



Social and Relationship Capital

## BUILDING RESILIENT COMMUNITIES AND SUPPLIER NETWORKS

At JSW Cement, we promote continuous and purposeful engagement with our stakeholders to build a resilient, future-focussed entity. We contribute to an empowered society through CSR efforts aimed at building trust, encouraging stakeholder participation and creating enabling and equitable opportunities for our stakeholders. Additionally, we maintain enduring bonds with our suppliers and collaborate with them towards building supply chain resilience, ensuring win-win partnerships and long-term value creation.



## STRATEGIES LINKED

S3

S4

S5

## RISKS

R3

R4

R5

R6

## SDGs



## MATERIAL TOPICS

- Local community
- Human development
- Transport and logistics
- Supply chain management
- Climate strategy

## FY 2023-24 HIGHLIGHTS AND DEVELOPMENTS

We are committed to contributing to our society by focussing our corporate social responsibility ("CSR") initiatives on five key intervention areas: Health, education, livelihood including agri-livelihood, community and rural development, and sanitation. We endeavour to model our CSR initiatives to meet the United Nations Sustainable Development Goals. We have adopted a strategic, aligned, multi-stakeholder, measurable and sustained approach to meet our CSR goals.

Key efforts undertaken in FY 2023-24 are as follows:

### Health initiatives:

Provided free health screenings to 18,400 villagers through our mobile health camps and static clinic (in Salboni) in villages surrounding our plants, Nandyal in Andhra Pradesh, Salboni in West Bengal Sundargarh and Jajpur in Odisha. Organised 42 antenatal health camps to increase awareness on maternal and child health and provide medical check-ups to 4,158 women, carried out antimalarial fogging at 16 direct impact zone villages that benefited 15,600 villagers, provided healthcare lab services to 26,946 villagers across a primary healthcare centre near our Nandyal plant and a community healthcare centre near Sundargarh plant and set up eye care camps in villages surrounding our plants to screen 16,000 villagers, provide free glasses to 10,347 villagers and referred 793 villagers for cataracts surgery. We extended our support in providing nutritional food to 196 TB patients. We have set up a 24 hours' ambulance service and 224 villagers availed the ambulance service in Salboni. **Total villagers served with various Health initiatives: 94,884.**





### Education initiatives:

We have set up digital classes across 31 schools in direct impact zone villages resulting in a 100% enrolment rate, established science labs in two government schools, provided free study materials to 4,600 students and bicycles to 163 female students, awarded our "Udaan" scholarships to 65 students, developed nutri-gardens in 17 Anganwadi centres and 7 government schools, renovated three Anganwadi centres and made infrastructural improvements across 31 government schools and 20 Anganwadi centres. **Total students reached through various Education initiatives: 34,369.**



### Livelihood initiatives:

We have provided education in tailoring and jute making to 2,194 women in villages surrounding our plants enabling them to earn an average of ₹ 8,000 – ₹ 10,000 per month, trained 3,132 farmers in the areas of sustainable farming and non-farming practices, set up 3 farm equipment centres through which 572 farmers benefited, undertaken various initiatives to assist low-income self-help groups including training 253 women in vegetable and mushroom cultivation, set up fish farms in four community ponds enabling 36 women to earn ₹ 0.38 million in three months and have set up two cattle health camps to vaccinate 2,700 cattle in villages surrounding our plants.

### Agri-livelihood initiatives:

We have partnered with the National Bank for Agriculture and Rural Development (NABARD) to carry out a watershed project through which we have built three farm ponds, three stone bunds, three farm bunds, 44 stone outlets and seven rock fill dams benefiting 752 farmers in villages surrounding our plants and converting 87 acres of barren land into cultivable land. Through watershed programme, 126.6 TCM of water conserved and micro irrigation techniques able to save 147 TCM of water, this water will be available for farmers for agricultural use. Sustainable agriculture practices promoted in 125 acres. We have also distributed seeds to 57 families residing in the villages surrounding our plants to set up kitchen gardens. **Total community members reached through Livelihood initiatives: 12,650.**







## Community and rural development initiatives:

We have installed five solar-based water supply structures and reverse osmosis water plants benefiting 15,250 villagers in the villages surrounding our plants, 335 solar street lights across 18 direct impact zone villages, 1,600 metres of drains and 2,670 metres of roads in villages surrounding our plants, constructed 3 community centres and launched our "Jal Chhatra" initiative to provide cold water to 50,000 villagers in the summer time and aided in submitting 11,225 "Haqdarshak" applications for welfare schemes catered to micro, small and medium enterprises. Total community members reached through various rural development initiatives: 44,155.



## Sanitation initiatives:

We have cleared roadside bushes in villages surrounding our plants, aided in clearing silt and blocks across canals, provided tractors and trolleys to gram panchayats and bins to rural households to promote cleanliness and safe sanitation and created awareness on waste segregation and open defecation to improve the quality of life of rural villagers. Total villagers reached through various sanitation initiatives: 21,156.

Total primary stakeholders reached through various CSR initiatives in FY 2023-24: 2,07,214.

## Awards & recognition:

In recognition of our corporate social responsibility efforts, we are honoured to have received numerous prestigious awards. These include the "CII ITC-Sustainability Awards 2023: Excellence Award in Corporate Social Responsibility for Outstanding Policy, Practice, and Results", the "Best Innovative CSR Project-2023 for the Football Academy project in Salboni", and the "CSR Project

of the Year-2023 for the Livelihoods projects, organised by UBS Forums". Additionally, we were recognised with the "CSR Times Award 2022 for the Livelihood Projects for Rural Women", the "Best CSR Practice Award 2022 by NEWS7", "CSR

Award for Skill Development and Livelihood at the Rural and Urban Development Summit & Awards 2022, and the "Best Impactful CSR Practice Award 2021 by News7 & PRAMEYA National News" affirming our steadfast commitment to CSR.



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

JSW Cement Ltd. is playing a pivotal role in promoting football through the JSW Football Academy in Salboni, West Bengal. With the launch of our football team, Bangalore FC in 2013, our association with the sport has grown deeper. In line with Mr. Parth Jindal's vision of paving the way for a strong national football team, we have actively tried to nourish talent to provide professional training to children inspiring them to become pro footballers since 2019 and continuing.

The objective of the Academy is to search and bring out the hidden talent in the surrounding Direct Impact Zone (DIZ) villages and provide them with a platform to train and develop children from budding to professional football players. A special focus is given to those who come from the backward and underprivileged section of the society. Through this intervention, we have covered 28 DIZ villages and surrounding areas.

### The stepping stones of training and pruning the young lads

- Scouting was carried out under the strict guidance and rules of Bengaluru Football Club (BFC) Team in Salboni for selection of the boys.
- Preference was given to the boys aged under-13 and under-15 from our DIZ villages.
- We covered all the schools located in DIZ villages and the surrounding areas.
- We also undertook measures to mobilise parents, school teachers and

community youth to cover almost all the under-15 children

- The academy practices 3 days a week with the following schedule of:
  - Under - 11 and 13 (23 players) - Monday, Wednesday and Friday
  - Under-15 (6 players) & Under-18 (16 players) - Tuesday, Thursday and Saturday

### Providing players with top-notch facilities

- Players were provided with football kits which included boots, jersey, shorts, socks, shin guard and winter track suits.
- Free transportation is provided to the players, right from pick-up from common pick-up points and drop off after the practice hours.
- Food is arranged for all the players before and after practice as per the recommended diet chart.
- Made arrangements of first-aid on the ground.
- Meetings with guardians and school teachers was 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 academy boys as well as build competitiveness and confidence among them.
- Academy boys participated in the school district trial of Under-13 and Under-15, organised by District Sports Association.

- Academy boys also started participating in various football tournaments.
- Training to improve mentally, physically, technically and tactically.
- Registration for Calcutta Football League (CFL).
- Facilitating boys to play matches with Kolkata Clubs and surrounding districts.

### Gaining recognition:

- 1 player from the Academy selected in Mohunbagan Club in 2023.
- Another 6 players from the Academy selected in different Clubs and playing the Calcutta Football League in 2023.
- Champion of 2<sup>nd</sup> Division Mahakuma League 2022 and qualified for 1<sup>st</sup> Division league 2023.
- The Academy boys won a JSW intra cup runner up U-15 group.
- Under-15 Naba Uday Cup 2022 Champion at Midnapur.
- Under-14 Kishalaya Cup 2022 Champion at Ramraidehi, Salboni.
- JSW Football Academy Under-18 group participated in 10 knockout football tournament at local and outside of district: Champion in 3 tournaments, Runners-up in 2 tournaments.
- Under-18: 6 players selected in C.F.L 2<sup>nd</sup> & 3<sup>rd</sup> division club in 2022.





## CASE STUDY

# ANUP SINGH

Anup Singh resides at Sirishboni village of Salboni with his parents. He belongs to SC community. He comes from a very humble background. His father is a small farmer and mother is homemaker and somehow they manage to maintain their livelihood. Anup introduced in Academy in December 2019 as under-15 boys through scouting. Since then he has been practicing in our Academy as per the practice schedule and guidance of the Academy coach Mr. Subhas. He is very talented and working very hard to sharpen his football skills. Gradually, he has developed himself to become a professional football player. In many of the tournaments he played, recognised as highest scorer, man of the match etc. and led the team to win the Title.

In 2022, Salboni Academy became the District Sub-Divisional Champion where he was recognised as highest goal scorer with 17 goals in 5 matches which helped the Academy to become the champion. In 2022, he also selected as Striker of Ramkrishna Sporting Club and played the 2<sup>nd</sup> Division Calcutta Football League with scoring of 5 goals.

Currently, he has been selected in Mohunbagan Club as a professional player. Mohunbagan Club has also made the official contract with Mr. Anup for the year 2023-24 with the remuneration and all other facilities as per the standard practice of the club. He is playing the matches in Kolkata League, which is currently going on.



## STRONG SUPPLIER RELATIONSHIPS

We foster long-term partnerships with a diverse supplier base, including both local Indian companies (providing services, materials, manpower, etc.) and international suppliers (equipment and raw materials). We emphasise responsible sourcing through a well-defined Supplier Code of Conduct, covering environment, safety, governance, and business ethics. An initial ESG assessment of critical suppliers is underway, with plans to expand the programme.

Our supplier assessment methodology developed for supplier screening considers country specific risk, commodity specific and sector specific risks in addition to the ESG criteria set.

The executive management oversees the implementation of the supplier ESG programmes. We review our practices and contracts with our suppliers continuously to ensure alignment with the Supplier Code of Conduct and the ESG requirements set internally. Additionally, we carry out training and awareness programmes for our internal stakeholders on their roles in the supplier ESG programmes.

This year, we have undertaken a digital platform to carry out the ESG assessment for our selected suppliers.

This tool helps us gather ESG-related data and initiatives, enabling us to identify which vendors are actively

engaged in sustainability and which need further encouragement.

Our supplier assessment process includes conducting supplier desk assessment. Based on the response and ratings, further steps may include on site assessment.

In 2024, 65 suppliers were selected for the ESG assessment for the first phase of the programme. Out of 65 suppliers, mostly (45) included critical suppliers (contributing to >65% of spend) and remaining included transporters or those suppliers which could be at potential risk from ESG perspective.

Those suppliers (~16), who have completed the ESG assessments, we have worked out an action plan also to improve their ESG performance.