

Anjani Cement

Commitment beyond Corporate Benefits



Anjani Plant at Mellacheruvu, Nalgonda district

Production and service organizations have always pursued profits, growth, and diversification with concrete strategies, targets and spectacular results. A flip of the coin reveals contribution to the economy through induction of trained human resource and taxes. Consequently, it is logical to believe that profit generated and growth achieved is because of the society, and hence mandates contributing a part of business to the mainstream in form of benefits to the less privileged.

A decade ago, when the CSR activity was at a nascent stage in India and was a concept promoted only by the industrial barons of India, Anjani Portland Cement Ltd. (APCL) had already identified social initiatives as integral part of their value system and practiced them extensively. Anjani Cement has through its sturdy journey, understood that a strong CSR program is an essential element in achieving good business practices and effective governance.

The Company stood strong by the commitment to contribute for a healthier, empowered, educated and enlightened society. Corresponding to its expansion of production and business activities, Anjani cement has contributed through extended employment opportunities in all geographical areas of its operations and developed its supportive and sheltering umbrella for the security and prosperity of its employees. The social investment and initiatives have been multidirectional targeting

education, housing, health, sanitation, roads, drinking water, and a commitment to a cleaner and sustainable green environment.

Anjani Cement has always attempted to uphold the 'right to wellbeing' thereby meaning - to achieve physical, mental and social wellbeing and not just the absence of disease and sickness. Addressing the employee welfare component, sizable efforts and resources have been expended by the company to provide secure living conditions, education gateways for the children, proper access to health and recreation. Construction of houses and related support has been provided to 13 neighboring villages in the vicinity of the Anjani cement plant. Housing hamlets were also created for socially and economically backward populace in Nalgonda and west Godavari districts. Other than the 500 Anjani employees, more than 570 families have secure housing through subsidized cement supply from Anjani Cement. With support from its group college – Vishnu Dental College and Hospital and affiliations with various fields of medicine, periodic medical camps are conducted in all the surrounding villages of Anjani Cement operations where apart from health checkups, the people are educated about sanitation, social awareness to cleanliness, drainage, seasonal epidemics, protection and prevention. As part of the same drive, the company consciously addresses

eventual needs to clean roads, drains, water culverts and drinking water facilities in these areas. The rural womenfolk are given practical training and exposure to different crafts and small scale production activities to create women empowerment within the family structure.

Environment is no longer seen as an essence of beauty, but an awakening to the realities of (a) disappearance of the natural protection to the globe and (b) a fast depleting species count that human race is contributing through technology and mechanization. A commitment to revive and effect a sustainable development of clean and green environment has been the "way of life" for the organization. With the tag of associated carbon footprints through cement production, we try for a green equilibrium by diverting the water generated during mining process for use in water deficient agricultural fields. The drive to develop a green belt in the proximity of the mine and the plant has achieved spectacular results. The plants themselves are operational with RABH technology to enable minimum pollution levels in the proximity of cement production.

An insight into the needs of the society for strong education, enlightenment and eventual human



Smt Sita Memorial School, Anjanipuram

empowerment has paved roads to various knowledge initiatives of Anjani Cement. Formal education and informal knowledge dissemination has been practiced to develop individual talents and intelligence, evolve socially responsible youth and to achieve economic success. The objective is to bridge the gap of non affordability and access to quality education, thereby a chance to better themselves, their societies and social regions. The Company started Dr.B.V.Raju Institute of Cement Technology to train the rural poor and unemployed youth for potential jobs in cement industry. This is a free initiative for rural youth empowerment started as a tribute to Padma Bhushan Dr. B.V.Raju. Various superbly functioning primary to higher education schools are

being run by the management for the children of employees and to address the rural education gap. The most prominent of them – Seetha Memorial School provides quality education to more than 500 children. The schools are functional with good infrastructure, well equipped labs and computers. The system brings about exemplary results and majority students opting for higher and practical education to further their economic and social needs.

The efforts towards developing happier communities and results thereof, have cemented the Company's commitment to evolve sustainable practices and methods for social participation. Anjani organization today is popular for much more than the cement it produces. It is identified with pride by its employees and associated families. The organization was recognized by FAPCCI in 2010 as "The Company with Excellence in Corporate Social Responsibility". The Company has been receiving the 'Environment Award' from AP Pollution Control Board for the past two years for its 'Best Cleaner Production Practices and Waste minimization Techniques'. Anjani Portland Cement Ltd. has been ranked 'Numero Uno' in 17th Mines Environment and Minerals Conservation Week by Indian Bureau of Mines in Dec 2010 for 'water quality management for Anjani Limestone Mines'.



AP CM Kiran Kumar Reddy presenting the FAPCCI Award to SVS Shetty, CEO and PS Raju, Group General Manager (HR & MS)