, Sustainable Livelihood, and Social Livelihood. The insights are drawn from both qualitative and quantitative data, highlighting the positive outcomes and transformative changes brought about by the interventions in the lives of the community members.



COMPONENT 1: EDUCATION

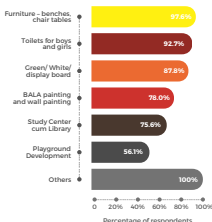
The program significantly strengthened school infrastructure by improving classrooms, providing separate toilets for boys and girls, and setting up libraries, sports facilities, and green/white boards. Digital tools, remedial classes, and career counselling sessions were introduced to support students' learning. These initiatives led to improved academic performance, increased attendance, and greater motivation and confidence among students, especially girls.

KEY FINDINGS

SCHOOL INFRASTRUCTURE AND LEARNING ENVIRONMENT (ABPS)

ASSESSMENT OF SCHOOL INFRASTRUCTURE AND LEARNING ENVIRONMENT IMPROVEMENTS

CHART 1: IMPROVEMENTS OBSERVED AFTER EDUCATIONAL INTERVENTIONS



97.6%

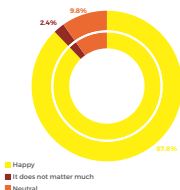
of respondents reported improvements in classroom furniture, while 92.7% observed the construction of separate toilets for boys and girls. Around 87.8% noted the installation of green/white/display boards, and 78.0% appreciated the addition of BALA paintings. Study centres or libraries were reported by 75.6% of respondents, and 56.1% highlighted playground development.



100.0%

respondents mentioned additional upgrades under "Others," which included renovation of school buildings, boundary walls, proper school gates, stages, and installation of PA systems, smart classrooms (TVs, projectors, computers), RO water facilities, flag posts, and sanitary napkin vending machines. These comprehensive interventions significantly improved the school environment and overall learning experience.

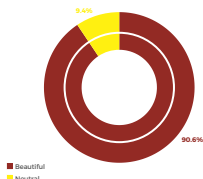
CHART 2: STUDENT HAPPINESS WITH RENOVATED SCHOOL INFRASTRUCTURE



87.0%

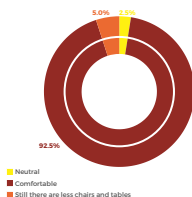
of students expressed happiness with the improved school infrastructure. The remaining responses were largely neutral or indifferent, indicating that the renovations have significantly enhanced student satisfaction.

CHART 3: STUDENT PERCEPTION OF SCHOOL AESTHETICS POST BALA PAINTING

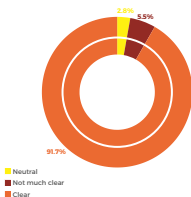


BALA (Building as Learning Aid) painting had a visible positive effect, with 90.6% of respondents finding the school environment more beautiful. This suggests the visual enhancements contribute significantly to creating an engaging learning space.

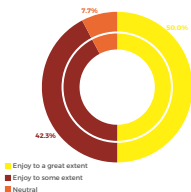
CHART 4: COMFORT WITH SEATING FACILITIES PROVIDED IN CLASSROOMS



Nearly all students (92.5%) reported comfort with seating arrangements, indicating that the renovation effectively addressed a critical need. Minor feedback on limited furniture suggests a need for ongoing replenishment or expansion.

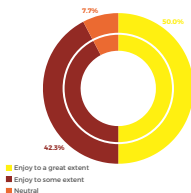
CHART 5: VISIBILITY & USEFULNESS OF GREEN/WHITE BOARDS DURING LESSONS

A significant majority (91.7%) confirmed that green/white boards were clearly visible and useful during classroom teaching. This reflects the success of visual aids in improving learning outcomes.

CHART 6: ENJOYMENT LEVEL IN SPORTS ACTIVITIES

A combined 92.3% of students reported enjoyment in sports, highlighting the value of recreational facilities in school development. This reflects both increased participation and student enthusiasm toward physical activity.

The most commonly provided sports materials in the school include cricket kits, footballs, basketballs, and badminton equipment. Some students also mentioned availability of volleyballs, chess boards, and carrom boards.

CHART 7: READING INTEREST IN SCHOOL LIBRARY OR STUDY CENTRE

A total of 92.3% of students demonstrated a positive interest in reading at the renovated libraries and study centres. This suggests that infrastructure related to academic enrichment is being actively used and appreciated by students.

ROLE OF CLASSROOM INFRASTRUCTURE IN IMPROVING STUDENT ATTENDANCE AND LEARNING



Improved Attendance

The construction of new classrooms has significantly enhanced regularity in attendance, with many students now able to attend all classes without interruption.



Enhanced Classroom Experience

- With proper seating and designated classroom space, students no longer sit on the floor or outside, allowing for a more focused and comfortable learning environment.
- Improved infrastructure has strengthened teacher-student interaction, leading to better classroom engagement.



Organizational Convenience

- Availability of dedicated classrooms has enabled students to safely keep their books and bags in one place, improving overall discipline and classroom readiness.

ROLE OF VIDYA VOLUNTEERS IN STRENGTHENING THE LEARNING ENVIRONMENT



Enhanced Teaching Support

- With the support of Vidya Volunteers, students no longer had to depend solely on self-study. Regular teacher availability ensured guided learning and academic consistency.



Improved Doubt Clearance

- Students were able to interact with teachers and clarify their doubts more effectively, which significantly boosted their understanding of various subjects.



Better Curriculum Coverage

- The presence of additional teaching support led to timely and more complete coverage of the curriculum, helping students stay on track with their learning goals.



Reduced Grade Overlap

- Teaching became more streamlined as the need for joint classes across different grades was minimized, allowing students to focus better within their own grade level.



Stronger Academic Understanding

- With continuous support, students found it easier to grasp subject matter, reflecting improved comprehension and academic engagement.

DIGITAL EDUCATION PROJECT: ENHANCING LEARNING THROUGH TECHNOLOGY

The Digital Education Project introduced solar-powered televisions loaded with academic content in selected schools to make learning more interactive, accessible, and effective. The intervention focused on subject coverage, student engagement, and measurable academic improvement.



Frequency and Subject Coverage

- Students regularly attended e-learning sessions, covering subjects like science, English, social studies, and mathematics through digital platforms.
- The content delivery was well-aligned with curriculum needs, supporting better understanding.



Teaching Methods and Content

- A variety of tools, including videos, interactive content, and multimedia presentations, helped simplify complex topics and maintain student interest.
- Visual and interactive formats enhanced comprehension and retention.



Teacher Involvement and Student Engagement

- Most students acknowledged that teachers effectively managed digital sessions.

- Learners found the sessions highly engaging, particularly due to interactive content and multimedia support.



Learning Outcomes

- Students reported noticeable academic gains, with many attributing improved performance to digital learning.
- The platform supported deeper understanding and better classroom participation.

FGD WITH STUDENTS – ZPHS, ANIKI REDDY PAALY LOCATION: TADIPATRI, GRADE: 9TH CLASS

School Infrastructure and Environment

The group highlighted that earlier the school lacked basic infrastructure, including sufficient classrooms, a cooking room for mid-day meals, and a designated space for students to eat. This led to overcrowding and, at times, restricted admissions. After the infrastructure support under UltraTech's CSR, the school saw significant improvements such as additional classrooms, a proper kitchen and lunch area, new furniture, drinking water facilities, digital classrooms, and clean toilets were provided. Students mentioned that the improved facilities created a better learning atmosphere and increased attendance.

Academic Support through Vidya Volunteers

Students mentioned that the earlier shortage of teachers affected learning, with large class sizes and merged classes. After Vidya Volunteers joined, the teacher-student ratio improved. They appreciated the personal attention and support received, which enhanced their understanding and performance in class.

Remedial Coaching and Study Support

Remedial classes were conducted for subjects like Math, Science, and English. The group felt these sessions helped slow learners catch up and strengthened overall academic confidence.

Distribution of Materials

Students acknowledged receiving study materials, uniforms, books, and school bags. They felt this support motivated them to attend school regularly and study with greater interest. The group agreed that this also reduced the financial burden on their families.

Career Counselling and Celebrations

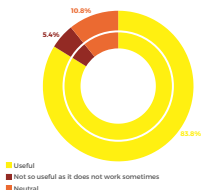
The group shared that career guidance sessions were conducted for higher classes, which helped them understand future opportunities. They also actively participated in school celebrations like Independence Day, Republic Day, AP Formation Day, and Yoga Day, which added enthusiasm to their school life.

Overall Impact

The students expressed that the school's improved infrastructure, teaching support, and academic resources created a positive learning environment. Attendance increased, classroom engagement improved, and students felt more confident and motivated to succeed.

USEFULNESS OF SMART CLASSROOMS WITH HINDI SOFTWARE

CHART 8: HELPFULNESS OF SMART CLASSROOMS WITH HINDI SOFTWARE



A majority of the respondents (83.8%) found the smart classrooms equipped with Hindi software to be useful in enhancing their learning experience. This indicates the effectiveness of localized digital content in supporting subject comprehension, especially in vernacular mediums. The consistent usage and appreciation reflect the integration of technology into classroom learning in a meaningful way.

EDUCATIONAL MATERIAL SUPPORT: REDUCING ECONOMIC BARRIERS TO LEARNING

The distribution of educational materials played a significant role in supporting students from low-income households, enabling them to attend school with dignity and preparedness. The intervention ensured that basic learning needs were met, promoting equitable access to education.



Types of Material Support Received

- Students reported receiving essential items such as study materials, books, uniforms, and shoes, which are critical for classroom participation.

- The provision of bags, education kits, and woollen clothes further complemented their school readiness.



Value and Impact of the Support

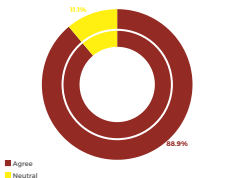
- A large proportion of students shared that the support was extremely important, as their families were unable to afford such materials.
- These contributions directly supported continuity in schooling, improved attendance, and enhanced student morale.



SCHOOL BAG, DALLA, UP

IMPROVED ATTENDANCE THROUGH EDUCATIONAL MATERIAL SUPPORT

CHART 9: AGREEMENT ON IMPROVED ATTENDANCE DUE TO EDUCATIONAL SUPPORT



A significant majority of students who received educational materials such as books, uniforms, study kits, and shoes acknowledged a positive influence on their school attendance. 88.9% of the students agreed that the provision of these resources enabled them to attend school more regularly. This suggests that material support reduced financial barriers and encouraged greater consistency in classroom participation.

CAREER COUNSELLING AND ACADEMIC SUPPORT FOR HIGHER EDUCATION

The initiative to provide career counselling and academic support materials aimed to guide senior secondary students in making informed decisions about their educational and professional futures. By offering both personalised counselling and access to preparatory resources, the program encouraged clarity, confidence, and motivation among students to pursue higher studies and competitive exams.

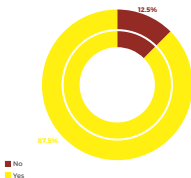


Career Counselling and Study Support

Most students received either study materials or career counselling, helping them plan better for their academic journey. The preference for Science and Commerce streams reflected a focused interest in technical and professional careers.

EXAM PREPAREDNESS AND PARTICIPATION

CHART 10: ENTRANCE EXAM PREPARATION AFTER CAREER COUNSELLING



A majority of students (87.5%) began preparing for entrance exams like NEET, JEE, UPSC, and GATE after receiving career counselling. This shows increased academic intent and readiness to pursue competitive opportunities post-counselling.



Clearer Academic Direction

Students reported that the counselling sessions helped them understand their interests and future study options more clearly. This guidance played a key role in shaping their education pathways and setting meaningful goals.



Additional Academic Support through Remedial Classes

The provision of remedial education created a focused learning environment where students could strengthen their grasp over difficult subjects. Although attended by a smaller group, the sessions proved valuable in reinforcing academic foundations.



Targeted Subject Coverage

- Maths, English, and Hindi emerged as the most in-demand subjects, highlighting common areas where students required extra attention.
- Science and Physics support, though taken up by fewer students, indicates subject diversification based on academic levels.



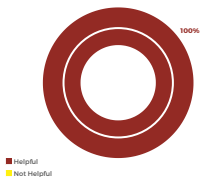
Learning Enhancement

- Students who participated benefited from personalised guidance and structured revision.
- These sessions allowed for consistent academic reinforcement beyond school hours, helping learners improve performance in their regular classes.

REMEDIAL CLASSES – COACHING/ EXTRA ACADEMIC SUPPORT

PERCEIVED USEFULNESS OF REMEDIAL CLASSES

CHART 11: USEFULNESS OF REMEDIAL CLASSES



All respondents who participated in remedial classes shared that the sessions were helpful. This unanimous feedback of 100 % usefulness reflects the relevance and effectiveness of the academic support provided.

Students mentioned that the coaching improved their grasp of difficult subjects, increased their attentiveness during regular classes, and enabled them to catch up on previously missed or unclear concepts.



Academic Improvement After Attending Coaching Classes

Students reported noticeable academic progress after attending the extra coaching sessions. They shared that they now feel more confident while answering questions in class and during exams. Several students highlighted improved test scores, greater ease in tackling homework, and a more structured approach to studying. These improvements suggest that the coaching support played a key role in strengthening foundational learning and boosting academic self-esteem.

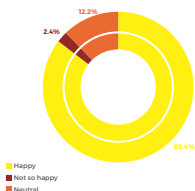


ADOLESCENT HEALTH AWARENESS CAMP, SEWAGRAM

PARTICIPATION IN CREATIVE ENGAGEMENT ACTIVITIES

STUDENT HAPPINESS IN DISCOVERING CREATIVITY

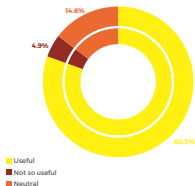
CHART 12: HAPPINESS IN DISCOVERING CREATIVITY THROUGH COMPETITIONS



A large proportion of students (85.4%) expressed happiness after participating in various creative competitions such as drawing, painting, calligraphy, and cultural events. These platforms encouraged self-expression, helped discover individual talents, and added enjoyment to their learning journey.

PERCEIVED HELPFULNESS OF BAL MITRA YOJANA

CHART 13: HELPFULNESS OF BAL MITRA YOJANA SUPPORT



Most participants (80.5%) found the Bal Mitra Yojana support useful. The initiative supported children's creative growth, encouraged peer learning, and provided a sense of inclusion through structured activities and child-friendly spaces.



Pride in Receiving Merit Awards (Implemented at Dhar Cement and Rajshree Cement)

Students who received merit awards under this initiative shared that it boosted their confidence and gave them a strong sense of pride. They felt recognized for their hard work and academic dedication, which encouraged them to perform better and aim higher in their studies. The awards also inspired their peers to strive for excellence.

DIGITAL EDUCATION AND ACADEMIC SUPPORT FOR STUDENTS

The Digital Education and Academic Support for Students component focused on strengthening student learning by introducing Smart Classrooms, providing remedial support, and offering career counselling. The following key findings and impacts reflect improved participation, better academic outcomes, and enhanced student confidence resulting from these targeted educational interventions.

EFFECTIVENESS AND FACILITATION OF SMART LEARNING ENVIRONMENTS

CHART 14: USEFULNESS OF SMART CLASSROOMS

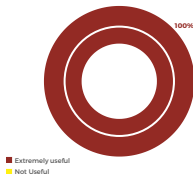
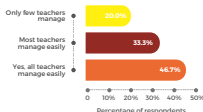


CHART 15: TEACHER'S ABILITY TO MANAGE CLASSES**100.0%**

reported that Smart Classrooms were extremely useful, reflecting complete satisfaction with the digital setup. The finding indicates that smart tools and infrastructure were well-utilized and contributed meaningfully to students' learning.

**80.0%**

of students said most or all the teachers managed e-learning classes easily.

This combination of high student satisfaction and capable teacher delivery suggests that the smart classroom environment functioned effectively, offering a supportive and well-managed digital learning experience.

**100%**

of students rated Smart Classrooms as extremely useful.

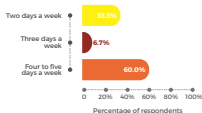
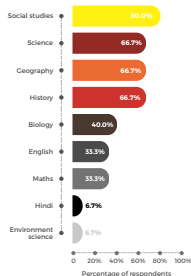
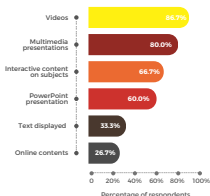
STUDENT ENGAGEMENT AND CONTENT EXPOSURE IN E-LEARNING**CHART 16: FREQUENCY OF ATTENDANCE IN E-LEARNING CLASSES****CHART 17: SUBJECTS TAUGHT IN E-LEARNING CLASSES**

CHART 18: TYPES OF CONTENT USED BY TEACHERS DURING E-LEARNING CLASSES



60.0%

of students attended e-learning classes four to five days a week, showing a strong and regular participation trend. This level of consistency indicates a high degree of integration of e-learning into students' academic routines and reflects their engagement with the digital education format.



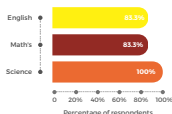
Learning Enhancement

- Core subjects like Social Studies (80%), Science, Geography, and History (each 66.7%) were widely taught, with multiple responses allowed. This points to a well-rounded and curriculum-aligned digital teaching model, covering key academic areas effectively.
- Videos (86.7%) and multimedia presentations (80%) were the most commonly used content formats, followed by interactive and PowerPoint content. This suggests an emphasis on rich, visual, and engaging materials to support learning across subjects.

Together, these findings highlight a structured and engaging digital learning environment where students participated consistently, were exposed to relevant subjects, and benefited from varied, interactive teaching methods.

ACADEMIC COVERAGE THROUGH REMEDIAL SUPPORT

CHART 19: SUBJECTS COVERED IN REMEDIAL CLASSES, COACHING, OR EXTRA ACADEMIC SUPPORT



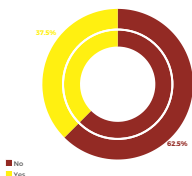
- Science was covered for all students (100%), while English and Maths were each provided to 83.3% of the students who attended remedial classes. The selection of these subjects reflects a focused approach to strengthen students' performance in core academic areas that are often considered challenging and foundational for overall academic success.
- This targeted subject delivery under remedial support suggests that the program aimed to address key learning gaps and provide concentrated academic reinforcement where it mattered most.



100%

of students in remedial classes received Science support.

CHART 20: ATTENDED REMEDIAL CLASSES, COACHING, OR EXTRA ACADEMIC SUPPORT



37.5%

of students reported attending remedial or extra academic support sessions. This likely reflects the project's focused approach providing additional learning support specifically to those who required it. The data suggests that remedial services were extended in a targeted manner, addressing individual learning needs rather than applying a blanket approach.

The selective coverage highlights the program's efficiency in identifying students who needed academic reinforcement and directing support accordingly.



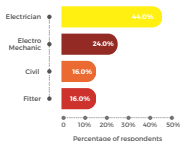
37.5%

of students accessed remedial support as per individual learning needs.

ITI TRAINING AND PLACEMENT PROGRAM

FOCUS AREA OF VOCATIONAL TRAINING

CHART 21: TYPE OF TRAINING COURSE JOINED



- The most commonly chosen course was Electrician (44%), followed by Electro Mechanic (24%), while Civil and Fitter were selected by 16% each. The distribution shows that the training program offered a range of skill-based courses, with a clear preference towards electrical and mechanical trades. This indicates alignment with market demand and student interest in technically oriented vocations.
- The data reflects that students gravitated towards trades that are likely perceived to offer stable employment opportunities and practical relevance.



SUPPORT TO VIDYA VOLUNTEERS

SMART TV AS A MEDIUM FOR ENGAGING AND EFFECTIVE LEARNING

CHART 22: HELPFULNESS OF SMART TV IN UNDERSTANDING SUBJECTS

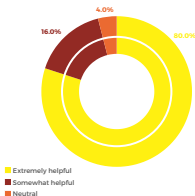


CHART 23: INTEREST LEVEL IN LEARNING THROUGH SMART TV

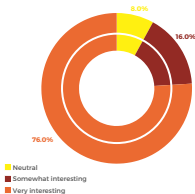
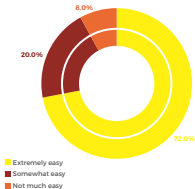


CHART 24: EASE FOR TRAINERS IN PREPARING DIGITAL CONTENT



96.0%

of students found the Smart TV helpful in understanding subjects, highlighting the strong role of visual aids in simplifying complex topics and making learning more effective.



92.0%

of students reported being highly interested in learning through Smart TV, indicating that digital tools increased classroom engagement and motivation among learners.



88.0%

of trainers found it easy to prepare content using Smart TV, suggesting that the technology was user-friendly and facilitated efficient teaching preparation.

The data reflects that Smart TV was not only a highly engaging and helpful tool for students but also a practical and accessible medium for trainers in creating a digitally enabled, learner-centric classroom environment.



96.0%

of students found Smart TV helpful in understanding subjects.

AVAILABILITY AND QUALITY OF TRAINING INFRASTRUCTURE

CHART 25: FACILITIES OFFERED AT THE ITI CENTRE

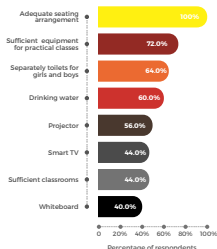
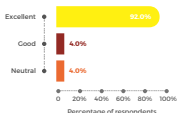


CHART 26: CONDITION OF INFRASTRUCTURE



37.5%

of students reported having adequate seating arrangements. 72% confirmed the availability of sufficient equipment for practical classes, and 64% acknowledged the presence of separate toilets for girls and boys. Additional facilities such as drinking water (60%), projectors (56%), Smart TVs (44%), sufficient classrooms (44%), and whiteboards (40%) were also available in varying proportions, contributing to a well-equipped and supportive learning environment.



92.0%

of students rated the condition of the infrastructure as excellent, and 4% rated it as good. This indicates a high level of satisfaction with the overall quality and upkeep of the ITI centre.

The data shows that the ITI centre provided a clean, functional, and well-maintained training environment, ensuring students had access to the necessary resources for effective learning.



SCHOOL BAG DISTRIBUTION, JODHPUR, RAJASTHAN

FGD AT GOVERNMENT POLYTECHNIC, TADIPATRI

Training Courses Offered

The students shared that the Government Polytechnic, Tadipatri offers diploma courses in Electrical, Civil, and Electronics streams. The average batch size is about 30 students. A nominal fee is charged as per Government of Andhra Pradesh rules, making technical education accessible to students from different economic backgrounds.

Infrastructure and Facilities

The group acknowledged the significant contribution of UltraTech Cement, Tadipatri, in enhancing the learning environment at the institution. They stated that the company has helped establish a well-equipped Civil Engineering Lab with the latest instruments. In addition, desktop computers were provided, which have helped students access digital learning and practical resources more efficiently. Girls' hygiene needs have also been addressed through the installation of a sanitary napkin vending machine and an incinerator in the washrooms. Both students and teachers expressed that the improved infrastructure has had a direct impact on learning outcomes. Teachers noted increased attendance and new admissions, attributing this positive trend to the upgraded infrastructure and improved classroom environment. Parents are reportedly more satisfied with the current facilities and are increasingly encouraging their children to enrol.

Motivation and Learning Outcomes

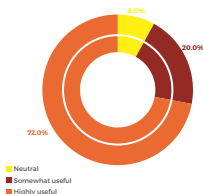
The participants expressed their motivation to join the courses to gain strong technical skills and secure job opportunities in the future. With the improved infrastructure and hands-on exposure in the labs, students feel better prepared for practical challenges in their trades. Teachers emphasized that the support received from UltraTech Cement has allowed the institution to deliver quality education and skill-building, thereby strengthening the students' confidence and employability.

Overall Impact and Satisfaction

Overall, the group expressed gratitude to UltraTech Cement for its proactive support. The principal and teachers appreciated the company's commitment to education, stating that the college is now better equipped to offer quality technical training. The improved facilities have led to a positive reputation in the community, with growing trust among parents and students. The group collectively agreed that such initiatives contribute significantly to building skilled, confident, and self-reliant youth in the region.



COMPUTER TRAINING, RAWAN, CHHATTISGARH

CHART 27: USEFULNESS OF PRACTICAL TRAINING SESSIONS**80.0%**

of students rated the training material provided during the course as highly useful. This indicates that the instructional resources were relevant, accessible, and contributed effectively to conceptual clarity.

**72.0%**

of students found the practical training sessions highly useful, and an additional 20% considered them somewhat useful. This reflects a largely positive response to the hands-on learning experience provided as part of the course structure.

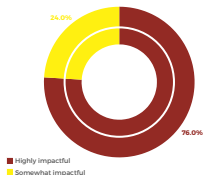
These findings demonstrate that both theoretical content and practical exposure were key enablers in delivering a well-rounded and effective training experience for students.

**80.0%**

of students found the training material highly useful.

**80.0%**

reported the practical training sessions as highly useful.

CHART 28: IMPACT OF LEARNING PROCESS DURING THE COURSE**100.0%**

reported that the learning process had a positive impact on them. This shows that the program successfully delivered an engaging and effective learning experience, contributing significantly to students' skill enhancement and confidence.

Such consistent positive feedback reflects the strength of the curriculum, delivery methods, and classroom environment in supporting impactful learning outcomes.



**TRIBAL WELFARE
RESIDENTIAL SCHOOL,
BALAJI**

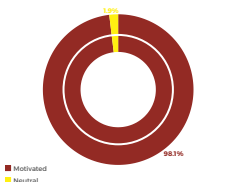
KEY IMPACTS

A. STRENGTHENING THE SCHOOL ENVIRONMENT: REFLECTIONS FROM STUDENTS

The school infrastructure development and programmatic interventions contributed significantly to enhancing the educational experience for students. The data below presents students' perspectives on motivation, academic progress, and self-confidence.

MOTIVATION TO ATTEND SCHOOL

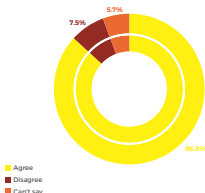
CHART 29: MOTIVATION TO ATTEND SCHOOL DUE TO IMPROVED LEARNING ENVIRONMENT



Large majority (98.1%) of respondents reported that improvements in the school environment including better classrooms, furniture, and facilities and it motivated them to attend school more regularly. This indicates that a conducive and welcoming physical environment plays a crucial role in promoting school attendance.

PERCEIVED ACADEMIC PROGRESS

CHART 30: ACADEMIC PERFORMANCE IMPROVEMENT IN CORE SUBJECTS



86.8%

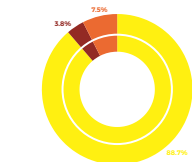
of students agreed that their academic performance had improved in subjects like Math, Science, and Languages due to enhanced infrastructure, access to digital education, and additional academic support. This reflects the effectiveness of a holistic learning environment in boosting academic outcomes.



SAPLING PLANTATION DRIVE

CONFIDENCE FROM SCHOOL-BASED ACTIVITIES

CHART 31: CONFIDENCE GAINED THROUGH SCHOOL ACTIVITIES



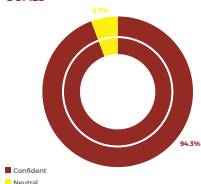
■ Agree
■ Disagree
■ Can't say



88.7%

of students stated that participation in school-based activities such as sports, cultural programs, and creative competitions helped build their confidence. These activities provided students with platforms for self-expression and personal development beyond academics.

CHART 32: CONFIDENCE IN ACHIEVING EDUCATIONAL AND LIFE GOALS



■ Confident
■ Neutral



94.3%

of respondents expressed confidence in achieving their future academic and life goals. This high level of self-belief highlights the broader impact of the program in nurturing not just knowledge, but aspirations and personal ambition among students.

**ULHAS UTSAV,
JHARSUGDA**



ADITYA BIRLA PUBLIC SCHOOL: ADVANCING HOLISTIC STUDENT DEVELOPMENT

Sense of Pride and Belonging: All students (100%) studying at Aditya Birla Public School expressed pride in being part of the institution, with the majority feeling extremely proud. This reflects the school's positive reputation and its role in fostering a strong identity among learners.



Holistic Development Environment

The structured academic setting, along with active involvement in competitions and creative platforms, demonstrates how Aditya Birla Public School nurtures not just academic excellence but also creativity, teamwork, and expression.



I feel proud to study at Aditya Birla Public School. It gives us good education and makes us feel confident about our future.

-Student Beneficiary, Govt School, Hoda B, Malkhed



Taking part in sports and cultural events in school has made me more confident. It gives me a chance to express myself and learn new things beyond studies.

- Student Beneficiary, Aditya Birla public school, Khor



CHART 33: CONFIDENCE GAINED THROUGH PARTICIPATION IN ACTIVITIES & CELEBRATIONS



■ Agree
■ Disagree



Increased Confidence Through Participation

Every student reported gaining confidence by engaging in various school activities. These included sports, painting, creative writing, dramatics, and cultural celebrations, indicating that co-curricular exposure significantly contributes to personality development and self-assurance.

FOCUS GROUP DISCUSSION WITH STUDENTS OF ADITYA BIRLA HIGHER SECONDARY SCHOOL (ABHS)

A focused group discussion was conducted with students from Classes 8 to 12 at Aditya Birla Higher Secondary School (ABHS), a 35-year-old institution with an enrolment of 350 students and a strong teaching staff of 28 members. The discussion explored students' perceptions of academics, co-curricular exposure, school environment, and career aspirations.

Students shared that the school provides a positive and well-structured learning environment. The teachers are highly supportive and provide regular guidance beyond classroom hours. Special focus is given to board classes, with additional doubt-clearing sessions and career counselling organized on a regular basis. Students, including those from low-income households, are being successfully guided and placed in reputed coaching institutes and preparing for careers in engineering, medicine, and technical fields. The group highlighted ABHS's focus on all-round development. Students regularly participate in inter-house competitions, annual sports events, and celebrations of important days like Environment Day, Teachers' Day, and Science Day. Clubs such as theatre, art, integrity, photography, and statistics provide diverse platforms for creative engagement.

The curriculum integrates modern skill-based subjects including Artificial Intelligence, computer coding, and healthcare. These sessions are conducted frequently, along with regular updates to reference materials and library resources. Facilities such as science labs, ICT labs, and well-maintained classrooms were also appreciated. Unlike many schools in the region, ABHS stands out for its consistent academic support, strong mentorship, access to quality learning resources, and its emphasis on both scholastic and co-scholastic excellence. Students also mentioned that many have shifted from other schools to ABHS in pursuit of better-quality education and overall development.



**ZILA PARISHAD HIGH SCHOOL,
TADIPATRI, AP**

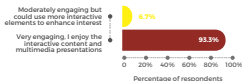
B. DIGITAL EDUCATION

ENHANCED COMPREHENSION AND ENGAGING DIGITAL LEARNING

CHART 34: EASE OF UNDERSTANDING COMPLEX SUBJECTS THROUGH E-LEARNING



CHART 35: STUDENT INTEREST AND ENGAGEMENT IN E-LEARNING CLASSES



- All students (100%) reported that complex subjects became extremely easy to understand due to effective visualization and content presentation. This underscores the success of digital tools in clarifying challenging material.
- An overwhelming majority (93.3%) found the e-learning classes very engaging, highlighting the platform's ability to capture student interest through interactive and multimedia elements.

Together, these findings demonstrate that the digital education approach not only enhances comprehension of complex subjects but also maintains a high level of student engagement, establishing a robust learning environment.



100.0%

of students found complex subjects extremely easy to understand.

TANGIBLE ACADEMIC OUTCOMES OF THE PROGRAM

CHART 36: IMPROVEMENT IN MARKS AFTER ATTENDING E-LEARNING CLASSES

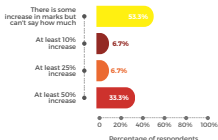
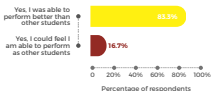


CHART 37: OVERALL ACADEMIC PERFORMANCE IMPROVEMENT



53.3%

of students reported an increase in marks, with 33.3% noting an improvement of at least 50%. This shows that digital learning contributed significantly to academic progress for a large number of students.



83.3%

of students who participated in after-school support said they performed better than their peers. This suggests that targeted academic assistance positively impacted both self-perception and actual classroom performance.

The data clearly reflects that the combined impact of e-learning and after-school academic support led to measurable academic gains, particularly for students who engaged actively with both components.

**83.3%**

of students said they performed better than their peers.

SUCCESS STORY

Empowering Girls Through Second Chances: SSC Coaching for School Dropouts in Kovaya Village: An Initiative by UltraTech Cement Ltd.

Background

In FY 2022-23, a focused survey was conducted in Kovaya village to understand the educational status of girls who had dropped out of school without clearing their Secondary School Certificate (SSC) examination. The survey revealed that several girls had discontinued their education between 2015 and 2021 and had not attempted to reappear due to low self-confidence, lack of guidance, and absence of coaching support in the village. Many families were also reluctant to encourage girls to continue their education.

Intervention

Recognizing the issue, UltraTech's CSR team undertook targeted counselling sessions for the dropout girls and their parents, sensitizing them about the importance of completing secondary education. As a result, 15 girls agreed to resume their studies.

From December 2022 to March 2023, specialized SSC coaching classes were organized at the CSR Community Training Centre. Despite the short duration and the academic gap, the program was designed to rebuild the girls' confidence and provide them with academic and emotional support. To ensure smooth participation, transport facilities were provided to those whose exam centre was located in Amreli.

Outcome

Fifteen girls appeared for the SSC examination. Four successfully cleared the exam, one in March 2023 and three in July 2023. The remaining girls, although not successful in their first attempt, have shown a high level of motivation and have committed to reappearing in the next cycle.

Impact

Given the long gap since their initial dropout, the achievement of these girls is significant. It has inspired other school dropouts in the community to consider returning to education. This initiative has not only helped four girls formally complete their schooling but also ignited a culture of learning and perseverance in Kovaya village.

Way Forward

Encouraged by the results, UltraTech plans to continue the coaching program with an aim to promote girl child education, reduce dropout rates, and empower more young women in the community to complete their formal education and pursue their aspirations.

STRENGTHENED ACADEMIC SUPPORT AND STUDENT CONFIDENCE

CHART 38: HELPFULNESS OF REMEDIAL SUPPORT IN ACADEMIC STUDIES

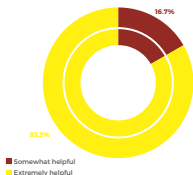
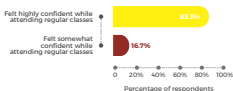


CHART 39: CONFIDENCE GAINED IN REGULAR CLASSES DUE TO REMEDIAL SUPPORT



83.3%

of students who attended remedial classes found the support extremely helpful in improving their understanding of academic subjects. This reflects the effectiveness of focused academic intervention for students requiring additional assistance.



83.3%

also reported feeling highly confident while attending regular classes, attributing this confidence to the clarity they gained through remedial sessions.

Together, the data indicates that remedial education not only supported students academically but also empowered them emotionally by boosting their confidence and classroom participation.



83.3%

of students felt highly confident in regular classes due to remedial support.

C. ITI COURSE

EMPLOYMENT OUTCOMES AFTER COMPLETING THE COURSE

CHART 40: JOB PLACEMENT STATUS AFTER COURSE COMPLETION

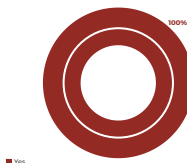


CHART 41: TIMELINE OF JOB PLACEMENT AFTER COMPLETION

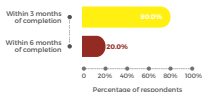


CHART 42: MONTHLY INCOME FROM SELF-EMPLOYMENT POST TRAINING

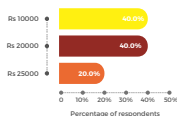
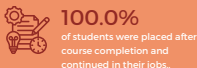
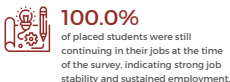
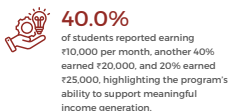
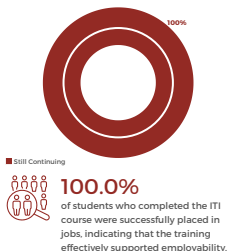
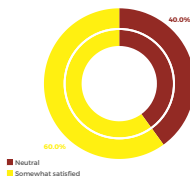
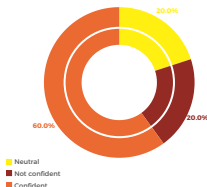


CHART 43: DURATION OF JOB RETENTION AFTER PLACEMENT**POST-TRAINING LIVELIHOOD SATISFACTION AND PERSONAL CONFIDENCE****CHART 44: SATISFACTION WITH CURRENT JOB OR BUSINESS SETUP****CHART 45: CONFIDENCE IN ACHIEVING LIFE GOALS AFTER THE TRAINING**

- A majority of students expressed satisfaction with their current job or business setup, indicating that the program provided them with a strong foundation to pursue meaningful work opportunities.
- A significant number of students also felt confident about achieving their life goals after completing the course, reflecting the program's role in enhancing their self-belief, clarity, and long-term vision.

These outcomes demonstrate the positive impact of the training in shaping students' career pathways and strengthening their confidence to plan for the future.

STRENGTHENING FAMILY ROLES AND SOCIAL IDENTITY

CHART 46: PARENTAL HAPPINESS DUE TO CONTRIBUTION TO FAMILY INCOME

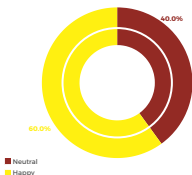


CHART 47: IMPROVEMENT IN LIVING STANDARDS AFTER SECURING A JOB

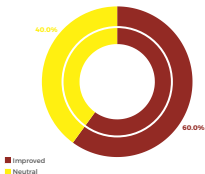


CHART 48: RECOGNITION IN FAMILY AND COMMUNITY AFTER COMPLETING THE COURSE



60.0%

of students stated that their families were happy with their financial contribution, reflecting how the program supported stronger economic roles within the household.

- Another 60% observed an improvement in their standard of living after gaining employment, demonstrating the program's practical benefits in enhancing quality of life.
- 100% of students received recognition within their families and communities after course completion, indicating that the training led to greater respect, pride, and social visibility.

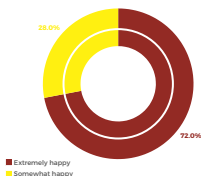
These findings affirm the program's ability to foster not just employment but also personal dignity, familial appreciation, and community-level acknowledgment.



BAL UTSAV, SANGODA, MAHARASHTRA

POSITIVE EMOTIONAL EXPERIENCE AND TRAINING SATISFACTION

CHART 49: OVERALL HAPPINESS FROM PARTICIPATING IN THE TRAINING PROGRAM



All students (100%) expressed happiness with their participation in the training program.

This reflects a uniformly positive emotional experience among participants and indicate that the training effectively met their expectations and needs. Such consistent satisfaction highlights the program's strength in providing not just technical knowledge but also a motivating and supportive learning environment.





COMPONENT 2: HEALTHCARE

The health component of the UltraTech CSR initiative focused on strengthening access to preventive and curative healthcare services in project villages. Key efforts included organizing regular health and eye camps, improving PHC/CHC infrastructure, expanding ambulance services, and revitalizing Anganwadi Centres for maternal and child care. Awareness campaigns, nutrition support, and counselling further helped address undernutrition and promote healthy practices.

KEY FINDINGS

A. ACCESS AND UTILIZATION OF HEALTH SERVICES THROUGH HEALTH CAMPS AND HEALTHCARE CENTERS

The health camps, Aditya Birla Health Care Center, Gramin Swasthya Kendra, and company hospital have emerged as key sources of preventive and curative health services in the project villages. A large number of community members accessed health and eye care services through regular outreach efforts and facility-based support.

- Respondents widely acknowledged the village-level health camps as the most accessible source of diagnostic services, with many also attending eye camps. The frequency of camps, mostly held once in 15 days or once a month, allowed villagers to regularly address their health needs. Attendance varied from one to five times a year, showing high engagement and need-based participation.
- Information about these services was mainly received through the project team and village leaders, enabling timely participation. A large majority also visited the company hospital for OPD services, with most reporting one to five visits per year, reflecting a strong community linkage with institutional healthcare support.



CATARACT CAMP, KHOR, MP

COMMUNITY MEMBERS INSIGHTS ON HEALTH SERVICES RECEIVED UNDER THE PROJECT

In a focused group discussion conducted with community members from Khor village, participants shared how the health initiatives under the project significantly improved their access to healthcare services. Respondents expressed deep appreciation for the regular health camps and specialized interventions such as eye care, dental, ENT, and orthopaedic screenings. The eye check-up camps, in particular, were noted as extremely beneficial, with many villagers receiving timely diagnosis, spectacles, and cataract surgeries. Several participants highlighted that the camps were held regularly, mostly once in 15 days or once a month, enabling even the elderly and women to access services close to home. The village health camps: Aditya Birla Health Care Centre and Vikram Hospital were considered the most accessible and helpful. Many of them said they visited at least once or twice a year, and some more frequently based on medical needs.

Those who attended the eye camps mentioned that they underwent check-ups, received spectacles, and were referred for cataract surgeries, which were arranged free of cost. This intervention helped restore vision for several elderly people in the community. One elderly woman said, "My eyesight was getting worse every day. After the cataract surgery provided through the camp, I can now see clearly and do my daily work without any help." Participants also appreciated the free medicines provided during the camps and noted that most of them did not have to pay consultation fees. In cases where artificial limbs were required, respondents acknowledged that support was extended, and those in need received assistance. The camps also promoted general awareness through counselling, especially for conditions like diabetes, hypertension, and common infections.

Another major highlight was the provision of nutritional diets during camps. Beneficiaries, including adolescent girls, expectant mothers, and nursing women, received *matriva* poshan kits. Many mothers said they learned about the importance of balanced nutrition through the "Tiranga Thali" campaign and now consciously try to maintain balanced meals for their families. A few mentioned they follow the practice always, while others do so often or sometimes, based on affordability and availability. In the absence of local camps, people reported going to PHCs, government hospitals, or private clinics. However, they all emphasized that the free camps saved them time and money, and made healthcare more approachable and dignified. The discussion concluded with a strong sentiment of gratitude towards the project team and implementing partners. The community members stressed that these camps filled a critical healthcare gap and requested for their continuation, especially for eye care and general health check-ups.

Onkar, a 55-year-old farmer in village Temarni village of Dhar district was suffering from low vision for over a year and was finding it difficult to see which was hampering his farming activity. During the eye camp organised by Ultratech, he was detected of cataract. He was immediately referred to Kailash Hospital in Manawar where all his expenses were paid and 5 months later his second eye was also operated. He is extremely happy that he can see everything clearly and is able to perform his tasks.

B. INFRASTRUCTURE SUPPORT TO PHC/CHC AND GOVERNMENT HOSPITALS

The project facilitated essential improvements in nearby public health facilities, leading to better infrastructure and enhanced healthcare delivery. Respondents regularly visiting PHCs, CHCs, or government hospitals reported significant improvements in service quality.

IMPROVEMENT IN INFRASTRUCTURE AND EQUIPMENT AT GOVERNMENT HEALTH FACILITIES

The project's support to PHCs and CHCs led to significant improvement in infrastructure and availability of medical equipment.

CHART 50: AVAILABILITY OF MORE MEDICAL EQUIPMENT

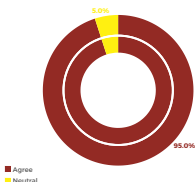
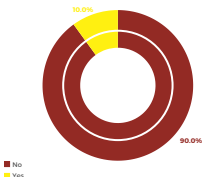


CHART 51: RENOVATION OR CONSTRUCTION OF WAITING AREA AT PHC/CHC



- A majority of respondents (95%) agreed that more medical equipment was now available at their local PHC or CHC compared to earlier. This indicates an upgrade in diagnostic and treatment capacity at the facilities.
- In terms of patient comfort, 90% of the respondents confirmed that renovation or construction of waiting areas had been done at these centres. This has contributed to a more organized and comfortable experience for patients visiting government health services.



MEDICAL CAMP, BELA, MP

COMMUNITY REFLECTIONS ON HEALTH AWARENESS AND CAMPAIGN PARTICIPATION

Focus Group Discussion with Community Beneficiaries

During the FGD, participants shared that various awareness campaigns and health events significantly improved their understanding of preventive healthcare. Several community members mentioned attending immunization drives and sessions on communicable diseases, menstrual hygiene, and general health and hygiene. They appreciated the inclusion of topics like nutrition for expectant mothers, seasonal illness prevention, and Ayushman Bharat benefits.

Participants also recalled special events such as cancer awareness, HIV screening for truck drivers, anti-drug campaigns, and celebrations honouring Mitans. These initiatives, they said, made health education accessible and relevant. Women, in particular, found the menstrual hygiene and mother-child health counselling sessions informative and useful. Overall, the discussions revealed that these campaigns created greater health consciousness and encouraged timely use of available services.

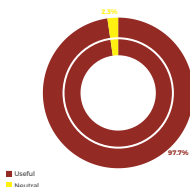
D. COMMUNITY AWARENESS SESSIONS

This section highlights the impact of health awareness campaigns and special initiatives conducted across the project villages. These efforts aimed to educate families on key health topics, improve preventive care practices, and strengthen community engagement with healthcare services.



HAND WASH AWARENESS, HIRMI, CHHATTISGARH

CHART 52: USEFULNESS OF HEALTH AWARENESS CAMPAIGNS AND EVENTS



97.7%

of the respondents stated that the campaigns were helpful in improving their understanding of health issues, encouraging better hygiene practices, and motivating participation in health services. This clearly highlights the effectiveness of the awareness initiatives conducted under the project.



Revitalising Anganwadi Centres for Improved Childcare and Service Delivery

Before the intervention, many Anganwadi Centres were in extremely poor condition. Respondents shared that broken floors, leaking roofs, damaged walls, and unsafe premises made the centres unfit for children and visiting mothers. These physical issues not only affected safety but also discouraged regular attendance and limited the effective delivery of early childhood services.



Transformational Infrastructure Support

Through the project, several centres were either newly constructed or underwent significant renovation. Repairs included painting, flooring, improved roofing, and better kitchen and toilet facilities. In many cases, drinking water access was also ensured. Some centres received creative enhancements such as Bala paintings and cemented platforms, making the centres more inviting and functional for children and workers alike.



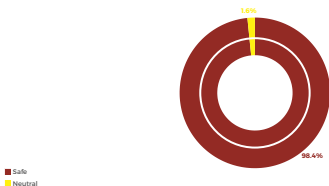
Strengthening Learning and Play Environment

To promote holistic child development, the project also provided essential learning and recreational materials. These included books, charts, chairs, tables, play equipment, and school bags. With better infrastructure and access to materials, Anganwadi centres became more conducive to joyful learning and improved child engagement.



IMPROVED SAFETY PERCEPTION OF ANGANWADI CENTRES POST-INTERVENTION

CHART 53: PERCEIVED SAFETY OF THE ANGANWADI CENTRE POST-INTERVENTION



A vast majority of respondents (98.4%) perceived the centres as safe after the intervention. This reflects the success of the project in addressing critical structural issues like broken floors, leaking roofs, and unsafe premises.

FOCUS GROUP DISCUSSION – ANGANWADI BENEFICIARIES, BHOGASAMUDRAM VILLAGE, TADIPATRI

Status and Infrastructure of the Anganwadi Centre

The Anganwadi in Bhogasamudram was recently renovated under UltraTech's CSR initiative. Participants confirmed that the centre is now structurally sound, safe, and child-friendly. Renovation works included wall and Bala paintings, laying of new floor tiles, toilet and kitchen repairs, and installation of a proper drinking water facility. Electrical fittings and fans were also provided, creating a clean and functional space for service delivery.

Provision of Materials

Mothers shared that the provision of educational materials such as play items, books, charts, carpets, tables, chairs, and utensils—has greatly improved the learning environment and meal distribution. Children are now happier, more engaged, and enthusiastic to attend the Anganwadi regularly.

Nutrition and Malnutrition

Currently, there are no malnourished children (MAM/SAM) in the Anganwadi. Mothers credited this to regular follow-ups, proper diet charts, and effective use of local food like green leafy vegetables and dal. The supplements provided for children's nutrition were seen as effective. Mothers also appreciated the record-keeping of diet and health parameters by the Anganwadi teacher.

ANC and PNC Services

Post-renovation, 8 to 9 pregnant women are regularly availing ANC services at the centre. Counselling sessions are conducted for both ANC and PNC, and women receive timely referrals to PHC/CHC in case of complications. Mothers noted a significant (100%) improvement in access to regular check-ups, immunization, nutrition supplements, and overall maternal health services.

FGD AT ANGANWADI CENTRE SONDUL VILLAGE, DHAR DISTRICT

Anganwadi centre in Sondul village in Dhar was in dilapidated condition which was run in the school building. The water used to drip from roof in the rainy season. It was very scary and people were always in fear to send children to Anganwadi but had no option. Cooking food was also difficult during rainy season. The new Anganwadi building constructed by Ultratech has good facilities like toilet kitchen, fan, chairs, carpet, thalis, buckets, play material, wall paintings with learnings. Learning levels had surely improved among children after the intervention. The ANC/ PNC serveries and monthly vaccination drive have also improved with better facilities at the new Anganwadi centre.

Overall Impact and Community Sentiment

The group unanimously agreed that the quality of services and the environment of the Anganwadi have improved drastically. Health camps conducted by UltraTech were appreciated for providing free BP and sugar medication. The initiative has positively impacted children, mothers, and elderly in the village, building strong trust in the company's CSR efforts.

Suggestions and Feedback

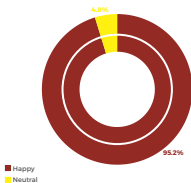
No challenges were reported during implementation. The community expressed a strong desire for such support to continue and be extended to nearby villages. Participants thanked UltraTech and recommended the sustained continuation of health and Anganwadi programs for deeper community impact.



MEDICAL CAMP, SEWAGRAM, GUJARAT

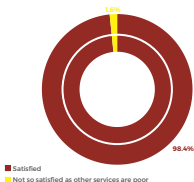
CHILDREN'S HAPPINESS AFTER CENTRE IMPROVEMENT

CHART 54: CHILDREN'S HAPPINESS AFTER PROVISION OF PLAY MATERIALS AND ENVIRONMENTAL IMPROVEMENTS



Following the renovation and provision of play materials, 95.2% of respondents reported that children were happy with the changes in their Anganwadi centre. The availability of new educational and recreational materials, along with a clean and safe environment, created a welcoming and joyful space for early childhood learning and development.

CHART 55: SATISFACTION WITH BASIC FACILITIES AT THE ANGANWADI CENTRE



A large majority of respondents (98.4%) expressed satisfaction with the availability of essential facilities such as drinking water, toilets, and kitchen provisions at the Anganwadi centres.

The improved infrastructure has contributed to creating a more comfortable, hygienic, and child-friendly environment, enhancing the overall functioning and appeal of the centres for both children and service providers.

“

The Anganwadi centre now has clean drinking water, proper toilets, and a well-maintained kitchen. These improvements have made the space safer and more comfortable for children and staff. We feel confident sending our children here every day.

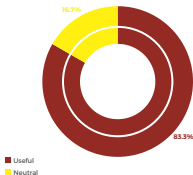
-Program Beneficiary, Anganwadi Centre, Damodarpura, Khor location

”

NUTRITIONAL SUPPORT FOR MALNOURISHED CHILDREN

USEFULNESS OF TOOLS AND GUIDANCE

CHART 56: USEFULNESS OF THE DIET CHART RECEIVED FOR CHILD NUTRITION



A majority of respondents found the nutritional support tools to be helpful:

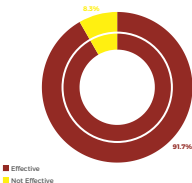
- Most mothers (83.3%) found the diet chart useful in planning their child's meals, making it a practical tool for everyday dietary decisions.

- Training on weight monitoring was considered extremely useful by 66.7% of respondents and somewhat useful by 25%, showing its value in helping mothers track their child's progress confidently.

ADDRESSING MALNUTRITION AMONG CHILDREN: PROJECT INTERVENTIONS AND SUPPORT

The project introduced a focused approach to tackle child malnutrition through early identification, direct health and nutrition support, and consistent follow-up. Special emphasis was placed on improving mothers' awareness and promoting healthier feeding practices. These efforts aimed to ensure that children received timely care and support for better health outcomes.

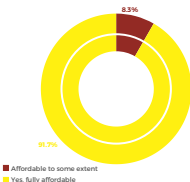
CHART 57: EFFECTIVENESS OF COUNSELLING SESSIONS ON MOTHER AND CHILD NUTRITION



Counselling sessions on mother and child nutrition were marked effective by 91.7%, indicating their success in increasing awareness and improving feeding practices.

AFFORDABILITY AND APPLICATION

CHART 58: ABILITY TO AFFORD NUTRITIOUS FOOD AS ADVISED DURING COUNSELLING



Encouragingly, 91.7% of the mothers shared that they were fully able to afford the nutritious food suggested during the counselling sessions. This reflects the feasibility of sustaining improved dietary habits with the resources available in the community. Overall, the nutritional interventions including training, counselling, supplements, and tools like diet charts proved to be both relevant and impactful.



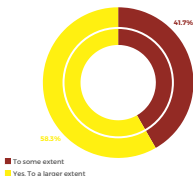
MODEL ANGANWADI, RAWAN, CHHATTISGARH

IMPROVED FEEDING PRACTICES AND CHILD GROWTH OUTCOMES AFTER COUNSELING AND INTERVENTIONS

Post-counseling, mothers of malnourished children reported key positive changes in feeding habits. Many increased meal frequencies and added recommended food items to their child's diet. Some also adopted better hygiene practices and began using boiled or purified water, reflecting improved awareness and care.

The assessment reveals encouraging outcomes in the nutritional recovery of malnourished children as a result of project-led dietary and medical support.

CHART 59: CONSISTENCY IN FOLLOWING THE RECOMMENDED DIET AND PRACTICES



Consistency in Following Recommended Diet and Practices: A majority of mothers (58.3%) reported following the recommended diet and care practices to a larger extent, while 41.7% were able to follow them to some extent. This indicates good adoption of nutritional advice, supported by regular counselling and monitoring.

IMPROVED ACCESS TO MATERNAL AND CHILD HEALTH SERVICES

After the renovation, Anganwadi Centres became more functional and welcoming, encouraging expectant mothers to regularly access antenatal care and counselling services.

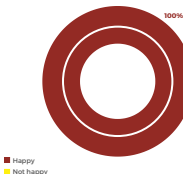


Many women registered their pregnancies at the Anganwadi, and all began using it for check-ups. They received useful advice on nutrition, safe delivery, and hygiene practices. Mothers who had delivered reported healthy birth weights and good health of their children. Those with malnourished or stunted children received timely support through the centre.



The qualitative findings from mothers' interactions showed that the renovated space made them feel safer and more confident in seeking services, while the regular health check-ups and counselling helped them better understand and manage their pregnancy and child care.

CHART 60: SATISFACTION WITH CARE PROVIDED FOR UNDERNOURISHED CHILDREN

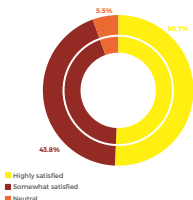


All respondents (100%) whose children were identified as malnourished expressed satisfaction with the care and support received at the Anganwadi Centre. This included timely interventions, counselling, nutritional supplements, and regular health monitoring.

KEY IMPACTS

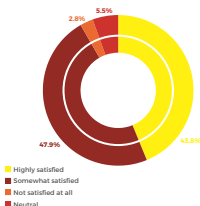
A. SATISFACTION LEVEL OF BENEFICIARIES

CHART 61: SATISFACTION WITH SERVICES AT HEALTH CAMPS AND HEALTHCARE CENTRES



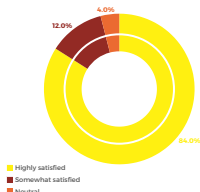
The majority of respondents expressed positive satisfaction with the services received at health camps and healthcare centres. Nearly 95% of beneficiaries reported being satisfied with the services provided. This reflects the community's appreciation for the accessibility, timely care, and quality of health interventions organized under the project.

CHART 62: SATISFACTION WITH OPD AND 24/7 SERVICES AT ADITYA BIRLA HEALTH CENTRE



Over 91% of respondents shared that they were either highly satisfied or somewhat satisfied with the OPD and 24/7 healthcare support. This highlights the trust and reliance the community places on the health centre as a dependable facility for round-the-clock medical assistance.

CHART 63: SATISFACTION WITH SERVICES RECEIVED AT THE BASE HOSPITAL



A significant majority of respondents expressed high satisfaction with the services they received at the base hospital. 96% of the respondents reported being either highly satisfied or somewhat satisfied with the care provided. This reflects the overall positive perception of the hospital's services, especially in relation to surgeries undergone by the beneficiaries.

B. SATISFACTION WITH AMENITIES AT GOVERNMENT HEALTH FACILITIES

CHART 64: SATISFACTION WITH VISITOR SEATING AND SHELTER FACILITIES

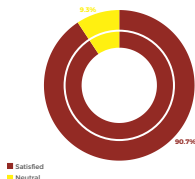
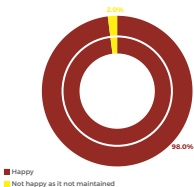


CHART 65: SATISFACTION WITH AVAILABILITY OF COOL DRINKING WATER AT HEALTH CENTRE



The project-supported improvements extended beyond medical care to enhance the overall patient experience at PHCs and CHCs.

- A vast majority of respondents (91%) expressed satisfaction with the visitor seating and shelter facilities in the renovated waiting areas, showing that the new infrastructure has made health centres more comfortable and patient-friendly.
- Similarly, 98% of respondents who were aware of the drinking water cooler at the health centre reported being happy with its availability. These enhancements in basic amenities reflect a positive shift in the functionality and user-friendliness of government health facilities.

“

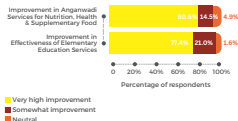
After the support under the project, our PHC is cleaner, staff are more responsive, and medicines are available on time. We now feel more confident visiting the government health centre for treatment.

-Program Beneficiary, Dalavai Palli, Nandyala

”

ENHANCED DELIVERY OF ANGANWADI SERVICES

CHART 66: IMPROVEMENT IN EFFECTIVENESS OF ANGANWADI SERVICES



The renovation and material support provided under the project significantly enhanced the overall effectiveness of Anganwadi services. A large number of respondents reported very high improvement in both key areas:

- Nutrition, Health & Supplementary Food Services were seen to have improved considerably by 80.6% of respondents. Elementary Education Services were reported to have seen very high improvement by 77.4% of respondents.
- Additionally, 14.5% and 21.0% respectively acknowledged somewhat improvement in these areas, indicating widespread positive impact across the board. The improved infrastructure, availability of clean water, sanitation facilities, and educational materials contributed to better service delivery and increased satisfaction among beneficiaries.

FGD ON HEALTH INITIATIVES, GORVIMANPALLI VILLAGE, TADIPATRI

Access to Healthcare Before the Intervention: Participants shared that before UltraTech's health initiatives, accessing healthcare was difficult due to the lack of nearby facilities and proper transportation. Visiting the nearest PHC or CHC required long travel, and often doctors were unavailable. For specialized care like eye check-ups, people had to travel to Tadipatri or even bigger towns, incurring high costs and time.

Health Camps and Medical Services: The community appreciated the regular monthly health camps organized by UltraTech. These camps cater to general health needs, including diabetes, hypertension, skin infections, and anemia detection. Eye check-ups were highlighted as particularly useful, especially for diagnosing vision problems related to diabetes, vitamin deficiency, and aging. All treatments, medicines, and consultations are provided free of cost, which the group acknowledged has saved them nearly ₹2000 per visit, including travel and medical expenses. Villagers received information about the camps through Anganwadi workers and ANMs. They reported high attendance from all age groups and expressed satisfaction with the timely and professional services offered.

Ambulance Services: The availability of ambulance services in emergencies, especially for pregnant women was seen as life-saving. Participants expressed deep gratitude for this facility, stating that it has proven extremely beneficial during critical situations.

Support to PHC/CHC Infrastructure: Community members noted significant improvements at their local PHC, supported by UltraTech. Essential medicines are now consistently available, and the quality of care has improved. The company has also supported infrastructure upgrades like waiting shelters and seating, which were highly appreciated. Though participants were not aware of the drinking water cooler, they confirmed that clean drinking water is now available at the PHC.

Safe Drinking Water Initiatives: Participants acknowledged multiple water-related interventions. Piped water connections, RO water supply, and public kiosks have significantly reduced the burden on women, who previously travelled 4 km daily for water. Each family has reportedly saved at least one hour per day. The group agreed that water quality has greatly improved since the project.

Drainage Cleaning and Hygiene: Drainage cleaning activities led by the company, with community participation, have improved hygiene. Members confirmed better wastewater flow and reduced mosquito breeding, contributing to a healthier environment.

Toilet Construction and Sanitation: While no public toilets were built, several households constructed Individual Sanitary Latrines (ISLs) with Panchayat and government support. UltraTech's awareness drives played a critical role in motivating families to adopt safe sanitation. Women particularly highlighted the safety and dignity brought by having household toilets. ISLs are cleaned daily, and water availability is adequate.

Immunization and Awareness Campaigns: The community actively participated in immunization drives such as the Pulse Polio campaign. These joint efforts by UltraTech and the government health department have raised awareness about disease prevention and the importance of child vaccinations.

Impact and Satisfaction: Participants unanimously agreed that UltraTech's health interventions have brought a remarkable transformation in the village's healthcare access and outcomes. Regular camps, free medication, ambulance services, and improved PHC infrastructure have created a positive health ecosystem. Families now feel more informed, supported, and secure in managing their health needs.

Recommendations and Oversight: The group reported no implementation challenges. The CSR team of UltraTech oversees all health-related activities. Villagers strongly recommended the continuation of these services, with a special request for more specialized screening camps for cancer and respiratory diseases

FGD ON HEALTH CAMP IN SONDUL VILLAGE, DHAR DISTRICT

Women in Sondul village in Dhar district appreciated the health camps organized at the panchayat Bhawan every Saturday. There were general checkup and specialize camps like eye, dental, gynae etc. Doctor on ambulance with pharmacist from Ultratech visits every Saturday at Gramin Swasthya Kendra, at panchayat Bhawan where patients get free consultation and medicine. Earlier most of the people had to go to Manawar for checkup at government as well as private clinic. They had to spend around ₹300 to 400 on treatment and another ₹ 300 to 400 on loss of wages of family member accompanying them. The doctor is available at the same location and at same time every Saturday, hence people are aware of timings.

They are also aware of the camp schedule at other places and could visit in case of emergency to nearby locations. They also are able to confirm if doctor is not available on any Saturday without hesitation. There is high level of satisfaction from health services provided by the company in the village. In case of serious illness, they are referred to company hospital or government hospital for more serious patients who require proper medical checkup and tests as those are not available at Company hospital at Manawar.

People are aware that Ultratech has provided various facilities at government hospital, viz., x-ray, Sonography, beds etc. as well as shed for community to sit in the waiting area.

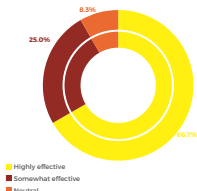


MEDICAL CAMP, AWARPUR, MAHARASHTRA

EFFECTIVENESS OF NUTRITION-BASED INTERVENTIONS

The tangible impact of direct nutritional support was widely acknowledged:

CHART 67: EFFECTIVENESS OF SUPPLEMENTS RECEIVED FOR CHILD'S WEIGHT GAIN



Supplements provided were reported to be highly effective in improving child weight gain by two-thirds (66.7%) of respondents, while 25% found them somewhat effective.

CHART 68: IMPROVEMENT IN CHILD'S GROWTH STATUS POST DIET AND MEDICAL INTERVENTIONS

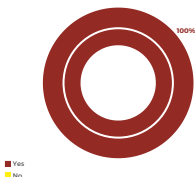
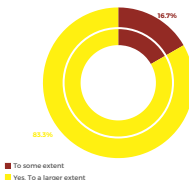


CHART 69: PERCEIVED CHANGE IN CHILD'S GROWTH DUE TO PROJECT INTERVENTIONS



- Positive Change in Child's Growth Status:**
 All respondents (100%) confirmed that their child's growth had improved following the dietary and medical interventions provided under the program. This shows the strong impact of consistent support and targeted actions on child health.
- Extent of Growth Improvement Perceived by Mothers:** While 83.3% of respondents observed a significant improvement in their child's growth, 16.7% noticed improvement to some extent. Overall, the findings highlight that the interventions made a meaningful difference in addressing child malnutrition and promoting recovery.



GENERAL HEALTH CAMP, TADIPATRI, AP

FOCUS GROUP DISCUSSION WITH ANGANWADI WORKERS, DAMODARPURA, KHOR LOCATION

A focus group discussion was held with Anganwadi workers from Damodarpura to understand the impact of the nutrition-related interventions under the project. The participants shared that the initiative had significantly improved their ability to support malnourished children and raise awareness among families. The workers highlighted that regular health check-ups and growth monitoring helped in early identification of malnourished children. They were able to track height and weight systematically and inform families about the child's nutrition status. The sharing of these details with mothers created better understanding and encouraged active participation in improving their child's health.

One of the key contributions mentioned was the distribution of nutritious kits provided by Ultratech. These kits were given to families of malnourished children and helped them incorporate healthier food items into their daily meals. The Anganwadi workers also introduced the concept of a "Tiranga Thali", which visually represented a balanced and nutritious diet using locally available ingredients. This simple and effective tool helped families grasp the idea of nutrition in an easy-to-understand manner. Overall, the Anganwadi workers expressed that the support from the project enhanced their outreach efforts, increased community trust, and made a visible difference in the nutritional awareness and practices within Damodarpura.

SATISFACTION AND IMPROVEMENT IN ANC AND PNC SERVICES AT THE ANGANWADI CENTRE

CHART 70: SATISFACTION WITH ANC AND PNC COUNSELLING

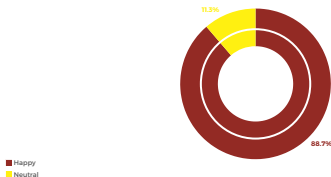
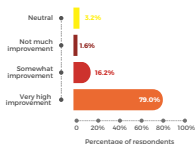


CHART 71: IMPROVEMENT IN ANC/PNC SERVICES POST RENOVATION

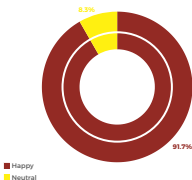


- Around 89% of respondents were happy with the counselling sessions related to nutrition, pregnancy care, and child health, indicating that the Centre has become a trusted space for maternal support.

- In terms of service improvement, nearly 95% of the respondents reported improvement in ANC/PNC services after the intervention. These included better access to check-ups, timely immunizations, distribution of supplements, and improved counselling on safe motherhood practices.

C. BENEFICIARY SATISFACTION WITH HOME-BASED INDIVIDUAL TOILETS

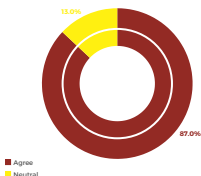
CHART 72: SATISFACTION WITH INDIVIDUAL TOILETS CONSTRUCTED AT HOME



Out of the respondents who received individual toilets at home, 91.7% reported being happy with the facility. This reflects a strong positive impact of the initiative, with the constructed toilets meeting the expectations and needs of almost all beneficiaries.

D. IMPACT OF IMPROVED WASTEWATER FLOW ON HYGIENE

CHART 73: IMPROVEMENT IN HYGIENE DUE TO BETTER WASTEWATER FLOW



■ Agree
■ Neutral



87.0%

of respondents agreed that hygiene conditions improved due to better wastewater flow after the cleaning of public drainage systems. This reflects a strong positive impact of the intervention on overall cleanliness and sanitation in the area.



SCHOOL EYE CHECKUP CAMP, KHARIA, RAJASTHAN



COMPONENT 3: SUSTAINABLE LIVELIHOODS

The Sustainable Livelihoods component of the Ultratech CSR initiative focused on enhancing rural incomes through water resource development, agriculture support, livestock care, skill training, and women-led enterprises. Interventions such as watershed development, improved seed distribution, sprinkler systems, and animal husbandry services strengthened farming practices and increased productivity. Skill development and SHG-based livelihood training empowered youth and women with income-generating abilities, while strong market linkages and exposure visits, built confidence and self-reliance. The component led to better agricultural outcomes, higher incomes, clean drinking water access, and improved living standards across the community.

KEY FINDINGS

A. WATER RESOURCE DEVELOPMENT – ULTRATECH WATERSHED INTERVENTION

Under the Ultratech Watershed Development Program, multiple water resource activities were undertaken to address irrigation challenges and improve agricultural livelihoods. Prior to the intervention, villagers reported water scarcity, silted ponds, and rapidly depleting well levels. The program introduced a mix of need-based activities such as:

Infrastructure Improvements



Check dams, pond desilting, gully plugs, farm bund plantations, and solar water pumps.

Locally Adapted Works

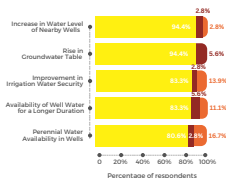


Gabion structures, inlet channels, RFCDs, and pond beautification.

These interventions helped increase water retention, support multiple cropping, and reduce dependence on rainfall. Community consultations guided planning, though inclusivity can be improved. The initiative enhanced irrigation access, improved productivity, and laid the groundwork for more sustainable, water-secure livelihoods.

PERCEIVED IMPACT OF WATER RESOURCE DEVELOPMENT

CHART 74: PERCEIVED IMPACT OF WATER RESOURCES



A large majority of respondents reported positive outcomes following the watershed development activities:



94.4%

observed an increase in the water level of nearby wells and a rise in the groundwater table, reflecting effective recharge.

**83.3%**

reported improved water security for irrigation and longer availability of well water.

**80.6%**

felt that perennial water availability in wells had been achieved, although a few respondents remained neutral, indicating partial improvements in some areas.

The data highlights that the interventions had a strong and measurable impact on local water conditions and irrigation reliability.



TURMERIC PLANTATION, BAIKUNTH, CHHATTISGARH



CASE STUDY DEVELOPMENT OF FARM POND AT BAKHARDI VILLAGE

Project by: UltraTech Cement Ltd.

Location: Bakhardi Village

Theme: Water Conservation and Resource Management

Objective

To promote water conservation and improve the groundwater table in Bakhardi village by constructing a farm pond, thereby addressing the recurring water scarcity faced by local farmers, especially during the summer season.

Rationale / Need for Intervention

Bakhardi village regularly experiences acute water shortages during the summer months, severely affecting agriculture and daily life. The community depends heavily on seasonal rainfall and has limited infrastructure for water storage. Recognizing this issue, UltraTech's CSR team identified water conservation as a priority during a needs assessment in the village.

Planning and Implementation

The CSR team initiated a participatory needs assessment in Bakhardi village, engaging with local villagers, the Gram Panchayat, and the Civil Department. During this process, the critical issue of water scarcity emerged as a top concern. Upon further consultation, a potential site was identified near the village which was an open area where two small natural canals converged. Based on the site's potential for water accumulation, the team proposed the construction of a farm pond at this location.

Key steps included

- Submission of a formal application by the Gram Panchayat.
- Internal approval from UltraTech's senior management.
- Official permission from the Government Irrigation Department.
- Collaboration with the Civil Department for technical execution.

Outcome / Achievements

- Post-construction, the farm pond successfully collected rainwater during the first monsoon season.
- The stored water helped alleviate the water scarcity issue in the village.
- Farmers began using the pond water for irrigation, resulting in improved crop productivity.
- The initiative contributed to increased groundwater recharge and reduced stress on existing water sources.

Recognition and Appreciation

- The project received positive coverage in local newspapers, highlighting the benefits brought to the village.
- The villagers of Bakhardi expressed their gratitude to UltraTech through public acknowledgments and appreciation messages.

Conclusion

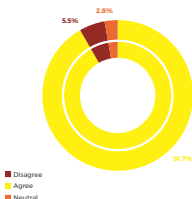
This farm pond initiative by UltraTech demonstrates how targeted, community-driven interventions can address critical rural challenges. By combining grassroots engagement with technical planning, the project not only solved a pressing problem but also created a long-term asset for the village, reinforcing UltraTech's commitment to sustainable rural development.



TRAINING ON PHENYL MAKING, SIDHI

A. PERCEIVED ENVIRONMENTAL IMPACT OF WATERSHED DEVELOPMENT ACTIVITIES

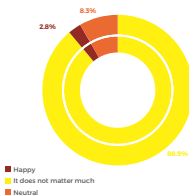
CHART 75: AGREEMENT ON SOIL FERTILITY IMPROVEMENT THROUGH POND DESILTING AND PLANTATION



The watershed development activities were perceived to bring significant ecological and environmental benefits by most respondents:

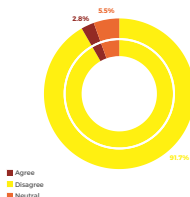
Soil Fertility: 91.7% agreed that pond desilting and plantation efforts improved soil fertility, indicating positive outcomes for agricultural productivity.

CHART 76: SATISFACTION LEVEL REGARDING POND BEAUTIFICATION AND CLEANING



Pond Beautification: 88.9% expressed satisfaction with pond cleaning and beautification, showing community appreciation for the improved village environment.

CHART 77: PERCEPTION OF ECOLOGICAL REVITALIZATION DUE TO GROUNDWATER RECHARGE



Ecological Revitalization: 91.7% felt that groundwater recharge activities contributed to ecological restoration, suggesting a visible revival of natural systems around water bodies.

Respondents shared several positive observations indicating ecological recovery following the watershed interventions. The regeneration of plantation areas and improved water availability contributed to the return of local wildlife, including sightings of deer and other animals. Increased presence of migratory birds and visible improvement in aquatic life were also reported. These changes suggest that biodiversity in the area is being restored, and the local ecosystem is gradually recovering due to improved water conservation and natural habitat rejuvenation.

B. IMPROVED SEED DISTRIBUTION AND AGRICULTURAL OUTCOMES

The improved seed distribution under the Ultratech Watershed Development Program aimed to enhance agricultural outcomes and strengthen rural livelihoods. The assessment findings revealed several positive impacts for the farmers who received support.



The findings from the assessment showed that the initiative effectively strengthened agricultural inputs by providing farmers with high-quality vegetable, cereal, and grain seeds. These inputs were well-aligned with local cropping needs and contributed to increased confidence in farming practices.



Farmers reported a clear improvement in crop yield and quality after using the improved seeds. Many experienced yield gains ranging from 5% to over 50%, which led to healthier crops and better harvest outcomes.



The rise in productivity translated into tangible financial gains for farming households. Reported increases in annual income ranged from ₹3,000 to ₹50,000, enabling families to meet household expenses more comfortably and reinvest in agriculture.



The seeds were effectively used on small plots of land, typically between 1 to 5 acres, with one-acre coverage being the most common. Despite limited landholdings, farmers were able to maximize the benefit of the intervention, especially in vegetable cultivation.

Overall, farmers expressed high satisfaction with the improved seeds. They observed better crop health, increased resilience to weather variations, and greater market demand for their produce. The intervention contributed to improved morale, agricultural confidence, and sustainable farming practices.



BAMBOO ART TRAINING, AWARPUR, MAHARASHTRA

REVIVING THE LIFELINE OF PARASWANI: POND REJUVENATION FOR WATER SECURITY AND LIVELIHOOD SUPPORT

A CSR INITIATIVE FOR SUSTAINABLE VILLAGE DEVELOPMENT

In the heart of Paraswani village, Simga Tehsil, Balodabazar District, Chhattisgarh, lies a community pond vital to the lives and livelihoods of its 1,043 residents. Serving as a multipurpose resource, this pond supports daily household needs, cattle, irrigation, and fishery activities. However, over time, due to leakage through weak embankments, the pond began losing its water-holding capacity, posing a serious threat to water security, especially during peak summer months.

To address this, a participatory water study was conducted with local communities, highlighting the urgency of structural restoration. UltraTech, under its CSR initiative, undertook the challenge of rejuvenating the pond through a watershed development approach, focusing on two core aspects:

Embankment Strengthening - Stone pitching and boulder soldering were carried out around the pond's periphery to control leakage and prevent soil erosion.

Tree Conservation - Seven indigenous trees, each over 20 years old, were preserved along the embankment. Their ecological value was calculated at over ₹1 crore by a Supreme Court-appointed committee, considering their contribution to oxygen generation, biodiversity, and ecosystem balance.

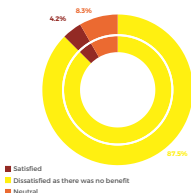
This restoration effort resulted in a significant increase in the pond's water-holding capacity, from 36,000 cubic meters to 49,000 cubic meters. The enhanced water retention has brought direct and lasting benefits:

- Around 700 villagers, including 60-70 farming families, now have reliable access to water for domestic and agricultural use.
- The improved soil moisture enables Rabi crop cultivation, boosting income for small and marginal farmers.
- Fishing communities, especially women-led groups, can now pursue pisciculture as an additional livelihood.
- Local biodiversity has begun to replenish, with better moisture conditions and protected native trees creating a more resilient ecosystem.

This project reflects UltraTech's commitment to building climate-resilient, community-led water infrastructure. By combining ecological conservation with infrastructure strengthening, the pond in Paraswani has transformed from a drying water body into a thriving source of life, livelihoods, and sustainability for the village.

PERCEIVED BENEFITS OF IMPROVED SEEDS AMONG FARMERS

CHART 78: SATISFACTION WITH QUALITY AND IMPACT OF IMPROVED



A strong majority of respondents (87.5%) expressed satisfaction with the quality and benefits of the improved seeds they received. This indicates that the intervention was well-received and contributed positively to enhancing crop performance and farmer confidence in using improved agricultural inputs.

C. TRAINING AND EXPOSURE VISITS FOR IMPROVED AGRICULTURAL PRACTICES

The Ultratech Watershed Development Program incorporated training and exposure components to build farmers' knowledge of sustainable agricultural practices. These efforts aimed to enhance farming techniques, promote awareness of government schemes, and encourage adoption of improved methods.



The qualitative findings indicate that a range of trainings were delivered, including water management, organic farming, multi-cropping, and natural farming. Farmers who attended these sessions shared that the information was practical and relevant, especially the training on organic inputs and efficient water use. Although not all respondents participated, those who did found the sessions useful in applying new practices on their farms.



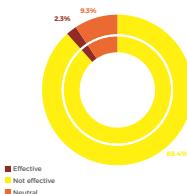
Exposure visits, though limited in reach, offered hands-on learning opportunities. A few farmers attended visits focused on water treatment and vermicomposting, which enhanced their understanding of eco-friendly farming methods. Participants appreciated these visits as they provided real-life demonstrations and encouraged peer learning.



Additionally, several farmers reported gaining knowledge about government schemes, with Annadatha Sukhibhava being the most frequently mentioned. This awareness helped them access relevant benefits and align their farming with state-supported programs.

EFFECTIVENESS OF TRAININGS AND EXPOSURE VISITS IN IMPROVING LIVELIHOOD PRACTICES

CHART 79: IMPACT OF TRAININGS AND EXPOSURE VISITS



A large majority of respondents (88.4%) found the trainings and exposure visits effective in enhancing their livelihood practices. This indicates that the capacity-building efforts under the program were successful in equipping farmers with practical knowledge and skills to improve their agricultural outcomes.

D. DRINKING WATER AVAILABILITY DUE TO WATER RESOURCE DEVELOPMENT

The Watershed Development Program aimed to improve access to safe and reliable drinking water by rejuvenating local water sources. The assessment explored how these interventions impacted the availability and quality of drinking water in the community.

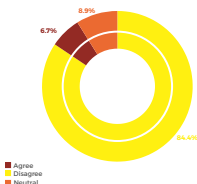
Before the project, community members primarily depended on open wells and water taps, with a few using tube wells, handpumps, ponds, and streams. Respondents shared that post-intervention, water availability near their homes had improved significantly. Revived wells, desilted ponds, and enhanced water infrastructure contributed to easier and more consistent access to clean drinking water. Households reported reduced dependence on distant or seasonal sources, and the convenience of having water closer to home was seen as a major benefit of the initiative.

PERCOLATION TANK, TADIPATRI, AP



IMPROVED DRINKING WATER AVAILABILITY AND QUALITY

CHART 80: PERCEPTION OF IMPROVED QUALITY OF DRINKING WATER AFTER THE PROJECT



The assessment revealed that a vast majority of respondents experienced significant improvements in both the availability and quality of drinking water following the water resource development interventions.



About 93.3% of respondents agreed that drinking water availability had increased after groundwater recharge and related works, indicating the effectiveness of the program in enhancing water access.



Additionally, 84.4% of beneficiaries reported improved quality of drinking water, reflecting positive outcomes from the rejuvenation of sources such as wells and ponds. These findings highlight the success of the intervention in ensuring cleaner and more reliable drinking water for the community.



CASE STUDY SAFE DRINKING WATER FOR ALL – RO WATER PLANT INITIATIVE BY BALAJI CEMENT WORKS (BJCW)

Location: Andhra Pradesh & Telangana

Thematic Focus: Health, Water & Sanitation | CSR Initiative

Background and Need

Communities around Balaji Cement Works (BJCW) in Andhra Pradesh and Telangana, including Budawada, K Agraharam, Muktyala, Annavaram, Jaggayyapet, Ramapuram, YRP Thanda, and Kuchipudi, faced serious drinking water challenges despite their proximity to the Krishna River. The region's dependence on groundwater exposed residents to high fluoride levels, significantly above the WHO permissible limits of 0.5-1.5 mg/l, contributing to dental and skeletal fluorosis, particularly among children and older adults.

In January 2023, a health department survey in Kuchipudi revealed multiple cases of dental fluorosis in children and skeletal issues in adults, underlining the urgent need for safe drinking water solutions.

Intervention and Implementation

To address this public health concern, BJCW undertook a community-driven CSR initiative to install Reverse Osmosis (RO) Water Plants, which are known to effectively reduce fluoride content in water. In FY 2022-23, five new RO plants were commissioned in Tripuravaram and Jaggayyapet (with capacities of 250 and 1000 LPH respectively), achieving full safe water coverage across BJCW's target communities. An earlier plant had already been commissioned in FY 2018-19 at Budawada.

Key Features of Implementation

- **Community Ownership:** Panchayats provided land and now oversee the plant's Operation & Maintenance (O&M).
- **User Contribution:** Water is provided at a nominal cost of Rs. 3-5 per 20-litre can, making it affordable and sustainable.
- **Financial Model:** Around 10% of revenue is saved for long-term repairs; the remaining supports regular O&M and staff honorariums.

Impact and Achievements

- **Access to Safe Water:** Over 16,800 people across 4,200 households now have reliable access to fluoride-free drinking water.
- **Health Benefits:** Reduction in fluorosis-related complaints, especially among children and the elderly.
- **Livelihoods:** Each plant created employment for a local operator, with 50% of operators being women.
- **Women Empowerment:** One woman operator from TG Palem also started selling vegetables and snacks at the plant premises, supplementing her income.

Unintended but Positive Outcomes

Traditionally, women bore the burden of fetching water. However, due to the heaviness of 20-litre water cans, men are now more involved in water collection, using two-wheelers to transport the cans. This role reversal has helped reduce the physical strain on women, contributing to improved gender dynamics in the community.

Conclusion

Through strategic planning, strong community partnerships, and a focus on sustainability, BJCW's RO water initiative has not only ensured access to clean drinking water but also brought positive changes in health, livelihoods, and social roles. The program stands as a model for integrated rural development through CSR.



LIVESTOCK SUPPORT

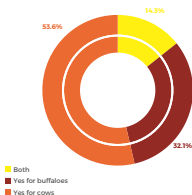
E. ANIMAL HUSBANDRY (AH)

The Animal Husbandry component of the Ultratech Sustainable Livelihood Program aimed to enhance rural incomes by improving livestock care and productivity. Interventions focused on veterinary support, livestock training, and better animal management practices.

During the assessment, beneficiaries shared through qualitative findings that their awareness of animal nutrition, disease prevention, and shelter improvement had significantly improved. They highlighted the usefulness of regular veterinary camps, access to medicines, and training sessions. Many noted that timely vaccination, deworming, and better shelter facilities contributed to healthier livestock, increased milk production, and improved income from dairy and other animal-based livelihoods.

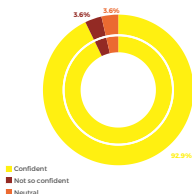
ARTIFICIAL INSEMINATION ADOPTION AND CONFIDENCE IN LIVESTOCK MANAGEMENT

CHART 81: UTILIZATION OF ARTIFICIAL INSEMINATION SERVICES



More than half of the respondents (53.6%) reported using AI services specifically for cows, while 32.1% used them for buffaloes. A smaller group (14.3%) utilized AI services for both types of livestock, indicating a broad acceptance of the intervention.

CHART 82: CONFIDENCE IN MANAGING IMPROVED BREEDS



Importantly, 92.9% of respondents felt confident in managing improved breeds after receiving training, demonstrating the success of the program in equipping farmers with the necessary knowledge and skills to effectively care for and benefit from genetically improved livestock.

The qualitative findings showed that most beneficiaries reported conducting artificial insemination (AI) on 1-2 cows or buffaloes, with successful pregnancy diagnoses and confirmed calving in many cases. Several respondents shared that the number of female calves born ranged from 1 to 2. Repeat AI was rarely needed, indicating that the procedure was effective and well-managed.



CASE STUDY RAMESHWAR LAL – STRENGTHENING LIVELIHOODS THROUGH DAIRY FARMING AND LIVESTOCK SUPPORT

Rameshwar Lal, a 68-year-old resident of Nagda village, is a dedicated dairy farmer who manages a large herd comprising 23 cows and 2 buffaloes. His livelihood is solely dependent on dairy production. Each day, he sells milk both to a local dairy which helped him earning ₹32 per litre and directly to customers through home visits, where he receives ₹40 per litre. This dual-channel selling approach allows him to maintain a steady income while meeting the needs of local households.

As part of the Sustainable Livelihood Program, Rameshwar Lal benefited from regular veterinary support services, including animal health check-ups, vaccinations, and mineral mixtures. He has consistently vaccinated his cattle, ensuring better immunity and disease prevention within his herd. This has led to visible improvements in animal health and productivity. He also received guidance from livestock management trainings and veterinary camps conducted under the program. These services helped him improve breeding practices and adopt preventive health care for his animals. He observed a noticeable rise in milk yield after using the mineral mixture support, which enhanced the overall profitability of his dairy enterprise.

Rameshwar Lal credits the NGO-led interventions for making veterinary care more accessible and structured in his village. He shared that the support extended during government mass vaccination drives was especially helpful, and he now feels more confident managing his large herd. This case reflects how integrated livestock services and consistent training can significantly improve the livelihoods of traditional dairy farmers, especially in remote rural areas like Nagda.



FGD AT KUTHROD VILLAGE, BALODA BAZAR DISTRICT OF CHHATTISGARH

The farmers in Kuthrod village were able to benefit from Health check-up services provided by Manoj, a veterinarian with CSR team who visits the village whenever he is called. They get free check-up and medicine. Animal Husbandry services are available at Mohra. Ravan and Tulsi which are at 7 to 11 km distance and costs around 1,000 which is saved because of the services available within village while saving from the time and trouble of going far off places. There were livestock camps held twice at a central place in the village, ie. at Rangmanch in Kuthrod village. During the camp, livestock were given free checkup, medicine, vaccination, AI services, and fodder seeds. Few farmers also received chaff cutter. Training is also organized on animal care, prevention from seasonal diseases, feeding practices and proper living conditions. 99% of the farmers present at FGD were happy from the animal husbandry services and acknowledged it as a very successful intervention. Though most of the families own 2 to 4 cattle and use milk for own consumption, there are 5 to 6 families who own 15 to 18 buffaloes and have experienced increased income from selling milk.

F. MIYAWAKI AFFORESTATION, FARM FORESTRY, AND FRUIT TREE PLANTATION

As part of efforts to promote ecological sustainability and strengthen rural livelihoods, the plantation initiative introduced Miyawaki afforestation, farm forestry, and fruit tree distribution across community spaces and farmlands. This green drive combined on-ground plantation with training and community involvement, leading to long-term environmental and economic benefits.



A Green Livelihood Initiative

The Miyawaki afforestation and plantation activity served as a key intervention that combined environmental restoration with livelihood enhancement. Community participation was central, with plantations taking place in schools, villages, farms, and common spaces. Saplings were procured from the forest department and included fruit-bearing, timber, fuelwood, and native species adapted to local conditions.

Training, Plantation, and Local Impact



The program provided practical training on nursery development, Miyawaki techniques, and organic inputs like vermicompost and bio-fertilizer. These sessions helped equip farmers and youth with essential skills for sapling care and soil health. Cemented tree guards were also constructed to protect young plants.

Ecological and Community Benefits



Plantations improved green cover and biodiversity across multiple locations. Beneficiaries reported better soil fertility, increased shade, access to fuelwood, and nutritional support through fruit trees. Community members noticed positive environmental changes like improved air quality and soil moisture.

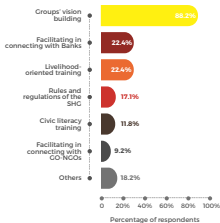
Collective Stewardship and Replication



Maintenance of plantations involved joint efforts by panchayats, forest departments, village committees, and individuals, fostering ownership and care. The initiative also motivated nearby villages to adopt similar approaches, showing its potential as a replicable model for sustainable rural development.

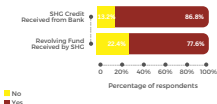
G. SHG TRAINING AND ACCESS TO FINANCIAL SUPPORT

CHART 83: TYPE OF TRAINING RECEIVED



A significant proportion of respondents (88.2%) reported receiving training in group vision building, forming the core of capacity-building efforts. Other areas included livelihood-oriented training (22.4%), banking linkages (22.4%), SHG rules and regulations (17.1%), and civic literacy (11.8%), reflecting a well-rounded support system to enhance SHG functionality and sustainability.

CHART 84: SHG ACCESS TO CREDIT AND REVOLVING FUND



In terms of financial access, 86.8% of SHGs received credit from banks, and 77.6% received revolving funds, highlighting the project's success in strengthening institutional linkages and enabling financial inclusion.

The project effectively combined foundational SHG training with strong facilitation of access to institutional credit and revolving funds, laying a robust groundwork for group-based enterprise and income activities.



BEAUTICIAN CERTIFICATE DISTRIBUTION, RAWAN CHHATTISGARH

MEDIA COVERAGE - VETERINARY CAMP, DHAR, MP

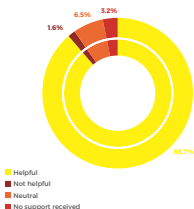


81.6%

of SHG members were trained in income-generating activities.

EFFECTIVENESS OF MARKETING SUPPORT FOR SHG MEMBERS

CHART 88: HELPFULNESS OF MARKETING SUPPORT PROVIDED BY PROJECT TEAM

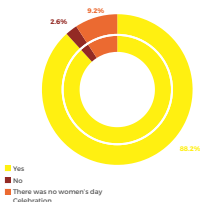


88.7%

of SHG members reported the marketing support provided by the project team as helpful. This highlights the program's strong role in enabling women to better promote and reach markets for their products. The support has positively contributed to building their confidence in showcasing their work and expanding their customer base.

FAMILY PARTICIPATION IN WOMEN'S DAY CELEBRATION

CHART 89: PARTICIPATION OF FAMILY MEMBERS IN WOMEN'S DAY CELEBRATION



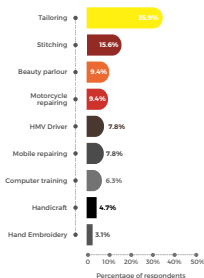
A significant 88.2% of respondents shared that their family members participated in the Women's Day celebration. This reflects strong family involvement and collective encouragement toward women's empowerment, indicating that such events helped foster greater recognition and appreciation of women's roles within their households and communities.



ANIMAL VACCINATION, RAWAN, CHHATTISGARH

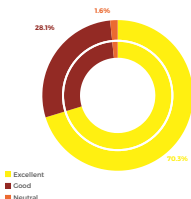
H. SKILL DEVELOPMENT TRAINING PROGRAM

CHART 90: TRAINING COURSES OPTED BY RESPONDENTS



A considerable majority (35.9%) of the respondents enrolled in tailoring courses. This was followed by 15.6% who chose stitching. An equal (9.4%) each participated in beauty parlour and motorcycle repairing courses. Training in HMV driving and mobile repairing attracted 7.8% each. Computer training was chosen by 6.3%, while 4.7% and 3.1% opted for handicraft and hand embroidery respectively.

CHART 91: PERCEPTION OF INFRASTRUCTURE QUALITY AT TRAINING CENTRE



70.3%

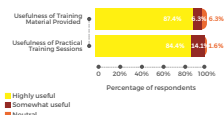
of the respondents rated the quality of infrastructure facilities at the training centre as excellent while 28.1% considered it good, only few remained neutral. The data reflects a highly positive perception of the infrastructure, with most respondents acknowledging that the facilities met or exceeded their expectations

“

Before the training, I often doubted myself. This experience helped me discover my potential and build confidence. I now feel equipped to take on new challenges and shape my future with purpose.

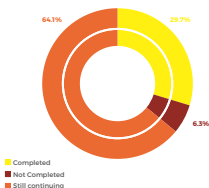
- Pooja dhakad, Program Beneficiary, Khor

”

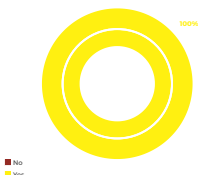
CHART 92: USEFULNESS OF TRAINING MATERIAL AND PRACTICAL SESSIONS**87.4%**

of the respondents found the training material highly useful and 6.3% considered it somewhat useful. In terms of practical sessions, 84.4% of the respondents rated them as highly useful, while 14.1% found them somewhat useful and only 1.5% stayed neutral.

COURSE COMPLETION AND JOB PLACEMENT

CHART 93: COURSE COMPLETION STATUS OF TRAINEES**64.1%**

of the respondents were still continuing their course, followed by 29.7% had completed it, while only 6.3% had not completed the course.

CHART 94: POST-COURSE ASSESSMENT PARTICIPATION**100.0%**

of the respondents confirmed that an assessment was undertaken after course completion.

These figures positively reflect the program's ability to maintain learner engagement and minimize dropout rates. The assessment rate shows strong monitoring and accountability measures were in place, reinforcing the program's commitment to tracking learning effectiveness.

EXPOSURE VISIT FOR FARMERS, HIRMI



JOB PLACEMENT/ SELF-EMPLOYMENT

CHART 95: JOB PLACEMENT OUTCOMES POST-COURSE COMPLETION

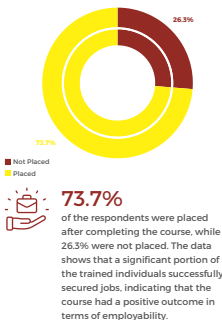
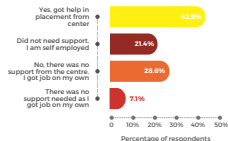


CHART 96: JOB PLACEMENT ASSISTANCE AFTER COURSE COMPLETION



A significant number (42.9%) of the respondents received help in placement from the centre. 28.6% mentioned that they got a job on their own without any support. 21.4% shared that they did not need placement assistance as they were self-employed, while 7.1% said they did not require support since they found a job on their own.

This outcome reflects well on the program's effectiveness in providing market-relevant skills. The high placement rate suggests that the training aligned with employer requirements. The program's role in facilitating placements is evident, as a majority either received support or were confident in securing work independently after training.

“

Joining the course was a turning point in my life. It gave me the opportunity to earn a livelihood and support my family. I feel proud to stand on my own feet and make a meaningful contribution at home.

- V Asivni, Program Beneficiary, Ankireddypalli

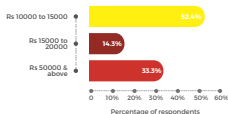
”



SEWING TRAINING CENTRE, KHOR, MP

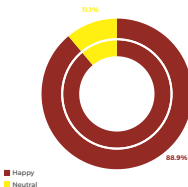
A. LIVELIHOOD ENHANCEMENT THROUGH CROP DIVERSIFICATION AFTER WATER RESOURCE DEVELOPMENT

CHART 97: INCREASE IN ANNUAL INCOME FROM ADDITIONAL CROPS AND IRRIGATED AREA (₹)



SATISFACTION WITH ACCESS TO CLEAN DRINKING WATER

CHART 98: SATISFACTION WITH AVAILABILITY OF CLEAN DRINKING WATER NEAR HOMES



Following the watershed development interventions, 88.9% of respondents reported satisfaction with the availability of clean drinking water near their homes. This indicates that the program effectively improved access to safe and convenient drinking water, enhancing daily living conditions and overall well-being in the community.

नवभारत

अल्ट्राटेक फाउंडेशन का युवकों को वाहन प्रशिक्षण

■ गद्यशक्ति (सं.) आन्दोलन
कम्प्यूटरी कालेख पारदर्शन
अभ्युपगम अभ्युपगम के काल के
सामाजिक विकास के लिए हमारे
समाजगत रहते हैं। इन कालों
जनसंख्या के बढ़ते अधिकतर युवा
सेवक हैं, उन्हें अपने जीवन के
अवधि पर काल के कालों के विकास
में हम दृष्टि में आन्दोलन के
समाजगत में काल के 40 युवाओं
समाज जीवनगत रहते हैं। इन
लिए, विशेष रूप से 40 युवाओं
में 3 समाजगत रहते हैं।

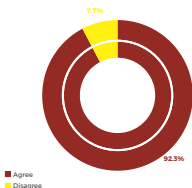
[illegible]

Chandragut Edition
12-november-2022 Page No. 4
master.mahacharya.com

**MEDIA COVERAGE
PROJECT SAARTHI -
VEHICLE DRIVING
TRAINING, AWARPUR,
MAHARASHTRA**

IMPACT OF SPRINKLER SET ON IRRIGATION EFFICIENCY AND LAND USE

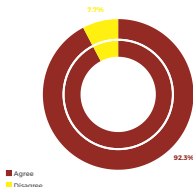
CHART 99: AGREEMENT ON TIME AND COST SAVINGS



The data indicates that the provision of sprinkler sets had a highly positive impact on both irrigation efficiency and agricultural productivity. A significant 92.3% of the respondents who received sprinkler sets agreed that they experienced time and cost savings in their irrigation practices.

The use of sprinkler sets led to tangible financial benefits, with nearly half of the respondents reporting an additional income of ₹10,000. Others reported gains ranging from ₹15,000 to over ₹50,000, highlighting the economic impact of improved irrigation practices.

CHART 100: PERCEIVED INCREASE IN IRRIGATED LAND AREA



The same proportion (92.3%) also reported an increase in the area of land they were able to irrigate. These findings suggest that the sprinkler systems effectively enhanced water use efficiency, reduced manual effort, and expanded the cultivable area, contributing to better resource management and improved agricultural outcomes.

Bhagwati Prasad Patel a 73 years old farmer in Kuthrod village, Baloda Bazar district of Chhattisgarh had taken sprinkler set in 2022-23 through CSR initiative. He owns 3.75 acres of land and could irrigate only 2.5 acres of land before sprinkler while he is able to cover 3.5 acre under irrigation. He is able to earn around 40% more profit after he got the sprinkler.

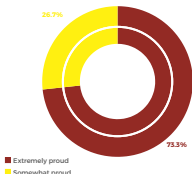


VILLAGE HAT, BAIKUNTH, CHHATTISGARH

B. SELF HELP GROUP AND INCOME GENERATION PROGRAM

SENSE OF PRIDE AND ACKNOWLEDGEMENT

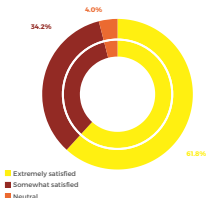
CHART 101: PRIDE IN OBSERVING RECOGNITION OF WOMEN'S ACHIEVEMENTS



All respondents (100%) shared a sense of pride in witnessing dignitaries acknowledge women's contributions during the Women's Day celebration, reflecting the strong emotional impact of public recognition on their confidence and community participation.

SATISFACTION WITH PROJECT SUPPORT FOR SHG AND LIVELIHOOD ACTIVITIES

CHART 102: SATISFACTION WITH SHG SUPPORT AND INCOME GUIDANCE



A total of 96% of respondents expressed satisfaction with the project team's support in guiding SHGs and facilitating income generation activities.

This high satisfaction level reflects the team's consistent presence and helpfulness in building confidence and capability among SHG members.

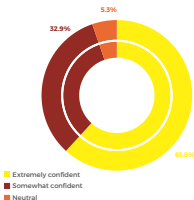
“

This program was a turning point for me. I learned valuable skills, became financially self-reliant, and now actively contribute to household decisions. It not only empowered me personally but also helped me earn respect in the community, something I deeply value.

-T Nabdini, Thummalapenta, Tadiapatri

”

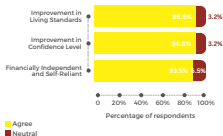
CHART 103: CONFIDENCE IN PARTICIPATING IN COMMUNITY MEETINGS



Nearly 95% of respondents reported feeling confident while participating in community meetings. This suggests that the program successfully enabled women to find their voice in public spaces and become active contributors in local decision-making processes.

ENHANCED LIVING STANDARDS AND SELF-RELIANCE

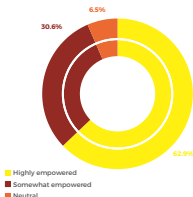
CHART 104: PERCEIVED IMPROVEMENT IN LIVING STANDARDS, CONFIDENCE, AND FINANCIAL INDEPENDENCE



A large majority of SHG members reported positive changes from the program: 96.8% saw improved living standards and confidence, while 93.5% felt financially independent. These outcomes reflect the program's strong role in promoting personal and economic empowerment.

PERSONAL EMPOWERMENT

CHART 105: CURRENT LEVEL OF PERSONAL EMPOWERMENT FELT BY THE RESPONDENT



A large majority of SHG members reported positive changes from the program: 96.8% saw improved living standards and confidence, while 93.5% felt financially independent. These outcomes reflect the program's strong role in promoting personal and economic empowerment.

“

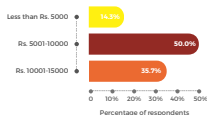
This program was a turning point for me. I learned valuable skills, became financially self-reliant, and now actively contribute to household decisions. It not only empowered me personally but also helped me earn respect in the community, something I deeply value.

-Rammu Bai, Avral village, Dhar

”

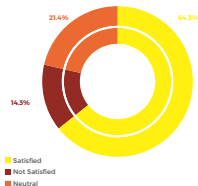
C. PERCEPTION OF SKILL DEVELOPMENT PROGRAM BENEFICIARIES

CHART 106: POST-COURSE MONTHLY INCOME OF PLACED RESPONDENTS



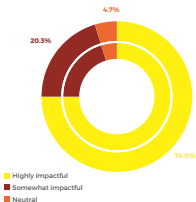
Half (50.0%) of the respondents reported earning between ₹5,001-10,000 per month, followed by 35.7% earning between ₹10,001-15,000. A smaller number 14.3% earned less than ₹5,000.



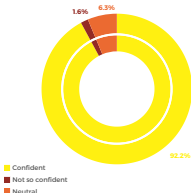
CHART 107: INCOME SATISFACTION AMONG PLACED RESPONDENTS

- Half (50.0%) of the respondents reported earning between ₹5,001-10,000 per month, followed by 35.7% earning between ₹10,001-15,000. A smaller number 14.3% earned less than ₹5,000.
- A significant majority (64.3%) of the respondents were satisfied with their current salary or income.

The data positively reflects the program's impact by showing that all placed respondents began earning after completing the course. These responses reflect the effectiveness of the training and placement component of the program. The high satisfaction levels suggest that the course successfully matched participants with opportunities.

CHART 108: PERCEIVED IMPACT OF THE LEARNING PROCESS

A majority (75.0%) of the respondents found the learning process highly impactful. While 20.3% considered it somewhat impactful. These responses positively align with the program's objective to build participant capacity through engaging and practical learning.

CHART 109: CONFIDENCE IN SKILL UNDERSTANDING AMONG TRAINEES

Vast majority (92.2%) of the respondents reported feeling confident in understanding the required skills of the trade.



CHART 110: CONFIDENCE IN ACHIEVING LIFE GOALS POST TRAINING

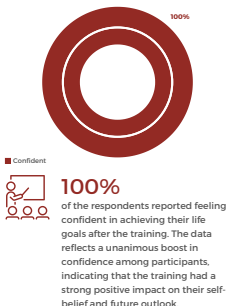


CHART 112: IMPROVEMENT IN LIVING STANDARDS POST EMPLOYMENT

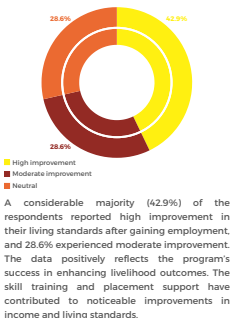
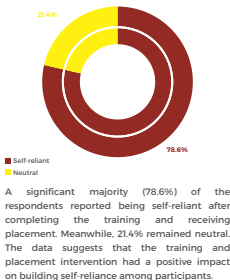


CHART 111: IMPROVED SELF-RELIANCE AFTER TRAINING AND PLACEMENT



“

This program has changed my outlook. I feel happier, more confident, and ready to move ahead in life. It has been a deeply fulfilling journey of growth and self-belief.

-Suresh Muwel, Program Beneficiary,
Manawar

”



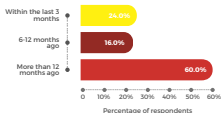
COMPONENT 4: INFRASTRUCTURE DEVELOPMENT

Significant efforts were made to strengthen rural infrastructure, addressing key needs related to safety, mobility, public service delivery, and community well-being. The project led to the installation of solar street lights, development of green spaces, improved drainage and road infrastructure, construction of essential facilities like bus shelters and Gaushala, and creation of rural libraries and waste management systems. These initiatives collectively enhanced the quality of life, ensured inclusive access to basic services, and promoted sustainable and organized community spaces.

KEY FINDINGS

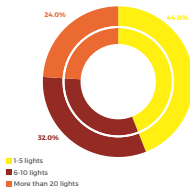
A. SOLAR STREET LIGHT INSTALLATION OVER TIME

CHART 113: TIMELINE OF SOLAR STREET LIGHT INSTALLATION



A majority (60%) of respondents noted that solar street lights were installed more than 12 months ago, with others confirming recent installations as well.

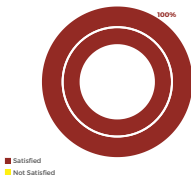
CHART 114: NUMBER OF SOLAR STREET LIGHTS INSTALLED IN THE AREA



The number of lights varied across locations, with 44% reporting between 1-5 lights and 32% reporting 6-10 lights installed, suggesting gradual and phased coverage.

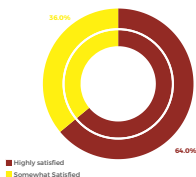
HIGH SATISFACTION WITH MAINTENANCE

CHART 115: SATISFACTION WITH MAINTENANCE AND FUNCTIONALITY OF SOLAR STREET LIGHTS



CEMENT CONCRETE ROAD, CHUCHRUNGPUR, RAWAN, CHHATTISGARH

CHART 116: OVERALL SATISFACTION WITH MAINTENANCE AND PERFORMANCE OF SOLAR STREET LIGHTS



All respondents expressed satisfaction with the functionality and maintenance of solar lights, and 64% reported being highly satisfied with overall performance, reinforcing positive feedback on system upkeep.

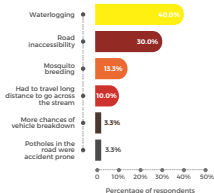


100%

respondents reported the solar lights were well-maintained and functional.

D. DRAINAGE, CULVERT & ROAD DEVELOPMENT

CHART 117: ISSUES FACED BEFORE CULVERT OR DRAINAGE CONSTRUCTION



Before the construction, 40% of respondents faced frequent waterlogging, and 30% reported road inaccessibility. Other issues included mosquito breeding and long detours, highlighting the need for better infrastructure.

“

The solar street lights have brought a big change to our village life. We feel more secure at night, and daily activities can now continue even after dark with ease.

-Ratan Lal Meghwal, Community Beneficiary,

Khor

”



SOUACE TEAM INTERACTING WITH SHG MEMBERS

CHART 118: IMPROVEMENT IN LOCAL TRANSPORT AND VEHICLE MOVEMENT AFTER CONSTRUCTION

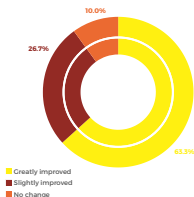
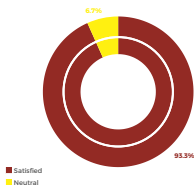


CHART 119: SATISFACTION LEVEL WITH CULVERT AND ROAD CONSTRUCTION QUALITY



Post-construction, 63.3% shared that transport had greatly improved, and 93.3% expressed satisfaction with construction quality. These findings reflect positive outcomes in mobility and infrastructure durability.



The community in Mohali village of Dhar district is very happy that they are free from muddy roads because of CC roads constructed by Ultratech in the village. Earlier it was very difficult in commuting and taking patients to hospital was not possible.

- Vikram Mowel, Sarpanch Mohali village, Dhar district



With CC road in the village, there is no more Keechar (mud) on the roads. There is substantial increase in number of vehicles as compared to earlier when there was no pucca road –there are 4 pick-up vans in place of nil, 350 two-wheelers in place of 10, 15 four wheelers in place of nil, and around 25 tractors in place of maximum 7 earlier. The roads have therefore not only helped in ease in movement but also contributed to livelihood support through tractors and pickup vans. The ambulance can also reach villages easily.

- Parvat Singh Sarpanch Deora village, Dhar District

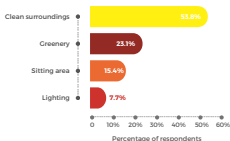


HANDPUMP REPAIR WORK, BELA, MP

E. DEVELOPMENT OF PUBLIC GREEN SPACES

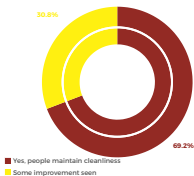
IMPROVED UTILIZATION, VISIBLE ENHANCEMENTS, AND COMMUNITY RESPONSIBILITY

CHART 120: IMPROVEMENTS OBSERVED IN THE DEVELOPED AREA



Improvements noted include cleaner surroundings (53.8%), greenery (23.1%), seating areas (15.4%), and lighting (7.7%).

CHART 121: COMMUNITY ATTITUDE TOWARDS THE AREA AFTER DEVELOPMENT



A behavioural change was observed, with 69.2% indicating that community members are now more conscious about maintaining cleanliness in the area.

The findings reflect that the development of green spaces has led to increased public usage and visible environmental improvements, while also fostering responsible community behaviour.



BORE DIGGING, RAWAN, CHHATTISGARH



CASE STUDY

REVIVING URACHERUVU: A MODEL FOR SUSTAINABLE URBAN GREEN SPACE IN JAGGAYYAPET

UltraTech's Balaji Cement Works joined hands with the Irrigation and Municipal Administration Departments of Andhra Pradesh to rejuvenate Uracheruvu, a 141-acre lake located at the heart of Jaggayyapet town. Over the years, rapid urbanisation led to shrinking boundaries and encroachments, posing a serious threat to this natural water body. The aim of the project was to protect the lake, enhance its water conservation potential, and transform it into a green and recreational hub for the town's residents.

The project began in FY 2022-23, with the first phase focused on constructing a 600-meter lake bund in the most encroachment-prone area. To prevent pollution, separate drainage channels were developed to stop waste water from mixing with the lake. This initiative also helped protect the lake's biodiversity. In the next phase, the area around the lake was developed with greenery and a walking track for citizens to enjoy.

Future plans include creating commercial spaces such as a food street to generate revenue for the municipality, ensuring long-term sustainability. There are also proposals for boating and fish farming to support local livelihoods. UltraTech contributed ₹1 crore over two years to support this project.

This initiative stands out for its urban focus unlike most water conservation projects that benefit rural farmers, this effort supports urban biodiversity, enhances public spaces, conserves water, and strengthens community-based economic opportunities. The lake's storage capacity is expected to increase by 35%, significantly benefiting the local fishing community while offering the town a much-needed green space.



F. RURAL LIBRARY – STUDY CENTRE CUM LIBRARY

Positive Community Engagement with the Library



The study centre cum library has created a quiet and welcoming space for learning in the village. It is used regularly by a group of community members, especially students, who benefit from the available resources.

Useful Reading Material Available



Visitors to the library prefer newspapers, general knowledge books, and current affairs materials. These books are helping readers stay informed and support their learning and awareness.

Regular Visits and Comfortable Environment



Most users visit the library daily or every few days. They spend good quality time there, which shows that the environment is peaceful, focused, and supportive for reading and studying.

Support for Study and Exam Preparation



Many library users visit the facility to prepare for exams or complete their coursework. The library has become a helpful academic space for students who want to study seriously.



CHECK DAM, CHITAKHEDA

G. SOLID WASTE MANAGEMENT PROJECT

Pre-Project Environment



Before intervention, householders frequently dealt with widespread overflow of garbage, foul odours, and difficulty navigating waste-strewn streets. Awareness of waste segregation was limited for many residents.

Awareness and Practice of Segregation



Community members engaged through a variety of outreach methods such as posters, door-to-door visits, school lessons, and awareness by waste collectors themselves. As a result, households began segregating wet and dry waste, adopting the four-bin system, and reducing waste disposal.

Improved Collection and Disposal



Post-program, waste collection became more reliable, occurring daily or on alternate days. Plastic disposal shifted towards better methods such as depositing in the dry-waste bin or handing to sanitation staff. Most respondents reported cleaner streets and reduced open dumping, leading to significant environmental and odour benefits.

Positive Spillover Effects



Following the waste program, residents experienced multiple benefits: improved cleanliness, reduced smell, fewer animals rummaging through plastic at dumps, fewer health complaints, and greater comfort in inviting guests home. A

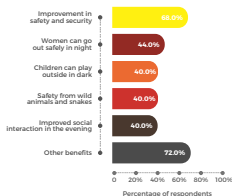


KEY IMPACTS

A. INSTALLATION OF SOLAR LIGHTS

PERCEIVED BENEFITS FROM INSTALLATION OF SOLAR STREET LIGHTS

CHART 122: BENEFITS FROM THE INSTALLATION OF SOLAR STREET LIGHTS



The majority of respondents reported multiple positive outcomes following the installation of solar street lights in their villages:

Safety and Security



A strong 68.0% of respondents noted improved safety and security, indicating the lights have had a significant deterrent effect on risks after dark.

Enhanced Women's Mobility



44.0% shared that women now feel safer going out at night, reflecting a boost in women's freedom and mobility.

Better Use of Outdoor Spaces



40.0% observed that children are able to play outdoors even after sunset, and 40.0% also reported improved social interaction in the evening, highlighting greater community engagement.

Wildlife Safety



40.0% of respondents also felt safer from threats such as wild animals and snakes.

Other Benefits



72.0% mentioned additional benefits like easier community gatherings, reduced accidents, and increased night-time productivity.

B. COMMUNITY INFRASTRUCTURE STRENGTHENING

Strengthened Community Engagement



The creation of meeting spaces and community centers provided residents a dedicated platform to gather, share information, and make collective decisions. It enabled better community coordination and public service delivery.

Improved Service Experience



The renovation directly improved the quality-of-service delivery with better infrastructure and staff availability. Citizens now experience greater efficiency and comfort, strengthening trust in public systems.

Enhanced Access to Basic Amenities



The availability of clean drinking water at public locations reduced dependency on bottled water and enhanced the comfort and dignity of visitors. This improvement particularly benefited farmers, women, and elderly individuals frequenting the centers.

Promotion of Inclusive Spaces

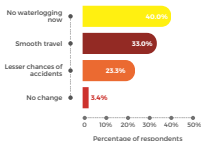


Facilities designed to accommodate diverse groups, including the differently-abled and women, encouraged higher community participation and reinforced the program's focus on equity.

C. DRAINAGE, CULVERT & ROAD DEVELOPMENT

BETTER MOVEMENT AND SAFETY DURING MONSOON

CHART 123: BENEFITS OF CULVERT AND DRAINAGE WORK DURING MONSOON



After the culvert and drainage work, 40% of respondents reported that there is no waterlogging now. Around 23.3% mentioned there are fewer chances of accidents, while 33.3% said travel has become smoother. This shows that the construction has improved safety and ease of movement, especially during the monsoon season.



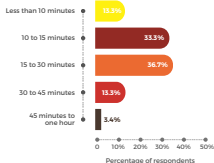
Earlier, during the rainy season, we would struggle to even walk outside due to waterlogging and broken roads. Now, with the new drainage and culvert, it's so much easier and safer. I reach work faster, and even school children can travel without worry.

- Harish bandhe, Program Beneficiary, Bardih, Hirni



SIGNIFICANT TIME SAVED IN DAILY COMMUTE

CHART 124: TIME SAVED DUE TO IMPROVED ROAD AND CULVERT INFRASTRUCTURE



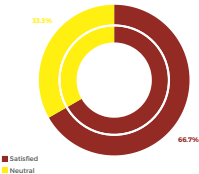
36.7%

of the respondents said they save between 15 to 30 minutes daily due to the improved infrastructure. Additionally, 33.3% mentioned a time saving of 10 to 15 minutes, and 13.3% save up to 10 minutes. This highlights the clear time-saving benefit brought about by the improved culvert and road infrastructure.

CEMENT CONCRETE ROAD, BAIKUNTH, CHHATTISGARH



CHART 125: SATISFACTION WITH THE GAUSHALA CONSTRUCTION



Satisfaction with Gaushala Infrastructure:
Among those who benefited from the Gaushala, 66.7% were satisfied while 33.3% remained neutral. This indicates a reasonably positive outcome, even in components reaching a smaller population.



SUB HEALTH CENTRE JHIPAN, RAWAN, CHHATTISGARH

E. RURAL LIBRARY

Helpful for Learning and Knowledge Building



The library has been extremely useful for its visitors. It supports focused study and helps users gain general knowledge, which strengthens their learning habits and builds their confidence.

Valuable Space for Students



The quiet and organized space allows students to study for long hours without disturbance. The library has helped them stay focused on their academic goals in a structured way.

Good Use of Time and Resources



Users make full use of the reading space by spending quality time in the library and using the books provided. Their regular visits show that the library is fulfilling its purpose well.

The rural library has had a strong and positive effect on students and other readers. It is helping the community grow through education and personal development in a supportive and consistent manner.





COMPONENT 5: SOCIAL CAUSE

The Social Cause interventions under the project focused on addressing key gaps in sanitation, health, inclusion, and cultural bonding. Efforts included the construction of public toilets for women, provision of clean drinking water, distribution of essentials like smart sticks, and organizing social events such as mass marriages, sports, and cultural programs. These activities aimed to improve dignity, comfort, inclusion, and community harmony.

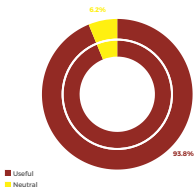
KEY FINDINGS

A. IMPROVED ACCESS TO SANITATION FOR WOMEN THROUGH PUBLIC TOILETS

The project focused on improving sanitation infrastructure by supporting the construction of public toilets for women in areas where such facilities were lacking. This intervention aimed to provide safe, accessible, and hygienic spaces for women to meet their sanitation needs with dignity.

Under this initiative, public toilets were built and made functional. Most of these toilets were found to be clean and had consistent water availability, with several locations reporting water access always or most of the time. This effort strengthened the community's sanitation environment and supported better health and hygiene for women.

CHART 126: USEFULNESS OF PUBLIC TOILET FACILITY



Among the respondents who benefitted from the construction of public toilets, 93.8% found the facility useful, indicating that the initiative met the intended purpose of providing accessible and hygienic sanitation for women. This reflects a strong positive impact of the project on improving public sanitation infrastructure.



SOULACE TEAM INTERACTION WITH WOMEN BENEFICIARIES



INTERVIEW WITH NARESH PATIDAR SARPANCH OF BARKHEDA KAMLIYA PANCHAYAT

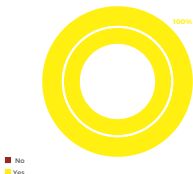
In a personal interaction, Naresh Patidar, Sarpanch of the Barkheda Kamliya Panchayat, shared how impactful the safe drinking water initiative has been for his community. He stated, "Earlier, we had to depend on tankers, and people, especially women had to walk long distances and wait for water to arrive. Sometimes the tankers were delayed, and people faced many difficulties."

"But after the project, everything has changed. Now, water is available regularly through pipelines and storage tanks. The community can easily access clean water near their homes. It has saved time, reduced physical effort, and even helped improve hygiene and sanitation in the village."

He added with gratitude, "I sincerely thank Vikram Cement for this much-needed support. The entire village is happy with the improved water facilities. This initiative has brought a real and lasting difference in people's lives."



ANGANWADI CENTRE, DALLA, UP

CHART 127: AVAILABILITY OF WATER FOR TOILET CLEANING

All respondents (100%) who benefitted from the construction of individual toilets confirmed the availability of water for toilet cleaning. This indicates that the sanitation initiative ensured not only toilet construction but also provision of essential utilities, supporting improved hygiene and usability.

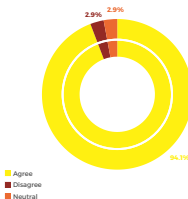
B. SAFE DRINKING WATER INITIATIVE: ENHANCING ACCESS AND REDUCING BURDEN

The project significantly improved access to safe drinking water in the villages through water pipelines, storage tanks, and tap connections. This intervention reduced the distance and time spent in fetching water, ensuring regular availability and improving health and hygiene in the community.



25 families in Deora Panchayat benefitted from the pipeline provided by the project. People mainly women had to fetch water from a distance of half a km. The women are saved from drudgery and also of risk in falling in the well which had happened earlier when some women fell in well while drawing water from the well.

- Sarvat Singh, Sarpanch Deora village, Dhar district

**CHART 128: AVERAGE TIME SAVED DAILY DUE TO WATER FACILITY IMPROVEMENT**

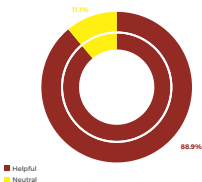
The project led to a significant positive impact on the community's daily routine. 94.1% of respondents agreed that the improved drinking water facilities helped them save time every day.

This time saving is due to the installation of pipelines, tap connections, and storage tanks, which replaced earlier dependence on water tankers and long-distance travel. The availability of clean water within close proximity has reduced the burden on households and enhanced their quality of life.

D. SMART STICK DISTRIBUTION

The Smart Stick initiative under Vikram Cement Works aimed to enhance mobility for differently abled individuals by offering them a reliable assistive device. This lightweight and ergonomic stick helps improve balance, stability, and movement, especially for those with limited physical mobility. The intervention focused on improving daily functionality and independence.

CHART 129: USEFULNESS OF SMART STICK FOR DIFFERENTLY ABLED INDIVIDUALS



88.9%

of the respondents found Smart Stick helpful in improving their mobility and daily activities. This reflects the positive impact of the assistive device in promoting ease, safety, and confidence among differently abled individuals.



**GRAMEEN MAHILA KHEL
KUD MAHOTSAV**

KEY IMPACTS



DIGNIFIED SANITATION FOR WOMEN

The toilet construction initiative enhanced privacy, hygiene, and dignity for women, creating safer and more accessible public spaces.



REDUCED HOUSEHOLD BURDEN AND IMPROVED QUALITY OF LIFE

Access to clean drinking water within or near homes significantly reduced the time and effort spent collecting water, improving daily routines.



INCLUSION OF DIFFERENTLY ABLED PERSONS

The Smart Stick initiative promoted independence, confidence, and physical safety for differently abled individuals.



STRENGTHENED COMMUNITY UNITY AND CULTURAL PRIDE

Social and cultural events fostered togetherness, youth participation, and public appreciation of traditions, while mass marriages promoted legal and social inclusion.

IMPACT CREATED ACROSS MULTIPLE LEVELS



INDIVIDUAL LEVEL

- Improved digital learning and subject clarity enhanced academic confidence and skill development.
- Health awareness and access to better services improved individual well-being and timely care.
- Assistive devices like Smart Sticks enhanced mobility, safety, and independence for differently abled individuals.
- Skills training led to employability, income generation, and confidence to pursue life goals.
- Access to toilets and clean water improved personal hygiene and dignity, especially for women and children.



FAMILY-LEVEL

- Better school facilities led to regular attendance and improved academic performance among children.
- Nutrition counselling and improved Anganwadi services enhanced health outcomes for children and mothers.
- Reduced time spent collecting water allowed more time for caregiving and income-generating activities.
- Livelihood training and support increased household income and economic security.



COMMUNITY LEVEL

- Renovated infrastructure such as roads, green areas, and public buildings improved community access and aesthetics.
- Social and cultural events encouraged unity, participation, and pride in local traditions.
- Community-based water and sanitation facilities improved public health and hygiene.
- Livelihood interventions fostered collective growth through SHGs and farmer support.
- Higher use of government services reflected increased community trust and engagement.



STATE LEVEL

- Improved health centres and schools strengthened rural public infrastructure across districts.
- Skill development and employment initiatives contributed to a more capable rural workforce.
- Model interventions in education, sanitation, and health served as replicable practices for state programs.
- Collaborations between communities and local governance improved service delivery and local planning.
- Environmentally sustainable practices supported state-level water and soil conservation efforts.



NATIONAL LEVEL

- Strengthened foundational education, health, and infrastructure aligned with national development priorities.
- Improved access to safe drinking water and sanitation addressed long-standing rural challenges.
- Women's empowerment through sanitation access, training, and participation contributed to inclusive development.
- Youth skill-building and job placement supported national goals on employment and economic growth.
- Climate-sensitive interventions such as watershed management promoted sustainable rural development.

05. OECD FRAMEWORK



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



RELEVANCE

The project was highly relevant to the identified developmental needs of the rural communities. It addressed critical gaps in education, healthcare, water and sanitation, infrastructure, and livelihoods. The interventions were specifically designed for vulnerable groups, such as BPL families, malnourished children, differently abled individuals, and women, aligning with local socio-economic realities. The project's grassroots-level approach demonstrated a clear understanding of community priorities, ensuring that services delivered were both necessary and impactful.



COHERENCE

The project maintained strong coherence through effective collaboration with government agencies, technical institutions, and grassroots organizations. Its implementation was closely aligned with both global and national development frameworks, enhancing synergy and avoiding duplication of efforts.



Alignment with Key National Policies and Missions:

- National Rural Health Mission (NRHM)
- Swachh Bharat Abhiyan
- Samagra Shiksha Abhiyan
- National Skill Development Mission
- Jal Jeevan Mission
- National Policy for Women Empowerment
- Atmanirbhar Bharat Abhiyan
- MGNREGA (for infrastructure and water conservation linkages)

These strategic linkages reinforced the project's credibility, supported convergence of resources, and promoted alignment with long-term national and international development agendas.

**EFFECTIVENESS**

The project was largely effective in achieving its intended results across multiple domains. In education, infrastructure upgrades, smart classrooms, and digital tools improved student engagement and academic confidence. Healthcare interventions improved service availability, maternal and child care, and public satisfaction with health centres. In livelihoods, capacity-building, irrigation systems, improved seeds, and SHG support enhanced income and food security. Infrastructure improvements, such as roads and bus shelters, were fully utilized by the community. Social initiatives like mass marriages, cultural festivals, and assistive devices promoted inclusion and dignity. These outcomes demonstrate that project activities were timely, need-based, and executed with clear focus.

**EFFICIENCY**

Resource utilization under the project was both cost-effective and optimized. The approach of leveraging existing government schemes, mobilizing community contributions, and engaging local leadership helped reduce operational costs. Collaboration with district agencies and technical institutions allowed for efficient delivery of services with minimal duplication. Time-saving outcomes, especially in water access and transportation, also reflect efficient planning and execution. Although minor logistical challenges existed in certain components, overall project efficiency was well maintained.

**IMPACT**

The project had a deep and transformative impact across multiple levels. At the individual level, students gained confidence, access to quality education, and employable skills. Households experienced improved access to drinking water, better sanitation, nutrition support, and enhanced incomes through sustainable livelihood interventions. At the community level, improved public infrastructure, green spaces, and social inclusion activities fostered unity, collective pride, and improved well-being. The project also empowered women and differently abled individuals by providing tools, visibility, and mobility support. Nationally, the project contributed to the broader goals of poverty alleviation, gender equality, health coverage, sustainable water access, and inclusive rural development. The combined outcomes highlight the project's strong and lasting impact on human development.



SUSTAINABILITY

The project integrated sustainability through local ownership, capacity development, and institutional linkages. Panchayats and SHGs were actively involved in planning and implementation, ensuring continuity and accountability. Training programs equipped beneficiaries with the knowledge and skills to independently sustain interventions such as agriculture practices, health monitoring, and digital education. The project's alignment with ongoing government programs and its efforts to build local governance capacity ensured that many interventions will continue to function effectively beyond the project period. These elements reflect a strong likelihood of long-term sustainability.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

06. CONCLUSION

The impact assessment affirmed the meaningful progress made through the CSR initiatives undertaken by UltraTech Cement Limited across multiple development dimensions. The interventions were carefully aligned with the real needs of rural communities and addressed critical areas such as education, healthcare, livelihoods, infrastructure, and social development. Each initiative contributed to enhancing well-being, building resilience, and creating opportunities for improved quality of life, especially for vulnerable and underserved populations.

The Company mobilized a large sum through strategic government partnerships, underscoring its collaborative and impact-driven approach. The efforts reflected a long-term vision of inclusive growth, grounded in community participation and local ownership. By fostering greater access to services, encouraging skill-building, and strengthening essential rural infrastructure, the program played a key role in enabling socio-economic upliftment. The findings of the assessment indicated that these integrated efforts laid the groundwork for sustainable impact and demonstrated a continued commitment to equitable and transformative rural development. The CSR strategy is rooted in trusteeship, participatory rural appraisal, and collaborative governance with village panchayats and stakeholders.

UltraTech Cement Limited remains firmly committed to holistic socio-economic development, positioning itself as a catalyst for inclusive growth in India's rural heartlands.



SOULACE CONSULTING PVT. LTD.