



Furthering the welfare of our stakeholders

We have painstakingly built relationships of trust with our main stakeholders. We not only safeguard the best interests of our customers, business partners and communities, but we also promote their welfare so that these relationships become the pillars of organisational, individual and collective growth.



Customers

At JSW Cement, we have always maintained a strong focus on customer centricity. We have significantly streamlined and uplifted our customer experience with a host of new initiatives. We introduced the WhatsApp Bot for dealers, forming a single point platform for targets, achievements and ask rate, among others. Further, we developed and migrated to the Dealer App which, apart from providing the above listed features, allows dealers to place orders, check status of the various incentive programmes and get visibility over the Statement of Accounts. In terms of logistics and serviceability, our dealers have visibility on the position of orders placed, including truck placement.

We have also initiated several Dealer Incentive Programmes during FY 2021-22 including Dealer Loyalty Programmes called Ace and Elite, Dealer Premier League campaign fashioned after the IPL during the game season and a seasonal Gold Scheme, among others, in a periodic and seasonal manner. We set-up a call centre to service our customers and adequately handle any grievances that they may have.

Ensuring customer safety

We design our products by employing the highest forms of safety to provide our customers with a satisfactory experience. Being non-hazardous in nature, our products do not have any harmful impact on our customer's health and safety. We do not have any non-compliances on products and services as all our products are BIS compliant. Last year we had received 525 consumer complaints out of which 522 are closed while 3 were under investigation by end of the reporting year.

Suppliers

We refer to our suppliers or service providers as business associates or partners, as they form an integral part of our business ecosystem. Our supplier management process outlines our compliance to all the laid down regulations pertaining to the entire lifecycle of the supplier or service provider. Generally these include identification, selection and management of suppliers, coupled with a practical evaluation of their performance to ensure they provide maximum value for the Company's third-party requirements.

Our suppliers, comprising large corporates and MSMEs among others, have been associated with the Company for a long time. We have a well-defined Code of Conduct which is a part of all our orders, contracts and agreements. Additionally, we are working on implementing ESG evaluation criteria in phases for our suppliers or service providers to achieve our sustainability targets with a clear roadmap.

About 5% of our international suppliers, supply equipment (Capex equipment) and raw materials like clinker, coal and gypsum. Indian suppliers provide service, material supply (filter bags, packing bags, spares, consumables, laboratory equipment, raw materials, alternative raw materials, fuels, biomass, alternative fuels, among others), manpower, safety equipment and transporters, among others. In FY 2021-22, the proportion of spending on local (Indian suppliers) was 60%.

Ensuring socio-economic compliance and awareness

We are committed to operating sustainably. We have no significant fines and have not identified any non-compliance with the established laws and regulations.

Communities

We recognise our responsibility towards our local communities and work towards empowering them. Our CSR goal is to provide holistic, integrated and long-term solutions that help communities to prosper and have quality life.

5.23 crore

CSR expenditure

1.23 lakh

CSR beneficiaries during the year.

SOCIAL AND RELATIONSHIP CAPITAL

Our need-based CSR interventions address various stakeholder interests. We ensure these initiatives are transparent and adhere to all applicable rules and regulations and enlist the participation of the communities in order to be truly impactful. Our CSR initiatives are designed to foster community ownership of the programmes so that they are perceived to be meaningful to the communities for whose welfare these are undertaken.

Our CSR initiatives are aimed at bringing long-term transformative changes in a variety of intervention areas. Our initiatives are undertaken across five focal areas listed below.



Livelihood



Education



Health



Rural development



Sanitation

Social impact assessment

A third-party assessment has been conducted for social impact evaluation. The research has also analysed the gender impact of our initiatives. Local communities as well as other stakeholders have praised our community development initiatives. We will continue to improve upon our ongoing programmes in light of the social impact assessment report's findings. Village/local community grievances are handled following conversations with the village sarpanch, village elders and the government department concerned.

Creating a positive impact on lives

Consistent stakeholder engagement has helped us shape our CSR activities through an integrated and collaborative approach. We are committed to building stronger connections with our communities through effective communication. Through our CSR initiatives, we support people across various intervention areas.



It is our objective to pave the way for our communities to be self-reliant and provide them with livelihood opportunities. We believe in upskilling the underprivileged sections of our society and contributing to our vision of a self-reliant India. Here is a snapshot of our targeted drives across some of our plants.

Nandyal



Livelihood

Objectives

Empowering and upskilling 250 women, enabling them to earn around ₹5,000 per month

Initiatives undertaken

- > Provided training in tailoring, making jute products, Maggam/Zardosi art, painting saree, beautician and pickle making
- > Organised jute product exhibitions
- > Facilitated capacity building for 140 Self Help Groups (SHGs)
- > Watershed management was initiated in partnership with NABARD

Impact

- > 244 women were trained in FY 2021-22; a total of 772 women have been trained so far
- > Trained women earned up to ₹10,000-12,000 per month
- > 53 SHGs availed loan of ₹198 lakh from the government
- > Living standards saw an overall improvement



Education

Objectives

- > Increasing 10th pass out rate from 92% to 95%
- > Ensuring 100% student enrolment in Direct Impact Zone (DIZ) villages
- > Zero school dropouts

Initiatives undertaken

- > Organised an awareness drive to encourage student enrolments
- > Provided education kit to 528 students
- > Facilitated digital classes in 14 schools covering 2,721 students
- > Engaged services of Vidya tutors across 4 schools
- > Organised 10 nutrition drives reaching out to 757 Anganwadi students
- > Increased awareness around sanitation and personal hygiene
- > Provided sanitary napkins to 957 adolescent girls
- > Spread awareness on COVID-19 and distributed masks to 1,680 students

Impact

- > 100% of 10th standard students got promoted to higher classes
- > Zero drop-out rates were sustained
- > Two students selected for IIT and two students got admission in medical colleges
- > Overall health and well-being of students were improved



SOCIAL AND RELATIONSHIP CAPITAL



Health

- Objectives**
- › Prevention and control of non-communicable diseases
 - › Sustaining 100% institutional deliveries and immunisation
 - › Promoting menstrual hygiene

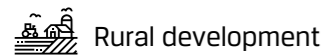
Initiatives undertaken

- › Provided Primary Health Centres (PHCs) with lab machinery, strengthening their services
- › Organised COVID-19 screening camps in association with the government health department
- › Distributed 42,000 masks across villages
- › Provided 2000 PPE kits, 2,500 litre sanitiser to healthcare workers and police
- › Provided 10 oxygen concentrators to the district administration
- › Provided screening and treatment facilities for non-communicable diseases
- › Raised awareness on various health issues/seasonal diseases/care for pregnant women, lactating mothers and infants through Village Health and Nutrition Days (VHNDs)
- › Carried out sanitation drives in nearby villages once a week



Impact

- › 8,366 suspected cases were screened for COVID-19 and 919 positive cases were treated
- › Reached out to 3,802 villagers through special health camps
- › Treatment of 293 non-communicable disease cases under way
- › Sustained healthcare drive increased outpatient footfall (200%) at the PHC in Gadivemula
- › No malaria case recorded for the last four years in the DIZ villages
- › 100% institutional deliveries and immunisation



Rural development

- Objectives**
- › Ensure proper internal roads and drains
 - › Ensure purified drinking water for villagers of Bilakalagudur and Bujunur
 - › Ensure proper street lighting in DIZ villages

Initiatives undertaken

- › RO plants were made functional and villagers have access to purified water
- › Supported communities with gaps, provided funding for community building
- › We maintain 82 solar streetlights in the surrounding villages
- › Laid 200-m road in Bilakalagudur village

Impact

- › 8,500 villagers got access to purified water
- › Infrastructure improved in villages by providing streetlights and roads



Sanitation

- Objectives**
- › Ensure Open Defecation Free+ in DIZ villages

Initiatives undertaken

- › Spread awareness in the villages on sustaining ODF and to achieve ODF+ in association with Gram Panchayats
- › Raised awareness on solid waste management in schools
- › Collection of Multi-layered Plastic (MLP) waste initiated in schools
- › Initiated door-to-door waste collection drive in Bujunur panchayat

Impact

- › Sustained ODF in four villages
- › Improvement in sanitation facilities observed
- › Living standards saw an overall improvement



Salboni



Livelihood

- Objectives**
- › Improve livelihood through sustainable agricultural and non-agricultural practices
 - › Collaboration with government for financial inclusion of people
 - › Empowering women through capacity building, SHG promotion and financial inclusion

Initiatives undertaken


- › 311 farmers were trained to use improved agricultural practices
- › Supported farmers by converting mono-crop land into multi-crop land with a sustainable approach
- › Paddy was cultivated in 367 acres of land
- › Provided support to farmers on early disease identification and control of crop diseases through integrated pesticide management (IPM) to achieve better production (e.g.-Mustard, Pulses)
- › Partnering with government schemes like PM-Kishan, KCC, livestock insurance etc.
- › Training on livestock rearing provided to 64 SHG members
- › Capability enhancement training for SHGs and facilitation for credit linkage

- › Training on livestock rearing for SHG members
- › Facilitated capacity building for 140 Self Help Groups (SHGs)
- › Watershed management was initiated in partnership with NABARD

Impact

- › 45 acres of land converted from mono crop to multi-crop
- › Total 465 farmers benefited from the training and support provided
- › 315 farmers benefited from government schemes and ₹12.80 lakh mobilised
- › 36 SHG women engaged in phenyl, detergent making units, earning an average monthly income of ₹1,800
- › 7 SHGs received loan of ₹10.50 lakh and invested in various income generating initiatives

SOCIAL AND RELATIONSHIP CAPITAL

 Rural development

Objectives

- › Creating livelihood opportunities


Initiatives undertaken

- › Plantation maintenance of a total of 110 acres of land ensured on a daily basis
- › Intercropping initiated with seasonal vegetables
- › Piloting new cash crops aligned to market demand
- › On-the-job training and development of farmers
- › Harvesting various farm produce as per plan

Impact

- › Livelihood opportunities were made available to 38 families



 Education

Objectives

- › Ensure 0% drop out among school students
- › Increase child participation through interactive classes and improve learning outcomes
- › Capability enhancement of teachers through training
- › Mobilise teachers to engage in community initiatives
- › Coaching support provided to 350 secondary students

Initiatives undertaken

- › Education support provided to children during shutdown of schools during the pandemic
- › Audio-visual aided teaching methods for children
- › Capability enhancement programs organised for school teachers
- › Organising of extracurricular events for children
- › Coaching programs for the underprivileged secondary level students
- › COVID awareness programs for children

Impact

- › 0% drop out ensured
- › 630 children benefited.
- › Increased participation of children in community classes
- › 67 students appeared for Board exams in 2022



 Health

Objectives

- › Providing quality health services to DIZ villages
- › Emergency ambulance services
- › Ensure 100% Institutional deliveries
- › 100% immunisation of children

Initiatives undertaken


- › Mobile health camps and static clinics established covering 28 villages
- › 24-hr ambulance service for the villagers
- › Awareness program on maternal and child health care in DIZ villages

Impact

- › 7,759 villagers benefited
- › 59% of the beneficiaries are women
- › 1,824 people were screened for COVID-19
- › 138 people availed ambulance services
- › 27 ante-natal check-up (ANC) of mothers



Jajpur

 Education

Objectives

- › Ensuring proper infrastructure facilities in government schools
- › Ensuring quality education through teaching aids

Initiatives undertaken

- › Constructed two classroom buildings in government high school
- › Provided 20 desk benches to high school
- › Supported the services of Vidya volunteer at Jakhapura High School

Impact

- › Improved infrastructure in government high school where 70 to 80 students are benefiting every year
- › 450 students are benefited in government high school through Vidya volunteers



SOCIAL AND RELATIONSHIP CAPITAL



Objectives

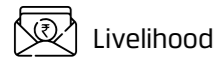
- › Ensuring provision of quality healthcare services to the DIZ villagers
- › Improved infrastructure facility at PHC, Jakhapura

Initiatives undertaken

- › Organised two months of sanitisation and anti-malarial fogging drives
- › Automatic sanitiser machines were installed for public use
- › Masks distribution and awareness campaigns initiated for COVID-19
- › Ambulance support provided to CHC Danagadi during COVID-19
- › Medical & lab equipment distributed in PHC Jakhapura
- › One shed constructed for PHC Jakhapura

Impact

- › 3 DIZ panchayats including Jakhapura, Managalpur and Dhuligarh were covered
- › Installed 15 automatic sanitiser machines in panchayat/ educational institutions/PHC and Community Health Centre (CHC) for public use
- › 12,500 masks distributed to frontline workers, students and villagers
- › Vehicle provided to CHC Danagadi for supervision and review of patients in nearby villages



Objectives

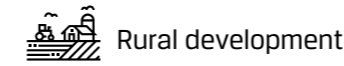
- › Upskilling local communities and providing them with employment opportunities

Initiatives undertaken

- › 25 SHG women trained in mushroom cultivation
- › Provided farm equipment to farmer groups
- › Organised four animal health camps
- › Established one tailoring training centre
- › Celebrated International Women's Day

Impact

- › 18 SHG women began earning around ₹4,000-₹5,000 from selling mushroom within 35 days
- › 236 farmers benefited by the farm equipment provided
- › 841 cattle vaccinated, treated and provided with 800 kg mineral mixture
- › 35 SHG women enrolled for tailoring training



Objectives

- › Developing rural infrastructure to improve quality of life
- › Ensuring accessibility to safe drinking water in DIZ villages
- › To bridge the gap between communities and government schemes

Initiatives undertaken

- › 100 streetlights in Dhuligarh and Jakhapura panchayats
- › 6 drinking water projects in DIZ panchayats
- › Renovation of pond in Jakhapura
- › Benefiting the communities with government schemes through Haqdarshak project

Impact

- › Village infrastructure improved
- › Villagers of Jakhapura, Dhuligarh, Managalpur, Trijanga and Chandia panchayats now have access to clean drinking water
- › 3,911 people benefited through various government schemes



Objectives

- › Create a healthy sports environment for youth

Initiatives undertaken

- › Organised district level tennis ball cricket tournament at Managalpur panchayat

Impact

- › Eight teams participated
- › More than 3,500 people witnessed the final match



SOCIAL AND RELATIONSHIP CAPITAL

Shiva

Education

Objectives

- › Ensuring 0% dropout of students
- › Develop proper infrastructure for students
Improving learning outcomes of children

Initiatives undertaken

- › Provided study kits to 187 students
- › Water purifier and freezer installed in Junior College
- › Developed kitchen-garden in 27 AWCs
- › Mass plantation drives initiated in four schools
- › Organised district-level scouts and guide camps

Impact

- › Ensured 0% drop out
- › Students were able to access purified water in college
- › Anganwadi children, pregnant and lactating women now have access to iron rich vegetables through kitchen-gardens
- › 1,027 students from 67 schools participated and two schools selected and performed at Bhubaneswar

Health

Objectives

- › Ensuring provision of quality-healthcare services to the DIZ villagers
- › Strengthening PHC/CHC outreach and services

Initiatives undertaken

- › Sanitisation drive initiated in 21 villages
- › 27 awareness sessions conducted on COVID prevention and vaccination
- › Installed 13 contactless sanitising machines in the hospital and schools
- › Provided dry ration to 1,606 families
- › 17,000 masks, 3,500 soaps and 1,300 litres of sanitiser distributed to frontline workers and villagers
- › Renovated CHC and installed advanced laboratory equipment
- › Organised COVID screening camps, where 1,773 people screened
- › Organised blood donation camps in Telighana and Kutra where 57 units were collected
- › Anti-malarial fogging carried out in 17 villages at regular intervals

Impact

- › Contained the spread of COVID-19
- › Prevented COVID-19 from spreading across communities by facilitating COVID-19 center for proper quarantine and treatment
- › Provided quality healthcare services to the community
- › Ensured proper use of PPEs by villagers
- › Reduced malarial cases



Rural development

Objectives

- › Initiating infrastructure development in DIZs
- › Encourage local talent through sports training and development programmes
- › Develop and promote greenery through plantation drives
- › Bridge the gap between community and government schemes

Initiatives undertaken

- › 70 solar streetlights and five solar water structure installed in DIZs villages
- › Renovated two community halls and constructed a new one
- › 700 saplings planted and 5,300 fruit saplings provided to SHG women
- › Collecting relevant documents through door-to-door drive in DIZs through JSW-Haqdarshak Project
- › Organised inter-district football championship at Kutra
- › Organised inter village hockey championship (under 16) for girls

Impact

- › Infrastructure developed ensuring illumination in nine villages
- › Solar powered water supplied to 10 villages
- › Saplings planted across 2 acres of land
- › 2,513 people benefited through various government schemes
- › 415 players from 32 districts of Odisha provided opportunity to showcase their talent through the Football Championship
- › 470 youths and 175 girls provided with the opportunity to showcase their talent through football and hockey championship





Case study

Setting an example (Nandyal Plant)

Ms. Kavitha, a Gadivemula native, was eager to begin training in jute but encountered opposition from her family. JSW's CSR team worked hard to help her overcome these obstacles and obtain family approval to participate in the skilling programme run by our Jute Training Centre. Today, she is well-trained in making jute items and, with the support of her family, has purchased a machine worth ₹35,000 from her earnings, which allows her to take up extra work. Her husband, who first opposed her participation in the programme, is now assisting her in obtaining orders from jewellery stores and schools and delivering finished orders to clients. She has also used her profits to purchase a bike for her spouse. Her average earning per month is about ₹15,000. Her success story is an inspiration for many trainees at the training centre, which has women from the local areas coming to train in the craft.

Case study

Growing a small fortune (Salboni Plant)

Kulpheni, a village located close to the JSW Cement plant in Salboni, Pashchim Medinipur, has a large scheduled caste population and is home to Mr. Tapas Mandal, one of our project beneficiaries. He has a small shop and also does agricultural work in his one acre of land, where he grows paddy. Head of a family of three, including his wife and son, he used to earn between ₹6,000-7,000 every month. The meagre earnings, naturally, created a lot of financial challenges for him and his family. Following counselling, he began attending agriculture awareness camps as well as capacity development trainings organised by the Company in Kulpheni village.

Mr. Mandal is now excited after being able to substantially improve his earnings from cash crop cultivation. Currently, he grows a variety of vegetables and fruits throughout the year, including cucumber, cauliflower and watermelon. He has also begun farming on other farmers' lands. Witnessing his success, other farmers in the village have also taken up multi-crop cultivation, planting cash crops as well as vegetables to increase their profits and enhance their quality of life.

Case study

Thirsting for improvement (Jajpur Plant)

Safe drinking water has been a critical developmental issue in Jhakupura village in Odisha. The village population is impoverished. Some of the population was engaged in agriculture, while others work as labourers in commercial organisations adjacent to the village. Owing to the lack of water, women and girls of the village had to travel to considerable distance to fetch water for drinking and other uses. JSW Cement has been striving to give the people access to clean and safe water. A borewell has been dug and water pipeline installed. More than 50 households have been benefitted from this initiative.

Case study

Reaping a rich harvest (Shiva Cement Limited, Kutra Plant)

Mushroom production in the Sundargarh district of Odisha has been insignificant in recent years despite an increase in demand. In fact, mushroom production in the state is low and communities usually obtain mushroom from neighbouring forests, where mushroom grows seasonally. However, Sundargarh's environment is conducive to growing a variety of mushrooms throughout the year. With almost 70% of Sundargarh's population being small and marginal farmers or landless labourers, mushroom cultivation could be an opportune avenue to improve earnings.

Aware of this, the Company has been training local SHG women in mushroom cultivation. Ms. Balmati Soronia of Kandaimunda Gountiapada is one of them. She knew she could make a living and add to the family income if she picked up the skill. However, due to family obligations, she was unable to attend the course. When this came to our attention, our CSR team visited her house, spoke to her family members and gave them a clear picture of how they can change their lives and fulfil their dreams for their children if they learnt the skill of mushroom cultivation. Finally convinced, Ms. Soronia's family sent her for the training. She was soon earning ₹6,000-7,000 per month, becoming the highest producer of mushrooms in her group.