



**SOCIAL AND  
RELATIONSHIP  
CAPITAL**

## BUILDING SOCIAL CAPITAL ACROSS COMMUNITIES

At JSW Cement, we promote continuous and purposeful engagement with our communities to create an empowered society. Our CSR initiatives are aimed at building trust, encouraging stakeholder participation and creating enabling and equitable opportunities for our stakeholders so that they can move forward in their lives with hope and confidence.

### CSR Focus Areas



**Skills & Livelihood**



**Education**



**Health**



**Rural development**



**Sanitation**



## NANDYAL



**SKILLS & LIVELIHOOD**

### Objectives

- Empower and upskill 250 rural women and enable them to earn ₹5,000 per month
- Increase agricultural productivity and production in a sustainable manner
- Organise small farmers into a Farmer Producer Organisation (FPO) for improved livelihood and better profits

### Initiatives undertaken

- Provided training in tailoring, making jute products, Maggam/Zardosi art, sari painting, pickle making and training in professional beautician courses; organised exhibitions and Melas
- Provided capacity building training to 348 self-help group (SHG) members
- Partnered with NABARD for watershed project, completed pilot phase with 100 ha and initiated full Implementation phase; NABARD has given approval for three years; JSW to support common facility centre
- Constructed a percolation tank
- Constructed new farm bunding of 3,500 m
- Constructed 59 stone outlets
- Pitted for horticulture in 15 acres
- Conducted awareness sessions on FPO for farmers
- Identified Board members, applied for FPO registration under the relevant law

### Impact

**205**

Women trained in FY 2022-23

**977**

Total women trained so far

**₹12,000-**

**₹15,000**

Earnings per month for the women trained

**₹17 lakh**

SHG loan availed from the government

**36 acres**

Barren land cultivated

**50**

Bore wells recharged and increase of ground water level

**6 acres**

Area covered with the planting of food sapling

**160**

Farmers benefited

### Result

**Overall standard of living improved as a result of these initiatives.**



## SOCIAL AND RELATIONSHIP CAPITAL



### RURAL DEVELOPMENT

#### Objectives

- Ensure proper internal roads and drains
- Ensure purified drinking water to villagers of Bilakalaguduru and Bujunur
- Ensure proper street lighting in Direct Impact Zone (DIZ) villages

#### Initiatives undertaken

- Ensured RO plants are functional and villagers get purified water
- Installed 40 solar street lights and maintained 82 solar street lights in the surrounding villages
- Processed 5,250 applications through Haqdarshak
- Constructed drains and roads (1,600 m of drains and 230 m of roads)

#### Impact

**8,500**

Villagers get access to purified water

**5,250**

Villagers benefitted through government schemes

#### Result

**Improved infrastructure in villages in terms of roads, drains and street lights.**



### EDUCATION

#### Objectives

- Ensure 100% student enrolment in DIZ villages
- Ensure zero dropout in schools

#### Initiatives undertaken

- Organised an awareness drive to promote student enrolment
- Provided education kit to 500 students
- Provided teaching through digital classes in 14 schools
- Engaged services of Vidya tutors across four schools
- Observed Azadi Ka Amrit Mahotsav and Teachers' Day
- Created awareness on personal hygiene and provided sanitary napkins to 962 adolescent girls
- Provided bicycles to 163 girl students
- Provided scholarships to 47 students
- Organised mandal-level sports meet

#### Impact

**0**

Dropout rate

**2,700**

Outreach

**100%**

Student enrolment in DIZ villages

#### Result

**Improved health and well-being of students.**



### HEALTH & NUTRITION

#### Objectives

- Prevention and control of non-communicable diseases
- Sustain 100% institutional deliveries and immunisation
- Promote menstrual hygiene

#### Initiatives undertaken

- Strengthened the government Primary Health Centre (PHC) by providing lab machinery and engaged the services of a lab technician and a staff nurse
- Provided screening for and treatment of non-communicable diseases
- Organised mobile health camps
- Raised awareness on various health issues/seasonal diseases/care for pregnant women, lactating mothers and infant children through Village Health and Nutrition Days (VHNDs)
- Organised 12 Matru Suraksha or antenatal camps
- Carried out anti-malarial fogging in DIZ villages

#### Impact

**200%**

Sustained increase in outpatient footfall at PHC in Gadivemula

**100%**

Institutional deliveries and immunisation

**No malaria case**

In DIZ villages in the last 5 years

**293**

Treated for non-communicable diseases

#### Result

**Improved healthcare and outcome in DIZ villages.**



### SANITATION

#### Objectives

- Ensure ODF+ in DIZ villages
- Ensure cleanliness in the villages and promotion of solid waste management

#### Initiatives undertaken

- Spread awareness in the villages on sustaining Open Defecation Free (ODF) status and achieving ODF+ in association with gram panchayats
- Cleared roadside bushes in the villages
- Cleared silt/blocks in canals
- Provided tractors with trolley to gram panchayats and bins to households
- Created awareness on waste segregation

#### Impact

- Sustained ODF in four villages
- Improved sanitation in the villages
- Gram panchayats to generate income through the sale of manure

SOCIAL AND RELATIONSHIP CAPITAL

SALBONI



SKILLS & LIVELIHOOD

Objectives

- Improve livelihood through sustainable farm and non-farm practices
- Create better impact through convergence with government schemes and promote financial inclusion
- Enhance capability and empower women by promoting SHGs and financial inclusion

Initiatives undertaken

- Provided training and handholding support to 348 farmers
- Carried out paddy cultivation in 184 acres of land
- Established training cum production centre for tribal women on jute and allied products
- Undertook capacity building programme for SHGs on various aspects
- Conducted income generation programme for SHG women on mushroom cultivation
- Screened 1,570 applications through Haqdarshak for various government schemes

Impact

**348**  
Farmers benefited from training and handholding

**1,570**  
Villages benefitted from various government schemes

**₹15.4 lakh**  
Loans received by SHGs for investing in income-generating activities

Result

**Improved livelihood in villages and female empowerment through SHGs and financial inclusion.**



RURAL DEVELOPMENT

Objectives

- Create livelihood opportunities through farm project

Initiatives undertaken

- Maintained plantation of a total of 110 acres on a daily basis
- Promoted intercropping with seasonal vegetables
- Piloted new cash crop aligned to market demand
- Conducted on-the-job training and development of farm manpower
- Developed new vendors and accessed different markets

Impact

**38**  
Families benefited through farm project



EDUCATION

Objectives

- Make education more accessible, ensure 0% dropout
- Improve learning outcomes in children
- Capability enhancement of teachers
- Mobilise teachers to engage in community initiatives
- Provide coaching support to 350 secondary students

Initiatives undertaken

- Mobilised help so that underprivileged children could benefit from government's schemes to aid education
- Held digital classes in schools, enabling parents to access the content/exercise through QR codes
- Conducted capacity building programme for teachers
- Provided coaching support with the introduction of digital content for secondary students in need
- Conducted awareness programme for parents and youth

Impact

**0%**  
Dropouts

**67**  
Students passed the board exam in 2022 and are now pursuing higher education

**759**  
Children benefited from government education aid scheme

Result

**Improved education opportunities for school children and greater awareness among parents through digital support.**



HEALTH & NUTRITION

Objectives

- Providing quality health services to DIZ villages
- Emergency ambulance service
- Increase awareness on maternal and child health
- Ensure 100% Institutional deliveries
- 100% children immunisation

Initiatives undertaken

- Organised mobile health camps and static clinic covering 28 villages
- Provided 24x7 ambulance service for villagers
- Conducted awareness programme on maternal and child healthcare in DIZ villages
- Promote antenatal and post-natal checkup and institutional delivery

Impact

**48%**  
Women beneficiaries

**100%**  
Institutional deliveries

**28**  
Awareness programmes organised

**160**  
People benefited from ambulance service

**19**  
ANC check-up of mothers

Result

**Improved health outcomes in DIZ villages.**

SOCIAL AND RELATIONSHIP CAPITAL

JAJPUR

EDUCATION

Objectives

- Ensure proper infrastructure in government schools
- Improve quality of education and provide teaching aids

Initiatives undertaken

- Established two mini science labs in government schools
- Developed three Anganwadi centres in DIZ villages
- Created awareness on nutrition
- Engaged one Vidya volunteer at Jakhapura High School

Impact

145+

Students benefited every year due to improved school infrastructure

120

AWC kids benefited

458

Students benefited through Vidya volunteers

Result

Improved learning outcome and facilities in schools.

HEALTH & NUTRITION

Objectives

- Prevent malaria and related diseases
- Provide quality health services to DIZ villages

Initiatives undertaken

- Organised sanitisation and anti-malarial fogging drive
- Organised health awareness sessions
- Organised blood donation camp

Impact

12

Villages benefited from fogging

157

Adolescent girls sensitised on menstrual hygiene

100

Lactating mothers sensitised on the importance of breast feeding

77

Units of blood donated by volunteers

Result

Better prevention against vector-borne diseases and greater awareness on menstrual hygiene and importance of breast feeding.

SKILLS & LIVELIHOOD

Objectives

- Livelihood improvement through sustainable farming
- Capacity building and empowering women through SHG promotion and skill development
- Promotion of allied agriculture activities like animal husbandry for increasing household income

Initiatives undertaken

- Initiated cultivation of vegetables and cash crops
- Conducted capacity building training of SHG members
- Promoted tailoring training for SHG members in two centres
- Promoted maintenance of farm equipment centre
- Conducted training on mushroom cultivation
- Organised animal health camp and vaccination drive

Impact

25

Farmers trained in vegetable cultivation earn ₹20,000/month

321

SHG members benefited through 10 capacity building training sessions

150

Women trained in tailoring

70

Farmers sensitised on proper utilisation and maintenance of farm equipment

66

SHG members trained in mushroom cultivation

464

Animals vaccinated through vaccination camps

Result

Improved livelihood options among villagers through sustainable farming initiatives and SHG training.

RURAL DEVELOPMENT

Objectives

- Develop rural infrastructure to improve quality of life
- Provide safe drinking water in DIZ villages
- Bridge the gap between community and government schemes

Initiatives undertaken

- Constructed concrete pathway in Jakhapura
- Provided facility for water supply in Mangalpur and Chandia panchayats
- Helped communities benefit from government schemes through Haqdarshak project

Impact

120

Households benefited from drinking water project

20,000

Villagers benefited through government schemes

4,111

People benefited from various government schemes

Result

Improved lives through greater convergence with government aid and drinking water facilities.

**SOCIAL AND RELATIONSHIP CAPITAL**

**SHIVA**

**EDUCATION**

**Objectives**

- Ensuring 0% dropout of students
- Develop proper infrastructure for students
- Improve learning outcomes among children

**Initiatives undertaken**

- Provided quality education through digital classes
- Provided 300 beds and mattresses to tribal girl students
- Provided support to 17 AWC for developing nutri-garden
- Supported block-level Under-17 Football Championship (boys and girls)

**Impact**

**0%**  
Dropout in DIZ schools

**270**  
Students participated in block-level football championship

**Result**

**Improved learning outcomes among students and encouragement through sports promotion.**

**HEALTH & NUTRITION**

**Objectives**

- Sustaining 100% institutional deliveries and immunisation
- Save lives by donating blood
- Safe blood to the blood bank to meet emergency needs
- Creating awareness on CD and NCDs

**Initiatives undertaken**

- Conducted comprehensive eye care camp for villagers
- Organised blood donation camps at Telighana and Zindapada
- Organised block-level health camp at Kutra
- Observed World Heart Day at Telighana
- Provided support to government's TB programme by providing nutrition supplements to 101 patients

**Impact**

**8,700**  
Villagers benefited from free eye screening and specs distribution

**73**  
Referred for cataract surgery

**137**  
Volunteers donated blood

**1,023**  
Benefited from free consultations through mega health camps

**93**  
World Heart Day beneficiaries

**Result**

**Better health outcomes and increased awareness and care in the case of communicable and non-communicable diseases.**

**RURAL DEVELOPMENT**

**Objectives**

- Encourage local talents through sports promotion
- Develop greenery through plantation
- Bridge the gap between the community and government schemes

**Initiatives undertaken**

- Organised inter-state Divyang Cricket Championship at Rajgangpur
- Conducted plantation drive in 2 acres at mine locations
- Ensured Jal Chhatra during summer
- Installed 5 solar-based water supply structures
- Constructed a community centre at Budakata village
- Installed 140 solar street lights in villages
- Provided water through tubewells in 8 villages
- Promoted sports through special coaching and disbursement of equipment
- Promoted local culture by organising the Mandal programme at Kutra

**Impact**

**30,000**  
Benefited from Jal Chhatra

**6**  
Girls selected for Malaysia's Mirnawan Cup

**₹1,00,000**  
Awarded for the winning team in district level Under-18 girl's hockey championship

**47**  
Local dance groups participated the Mela to showcase indigenous culture of Sundargarh

**Result**

**Encouragement through sports and culture promotion and benefits from enhanced water supply.**



## SOCIAL AND RELATIONSHIP CAPITAL

### Towards the vision of building a national football team

Our commitment to the sport deepened with the launch of Bangalore FC in 2013. In line with the vision of our MD, Mr. Parth Jindal, to nurture national football talent, we have actively promoted the sports in nooks and corners across the country. The objective of our Academy is clear: to unearth and nurture hidden talent in the nearby DIZ villages and offer sporting talents professional training. We focus particularly on underprivileged sections of society and have so far had amazing success in nurturing talents and fulfilling the aspirations of young footballers in several villages across India.

#### Spotting and grooming talent among the young

- We scout for talent and selection of boys under the strict guidance and rules of Bengaluru Football Club (BFC) team in Salboni
- Preference is given to boys under 13 and under 15 years of age from our DIZ villages
- We cover all schools located in DIZ villages and the surrounding areas
- We also undertake measures to mobilise parents, school teachers and community youth to cover almost all the under-15 children
- The Academy practices three days a week with the following schedule:
  - Under-11 and Under-13 (14 players) - Monday, Wednesday and Friday
  - Under-15 (22 players) - Tuesday, Thursday and Saturday

#### Providing top-notch facilities

- Players are provided football kits which include boots, jersey, shorts, socks, shin guard and winter track suits
- Free transportation is provided to players, right from pick-up at common pick-up points and drop-off after practice hours
- Food is arranged for all players before and after practice as per the recommended diet chart
- Arrangement is made for first-aid on the ground
- Meetings with guardians and school teachers are arranged to keep them updated about the progress of their wards
- Frequent practice matches are organised with different local football teams to gauge the progress of the Academy boys as well as build competitiveness and confidence among them
- Academy boys participate in the school district trial of Under-13 and Under-15, organised by District Sports Association
- Academy boys also participate in various football tournaments
- Training is provided to improve mental, physical, technical and tactical abilities
- Players are registered for Calcutta Football League
- Boys are facilitated to play matches with Kolkata Clubs and surrounding districts



### BUDDING STARS

- One player from the Academy selected to play for Mohun Bagan Club in 2023
- 6 players from the Academy selected by different clubs to play in the Calcutta Football League in 2023
- Emerged Champion of Second Division Mahakuma League 2022 and qualified for First Division League 2023
- Academy boys won JSW Intra Cup runner up trophy for U-15 group
- Won U-15 Naba Uday Cup 2022 at Midnapur
- Won U-14 Kishalaya Cup 2022 at Ramraidehi, Salboni
- JSW Football Academy under-18 group participated in 10 knockout football tournaments at local matches and those outside the district and emerged Champion in 3 tournaments, Runners-up in 2 tournaments
- U-18: 6 players selected in CFL Second and Third Division Club in 2022

### FLYING KNIGHT

'It does not matter where you are coming from. All that matters is where you are going'. This statement from a noted author fits Anup Singh to a T. Hailing from a small village, Sirishboni, in Salboni, Anup comes from a humble background. His father is a small farmer and mother a homemaker, and somehow this family, belonging to the SC community, eked out a living. Anup was chanced upon by the Academy in December 2019 as part of its scouting drive for U-15 boys. He has been practising at the Academy ever since, and with the guidance of its expert coaches and by the dint of his hard work, this young boy has blossomed into a professional player. In several of the tournaments Anup has played, he has led his team to win the title. In these matches, he has been recognised either as the highest scorer or Man of the Match.

### Suppliers engagement

Our suppliers, comprising large corporates and MSMEs among others, have been associated with the Company for a long time. Most of our supplier base is local that is Indian suppliers which 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. Our international suppliers supply equipment (Capex equipment) and raw materials like clinker, coal and gypsum.

We have a well-defined Supplier's Code of Conduct which is a part of all our orders, contracts and agreements. This code of conduct includes clauses related to environment, safety, governance and business ethics etc. Additionally, we have undertaken an initial ESG assessment for ~10% of our critical suppliers. This was done through a simple questionnaire. Further, we are working to strengthen our efforts for this.