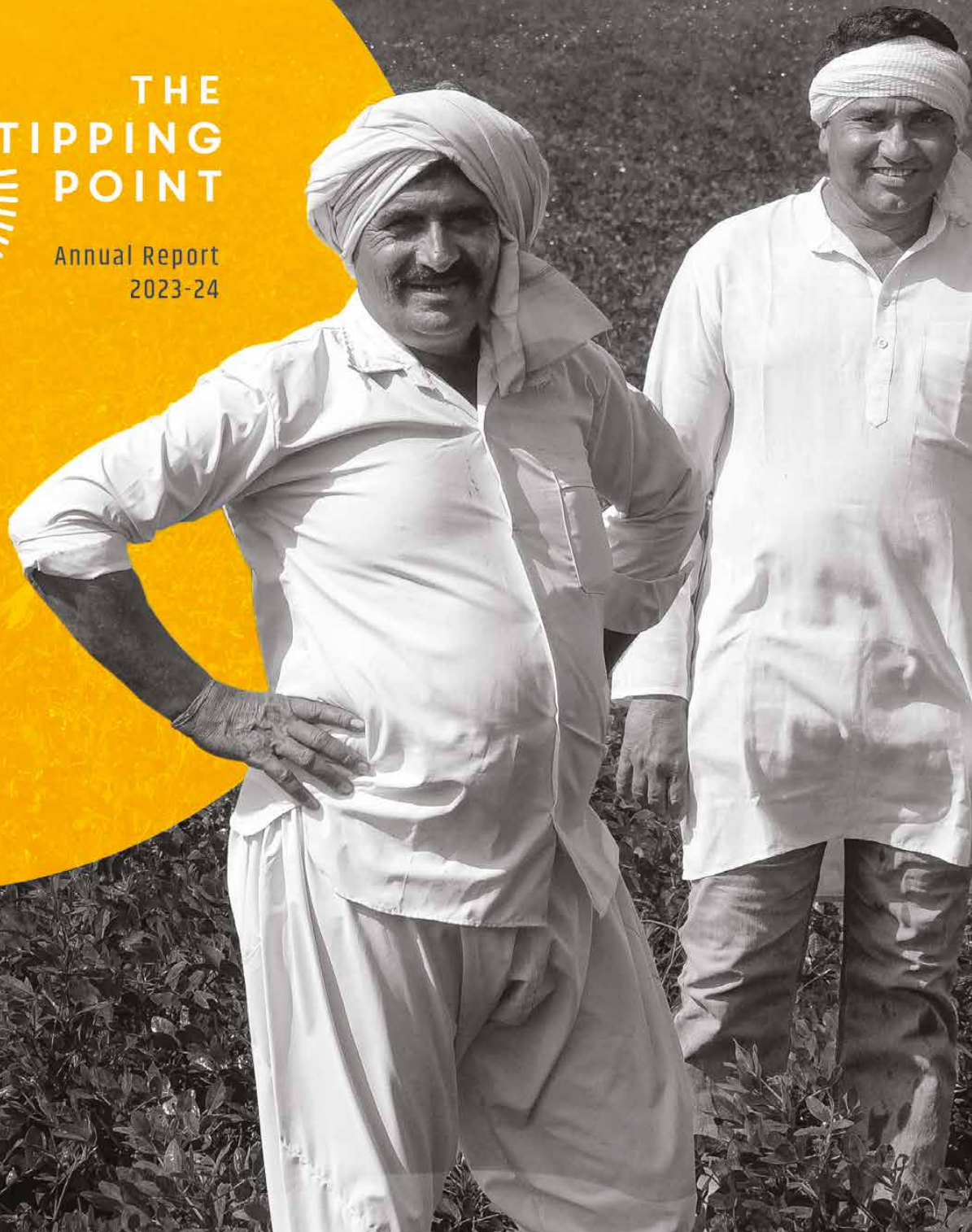




**THE
TIPPING
POINT**

Annual Report
2023-24



“The tipping point is that magic moment when an idea, trend, or social behaviour crosses a threshold, tips, and spreads like wildfire. It is the point at which a series of small changes or incidents becomes significant enough to cause a larger, more important change.”

**MALCOLM GLADWELL
THE TIPPING POINT: HOW LITTLE THINGS
CAN MAKE A BIG DIFFERENCE**



THE TIPPING POINT

With over 30 years of rural development work under our belt, it is heartening to look back and see that indeed, 'from little things, big things grow!'

Work that started as just a small seed planted, today has spread vast and wide, impacting hundreds of thousands of people.

Be it our work with farmers or entrepreneurs; men, women or youth; in the areas of agriculture, water, health or skills - when we look around, we can see shining examples of 'the tipping point' all around us!

AMBUJA
FOUNDATION
TIPPING
POINT

BREAKING
'ROYAL'
BARRIERS

HETAL RENUKA

TITLE: Ambuja Foundation
Project Officer

LOCATION: Saurashtra,
Gujarat



In a district of Saurashtra, Gujarat, select villagers are of a princely lineage – being direct descendants of small-scale princely states that once ruled the lands. Here, women are considered so ‘royal’ that they are confined to the four walls of their house compound to prevent them from ‘mixing with commoners’ – their faces never seen by others, forbidden to travel and unless a person is of a particular caste, they can never enter their homes.

As a result, these women suffered gaping loneliness, mental health problems, and malnourishment. And on top of that, they are poor - the dissolution of princely states and widespread division of royal land has seen the gradual descent of these families from being ‘royally rich’ to being a part of the bottom of the pyramid.

But Hetal Renuka, a Project Officer with Ambuja Foundation, has managed to penetrate the high

The total value of work these women have done amounts to Rs. 1.7 crore - of which they earned Rs. 27.1 lakh as their profit.

fort walls of this community’s households, to engage with nearly 1000 women – empowering them with knowledge on health, nutrition, and menstrual hygiene; addressing mental health issues; and even helping them earn an income via gunthan work – the art of decorative pearls and beads in traditional house décor.

Hetal’s ancestors were ‘scribes’ to these royal families, and so, being from a caste that is allowed to enter their houses, Hetal began her journey - painstakingly knocking on the doors of each and every household in the community to gain access to the isolated women.

Her purpose? To share information. “I’m not here to challenge your customs, I only want to give women information that would help

their health,” she said. Starting her work in 2022, Hetal faced many challenges and stiff opposition. “Coming to our home is pointless, we will not let you meet our women.” Scared at first, she took her brother with her, wherever she went. But slowly she began to gain the confidence of family members, and one by one, the doors began to open.

Women found comfort in their interactions, learning from ‘someone from the outside and having access to a peer group’. Hetal slowly began to form tiny ‘groups’ of women from one or two neighbouring Gadhis (households) to share information on health. With many women suffering from anaemia, she taught them how to kickstart kitchen gardens in their own backyards for their own consumption.

Women from this community are experts in gunthan (knitting) – the art of pearl and beadwork to make traditional torans (wall hangings), chakada (decorative wall crafts) and other items. Hetal formed special learning groups and ensured they were trained to bring finesse to their art of beadwork. In total 184 women in 8 groups were trained by a master trainer and today 96 women entrepreneurs are financially supporting their families. The total value of work these women have done amounts to Rs. 1.7 crore - of which they earned Rs. 27.1 lakh as their profit.

“These women needed interventions that could lead to a sense of worth, sense of freedom, sense of belonging to a larger community and society in general, and agency in at least their personal lives. The challenge was to do that within the restrictions placed upon them,” Hetal said.

Today Hetal is warmly welcomed into hundreds of these households and is treated as a family member – invited to weddings, family events and ceremonies.



WOMEN REACHED



KITCHEN GARDENS ESTABLISHED



PROFIT EARNED BY 96 WOMEN FROM BEAD WORK





AMBUJA
FOUNDATION
TIPPING
POINT

AJIJA BIBI

TITLE: Sakhi – Community
Health Volunteer
LOCATION: Murshidabad,
West Bengal

FROM BIDI
ROLLING, TO
BUSINESS!

Ajija Bibi (35) was just 12 years old when she rolled her first bidi (cigarette). She grew up, and today lives in Murshidabad, West Bengal, which has emerged as a prominent centre for the bidi industry in India. Women in every household spend their days rolling bidis and have become so proficient at the task, that they can roll up to 3000 bidis a day!

With money in her hands back then, Ajija left school at the age of 16 and soon after, got married. The first question her in-laws asked when considering her for their son, was 'How many bidis can you roll in a day?'

But unbeknownst to most, bidi rolling comes at a high price. With most bidi rolling work done by women from homes, women and their families are continuously exposed to nicotine, tar, unburnt tobacco dust, and other toxic particles that pass through the skin or are inhaled. According to BMJ Global Health, women bidi workers, suffer from respiratory

According to BMJ Global Health, women bidi workers, suffer from respiratory diseases like TB, decreased fertility, increased frequency of miscarriages and a higher risk of cervical cancer. Ajija managed to convince 150 women to walk away from Bidi rolling – guiding them to kickstart goatery, poultry or small businesses.

diseases like TB, decreased fertility, increased frequency of miscarriages and a higher risk of cervical cancer. Pregnant bidi workers are at risk of higher frequency of neonatal deaths, still and premature births in comparison to non-bidi workers. Not only that, their children suffer from low birth weight and stunted growth.

In 2014, Ambuja Foundation was looking for women as Sakhis (community health volunteers) in the community, and Ajija put her hand up for the role - continuing to roll bidi in her spare time. It was during her training as a Sakhi that she learned about the adverse effects of tobacco,

which motivated her to improve her health and she quit bidi rolling in 2015.

Today, she spends her days promoting maternal and child health and has reached out to 350 pregnant and lactating mothers - ensuring 100% institutional deliveries. She is a staunch advocate against bidi rolling - asking women and men to compare their meagre income to the cost of their health expenses, and see how much money they were losing each month!

It's tough work, given how deeply ingrained the practice of bidi rolling is in the largely marginalised community. But reaching out to over 1000 women, she managed to convince 150 women and their households to walk away from bidi rolling – guiding them to kickstart goatery, poultry or small businesses.

A recent household survey highlighted the fact that in almost every single household, one family member has been diagnosed with cancer.

Since then, and with support from Ajija, there has been a 67% reduction in bidi rolling, with many women reducing from rolling 3000 bidis per day to just 1000. And as a result, women are

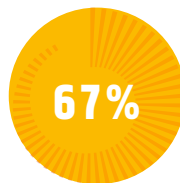
now stepping out of their homes, exploring other income generation activities. There is still a long way to go, but the journey has begun.

Ajija has become a community role model – having transformed from bidi roller to Health Worker, and she finally completed her secondary education through distance learning!

So confident and self-assured has Ajija become, that when one of the head honchos from a leading Indian industrial company visited the community, Ajija told him point blank, "You need to stop smoking – it's ruining your health!"



WOMEN WHO
QUIT BIDI
ROLLING



WOMEN WHO HAVE
REDUCED BIDI
ROLLING



INSTITUTIONAL
DELIVERIES THROUGH
HER EFFORTS





THE GOAT
REVOLUTION

KALPANA MADAVI

TITLE: Pashu Swasthya
Sevika (PSS)

LOCATION: Lakhmapur
Village, Chandrapur,
Maharashtra

The lanes and backyards of Lakhamapur Village, Chandrapur, are, literally, teeming with goats. Families here are busy expanding their herds and growing their small, but thriving, backyard businesses – the incessant song of bleating goats rings through the air at every turn...

Here, goats are gold – having literally turned the fortunes of these marginalised families around over the last 5 years. And the driving force behind it all, is Kalpana Madavi – locally known as ‘Dr. Tai’!

When Ambuja Foundation called a meeting in 2017 and called for volunteers to train as Pashu Swasthya Sevika (PSS), only 2 women stepped forward, and Kalpana was one of them. There was no remuneration as such, but Kalpana saw the potential to develop herself by learning something new, and to earn by offering doorstep veterinary services. In her heart, she knew her life would somehow change. And change it did – along with the lives of 192 families out of 492!

And of course, there was a ripple effect from that in the village. Families paid off loans, built toilets, redeveloped their houses, installed RO systems, sent their kids for higher education... the village transformed!

Of course, in the beginning, the going was tough. People knew Kalpana as an agricultural labourer only – what did she know about goats and what qualifications did she have to be treating them as a vet? But Kalpana forged on – offering competitive and affordable services to vaccinate and deworm goats, and better still, educating goat families on how to better keep and look after their herd.

The proof in the pudding came after the first

monsoon. In a regular year, goat mortality would be high during the rains, with communities losing 72 goats on an average every year, but in her first year as PSS, there was a stark reduction in mortality rates during monsoon. It seemed Kalpana knew what she was talking about!

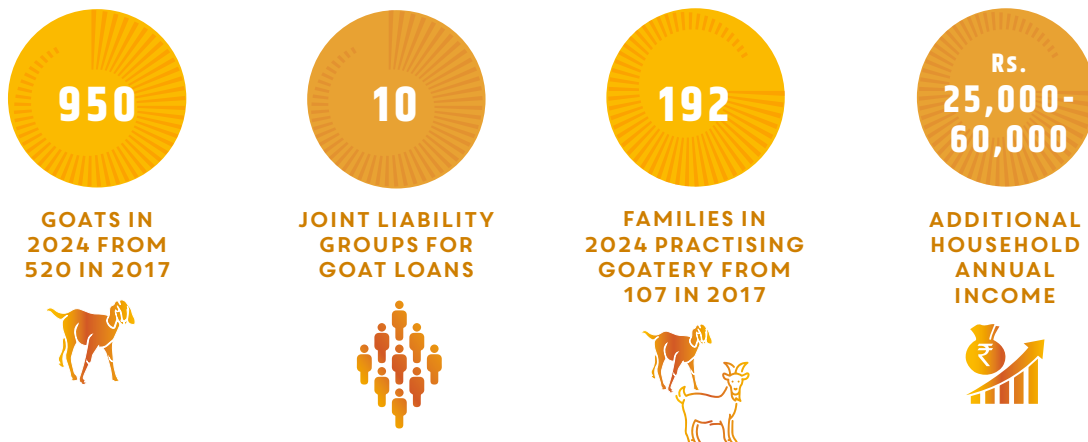
And so the goat business in Lakhamapur took off from there – with the number of families and number of goats almost doubling between 2017 and 2024. With healthier goats and a better understanding of how to market and sell them also, family incomes surged with an average additional Rs. 25,000-60,000 flowing into each household every year based on the number of goats.

And of course, there was a ripple effect from that in the village. Families paid off loans, built toilets, redeveloped their houses, installed RO systems, sent their kids for higher education ... the village transformed!

What about Kalpana? Where once her income was just Rs. 10,000 per year, today she earns Rs. 90,000. She has built up her own herd of goats to 28 and has her sights set on buying her own parcel of land, building 2 sheds, and establishing a fully-fledged goat setup – taking her goat business to an all-new level!

The villagers too have big aspirations. They are investing in expanding their goat-rearing businesses with fodder management; are exploring innovative ways to utilise goat manure in agriculture; and plan to set up a community market unit within the village, to establish a centralised facility for selling goats.

Indeed, a goat revolution is taking place in Lakhamapur!



Ambuja Foundation's work with cotton farmers saw an increase in investment in high impact interventions around water, women, livelihood and soil health. We forged ahead in our work to bolster micro enterprises for women and are particularly proud of the achievements of our Common Facility Centres. Water security for communities in Rajasthan, Himachal Pradesh and Gujarat were prioritised, and we saw good results in our bold mental health interventions in communities.

Globally, as well as in India, our concern about climate change has hit an all-time peak. Whilst climate change and its variability affect virtually everyone in each and every corner of the world, the effects are nowhere more prominent, than among the rural marginalised communities that rely so heavily on agriculture and fishing for a livelihood. That means, our humble Indian farmer is perhaps the most vulnerable. Rising sea levels, more frequent extreme weather conditions, changes in precipitation and expansion of deserts make it more and more difficult for our farmers, and the rural communities they live in, to survive. It is with this in mind that we have strengthened our efforts around climate change mitigation and adaptation – to provide coping mechanisms and strategies to farmers and communities to ride the waves of change, and even prosper, in these trying times.

At the end of the day, water and soil remain at the heart of this issue. Access to water helps farmers mitigate weather uncertainties; whilst the richness of the soil, or lack thereof, directly impacts crop productivity. Water has always been a cause close to our heart and we believe that it is the pivot for all rural development and livelihood. With over 3 decades of work on water under our belt, we maintain a long term vision to consistently transform the water scenario in rural communities. The issue around soil on the other hand, has emerged with new vigour, where this finite resource is depleting – so much so that in the coming years it may even be a bigger challenge than the issue of water!

It is against this backdrop, that we continued our efforts to help rural communities thrive. This year, whilst we continue to scale in states like Rajasthan and Maharashtra, we deepened our work in communities – spreading our roots further to address the vast needs of the rural villages we serve. This is of course thanks to a vast portfolio of partners who have joined our mission to generate rural prosperity. Ambuja Foundation's work with cotton farmers saw an increase in investment in high impact interventions around water, women, livelihood and soil health. We forged ahead in our work to bolster micro enterprises for women and are particularly proud of the achievements of our Common Facility Centres. Water security for communities in Rajasthan, Himachal Pradesh and Gujarat were prioritised, and we saw good results in our bold mental health interventions in communities. Lastly, we are proud that our villages continue to transform via improved solid and liquid waste infrastructure, which catalysed significant behavior change to address the issue of waste in rural communities.

In the coming years we see the need to take the leap forward to embracing more technology across all areas of our operation. This is a sign of the times and in doing so, we can only strengthen and optimise our work, and learn in this process of adoption.

Of course, the beating heart of our work lies within our on-ground team who live and breathe our mission. Working in rural and remote India is no easy task and the fortitude of our staff to face and overcome innumerable challenges, is humbling. They are the real heroes of the Ambuja Foundation story and I am indebted to them for bringing our vision of change at the grassroots, to life. We are lucky to be guided and led by an impressive Board of Directors whose depth of experience and wisdom inspires us all to continually raise the bar in what we do. I am grateful for their dedication, passion and the camaraderie we share in this important journey together.

Whilst India has managed to bring down 'extreme poverty' to below 3 per cent of its population, those that have 'come out of poverty' still live in dire and difficult circumstances. In fact, over 50% of the population of India are rural families that do not have income levels to enable them to live a decent quality of life. Income levels, therefore, need to be sufficient enough to enable them to meet basic household needs at a level sufficient to live a decent, if modest, standard of living - rather than just bare subsistence.

This is what we should strive and aspire for, however, climate change and its impact on livelihoods is our biggest threat to achieving that. Now more than ever, we must work together, pool our resources, and collaborate - so that rural Indians do not just survive, but thrive!

N-S. Sekhsaria



NAROTAM SEKHSARIA
Chairman, Ambuja Foundation

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Our Board of Directors sets the tone of the organisation and holds it to a high standard. We are fortunate to be led by a diverse set of skill sets from people with vast experiences across sectors.

Their guidance, strategic inputs and leadership provide a strong compass that has us on a steep trajectory of growth and impact. As the custodians to everything that we do, we extend our thanks and gratitude for their untiring efforts to realise our mission.

It is with a heavy heart that we bid farewell to Mr. P. B. Kulkarni who passed recently. As one of the founding Directors of Ambuja Foundation, he served on our Board until his retirement, and remained a member of the Foundation until his last breath. We owe a great debt of gratitude to him and he will forever remain in our hearts.



NAROTAM SEKHSARIA is a leader in the Indian Cement Industry. In a career spanning over 35 years, he introduced new standards in manufacturing, management, marketing efficiency and corporate social responsibility to an industry he helped transform. He started Ambuja Foundation with the firm belief that community development is core to business sustainability. He is particularly concerned about the economic progress, efficiencies and sustainable livelihoods of rural people and has encouraged Ambuja Foundation to focus on water resource management, projects for farmers like Better Cotton and also skill training for rural youth. He was the Chairman of Ambuja Cements Ltd and ACC Ltd till 16 September 2022 when he stepped down from their boards. With effect from 16 September 2022, he was appointed Chairman Emeritus of Ambuja Cements Ltd. He is also the Chairman of Narotam Sekhsaria Foundation.



P K LAHERI, IAS (RETD) was recruited into the 1969 batch of the Gujarat cadre. Mr. Laheri retired as Chief Secretary in March 2005. He also served as Chairman and Managing Director of Sardar Sarovar Narmada Nigam Ltd, Gandhinagar. He held many positions in industry, education, information, water supply, fashion, tourism and rural development during his career. He is working with many trusts to help the underprivileged and also helps many companies to plan and implement corporate social responsibility (CSR) projects.



VIJAY KUMAR SHARMA has been the former Chairman of Life Insurance Corporation of India and prior to that he was the Managing Director of LIC of India and LIC Housing Finance Ltd. He comes with over 37 years of experience in the insurance sector and held various challenging assignments pan India. He has a great understanding of the demographics of the country and socio-economic needs of different regions. He has vast board experience at national and international level. He was the Director of ACC Ltd and is currently on the Board of Tata Steel Ltd, Nureca Ltd, and Reliance Power Ltd.



ASHNI BIYANI is the founder of Think9 and co-founder at HIPL (Honestly Italian Private Limited). Designed for Indian digital native brands – Think9 is a venture builder platform that is building brands and unique platforms in key consumption categories like fashion, food and FMCG, health, beauty and wellness and home. In addition she has recently launched Foodstories, a seamless food platform for gourmet food lovers and Sorrentina – a premium Italian food brand at HIPL. Prior to founding Think9, Ashni was the Managing Director of Future Consumer Limited, a food and FMCG company. Passionate about human behaviour and social change, she also set up Future Ideas, a consumer insights and design firm that worked on behavioural changes that help transform ideas into business propositions. She has received many prestigious awards and multiple publications have acclaimed her leadership.



PADMINI SEKHSARIA is a principal at the Narotam Sekhsaria Family Office where she leads several investment and philanthropic activities, she heads the Narotam Sekhsaria Foundation, a family philanthropic organisation that is engaged with communities in rural and urban areas. She also started the Salaam Bombay Foundation in 2002, one of the largest school-based preventive health and skilling programmes in India. She serves on various Boards including Harvard T.H. Chan School of Public Health-India Centre, Sherborne Foundation in the UK, India Youth Fund, UK and New York. She is an alumna of the London School of Economics and holds a postgraduate degree in Financial Economics.



B. L. TAPARIA is a Commerce and Law graduate and a Fellow Member of the Institute of Company Secretaries of India. He possesses more than 45 years of experience in the fields of legal, secretarial, finance, taxation, procurement, internal audit, HR, health & safety, and sustainability. He worked with Ambuja Cements Ltd for 30 years, 10 years as Whole Time Director. Post superannuation, he was appointed as Non-Independent Director on the Board of Ambuja Cements Ltd. which he continued upto March 2019. He was also an Independent Director on the Board of Everest Industries Ltd till 31st March 2024.



AJAY KAPUR is the CEO of the Cement Business, Adani Group (CEO and Whole Time Director of Ambuja Cements Ltd & ACC Ltd). He has over 30 years of expertise in the cement, construction, power and heavy metals sector. Mr. Kapur joined Ambuja Cements in 1993 and has spent more than 25 years in various strategic roles. Between 2014 and 2019, he held the position of the Company's CEO and Managing Director (MD). Mr. Kapur previously held the positions of CEO of Aluminium & Power and MD of Commercial at Vedanta Ltd, before joining the Adani Group in June 2022. He most recently worked for Adani Ports and Special Economic Zone Ltd as CEO of Special Projects. He has been extensively involved in several business forums.



PEARL TIWARI is the Director and CEO of Ambuja Foundation. With nearly 40 years of experience in the development sector, Ms. Tiwari is a social development professional having worked in this area across diverse academic, NGO and CSR roles. A postgraduate from Tata Institute of Social Sciences (TISS), she completed the Executive Education course in CSR from the Harvard Business School in 2008 and the Management Programme in Sustainability from Stockholm, Sweden in 2010. Pearl joined Ambuja in 2000 and ever since has been at the helm of nurturing Ambuja Foundation. She currently serves on several committees of various chambers of commerce.

MAJOR PARTNERS

Ambuja Foundation collaborates, and works, with a variety of partners to help them implement their on-ground programmes and make lasting change in rural communities. With a vast network of partners across 13 states, the Foundation is experienced in designing, managing and implementing rural development projects in partnership with Governments, Corporates, Nonprofits, Philanthropists and Communities. Here are our most significant contributors (investment of over and above Rs. 50,00,000) for the financial year 2023-24.



AMBUJA CEMENTS LTD: Integrated Rural Development across Ambuja Cements manufacturing sites and organisational support to Ambuja Foundation.



ANAND RATHI GLOBAL FINANCE: Doubling farmers' income through water and agricultural interventions in Pali, Rajasthan.



APM TERMINALS PIPAVAV (GUJARAT PIPAVAV PORT LTD): Supporting SEDI, Rajula, Gujarat.



ASHOK LEYLAND LTD: Water Resource Management in Alwar, Rajasthan.



ASIAN PAINTS LTD: Participatory Water Resource Management for Enhancing Livelihoods in Vishakhapatnam, Andhra Pradesh and Sangareddy, Telangana.



AU SMALL FINANCE BANK LTD: Supporting Ambuja Foundation's Skill Development Programme in Jaipur, Nagaur, Chirawa and Jaitaran, Rajasthan and Mathura, Uttar Pradesh.



BETTER COTTON: Strategic Investment in Better Cotton, the world's leading sustainability initiative for cotton in 4 states of India (Maharashtra, Gujarat, Punjab and Rajasthan).



CHAMBAL FERTILISERS AND CHEMICALS LTD: Supporting SEDI, Kota, Rajasthan.



THE COMMUNITY: Constant partners and investors across all projects.



HDFC BANK PARIVARTAN: Holistic and Focused Rural Development in 6 states (Punjab, Gujarat, Chhattisgarh, Himachal Pradesh, Uttar Pradesh and Uttarakhand).



HINDUJA FOUNDATION: Supporting the Water Resource Management Programme in Alwar, Rajasthan.



HINDUJA LEYLAND FINANCE: Water Resource Management in Ajmer, Rajasthan.



HINDUSTAN ZINC LTD: Skill Development Centres at Dariba, Agucha, Kayad and Debari, Rajasthan.



INDIAN COUNCIL OF AGRICULTURE RESEARCH: Krishi Vigyan Kendra in Kodinar, Gujarat.



INDUSIND BANK LTD: Supporting the Water Resource Management in Farakka, West Bengal and Mahad, Maharashtra.

MAJOR PARTNERS



KRISHNASHRAY GURUKUL FOUNDATION: Supporting SEDI at Mathura, Uttar Pradesh.



NABARD: Supported projects across locations on FPO (farmer producer organisation), WADI, Watershed, SHGs and Skilling.

Narotam Sekhsaria Foundation

NAROTAM SEKHSARIA FOUNDATION: Integrated Community Development Programme in Chirawa, Rajasthan, and field action research study focusing on Tobacco Cessation among expectant mothers across 3 locations.



NATIONAL SKILL DEVELOPMENT CORPORATION (NSDC): Ambuja Foundation has a non-financial partnership with NSDC for certification of skilled youth across SEDIs.



PERNOD RICARD INDIA FOUNDATION: Supporting quality healthcare and road safety for truck drivers in Derabassi, Punjab.



PRINCE PIPES & FITTINGS LTD: Engaged in a comprehensive water harvesting project in Chomu district of Rajasthan.

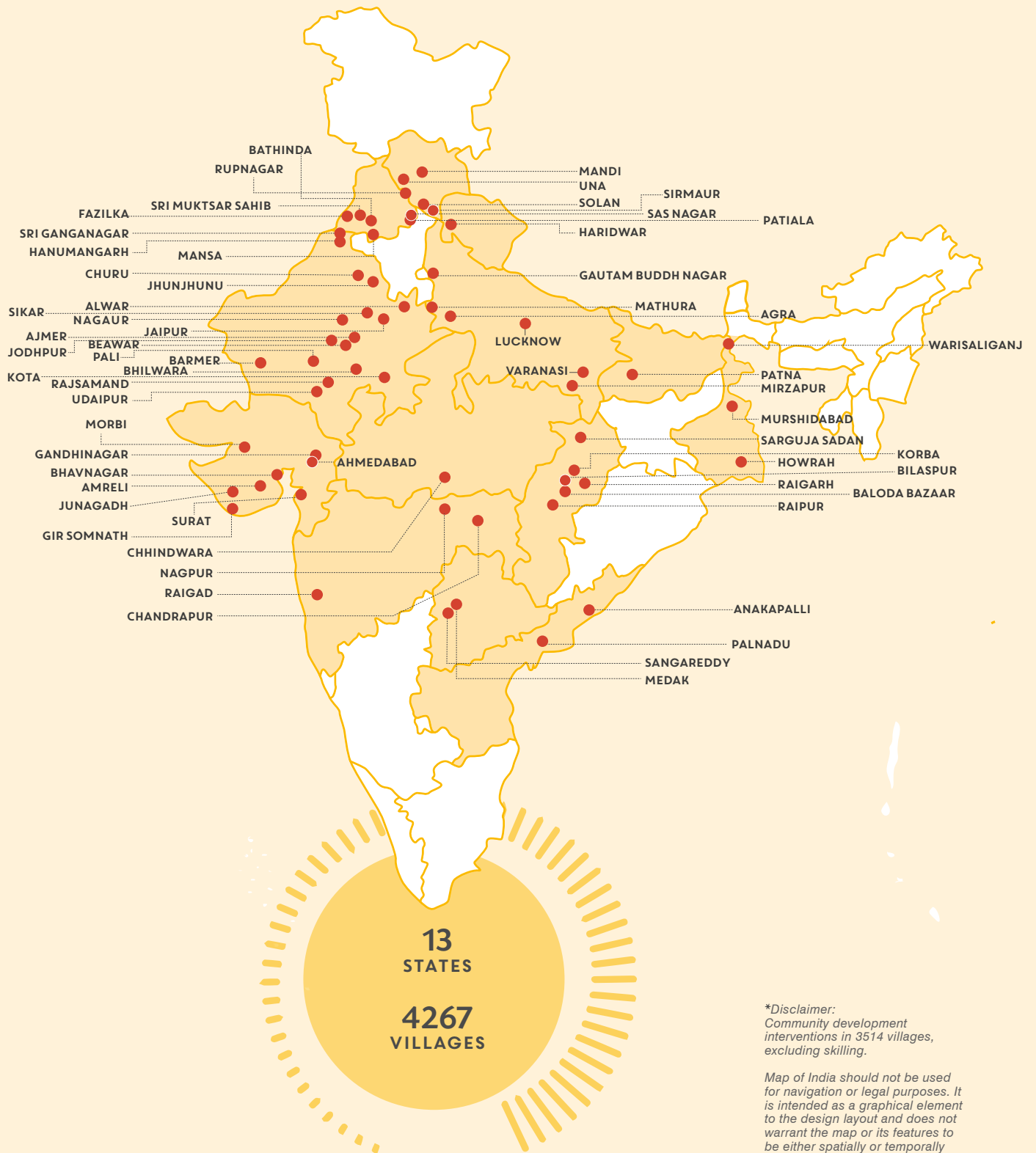


SLB - A GLOBAL TECHNOLOGY COMPANY: Implementing community development programmes in Barmer district of Rajasthan.



SKF INDIA LTD: Supporting SEDI Programme in Gandhinagar, Gujarat, Sankrail, West Bengal and Jaitaran, Rajasthan and Water Resource Management in Gujarat, Uttar Pradesh and Rajasthan.

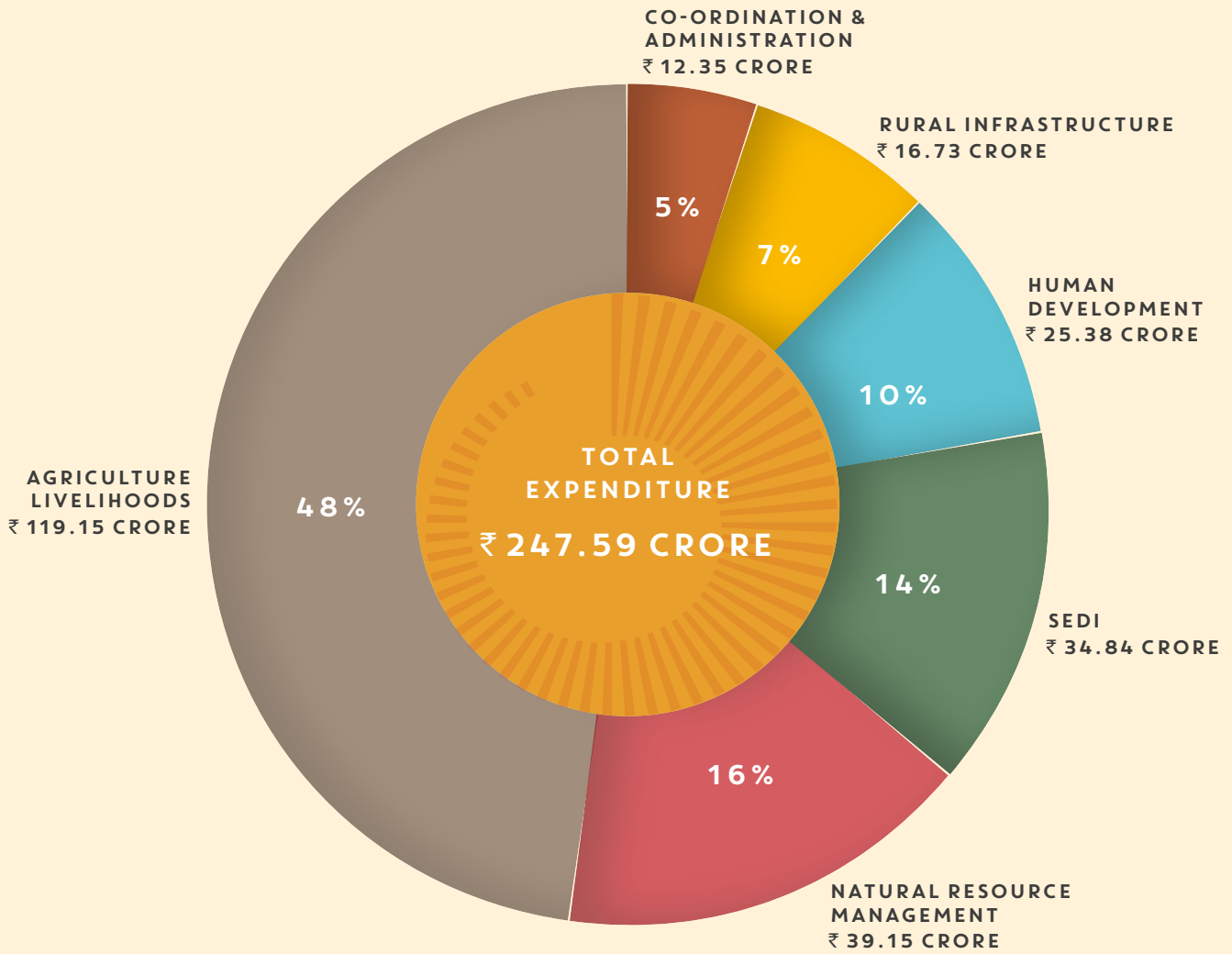
OUR PRESENCE



**Disclaimer:
Community development
interventions in 3514 villages,
excluding skilling.*

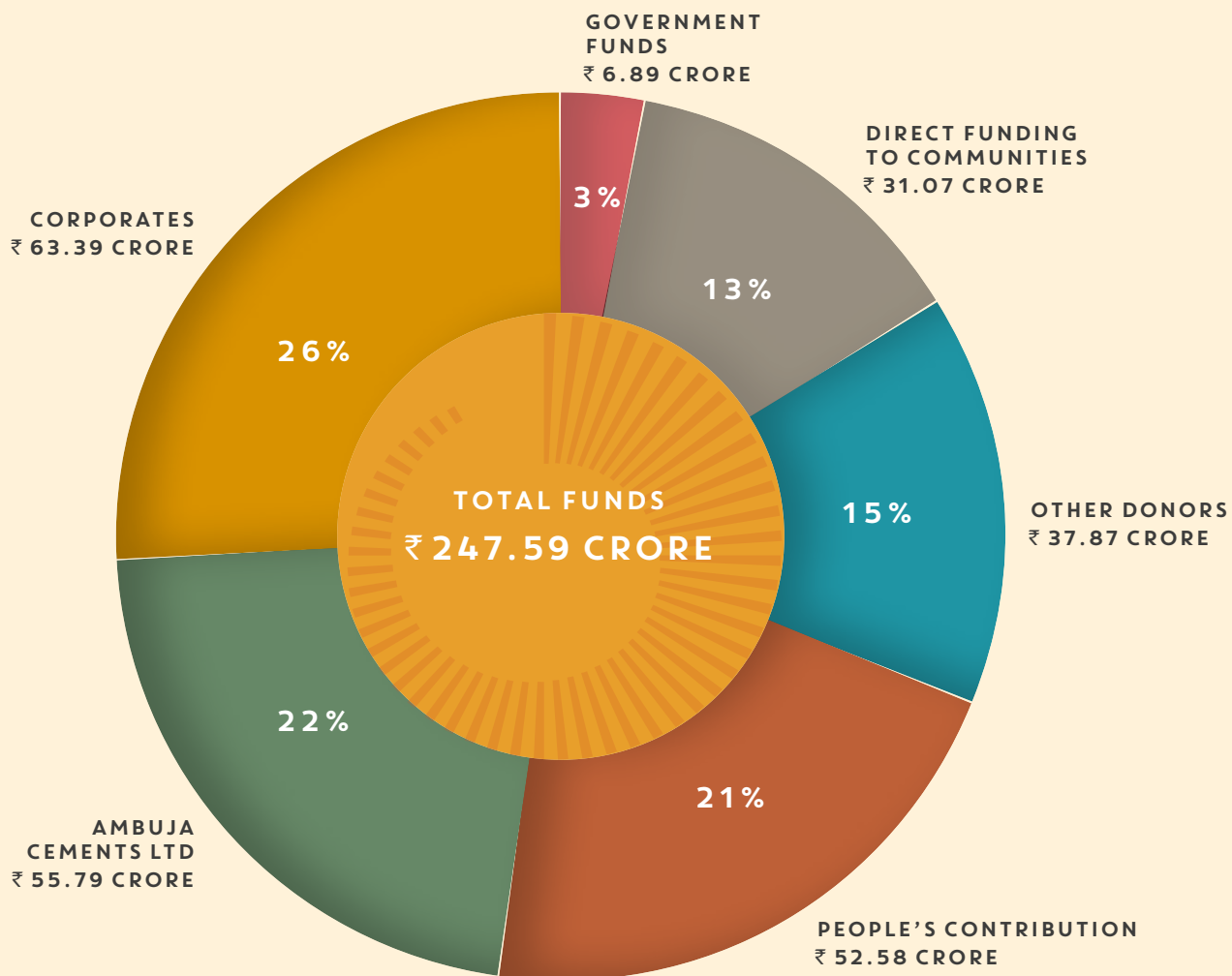
*Map of India should not be used
for navigation or legal purposes. It
is intended as a graphical element
to the design layout and does not
warrant the map or its features to
be either spatially or temporally
accurate or fit for a particular use.
Ambuja Foundation do not claim
the correctness or authenticity of
the same.*

ACTIVITY WISE EXPENDITURE



An additional fund of Rs. 68.28 crore was received through direct funding and community contributions in kind which were channelised into community driven projects.

SOURCES OF FUNDS



An additional fund of Rs. 68.28 crore was received through direct funding and community contributions in kind which were channelised into community driven projects.

FROM 1
PARTNER IN
1993 TO

100+

PARTNERS

FUNDING

FROM
Rs. 15,00,000
IN 1993 TO

**Rs. 247.59
Crore**

BENEFICIARIES

FROM 1 MILLION
IN 2008 TO

4.5 million

Small seeds planted back in 1993, have grown significantly over the past 3 decades. It is heartwarming to see the impact of our work as it spreads its wings - from one location in Gujarat in 1993, to 4267 villages across 61 districts in 13 states in 2024.

But we still have a long way to go - rural India spreads vast and wide and the need there seems to grow greater each day. By working together, pooling our resources and strengths, we can help rural India to thrive!

PRESENCE

FROM 1
LOCATION IN
1993 TO

61

DISTRICTS

FROM 71,000 IN
2010 TO
2,71,000

FARMERS

TRAINED YOUTH

FROM 171
IN 2012 TO
1,18,000

WATER CAPACITY

FROM 19.89 MCM
IN 2012 TO
66.50 mcm

STATES

FROM 1 STATE
IN 1993 TO
13

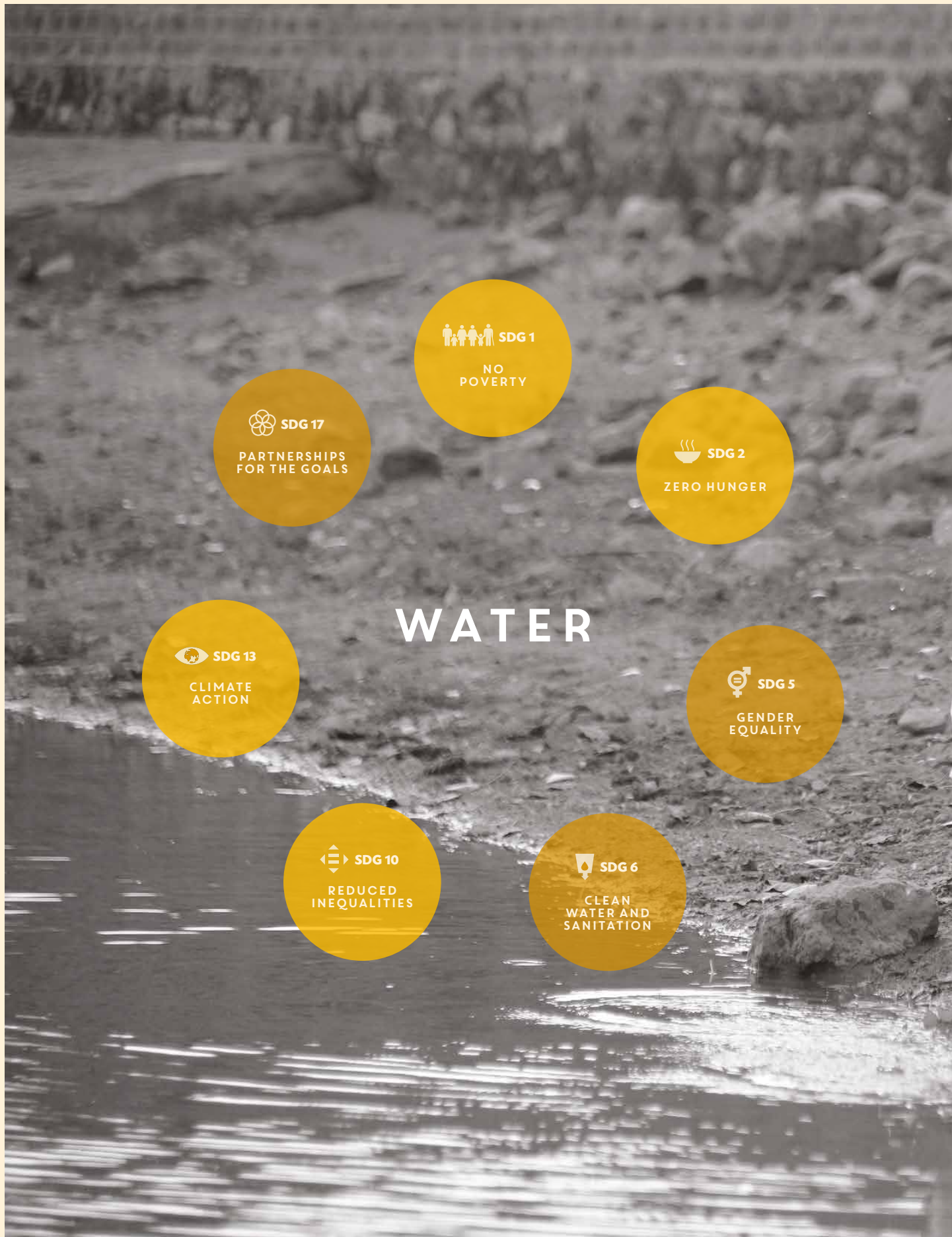
SEDI

FROM 2 SKILL TRAINING
CENTRES IN 2008 TO

36

VILLAGES

FROM 15 VILLAGES
IN 1993 TO
4267



WATER

 **SDG 1**
NO
POVERTY

 **SDG 17**
PARTNERSHIPS
FOR THE GOALS

 **SDG 2**
ZERO HUNGER

 **SDG 13**
CLIMATE
ACTION

 **SDG 5**
GENDER
EQUALITY

 **SDG 10**
REDUCED
INEQUALITIES

 **SDG 6**
CLEAN
WATER AND
SANITATION



In our mission to address the water woes of communities and foster drought resilience, our work has focused on generating water literacy among over 3,60,000 people. Behavior and mindset change is one of the biggest challenges to overcome in tackling water, but this provides the lever for water sustainability in the future. Micro irrigation continued to be a primary thrust as we work to ensure the water efficiency of farmers – today 14,554 hectares are now under micro irrigation. With the change in variability of climate, we focused on the importance of water harvesting by encouraging farmers to build farm ponds – especially in rain-dependent areas.



Enhancing Water Security in Rainfed Areas

Rainfed agriculture accounts for approximately 51% of India's new sown area and nearly 40% of total food production. However, rainfed agriculture is complex, highly diverse and risk prone.

Ambuja Foundation has adopted integrated approaches to address the challenges of rainfed agriculture such as soil moisture conservation and water harvesting and building or reviving recharge structures. During the reporting year, 1405 hectares of land were brought under integrated watershed development. This effort included constructing or reviving 912 farm ponds, as well as 224 ponds and 104 check dams, resulting in an additional rainwater storage capacity of 3.43 million cubic metres (MCM). Farm ponds are providing lifesaving irrigation during long dry spells in kharif season and many farmers earned additional income by using them for aquaculture. These interventions increased moisture and irrigation water availability for rainfed crops and enhanced productivity – doubling farm incomes.

Improving Water Use Efficiency & Water Productivity in Agriculture

Ambuja Foundation is promoting more efficient irrigation methods to farmers via sensitisation and trainings - providing financial support and also helping farmers tap into government schemes. A total of 1993 awareness sessions were conducted during the year, in which 65,000 farmers participated. 3745 hectares were brought under micro irrigation this year. Under Participatory Groundwater Management farmers were sensitised via village level participatory water budgeting, crop planning, well water level monitoring and irrigation water measurement. Village level volunteers 'Bhujal Jankars' also generated awareness among farmers on the use of technology like soil moisture meters, to guide them on the best times to irrigate.

Investing in Irrigation Infrastructure

Ambuja Foundation is working in tribal populated villages of Chhattisgarh and West Bengal to motivate farmers to form water user groups and support them to install small lift irrigation on rivers and tube wells, which help them access irrigation water, which was not possible on an individual basis. During the year 14 small lift irrigation systems were installed - 10 in Korba and 2 in Raigarh (CG), and 2 in Farakka (WB), which brought 427 ha under irrigation and benefitted 994 farmers.

Similarly, solar pumps were also promoted, with Ambuja Foundation providing financial support and convergence with government schemes, for a reliable and cheap source of energy. A total of 56 pumps were installed, bringing 211 ha from 327 farmers under irrigation. Further improving water use efficiency, Ambuja Foundation promoted sprinkler irrigation to one group of 48 farmers in West Bengal, which brought 24 hectares under irrigation. Farmers are now irrigating more land with the same quantity of water, and getting more income per unit of area.

Revival of Traditional Irrigation Systems in Vizag

Tank irrigation is a traditional system, especially in Andhra Pradesh and Telangana states. Tanks act as water harvesting structures - providing conservation, and recharging of ground water, along with a mechanism for irrigation. Inadequate funding for operation and management over the years resulted in their neglect, leading to deterioration in the quality of irrigation service and reduced area under irrigation. Ambuja Foundation worked to revive these systems in Anakapalli district. During the year, 11 tanks were revived which increased 3,90,000 cubic metre water storage capacity - bringing 300 acres under irrigation. Water users were involved in the planning, and implementation of rehabilitation strategies.

Multiple Interventions Tackle Drinking Water Security in Villages

- **Rooftop Rainwater Harvesting Systems (RRWHS)** - Ambuja Foundation facilitated construction of 1026 RRWHS this year which benefitted 11,390 people - of which 18% were landless/poor families.
- **Water Quality Testing** - 1227 drinking water sources were quality tested and reports

were shared with water users and Gram Panchayats to create awareness. Wherever quality of water at sources was not good, a variety of interventions were initiated to overcome issues.

- **Water Distribution & Tap Connection** - Ambuja Foundation is working under the Jal Jeevan Mission (JJM) in collaboration with the district administration of Chandrapur as a technical support agency, and this year 4830 households were connected with tap water across 13 villages.
- **Spring Revival** - In Himachal Pradesh, 17 springs were revived, increasing water availability for drinking as well as irrigation purposes.
- **Sujal Jankars** - A cadre of local women have been trained and mobilised to address drinking water issues, as well as other developmental activity, and currently 535 Sujal Jankars are active across Rajasthan.

Water Literacy in Communities an Ongoing Effort

A month long onground awareness campaign was organised in conjunction with World Water Day across locations, to raise awareness about the importance of water conservation among community members. Our efforts resulted in increased participation of people in water activities.

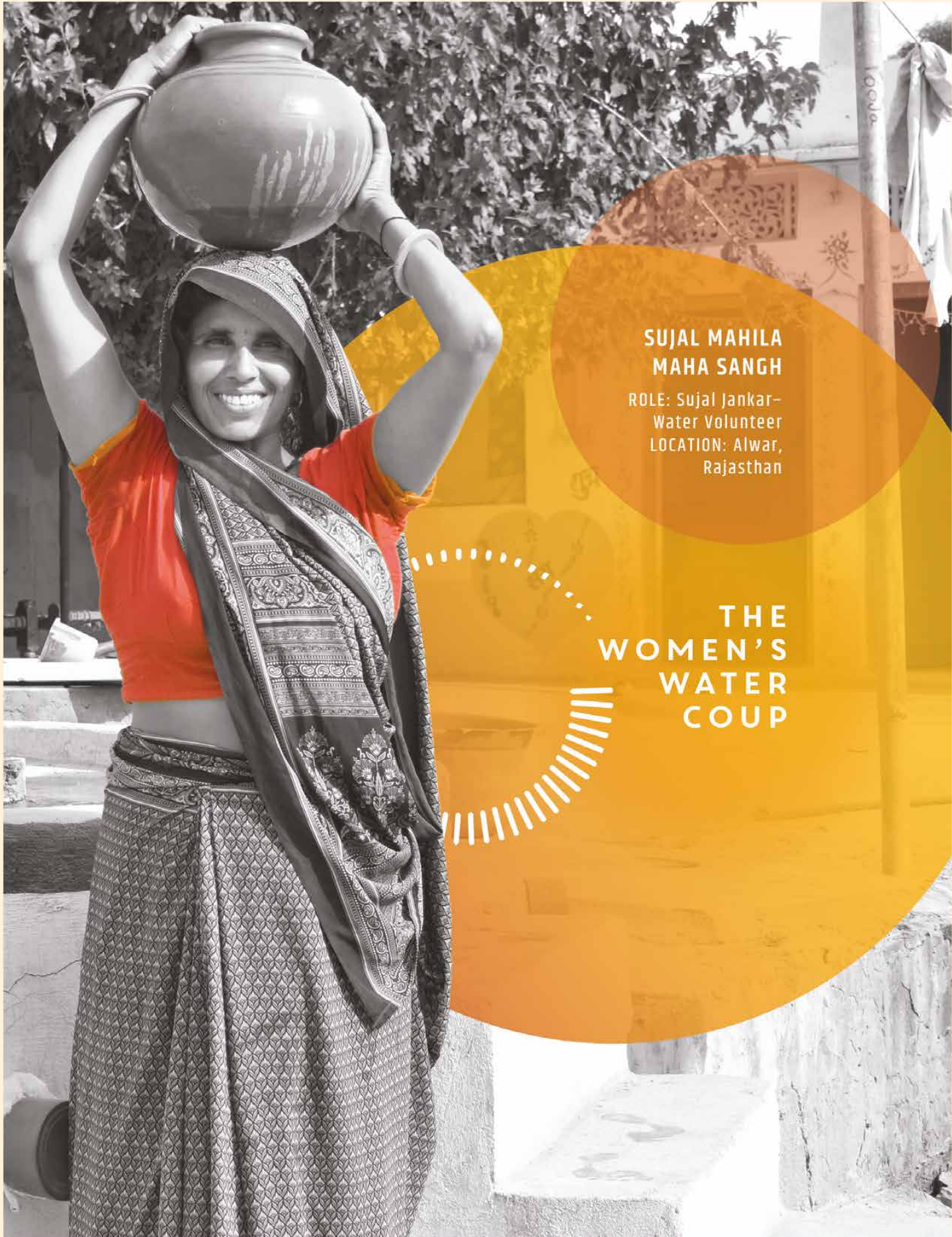
S. No	Awareness Programme	Number of Awareness Programmes	Total Participants	Female Participation
1	Drinking water	1410	48,948	58%
2	Water harvesting and recharge	1706	99,625	30%
3	Judicial use of water for irrigation	1993	64,230	9%
4	Soil and water conservation	4707	135,816	13%
5	Training on O&M for CBI	516	12969	51%
6	Water budgeting	823	3160	49%
7	Training on WRM	75	2559	32%
	Total	11,230	3,67,307	25%

Grey Water Management: An Emerging Area of Intervention

Grey water management receives little social and political attention and is an overlooked component of the water management cycle, especially in the context of water scarcity. Waste water remains an undervalued resource, all too often seen as a burden to be disposed of or a nuisance to be ignored. This perception needs to change. Greywater flow in rural areas is increasing with enhanced water availability for drinking and domestic water use through national initiatives like the Jal Jeevan Mission. Therefore, Ambuja Foundation has started awareness and demonstration of initiatives to better use greywater. In the reporting year, 3 village ponds were revived and equipped with filtration systems for greywater, and further used as irrigation water. Additionally, 31 soak pits were constructed to recharge groundwater.

Sanctioning RRWHS Funding to 'Women' in Families

Having installed over 11,115 RRWHS since its inception, Ambuja Foundation continues to promote RRWHS as a key solution to household drinking water sustainability in rural communities. However, our earlier efforts to help families tap into Government schemes and provide seed funding for the infrastructure oriented around the male figure head of families. This year, we shifted our focus to sanction RRWHS for women – even helping women open their own bank accounts to facilitate the same – putting women directly into the driver’s seat of decision making around household drinking water.



**SUJAL MAHILA
MAHA SANGH**

ROLE: Sujal Jankar-
Water Volunteer
LOCATION: Alwar,
Rajasthan

**THE
WOMEN'S
WATER
COUP**

When Ambuja Foundation, Ashok Leyland and Hinduja Foundation joined forces to improve the water situation in 5 villages of Alwar, Eastern Rajasthan, the men of the village denied that water was a problem. Tubewells used for irrigating crops had a 300-400 metre water accessibility and so they felt water was not a high priority.

But when the Ambuja team asked the women of the community the same question, they pleaded for help to transform the drinking water scenario in their village. Spending up to 2.5 hours a day collecting water for household use, they were hard pressed for time and their bodies taxed by the long distances and heavy loads. And the water they collected had high Total Dissolved Solids (TDS).

What started as a 'water coup' turned into a full-fledged 'women's movement' and before long the Sujal Jankar concept had spread to 12 other villages.

There was a desperate need to involve women in decision making around water and empower them to become the driving force behind solutions. In 2020, 6 women volunteers took on the role of becoming Sujal Jankars – going door to door to promote the construction of rooftop rainwater harvesting systems (RRWHS) and generating awareness on how to conduct a water quality test at a household level.

Slowly families started constructing RRWHS and the situation of the women, and their water woes, was transformed. With clean fresh water at their doorsteps, they decided to channelise

the time saved into generating awareness on water use.

The Sujal Jankars catalysed the formation of a Sujal Group, with each member referred to as a 'Sujal Saheli'. The group was responsible for village-level planning as well as working to saturate the community in terms of WASH practices, water quality testing, ensuring ODF status and hygiene management.

What started as a 'water coup' turned into a full-fledged 'women's movement' and before long the Sujal Jankar concept had spread to 12 other villages. Finding confidence and voice in transforming the water scenario of their community, despite facing issues like casteism, these now empowered women began taking on other community issues also, like domestic violence and alcoholism, with their new found drive.

With the help of Ashok Leyland, a revolving fund of Rs. 5,00,000

was set up for water financing and the 23 Sujal groups and their 535 members decided to merge together to form the Sujal Mahila Maha Sangh – a registered federation. Through their collaborative efforts, they strive to empower women, improve water management, and foster positive social change in the villages.

Today, the Sujal Jankar movement is in the process of spreading to Ajmer, Chirawa and Jaipur and the Alwar Federation is actively working towards the transformation of 20 villages in the area, via the empowerment of 4000 women by 2026.



SUJAL JANKARS



SUJAL GROUPS



RRWHS



FEDERATION





SDG 12
RESPONSIBLE
CONSUMPTION
& PRODUCTION

SDG 1
NO
POVERTY

SDG 2
ZERO HUNGER

SDG 10
REDUCED
INEQUALITIES

SDG 17
PARTNERSHIPS
FOR THE GOALS

SDG 13
CLIMATE
ACTION

SDG 3
GOOD HEALTH
AND WELL-
BEING

AGRICULTURE

SDG 8
DECENT WORK
& ECONOMIC
GROWTH

SDG 16
PEACE JUSTICE
& STRONG
INSTITUTIONS

SDG 15
LIFE ON
LAND

SDG 5
GENDER
EQUALITY

SDG 7
AFFORDABLE &
CLEAN ENERGY

SDG 6
CLEAN
WATER AND
SANITATION



Overall during the financial year 2023-24, 2,71,000 farmers were reached via different interventions at Ambuja Foundation's Agriculture programme, with 13% participation by women. Our focus for the year was to enhance the resilience of our farmers to the impacts of climate change, whilst ensuring optimal diversified farm incomes so that farming families could thrive.



Capacity Building on Sustainable Agriculture

Improvement in crop management is the need of the hour for sustainable agriculture in India, and Ambuja Foundation worked in this regard by adopting the principles of regenerative agriculture. To support this, Ambuja Foundation enhanced the knowledge of the farming community, and bridged the gap between the farmer and State Agriculture University, Krishi Vigyan Kendra, Agricultural Department, and research institutes to ensure awareness of the latest technology and practices. 40,948 training sessions were conducted for farmer groups on Integrated Crop Management, organic farming, fruit and vegetable cultivation and crop diversification – with each participating farmer receiving training 3 times during the year.

Under Sustainable Crop Production, the Better Cotton programme is the flagship programme of Ambuja Foundation, where we are working with 2,13,000 farmers in 1952 villages across 12 districts of 4 states, of which, 6.5% are women farmers. In this programme, along with cotton farmers, there is a focus on the capacity building of women from the farming community and workers, because the active participation and recognition of contribution of both groups is important for the sustainability of farming.

Soil Health Fosters Resilience to Climate Change Among Farmers

Climate change is real, and the marginal Indian farmer is among the most vulnerable in the world to its impacts. With the quality of soil health directly impacting the resilience of agriculture in the face of climate shocks, Ambuja Foundation worked diligently on promoting a variety of techniques to farmers to improve soil health. During the year, in Maharashtra alone 243,442 CuM of fertile silt from water bodies was applied to 1135 acres of 670 farmers to improve soil fertility. Additionally, Crop Residue Management (incorporation in the soil) was done by 27,808 farmers on 35,056 hectares. 95 water bodies were desilted, and 418 farm ponds were developed in Maharashtra, creating an additional 69,6972 CuM water storage capacity to support agricultural livelihoods.

To help bolster soil health, Ambuja Foundation worked with farmers to reduce chemical use, mostly in pesticides and fertilisers, by promoting different types of bio-fertilisers and pesticides easily made at home by farmers, especially women – reducing the cost of cultivation in the process.

Promoting Water-Efficient Agriculture

Micro irrigation was promoted as a large scale and cost-effective model to optimise water use efficiency among small and marginal farmers with 3724 farmers transitioning to the water saving technology. Additionally, System of Rice Intensification (SRI) was promoted among 2904 farmers and practised across 920 hectares. The benefits of SRI have been demonstrated in over 60 countries and can include 20%-100% or more increased yields, up to a 90% reduction in required seed, and up to 50% water saving.

Alternate Wetting and Drying (AWD) was promoted among 1295 rice farmers on 2067 hectares. The use of AWD for crop management results in less water consumption. It increases yields, making the water-saving method profitable for farmers. The practice also encourages less use of synthetic agro-inputs. In general, SRI characterises a management system for irrigated rice production in which very young rice seedlings are planted singly in a square grid pattern. The soil is kept moist but well-drained for the entire growing period. Direct Seeded Rice was promoted among 2783 farmers and on 2790 hectares - a technique that results in savings of irrigation water by 12-35% under efficient water management practices.

4107 Farmers Enrolled in Pilot Carbon Credit Programme

Ambuja Foundation has been exploring the carbon market to identify ways that farmers can benefit, optimising the sustainable agricultural practices they have adopted. Ambuja Foundation initiated pilot carbon projects among 4107 farmers across Gujarat, Uttarakhand and Chhattisgarh in collaboration with:

- 'Unlock' by Better Cotton (25 farmers in Gujarat) – a carbon in-setting framework to promote and incentivise sustainable agricultural practices. This programme enables

retailers and brands to purchase carbon credits that reward farmers and incentivise them to improve field practices.

- 'Varaha' (3400 farmers in Gujarat and Uttarakhand) - a climate tech start-up focused on creating high-integrity carbon credits from nature-based solutions such as regenerative agriculture.
- 'Bayer Rice Carbon Programme' (682 farmers in Chhattisgarh) - enabling growers to enrol in and get paid for implementing carbon-smart farming.

● **Allied Agriculture Further Diversifies Farming Household Incomes**

For sustainable household income within the farming community (including farm workers), Ambuja Foundation promotes different agri-allied interventions like goatery, poultry, aquaculture, and milch cattle. By focusing on the health of animals through vaccination and nutrient management, profits and incomes were optimised. During the year, Ambuja Foundation facilitated 1245 animal health camps with the support of the veterinary department and provided health services to more than 96,000 animals from more than 22,000 households.

Ambuja Foundation also worked with women via SHGs to start and scale agriculture-based income generation activities like the collective procurement of farm produce; production of agri-inputs like bio-fertilisers and pesticides; and promoted crop diversification, so farmers can reduce the risk of income loss from mono cropping.

● **Rs. 32 Crore Turnover for 17 Farmer Producer Organisations**

Ambuja Foundation has enabled the establishment of 17 FPOs with 9261 members (31% of which are women) who are harnessing the power of collective bargaining – either reducing costs via bulk input purchases, or collectively marketing their produce to secure the best price. During 2023-24, these FPOs have achieved business turnover of Rs. 32 crore and had a profit of Rs. 1.16 crore.

As marginal and small farmers face the difficulties in accessing improved machinery, Ambuja Foundation facilitated the setup of 51 Custom Hiring Centres (CHCs) – enabling 5945 farmers to access the machinery on a rental basis. Ambuja Foundation-promoted FPOs also facilitated the supply of 70,854 MT of biomass to Ambuja Cements Ltd plants providing an additional income source for farmers.

● **1.5 Million Trees Planted & 87 Oxygen/Biodiversity Parks Nurtured**

1.5 million trees were planted in 2023-24 across Ambuja Foundation locations. Additionally, 87 Oxygen & Biodiversity Parks (27 new ones established this year) were collectively developed by Ambuja Foundation, Gram Panchayat and farming communities. These mini forests are located nearby to farmer fields and provide a much-needed habitat for natural species like birds who act as predators to attack pests in crops. Some of these parks have also adopted additional facilities like open gyms, where the village community can access gym equipment and learn more about health.

● **Reshaping Perceptions Around 'Farmers' to Include Women**

Despite the fact that in India, agriculture employs 80 percent of rural women, often aspects of work in agriculture orient around 'male farmers'. To shift this trend, we made ardent efforts to ensure that 236 women were selected as 'lead farmers' to champion new agricultural programmes among farmers and act as peer mentors and educators. Additionally, we selected 473 women farmers to develop demonstration plots which were then exhibited and showcased to other farmers under the Better Cotton programme. Our programme teams made additional effort to link women farmers within families to Government schemes, along with opportunities associated with the National Rural Livelihood Mission. We also facilitated sessions on gender norms with behaviour change messages among both male and female participants of the Better Cotton programme, to ensure recognition of women's role in agriculture.



SHG WOMEN
VENTURE INTO
'CROP RESIDUE'
BUSINESS

MAA SANTOSHI
SWAYAM SAHAYTA
MAHILA SHG

BUSINESS: Farm
Machinery Rental
LOCATION: Hingna,
Nagpur, Maharashtra

In 2023-24, the women of Maa Santoshi Swayam Sahayta Mahila Self Help Group ventured into the farm machinery business - capitalising on the high demand for cotton shredding machines among farmers, to shred left over crop residue like stalks, once cotton has been picked.

It's a win for the women who now have an additional form of income generation, but also the environment, which benefits significantly from the incorporation of crop residue to enrich soil fertility, and crop production.

India is the largest cotton producer in the world with 3.36 mn bales, and ranks first in the world in area under cotton cultivation, with 1,29,000 hectares. A huge quantity of residue is being generated as a result, of which, a large portion is being burnt on farm to clear the field for sowing. But this widespread practice is leading to environmental pollution and the emission of greenhouse gases. Further, valuable plant material is being lost which otherwise can be used for productive purposes.

The initiative has taken off and today 9 SHGs are renting out cotton shredding machines to 92 farmers – shredding cotton stalk and boosting the fertility of soil across 212 acres.

Researchers have found that in situ incorporation of crop residue enriches soil fertility, enhances crop productivity and conserves the environment – boosting the carbon content of soil, recycling nutrients, improving soil moisture holding capacity and porosity, and reducing the costs of inputs like fertilisers.

Working with 2,13,000 cotton farmers, Ambuja Foundation and Better Cotton put their heads

together to address this issue – approaching the self help group with a business proposal which they just couldn't refuse! Working together, Better Cotton and Ambuja Foundation provided support to the SHG to acquire a cotton shredding machine - encouraging the ladies to get to work!

And the shredder has been good business for the women! In the first 3 months, Maa Santoshi Swayam Sahayta Mahila SHG managed a profit of Rs. 24,000 by shredding cotton stalks across 80 acres owned by 30 farmers. It is the first baby steps of a significant opportunity, which not only puts much needed money in their pocket, but helps both farmers and the environment at the same time. By providing machines to farmers for rent at an affordable cost, they make a profit of 17% on each rental. The women are already targeting Farmer Producer Companies (FPCs) to promote this initiative and have their sights set on covering 250 acres of 100 farmers in the next financial year.

It's a big step into business for the women who, prior to this venture, were either homemakers or working in fields as farm labourers. But the ladies from Maa Santoshi Swayam Sahayta Mahila SHG were just the first, the initiative has taken off and today 9 SHGs are renting out cotton shredding machines to 92 farmers – shredding cotton stalk and boosting the fertility of soil across 212 acres. And in the coming year, all 9 SHGs have cumulatively targeted to reach out to 2000 farmers across 4000 acres.

Happy farmers; happy women; happy environment!



SHGS



COTTON SHREDDING MACHINES



SOIL FERTILITY BOOSTED



FARMERS BENEFITTED





 SDG 1
NO POVERTY

 SDG 17
PARTNERSHIPS FOR THE GOALS

 SDG 3
GOOD HEALTH AND WELL-BEING

 SDG 10
REDUCED INEQUALITIES

 SDG 4
QUALITY EDUCATION

SKILL

 SDG 8
DECENT WORK & ECONOMIC GROWTH

 SDG 5
GENDER EQUALITY



Ambuja Foundation's Skill programme offers rural youth opportunities to become active and productive citizens, finding meaningful employment in and around their communities. With 36 Skill and Entrepreneurship Development Institutes (SEDIs) established to date, Ambuja Foundation has successfully trained 118,482 youth across 42 accredited courses, achieving a placement rate of 75%. In 2023-24 alone, 15,774 youth enrolled in SEDI courses and over 204 trainees have successfully ventured into entrepreneurship of which 22% were women.

- *Placement rate of 75%*
- *Cumulative placement of 84,818 youth*
- *57% secured wage employment*
- *43% opted for self-employment*

SKILL HIGHLIGHTS

- Average Starting Salary Reaches Rs. 12,205 Per Month**

The average salary of SEDI graduates peaked this year at Rs. 12,205 per month, after sincere efforts by all to enhance our placement efforts. To help achieve this, Ambuja Foundation established 6 Placement Coordination Teams in different regions. This coordination not only aided in the development of a strong pipeline of placement partners for SEDI graduates, but helped in negotiating with placement partners for the best placement opportunities – optimal salary, along with accommodation facilities and other perks.
- Partnerships Expand the 'Breadth & Depth' of Skill Training**

Expansion of our partners has helped expand both the footprint of SEDI, along with the depth and breadth of skill delivery. The unveiling of 2 new SEDIs (Delhi and Kota) took our total number of SEDIs to 36.

Additionally, Ambuja Foundation signed an MOU with the Wadhvani Foundation to enhance soft skills training at SEDI. The Wadhvani Foundation has developed a technology-based platform to deliver soft skill content and assess the transformative impact on trainees. SEDI will now benefit from this virtual platform to develop communication, behavioral aspects, ethical values, safety, teamwork, etiquette, grooming, and problem-solving skills among trainees.
- 'Future Skills' Pilot and Preparation for Scale**

Ambuja Foundation launched a series of 'Future Skills' courses at SEDI Jaipur. The new technology-based courses are designed to equip individuals with competencies, abilities, and knowledge crucial for the evolving job market. Three core courses were launched, AI Data Scientist, Full Stack Developer and Salesforce Developer.

Ambuja Foundation prepared for the scale of Future Skill courses by cultivating internal resources to serve as Future Skill Trainers. 8 IT trainers will attend an 8 month training programme on AI and Data Science training by Sparrow AI training agency in Nagpur to prepare for the widespread roll out of Future Skill Courses across SEDI.
- Gender Module Added to Soft Skills Training**

A new Gender Module was rolled out across SEDI this year as part of its soft skills training, to ensure that all graduates gained awareness of gender equality and gender sensitivities and are better equipped to handle gendered work environments. This is important to shape mindsets and behaviour of youth who have often been exposed to patriarchal behaviour, poor attitudes and ill-treatment towards women in their lifetime.
- Diploma in Fire & Safety Management Launched**

SEDI has entered an affiliation with the National Institute of Fire & Safety Engineering (NIFSE) to establish a Diploma course in Fire & Safety Management in Amarwada (MP). With a high demand for fire officers and firemen in the manufacturing and industrial sectors, the collaboration aims to build a skilled workforce in the Fire and Safety sector to meet the demand. The inaugural training programme took place at SEDI Amarwada, with 25 enthusiastic trainees eager to forge their careers in Fire and Safety Engineering. SEDI has set ambitious targets for the upcoming year, with plans to train 100 individuals in 2024-25 across the Amarwada (MP) centres.
- Alumni Chapters Thrive Across 15 Cities**

The SEDI Alumni network has continued to grow, and this year saw 15 Alumni chapters across 15 major cities with over 3500 SEDI alumni engaged. The SEDI Alumni Chapter provides a network for new trainees to tap into support as they migrate to cities for work, along with a network for SEDI graduates to foster career growth and a lifelong approach to learning.

● **6 Entrepreneurship Training Labs Established**

Ambuja Foundation has developed six entrepreneurship training labs at Bhagwanpur (UK), Chirawa (Rajasthan), Farakka (WB), Chandrapur (MH), Gandhinagar and Kodinar (Gujarat), with the support of Schneider Electric India Foundation and Foundation of France. With a five-year commitment to develop 1350 aspirants as entrepreneurs, the purpose of the partnership is to provide vocational and entrepreneurship training to underprivileged school and college dropouts in the fields of Electricity and Renewable Energy.

● **External Evaluation of Trainee Skills & Trainer Competency**

Sikkim based Medhavi Skill University (MSU) and Bhopal-based Rabrindranath Tagore University were onboarded as external assessors to conduct skill competency assessment of SEDI trainees and certification. Additionally, a total of 237 trainers from SEDI were evaluated by experts from the field to assess the competency of trainers and the quality of their training methodology. Both these exercises are part of a key strategy to foster excellence and ensure outcomes at SEDI.





GIVING
STUDENTS
'INTERNATIONAL'
WINGS

TOUSEEF AHMAD

ROLE: Senior
Master Trainer –
Refrigeration & Air
Conditioning, SEDI

LOCATION:
Bhagwanpur,
Uttarakhand

Touseef Ahmad is no ordinary trainer at Ambuja Foundation's SEDI. An ambitious risk taker, he has helped facilitate the international placement of almost 30 students in jobs in Gulf countries, in the highly sought after trade of Refrigeration & Air Conditioning (RAC).

His journey saw him set his sights on an international job, when, on graduating from a 3-year Diploma in Electricals saddled with a Rs. 1.5 lakh student loan, he faced jobs with a meagre salary of just Rs. 8000.

Keeping his international dream a secret from his family and community, Touseef enrolled with recruitment agencies in Delhi for placement in Saudi Arabia. An opportunity was quickly forthcoming, and he secured a job handling all the electricals for a new hospital being built in Saudi.

On joining SEDI Touseef found that there was no course in RAC, and he shared the high demand in the sector with the team. "Introduce this course, and I will drive it for you!" he said. Today there is 100% enrolment in SEDI's RAC course, and 500 trainees have been trained.

It was a big leap of faith for him, having heard horrifying stories of how jobs in Gulf countries have gone terribly wrong for other marginalised Indians. But being a risk taker, with big aspirations, he took the plunge and moved to Saudi.

Of course, it was no cakewalk. Language barriers, different food, and the harsh weather conditions in Saudi were a shock to the system.

Here, however, he quickly learned that there was a dearth of workers with sought-after Refrigeration & Air Conditioning skills.

He began to teach himself how to fix air conditioners – tinkering with units in his spare time – and learning from his Arabic friends and colleagues who happily shared what they knew.

Being 28 years of age, his family soon called him back to India, and, having paid out all his loans, he decided to kickstart his own business. But business was slow and in 2018 he got word that SEDI was looking for a Trainer for the Electricals course.

On joining SEDI he found that there was no course in RAC, and he shared the high demand in the sector with the team. "Introduce this course, and I will drive it for you!" he said. Today there is 100% enrolment in SEDI's RAC course, and 500 trainees have been trained.

During training, SEDI conducts an 'aspiration mapping' exercise with students, and it is Touseef's role to guide and motivate them – speaking to students and families. He helps connect graduates with consultants and his network of people in the Gulf continue to call him with requests in Bahrain, Qatar, Saudi and Dubai, for well-trained workers.

So passionate is he, that he facilitates a WhatsApp group for international placements, and whenever students face a problem on the job and can't fix something, they do a video call with Touseef, and he helps them fix it!



TRAINEES
TRAINED IN
RAC



STUDENTS PLACED
IN INTERNATIONAL
JOBS



STARTING
SALARY
RANGE





 SDG 1
NO POVERTY

 SDG 17
PARTNERSHIPS FOR THE GOALS

 SDG 2
ZERO HUNGER

WOMEN

 SDG 10
REDUCED INEQUALITIES

 SDG 5
GENDER EQUALITY



Ambuja Foundation has taken a strategic stance over time, to invest in women to accelerate their growth and ensure the overall development of society. At Ambuja Foundation, we firmly believe that by engaging women in the fulcrum of the SHG movement, we can catalyse the involvement of women in different livelihood initiatives, skilling opportunities, decision making at family and community level - kickstarting a journey towards better well-being for all. Time and again we see SHG women undergo a 'shift' whereby they go from merely being a 'receiver', to becoming a planner, decision maker, owner and agent for societal change. In alignment with this, in 2023-24 Ambuja Foundation registered an additional 299 SHGs making a total 3252 SHGs with the involvement of 37,920 women.

WOMEN HIGHLIGHTS

Over 19,000 Women Empowered Through Micro Enterprise

19,332 women across locations were involved in micro enterprise promotion – kickstarting businesses in dairy, poultry, spices, pickles, milk products, sweets, ghee and handicrafts, among others.

Social Saheli emerged as a large umbrella brand in Rajasthan under which women sell spices, pickles, ghee and cookies. Similarly, in Bhatapara, women established a mart where all products of women enterprises are sold under one roof. In Darlaghat, the installation of a new pasteurisation unit is enabling women to sell packaged milk, which has increased overall milk sales under Amrit Dhara Milk Producers Marketing Co-operative Society Ltd.

Ambuja Foundation has played a critical role in establishing mechanisms to provide women with loans and other financial services to kickstart enterprises - conducting capacity building initiatives, creating market linkages and guiding product development.

7 Common Facility Centres Established for Collective Enterprise Development

Common Facility Centres (CFCs) have been developed by Ambuja Foundation to ensure more participation of women in enterprise promotion activities and training. CFCs are being setup as a centre where women can come and access training, machinery, facilities and other infrastructure, along with guidance on things like packaging of products, to support them in their enterprise journey. Managed by the women themselves, in 2023-24, Ambuja Foundation promoted 7 CFCs in Bathinda and Dadri with more than 500 women taking part in these collectives and engaging in enterprise development initiatives, especially in garment making and stitching.

8 Women's Federations Empower 23,008 Women

8 Women's Federations were active and flourishing in 2023-24 – engaging 23,008 women and 2030 SHGs during the year. To ensure their optimum functioning, Ambuja Foundation identified the training needs of federations and rolled out a capacity building plan so that federations can sustain on their own in the long run. Today federations from Rajasthan, Chandrapur, Darlaghat, Bhatapara and Ambujanagar are standing on their own two feet and thriving.

Ambuja Foundation prioritises capacity building of federations to:

- Strengthen the functioning of existing SHGs
- Promote and provide handholding support to new SHGs
- Enable access to various services for SHG members
- Facilitate proper linkages with different Social Security Schemes run by state and central governments.
- Increase the bargaining power of women.

New Milestones for Shree Sorath Mahila Vikas Sahakari Mandali Federation (SSMVSM)

SSMVSM Federation from Ambujanagar continues to go from strength to strength, with women members actively involved in different and unique social activities over the last few years. In 2023-24, women took up the plantation of 10,000 plants across villages; grew the SHG programme to 11,000 women in Ambujanagar; and provided Rs. 1 Crore loans to SHG members for different purposes.

Pashu Swasthya Sevikas (PSS) Enable Livestock Income for 6000 Households

Services provided by Ambuja Foundation's 100+ PSS have enabled more than 6000 households to rely on livestock as their major source of livelihood. Livestock provides livelihood to two thirds of the rural economy but there are many challenges to navigate – including management practices to ensure profit, limit disease outbreak and tackle the

low productivity of animals. Ambuja Foundation's community cadre of paravets provide doorstep services to families – helping them navigate these challenges and prosper.

Livestock-centric locations like Farakka, Chandrapur, Bhatapara and Rajasthan have seen families develop robust livestock businesses in areas like cattle, goatery and poultry. In Darlaghat alone, 30 PSS are actively involved in running the dairy-based cooperative, which involves over 1000 households.

● **Virasat-E-Malwa
Rejuvenates Crafts &
Empowers Women of
Rural Punjab**

Ambuja Foundation promoted women's collective, Virasat-E-Malwa, is reviving traditional handicrafts of Punjab – empowering 370 women along the way via a turnover of Rs. 67 lakh in 2023-24. Virasat-E-Malwa has been promoting the revival of phulkari, dhurrie and crochet – selling products via participation in handicraft and handloom fairs in Punjab and Delhi.

The collective is constantly working on harnessing the skill of its members and their capacity building. This year two MoUs were signed with this motive. An MoU was signed with Indira Gandhi National Centre for Art (IGNCA) for the revival of Punjab Craft via the capacity building of master trainers and the showcase of products at the Red Fort in Delhi. Another MoU was also signed with the Sector Skills Council (Apparel) for skill and quality enhancement of master trainers for stitching.





ARTISAN REVIVAL

EMPOWERING
WOMEN AS
BREADWINNERS
IN RURAL INDIA

KARAMJEET KAUR

ROLE: Chairperson,
Virasat-E-Malwa
Common Facility
Centre Producer
Company Limited
LOCATION: Bathinda,
Punjab

A grassroots movement is underway in Punjab! Women from the districts of Bathinda, Kotbhai and Rajpura are honing their skills, reviving traditional handicrafts and becoming breadwinners in their families – all via the Virasat-E-Malwa collective. And one of the driving forces behind it, is Karamjeet Kaur.

As the Chairperson of Virasat-E-Malwa Common Facility Centre Producer Company Limited, along with being a master trainer and artisan herself, Karamjeet has been instrumental in mobilising women for income generation via the revival of regional handicrafts.

But back in 2011, Karamjeet was a homemaker – suffering from family pressure for not giving birth to a boy child, restricted from stepping out of the home and seeing the gradual deterioration of her mental and physical health. She found solace in the GuruTegh Bahadur Self Help Group where she was supported to kickstart her own boutique business. But the journey of entrepreneurship was difficult for her, and bad debts began to mount.

Today, the Virasat product list includes more than 100 products like dhurrie, furniture, macrame, phulkari and moonj baskets which are sold at exhibitions, in high-end specialty stores and even online.

The women of the SHG wanted to do something together, and when COVID-19 hit, they initiated mask-making to meet local demand. But facing issues with varying quality, stitching techniques, and a lack of standardisation of products, they decided that as a group each woman would do a different part of mask making – working as a group to collectively make the product.

Orders began to come in for masks and then other products like uniforms. However, some

elderly members of the group could not stitch but had skills in Punjabi traditional crafts of phulkari, dhurrie and crochet. They started making these products and showcased them in a local exhibition with all products selling well! And so a separate section spun off, creating pillow covers, table mats, laptop stands, yoga mats, table runners, and the like using traditional embroidery techniques.

And Virasat Federation was born. Acting as an umbrella group, the women began diversifying the handicrafts, with Virasat also acting as a marketing point – generating bulk orders in metropolitan areas where demand for high quality handicrafts was more prevalent.

Acting as chairperson, master trainer and artisan, Karamjeet's life has been transformed. With financial agency in her household, her position and treatment in the family have completely changed. As a Virasat advocate, she has been instrumental in mobilising women to join Virasat and today 370 women are members and earning from places in Kotbhai, Bathinda, Aulakh, Rajpura and Dadri.

Today, the Virasat product list includes more than 100 products like dhurrie, furniture, macrame, phulkari and moonj baskets which are sold at exhibitions, in high-end specialty stores and even online.

When she ran her own business, Karamjeet was earning just Rs. 1500 per month. Today she earns Rs. 10,000-12,000 per month. Everything changed for her in this incredible journey, in her family, in her community, and in particular, within herself – all thanks to her newfound independence.

Today, her passion is ensuring that other women have the similar opportunity for transformation as she had!



**WOMEN
MEMBERS**

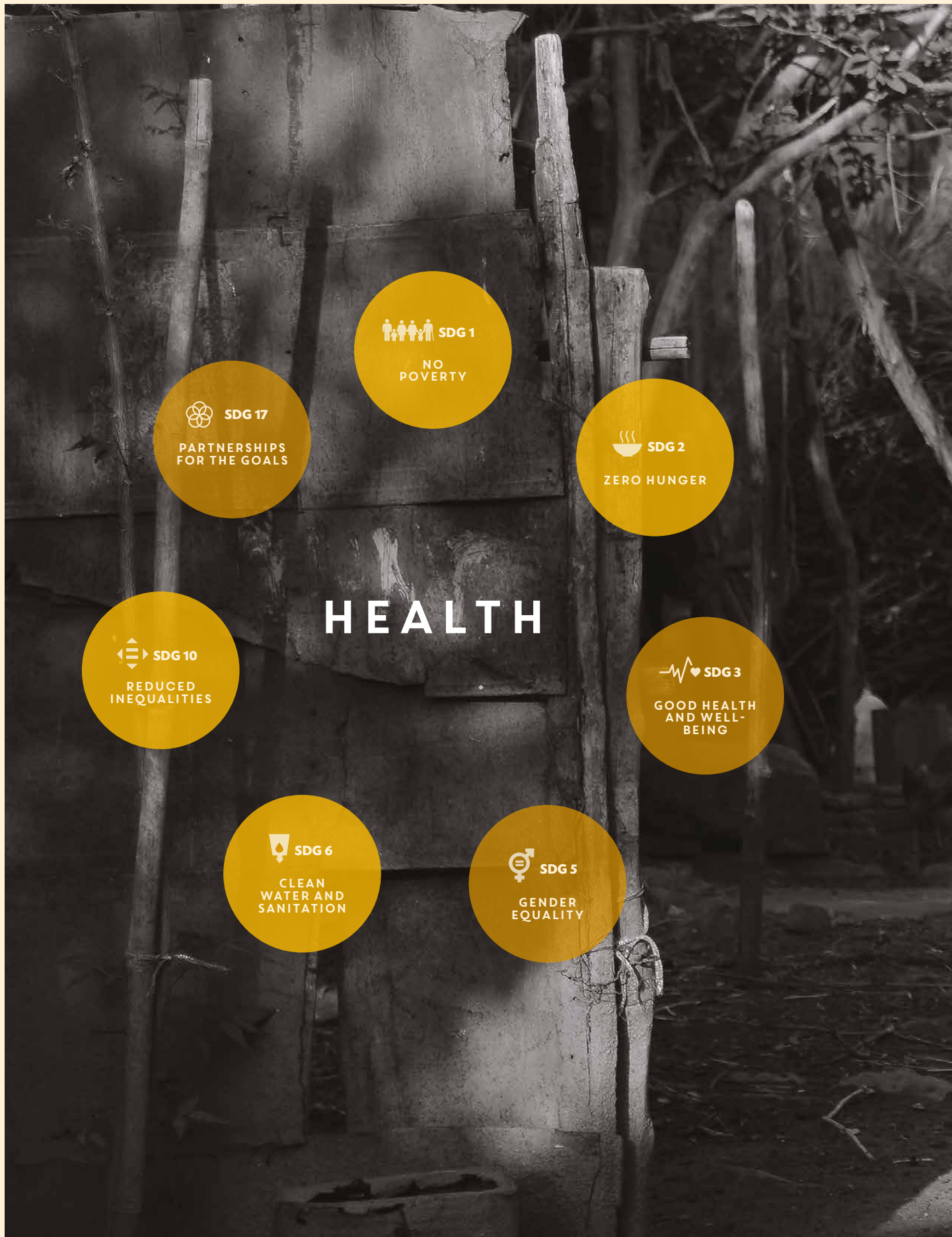


PRODUCTS



**INCOME EARNED
PER MONTH**





 **SDG 1**
NO
POVERTY

 **SDG 17**
PARTNERSHIPS
FOR THE GOALS

 **SDG 2**
ZERO HUNGER

 **SDG 10**
REDUCED
INEQUALITIES

HEALTH

 **SDG 3**
GOOD HEALTH
AND WELL-
BEING

 **SDG 6**
CLEAN
WATER AND
SANITATION

 **SDG 5**
GENDER
EQUALITY



Challenges in accessing healthcare services push families further into poverty, with huge out of pocket expenditure as well as loss of livelihood. Ambuja Foundation takes a holistic approach to addressing healthcare in rural communities – working intensively across 18 locations and reaching over 400 villages via a model of preventive, promotive and curative healthcare services. Ambuja Foundation has strong interventions on the ground by having last mile reach in villages, via a cadre of trained frontline health workers known as Sakhis. Community participation and ownership are major goals to strengthen rural healthcare through Village Development Committees, SHGs, Women's Federations, FPOs and strong liaison with the local health system.

HEALTH HIGHLIGHTS

- 'Atmiyata' Mental Health Initiative Reaches 110 Villages**

Ambuja Foundation Sakhis have successfully rolled out the Atmiyata mental health project across 110 villages in 4 locations. 116 trained Sakhis identified cases and provided basic support by harnessing techniques like relaxation, active listening, problem solving and behavioural activation. Sakhis also referred patients who showed signs and symptoms of severe mental health disorder cases. In its third year now, this programme has reached 9900 beneficiaries via awareness sessions, identified 551 with common Mental Health Disorders and 73 Severe Mental Health Disorder cases with 42 referred to counsellors.
- Mobile Phones Enable the Pilot of 'Telemedicine' in Villages**

This year saw the pilot of telemedicine at Bhatapara and Darlaghat - harnessing the power of the mobile phones of Ambuja Foundation Sakhis to connect patients with vital healthcare services in hilly terrain or dense interiors where access to healthcare services is limited. This comprehensive primary healthcare model is being trialled in preparation to roll out across various Ambuja Foundation locations. During the pilot, 932 patients used telemedicine services to access necessary healthcare services. 5104 cases were treated through community clinics.
- Breast Cancer Awareness Rolled out in Chandrapur, Maharashtra**

As part of its Noncommunicable Disease (NCD) programme, Ambuja Foundation initiated strategic interventions in breast cancer awareness last year in Chandrapur, Maharashtra, in association with ABS - Association of Breast Surgery, UK and ABSI - Association of Breast Surgeons of India; Chandrapur Cancer Care Foundation (Tata Trust initiative) and Public Health Department. Ambuja Foundation mobilised 48 cases for diagnostics like mammography, USG, BIPsy, FNAC and linked them to hospitals for treatment, whilst 7 cases were operated on. In association with the team at Tata Trusts, regular check-up camps are conducted for breast, cervical and oral cancers in 60 villages.
- Commitment to Anti-Tobacco Strengthened**

Ambuja Foundation's commitment to create tobacco free communities continued this year. Having created 116 tobacco free schools in the last 5 years, a total of 31 schools were declared as tobacco free this year, reaching a total of 147 schools. Tobacco cessation services were also provided to pregnant women by providing counselling services in 3 regions where tobacco consumption was high. Ambuja Foundation reached 819 women with ANC services where 98 cases were identified as tobacco users. Lastly, Ambuja Foundation commenced work on creating 'Tobacco Free Workplaces' across all office locations. A cadre of 105 Master Trainers was created and 1264 employees were reached with over 50 linked with cessation services.
- Expanded Health Support for Truckers**

With the success of Ambuja Foundation's Health Centres for Truckers, this year saw Pernod Ricard India Foundation expand the reach of the Health programme at a community level across 5 villages – providing services to the families of truckers who live around project sites. Ambuja Foundation conducted a mega screening camp for the village population on various critical tests, with advice provided by medical professionals along with nutrition counselling. This included COPD and NCD screenings along with eye screening for truckers. As a result, 560 truckers and 750 family members were reached and 200 were screened for vision care with 100 supplied with spectacles. Apart from this, Ambuja Foundation continued the successful operation of 5 Health Centres for Truckers, reaching 1,19,081 truckers with a variety of essential health services.
- 3 New Community Clinics Take Total to 15**

Ambuja Foundation's Community Clinic model expanded again this year taking the number of clinics to 15 - 11 in Chandrapur with daily doctor consultations, 2 in Bhatapara with telemedicine and 2 in Ropar with doctor's consultation and diagnostic

blood collection services. Ambuja Foundation has focused interventions on preventive and promotive healthcare focusing on various community health projects. These clinics provide services for NCD with screening and also medicine dispensary. 5104 beneficiaries availed clinical services. In the year, a total of 35,129 patients received curative healthcare services through community clinics, diagnostic centres, specialty services and telemedicine.

Progress on Malnutrition

Nutrition interventions are currently operating in 11 locations, reaching out to 198 villages and 425 AWCs which are covering 11,671 children under 3 years old and 12,358 children in 3-6 years bracket. Additionally, Ambuja Foundation identified and referred 227 children to CHCs and Nutrition Rehabilitation Centres (NRCs) with monthly follow ups by Sakhis – in 3-6 years age group, 8690 children were screened and 651 were identified underweight (8%). 7646 were screened for wasting with 421 wasted (5.5%). 4117 children were screened for stunting and 225 (5%) were identified as stunted. In both wasting and stunting, girls were higher in number by 1%.

Menstrual Hygiene Management

Ambuja Foundation’s Menstrual Hygiene Management programme expanded to 18 locations of 12 states reaching 94000 beneficiaries. The programme focuses on 4 major pillars in accordance with Swacch Bharat Guidelines - access to knowledge; access to absorbents; access to WASH; and access to disposal. Additionally, 16 vending machines, 35 MHM libraries and 20 incinerators were installed. A total of 6 sanitary napkin making units were established, and to make the product more professional with proper branding, 2 trifold packing machines were installed via Women’s Federations.

NCD & MCH Programmes Continue to Achieve Outcomes

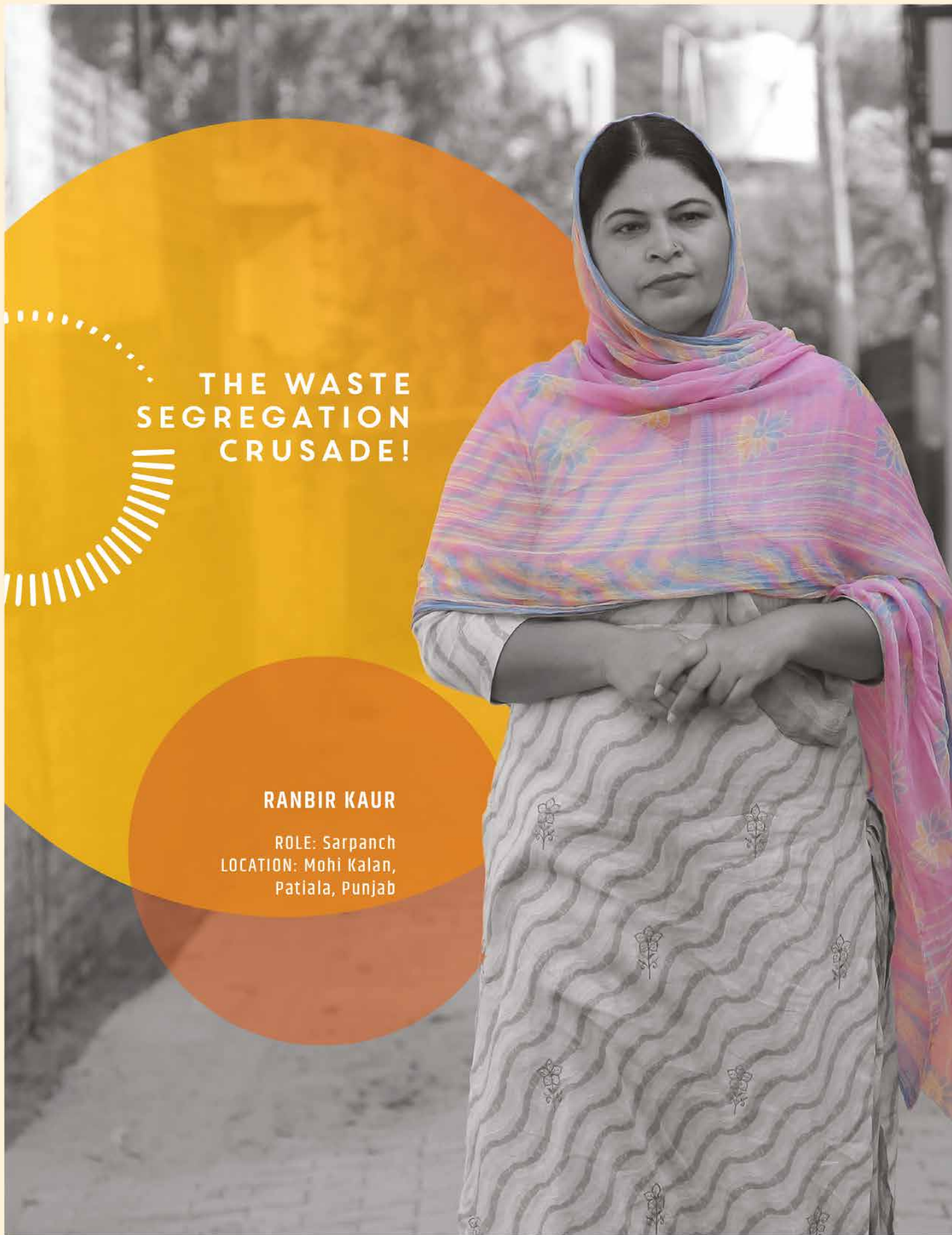
NCD is a flagship project across 233 villages in 14 locations in rural India. This year, Ambuja Foundation screened 34,235 patients with 2760 (8.6%) diagnosed with diabetes and 3887 (11.3%) diagnosed with hypertension. Additionally, 51,869 beneficiaries were reached through health awareness sessions and lifestyle modification sessions. Ambuja Foundation has achieved 99% institutional delivery with 69% of women linked with maternal benefit schemes. Lastly, Maternal Child Health has maintained outcomes for the last few years achieving significant reduction in mortality:

Reduction in Mortality Rate

IMR/NMR	15-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23	23-24
Still Birth	22	17	14	10	17	11	9	6	4
Neonatal Death	26	11	16	12	11	3	1	5	3
Infant Death	46	12	25	18	17	4	1	8	6
Live Birth	-	802	842	1147	1501	1501	1206	1245	1190

Health Interventions Take Into Account Gender & Generational Power Dynamics

Where earlier Maternal Child Health interventions typically oriented around expectant mothers, this year Ambuja Foundation engaged with husbands and mothers-in-law in an effort to address gender and generational power dynamics which limit the decision making ability of young women around Maternal Child Health. To ensure the participation of men in health camps (typically held from 9 am-6 pm when men are working), additional camps were organised on Sundays and late evenings to ensure that they too could avail and benefit from the health services provided.



**THE WASTE
SEGREGATION
CRUSADE!**

RANBIR KAUR

ROLE: Sarpanch
LOCATION: Mohi Kalan,
Patiala, Punjab

To those who once knew it, Mohi Kalan is almost unrecognisable! Once a ‘dumping ground’ for household rubbish, today village streets are squeaky clean and ponds are a thriving oasis for birds and other local animals – a transformation that has earned them not one, but 3 awards for being the ‘Cleanest Village’.

But Mohi Kalan’s Sarpanch, Ranbir Kaur learned the hard way, that old habits die hard – waging a year-long crusade to transform the behaviour of the communities of 217 households!

It all started when Ranbir Kaur stood by her husband in his campaign to become the Village Sarpanch in January 2019. Little did she know that it was her who would soon be thrust into the limelight. When he won the election, the following term saw her stand for the role – losing by just 1 vote! But when the constituency was soon after allocated as a ‘lady’s seat’, the well-known Ranbir Kaur was the natural choice to assume the role.

Once a ‘dumping ground’ for household rubbish, today village streets are squeaky clean and ponds are a thriving oasis for birds and other local animals – a transformation that has earned them not one, but 3 awards for being the ‘Cleanest Village’

Born and raised in Amritsar, Ranbir Kaur had a vision for her community and quickly got to work to address education in the area – the local government school was marked for closure when enrolment numbers plummeted due to poor infrastructure and teaching methods. Investing her own funds, and raising the balance from NRIs, she raised the enrolment numbers from 17 to 85.

It was here that the focus shifted to solid waste management. Garbage disposal was the main problem and without any proper system in place, households dumped waste in the local pond, in streets, and on disused common plots.

Flummoxed as to how to go about it, Ranbir Kaur sought support from Ambuja Foundation which had recently commenced work in the community. Working hand in hand, with additional support from the Round Glass Foundation, the group got to work on developing a Solid Waste Management System in the community.

Inaugurated in October 2022, Ranbir Kaur advocated the importance of waste management in light of sanitation, health, and overall community pride. Ambuja Foundation and HDFC Bank Parivartan under the Holistic Rural Development Programme got to work training the community on how to segregate waste and support the newfound system.

But of course, Ranbir Kaur faced resistance from several households and here, she decided to play hardball! As solid waste management was the new focus of the Central Government’s Swachh Bharat Scheme, she swiftly told villagers that if they didn’t get on board, other schemes would not be made available to them.

Today, a waste collection cycle rickshaw visits every household and each household contributes Rs. 60 per month. Wet waste is set

aside for composting and the creation of organic manure, whilst dry waste is further segregated and sold at the Material Recovery Facility.

Buoyed by their achievements, the community has formed a ‘cleanliness group’ which has been instrumental in fencing off ponds and beautifying the area with plantation. And recognition soon followed – the community received 3 awards! The solid waste management model is such a success that it is being replicated in 3 other villages.

There is truly nothing that cannot be achieved if you put your mind to it and work together to achieve it!



2023

BLOCK AND DISTRICT LEVEL AWARDS

2024

CLEANEST VILLAGE AWARD OF PATIALA DISTRICT BY THE REVENUE, REHABILITATION AND DISASTER MANAGEMENT MINISTER OF PUNJAB

SOCH NGO SANITATION AWARD



 **SDG 17**
PARTNERSHIPS
FOR THE GOALS

 **SDG 1**
NO
POVERTY

 **SDG 2**
ZERO HUNGER

 **SDG 10**
REDUCED
INEQUALITIES

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GOOD HEALTH
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BEING

 **SDG 6**
CLEAN
WATER AND
SANITATION

 **SDG 5**
GENDER
EQUALITY

 **SDG 4**
QUALITY
EDUCATION



It was an exciting year for Ambuja Foundation's Education programme which saw its exponential expansion - into new territories across existing locations with deeper penetration. Today, the programme is reaching out to 15 locations across 7 states with expansion at three new locations i.e Nalagarh (Himachal Pradesh), Ropar (Punjab) and Raigarh (Chhattisgarh). As a result, the Education programme is running its fully-fledged interventions across 285 schools reaching out to more than 50,000 students.

EDUCATION HIGHLIGHTS

Partnership Takes STEM Labs to 45 Locations

Ambuja Foundation took great strides to ramp up its STEM learning this year, and received a significant 'shot in the arm' via a partnership to establish a further 25 STEM Labs in Dadri, UP. With 11 labs set up by Ambuja Foundation this year, this takes the total number of STEM Labs across locations to 45. To enhance student engagement in STEM, Ambuja Foundation organised study tours and visits from other schools to the STEM labs, with 2766 students visiting. 819 students also participated in Science Quizzes/Science Fairs. Additionally, teachers received 3 trainings in the year on STEM instruments. The National Science Foundation predicts that nearly 80 percent of jobs in the future will require applicants to have STEM skills.

Education Programme Rolls Out Across 3 New Locations

Ambuja Foundation's Education programme expanded this year to cover 3 new locations – Nalagarh, Ropar and Raigarh. Interventions in Nalagarh covered all government run primary schools, and one middle school – including upgradation of infrastructure, WASH promotion, reading and sports. Raigarh is a new location which has started in 6 schools; whilst Ropar worked towards setting up a model school. Meanwhile in Rabriyawas and Marwar-Mundwa, the Education programme added infrastructure support to their interventions including creating SMART classrooms, WASH infrastructure and setting up STEM labs in select schools.

'After School' Programme Launched to Strengthen Sports

Ambuja Foundation expanded its sports promotion programme to impact 80 schools this year, and was excited to launch 4 After School Programmes across Chandrapur, Darlaghat and Bathinda. The programme is designed to identify and nurture raw talent through specialised sports training and support, and targets student-athletes identified through endline assessments, aged between 12 to 16 years, who show potential in sports such as kabaddi, volleyball and athletics. The programme aims to provide young athletes with access to high-quality coaching, mentorship, nutrition and opportunities for personal and athletic growth, and is operated in collaboration with technical and knowledge partner, ELMS Sports Foundation. Additionally, 6 trainings were conducted to train 74 volunteers in methods to improve the core strength of students, and facilitate other minor sports activities.

Students from the After School Programme in village Chandi participated in state level competitions for volleyball with 8 boys receiving the winner's trophy. Similarly, the Bathinda Goniwana School ASP Centre won the overall trophy and best performance in sports from Punjab Education Department in kabaddi, kho-kho, athletics, tug of war, badminton and gymnastics.

School, Interschool & District Competition Success

Ambuja Foundation supported the coordination of 83 School Level Competitions (Khel Melas), along with 27 schools participating in the interschool level competitions (Khel Utsav) this year, held annually to help enable students to participate in district/block or cluster level sports tournaments. 294 students were selected for District/State level tournaments in various games like kabaddi, kho-kho and badminton and 69 students were selected for Khelo India events from Ambuja Foundation supported schools. Of note, Chandrapur and Ambujanagar launched self-defence training for all children, with a focus on the safety of girls. 14 students from Z.P. Upparwahi schools, Chandrapur, participated in the 2nd International Championship 2024 on Karate held at Hyderabad and took home 1 gold, 5 silver and 7 bronze medals. Meanwhile, 2 girls from Ambujanagar received 1 gold and 1 bronze medal in karate at the Gujarat State Karate Competition.

WASH: Infrastructure & Behaviour Change

With the establishment of WASH infrastructure in 132 schools, Ambuja Foundation's education volunteers initiated awareness sessions on personal hygiene, safe and judicious use of water, menstrual hygiene management and hand wash practices, along with solid waste management in schools, to encourage behaviour change among students, teachers and parents.

The Bhoysgaon Primary School in Chandrapur received a District Level Award for a campaign run by the Chief Minister 'Mazi Shala Sunder Shala' which recognised and encouraged efforts on overall WASH and infrastructure development in schools.

● ***Reading Programme Expands to Include Establishment of Community & Open Libraries***

Ambuja Foundation has embarked on a mission to cultivate a culture of reading and learning in the wider community - launching the community library model. Set up either on school premises or in dedicated spaces provided by the Panchayat or Village Committee, Community Libraries are open and accessible to all, with book collections for all ages. Initiated in Chandrapur, Maharashtra, the Open Library concept was piloted in 6 schools and the success has led to a similar model being replicated in Darlaghat. Under the reading programme, continued training and TLM support was provided by knowledge partner, Door Step School, Pune. The reading programme includes setting up library corners with age specific books, encouraging reading aloud, poem recitation and games. 174 reading competitions were organised during the year across locations.

● ***Capacity Building to Improve Schools & Education***

83 trainings with 1145 members from school management committees were organised this year. 36 trainings were also provided for 180 volunteers on preparing teacher learning materials, monitoring classes, conducting sports training, teaching English language, and other innovative learning techniques. 17 trainings were also organised for 224 teachers. Awareness was also organised on the National Education Policy, student psychology, school discipline and gender awareness with active participation of SMC members.

● ***Support in Co-Curricular Activities***

Ambuja Foundation coordinates co-curricular activities like summer camps, celebration of special days, activities to create awareness about the environment, soil and water conservation and other initiatives to develop the overall personality of students. During the year, 127 events were conducted where 16,300 students from 215 schools participated, of which 8958 were girl students.

● ***Tackling Gender Norms in Educational Institutes***

Traditionally, girls in rural communities are not encouraged to participate in sports. However this year, special effort was made to ensure girls partook in sports activities and self-defence training supported by Ambuja Foundation. Similarly, it is rare to see boys singing in choirs at School Assembly/Prayers. To address this, Ambuja Foundation encouraged the participation of boys in choirs in some schools – breaking gender norms in the process. Additionally, village level school meetings are seen as primarily a mother's responsibility. To shift this, special interventions were also made to ensure participation of fathers in School Management Committees, as well as the parent's meeting, especially at Ambuja Manovikas Kendra.

AMBUJA MANOVIKAS KENDRA

Ambuja Manovikas Kendra (AMK) is a special school for children with special needs in Ropar, Punjab, with a total of 113 students (84 in regular schooling, 19 in the Skill Development Centre and 10 in Home-Based Rehabilitation Programmes). AMK takes a holistic approach to the overall development of its students - early intervention, special education, therapeutic services, extra curricular activities, life skills, vocational training and parental support are provided to help students reach their full potential. A total of 509 students have received access to the services at AMK since it was established in 1999.

Rakhi and Diya Production Generates Income

Students of the AMK Skill Training Centre were able to sell their products of Rakhis and Diyas, as per their proposed Business Plan targets. Graduated trainees from the Skill Development & Rehabilitation Centre (SDRC) have made over 25,000 Diyas and 40,000 Rakhis to support themselves financially. The total sale of products was Rs. 9.7 lakh through which they have earned Rs. 6.02 lakh profit. As part of this programme, a group of 31 trainees were engaged in making products, and registration of their micro enterprise is underway.

New Sensory Integration Room Established

A new Sensory Integration Room has been installed at Ambuja Manovikas Kendra to provide sensory integration therapy. This benefits children with cerebral palsy, autism spectrum disorder, attention-deficit/hyperactivity disorder, developmental disorders, and intellectual disabilities, by providing a structured and controlled environment where individuals receive sensory input in a regulated manner. The sensory integration room is designed and equipped with bubble tubes and optical fibres, lighting effects, auditory stimuli, a wall climber, a ball pool, textured tactile and learning wall panels, to stimulate the senses of vision, olfaction, taste, hearing, touch, vestibular, proprioception and interception.

Outdoor sensory paths and specific therapeutic and education aids have also been incorporated to benefit the development of our differently-abled students - helping improve the processing and integration of sensory input, enabling children to achieve appropriate adaptive responses to everyday stimuli. This is a significant step towards enhancing the developmental and therapeutic support provided to individuals at AMK with disabilities.

102 Students Avail Aquatic, Physiotherapy & Speech Therapy Services

A total of 102 students have availed physiotherapy, speech therapy, aquatic services and sensory integration activities to improve strength, physical development and overall speech skills. The pool at AMK has been optimised and students are learning swimming skills to promote better health and also foster physical strength. Physiotherapy sessions were held to improve balance, mobility, hand/eye coordination, posture, and muscle strengthening for motor development. Speech therapy sessions to improve misarticulation, control drooling, and improvement of language, communication, and social skills have also shown great results.

● **Students Clear NIOS Exams**

NIOS provides opportunities for interested learners to study through open and distance learning (ODL) mode. This year, 3 students of AMK, registered under the session 2023-24, and 2 students have cleared secondary exams for the session 2022-23. To date, 26 students have cleared secondary school exams.

● **AMK Graduate Awarded 'Best Self-Employed Male' by State Government.**

AMK's Navjot Singh is a much-loved personality around the streets of Alampur, where he is seen daily delivering goods on his cycle rickshaw. People fondly refer to him as 'Navjot Cycle Rickshaw Walla'. Such is the success of his self-employment, that in 2023 he was bestowed with a State Award in the category of 'Best Self-Employed Male - Person with Disability'.

● **Silver Medal at World Summer Special Olympics, 2023**

Ms. Priya Devi, a differently-abled student of Ambuja Manovikas Kendra, won a silver medal in basketball in the World Summer Special Olympics 2023 held in Berlin (Germany). She received a total of Rs. 2,12,000 (Rs. 62,000 as out-of-pocket expenses and Rs. 1,50,000 as award money) in her account from the Ministry of Youth Affairs and Sports - Government of India through Special Olympics Bharat. Her parents, village community, everyone at AMK and Ambuja Foundation are proud of her remarkable achievement.

AMK kept its sports tradition, winning for the 16th time in a row the 'Overall Championship Trophy' at the Punjab State Special Olympics, 2023. Additionally, AMK won the 'Overall Championship Trophy' at the State Level Cultural Competition for intellectually disabled children for the fifth time in a row.



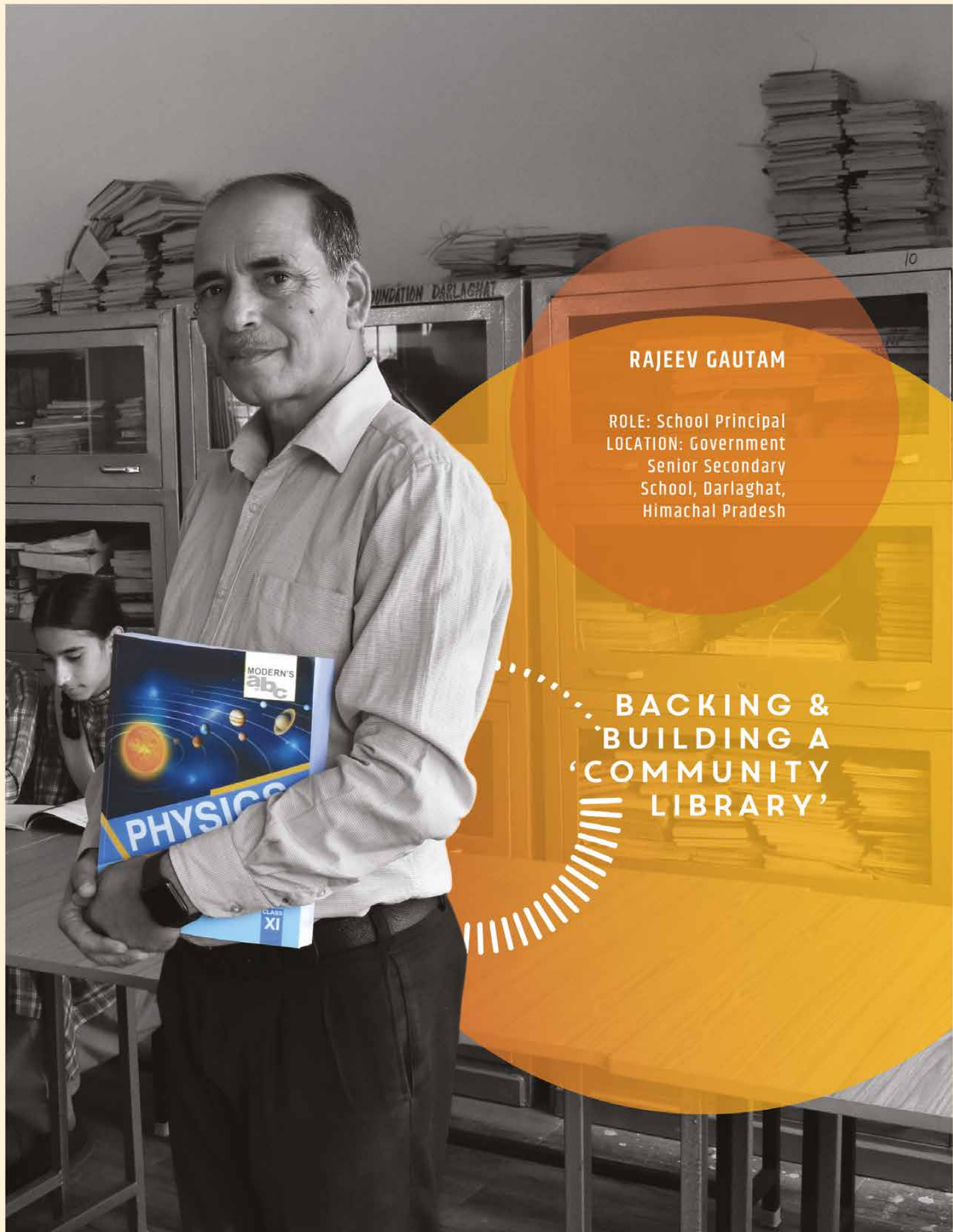
● **AMK Won Best Institution State Awards, 2023**

AMK was honoured this year with a state award – being adjudged the 'Best Institution Working for the Welfare of Persons with Disabilities'. The award was given by the Honourable Cabinet Minister Smt. Baljeet Kaur – Government of Punjab at a State level ceremony on World Disability Day in Chandigarh.

● **Accessing Government Schemes**

AMK ensured that fifty students with special needs avail:

- Government schemes
- Railway concession
- Unique Disability ID (UDID)
- Pension scheme
- Legal guardianship to adult with special needs under the National Trust
- Registration under employment exchange office
- Enrollment under Niramaya Health Insurance



RAJEEV GAUTAM

ROLE: School Principal
LOCATION: Government
Senior Secondary
School, Darlaghat,
Himachal Pradesh

**BACKING &
BUILDING A
'COMMUNITY
LIBRARY'**

Rajeev Gautam is a stalwart of India's education system, having served as a teacher and principal for over 35 years. As the Principal of GSSS in Darlaghat, he is passionate about education, and a testament to this is the fact that his own son has just been accepted at IIM Ahmedabad.

It is little wonder then that, as a passionate educationalist and reader, Rajeev spearheaded the development of a new Community Library at the school – raising just under Rs. 9 lakh to construct a new building and fit it out.

It all began in April 2023 when the School Management Committee (SMC), along with teachers, highlighted a problem. The library at the school, which caters to over 650 secondary students, was tiny! So tiny that no child could sit and read a book comfortably, and the collection of books was limited to what could fit in a 12x14 square foot room.

In just over a year, Rajeev and the SMC team had done it! Construction of the new library was complete, and all students access it twice a week to borrow books via Library period.

Taking up the matter with gusto, Rajeev approached the Deputy Commissioner, Solan, with a proposal. Whilst they agreed it was a worthy project, the funding that ensued was not nearly enough to construct a new library. So he returned to the SMC with the disappointing news.

It was here that the name of Ambuja Foundation was put forward, and Rajeev excitedly outlined the plans for the new library in order to gain their support. Whilst the team at Ambuja Foundation

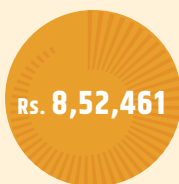
thought it a brilliant project, they too had only limited funds to invest in the fit out of the library project and needed more local ownership. They motivated Rajiv to dig deep and try raising the funds from parents and the community itself, for construction.

So, Rajeev and the SMC got to work, immediately calling a staff meeting where teachers contributed funding, and then going door to door in the community to drum up the rest. In total they raised over Rs. 3.5 lakh whilst Deputy Commissioner Solan contributed Rs. 3 lakh and Ambuja Foundation chipped in to meet the deficit for furniture and fixtures.

In just over a year, Rajeev and the SMC team had done it! Construction of the new library was complete, and all students access it twice a week to borrow books via Library period. But Rajeev's plans did not end there. Buoyed by their success and achievement, the school now plans to upgrade facilities to provide a digital library – enabling students to access books from the National Library in New Delhi.

Of course, there have been challenges along the way. Currently the post of Librarian is lying vacant, having lost their librarian to a college. In the meantime, teachers are rallying to maintain the library and they hope to have a new appointment soon.

And of course, Rajeev is proud as punch with the results – he himself went to school without a library and wanted to change that for his students, mobilising an entire community to back the idea!



**FUNDS
RAISED**



**NEW BOOKS
PURCHASED**



**STUDENTS
BENEFITTED**





RURAL INFRASTRUCTURE DEVELOPMENT

Basic infrastructure for education, health, and community events is important in rural areas for improving living conditions and building prosperous rural communities. Ambuja Foundation has continued to invest in need-based infrastructure in areas of operation. During the year 2023-24, Ambuja Foundation has supported the renovation of 160 infrastructure projects, like Anganwadi centres, community halls, and school boundary walls, to improve existing infrastructure or build new ones.

● **Continuing Investment in Infrastructure in Rural Areas**

Projects this year related to development and renovation of community centres, schools, playgrounds and other important communal facilities that help enhance quality of life in rural communities. Importantly, Ambuja Foundation supported the renovation of 19 Anganwadis, which was instrumental for rural children as integrated child development programmes operate from these centres. Ambuja Foundation also supported villages to install 642 streetlights for proper lighting in villages across 9 locations – fostering safety at night-time especially for women and children.

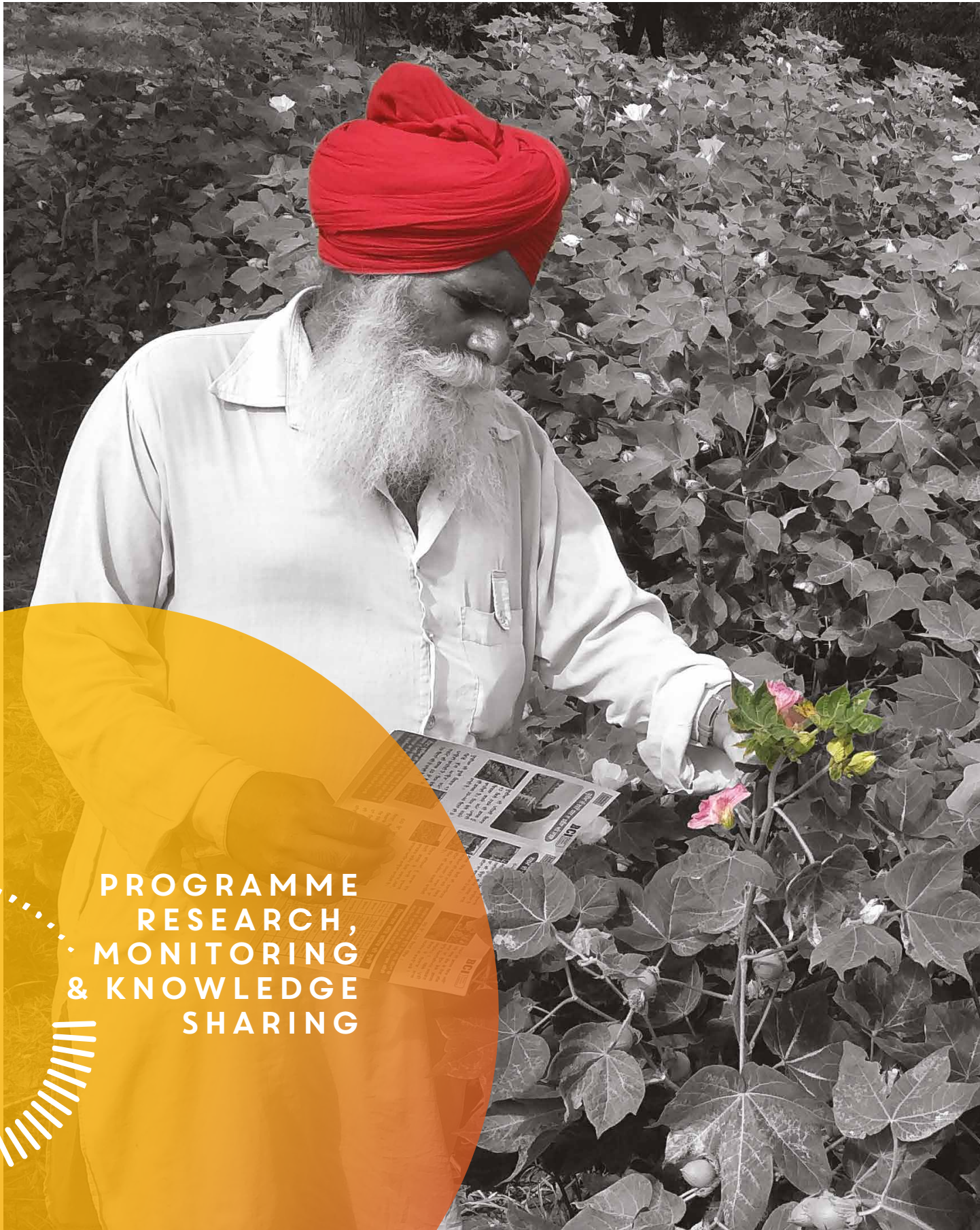
● **Roads: An Important Infrastructure for the Rural Economy & Life**

Better roads are the lifeline of the rural economy as it helps to access markets for faster transport of goods to and from villages, and easier movement within villages. Ambuja Foundation invests in the improvement of roads in rural areas by construction or renovation of existing roads within, or outside villages. During the year, Ambuja Foundation has supported communities in different villages to improve road measuring 53.5 km. These include improvements to gravel roads as well as the construction or repair of existing concrete roads or paver block roads within the villages.

● **Investing in Rural Sanitation**

Solid and liquid waste management in rural areas is the next big area post implementation of Swacch Bharat Mission where toilets at individual household level were promoted, and post Jal Jeevan Mission, where functional household tap connection is ensured. The focus is on better drainage for the safe disposal of grey water which is essential for maintaining hygiene and cleanliness in the villages. Towards this effort, Ambuja Foundation has supported communities to construct 1955 metres of drainage system in different villages. Some villages were supported with the provision of dustbins for the collection of solid waste. Additionally, 15 community toilets were renovated in public buildings like schools. Ambuja Foundation liaised with Gram Panchayats for convergence and building solid and liquid waste management infrastructure like waste segregation centres and community and individual soak pits.

PROGRAMME RESEARCH, MONITORING
& KNOWLEDGE SHARING



PROGRAMME
RESEARCH,
MONITORING
& KNOWLEDGE
SHARING

This year saw a concerted effort to institutionalise and embed programme research and monitoring into the very heart of Ambuja Foundation and ingrain a ‘reflection based’ approach in everything we do. We harness both internal resources and external consultants to execute our studies, ensuring robust methodology is followed. The volume of studies conducted reached an all new high as a result – also due to expansion with partners into new territories, where baselines are required to understand the pulse of the area and its needs. Baseline data presents a wonderful opportunity to measure our progress as we go along – identifying learnings along the way. All of these studies culminate in learnings and our field teams develop relevant action plans from these vital insights to help course correct.

1 **IMPACT ASSESSMENT OF ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP)**

A study was conducted by CRISIL to assess the impact of the programme using a mixed-method approach. The study engaged select alumni from 16 SEDI centres spread across 9 states. Some key findings of the study include:

- Prior to joining the EDP at SEDI, 55% of the participants were unemployed. On a contrasting note, 70% now have their own enterprises and 30% are self-employed.
- Proportion of the participants earning Rs 10,000+ per month increased from 17% to 69% and 20% participants earned Rs 20,000+ on monthly basis after the training.

The study suggested further scope for emphasis on soft skills training being more interactive and inclusion of trade specific modules on cost optimisation to maximise profit.

2 **IMPACT ASSESSMENT OF WATERSHED AND CLIMATE PROOFING PROJECTS IN SOLAN, HIMACHAL PRADESH**

Ambuja Foundation, along with partner NABARD, engaged Deloitte to conduct an impact assessment to understand the change post watershed and climate proofing projects in Solan, HP. The study found that water harvesting structures significantly bolstered the water security of the region – transforming the region’s hydrology and soil moisture by expanding

water surface area by over 8200 m². This led to abundant yields and a vibrant crop tapestry boosting gross income of sampled community members by 59%-137% from watershed projects and 54%-84% from climate proofing projects across ridge, middle and lower areas.

3 **IMPACT ASSESSMENT OF GOAT-BASED LIVELIHOOD PROJECT ACROSS 4 INDIAN STATES**

Ambuja Foundation has promoted Goat-based Livelihoods since 2014 and scaled it to 4 states. Deloitte evaluated the impact of the Goatery Programme, engaging 382 individuals in surveys, focused group discussions, and key informant interviews. Findings of the study indicated effectiveness in providing goat healthcare services and reduced cost through subsidised rates, and proved goat rearing as a good alternate source of livelihoods for poor families. Specific outcomes included:

- 50% reduction in goat mortality via scientific goat rearing.
- Increased herd size by 7-24 through provision of vaccines, sheds and awareness on goat care.
- Improved soil fertility through the use of goat manure.
- Increased annual income averaging Rs. 7,058 - Rs. 17,806 through sale of goats.
- Increased annual savings ranging from Rs. 14,000-60,000.
- Reduced migration due to year-long activities in goat rearing and sufficient income.

4 SOCIAL IMPACT ASSESSMENT AND RETURN ON INVESTMENT STUDY ON LIVELIHOOD INTERVENTIONS, HOWRAH, WEST BENGAL

A study was conducted by Think Through Consulting to estimate the social value created by Ambuja Foundation's Agro-Based Livelihood (ABL) Programme, Women Empowerment Programme (WEP) and Skill and Entrepreneurship Development Institutes (SEDI). The findings indicate for each Rs. 1 invested by Ambuja in Howrah district yielded the average SROI value of Rs. 6.73. The programme-wise SROI generated were as follows:

Programme	SROI Value Generated
Agro-based Livelihood	9.87
Skill and Entrepreneurship Development Institute	6.35
Women Empowerment	3.99



5 ENVIRONMENTAL & SOCIO-ECONOMIC IMPACT ASSESSMENT OF WATER RESOURCE MANAGEMENT (WRM), RAJASTHAN

Taru Leading Edge Private Limited was appointed to evaluate the comprehensive socio-economic and environmental outcomes of Ambuja's WRM initiatives in Marwar Mundwa and Rabriyawas, Rajasthan, undertaken during 2019-2022.

- Over 95% respondents reported reduced financial burden for obtaining drinking water and significantly reduced drudgery for women and girls.
- Rooftop Rainwater Harvesting System (RRWHS) has ensured access to water for 9-11 months of the year with over 80% respondents in both regions reporting that they had not encountered acute water shortages.
- 85% and 50% of respondents in Marwar Mundwa and Rabriyawas, respectively, cited reduction in waterborne diseases and related treatment costs.
- Micro-irrigation systems such as drip and sprinkler irrigation resulted in a 50% reduction in water usage. Farmers saved upto Rs. 700 per bigha and saw 70% water savings with drip irrigation.
- Farmers in both regions expanded their irrigated land area following the interventions.
- Rabi crop production rose from 34% to 59% in Rabriyawas, and kharif crop production surged from 82% to 98% in Marwar Mundwa.
- 94% respondents in Marwar Mundwa and 75% in Rabriyawas acknowledged positive changes in annual income.

6 STUDY ON GROWTH POTENTIAL OF WOMEN-LED NANO ENTERPRISES

A study by LEAD, KREA University provided a comprehensive analysis of the business profiles, economics, and growth potential of women-led nano enterprises promoted by Ambuja Foundation at Bhatapara, Chhattisgarh. Findings revealed the average monthly revenue for all enterprises was Rs. 10,553 per month with Rs. 13,567 being the highest in the trade sector and Rs. 8,224 being the lowest in the service sector. Findings underscored the importance of mentorship and advisory support for these enterprises, with 411 out of the 430 surveyed enterprises having received mentorship from various sources.

7 REVIEW OF AMRIT DHARA MILK PRODUCERS MARKETING CO-OPERATIVE SOCIETY LTD DARLAGHAT

Ambuja Foundation in collaboration with NABARD provided technical and financial support for the formation of Amrit Dhara Milk Producers Marketing Co-operative Society Ltd, Darlaghat, Himachal Pradesh,



in 2016. An external livelihood consultant was invited to review progress made by the society with an aim to develop a strategic plan for its expansion. To achieve economies of scale the study suggested increasing scale. Further introducing incentives for attracting members and emphasis on building leadership capacities was also suggested. With support from Ambuja Foundation, Amrit Dhara Cooperative is now poised for a phased scale up of its operations based on the evidence generated through this review.

8 CULTIVATING PROSPERITY: IMPACT OF PROVISIONING FARM EQUIPMENTS

Postgraduate students from the School of Business Management, NMIMS, Mumbai, evaluated the impact of Custom Hiring Centres (CHCs) promoted by Ambuja Foundation at eight locations across four states. The study revealed that 40% of farmers accessed the farm machinery for the first time through CHCs. Majority of the farmers (97%) reported a positive change in their way of farming, 84% reported improvement in their skills, and 70% of farmers confirmed improvement in agricultural yield due to access to machinery. Across locations, 30-50% farmers shared that they were able to plant more crops annually with access to machinery. All the farmers (100%) reported improved farming efficiency in terms of savings in effort, time and labour cost, increase in income and overall improvement in quality of life.

9 EVALUATION OF COMMUNITY BASED INTERVENTION FOR COMBATING MALNUTRITION AT DADRI, UTTAR PRADESH

A cross-sectional study was conducted to assess the impact of Ambuja Foundation's targeted community-

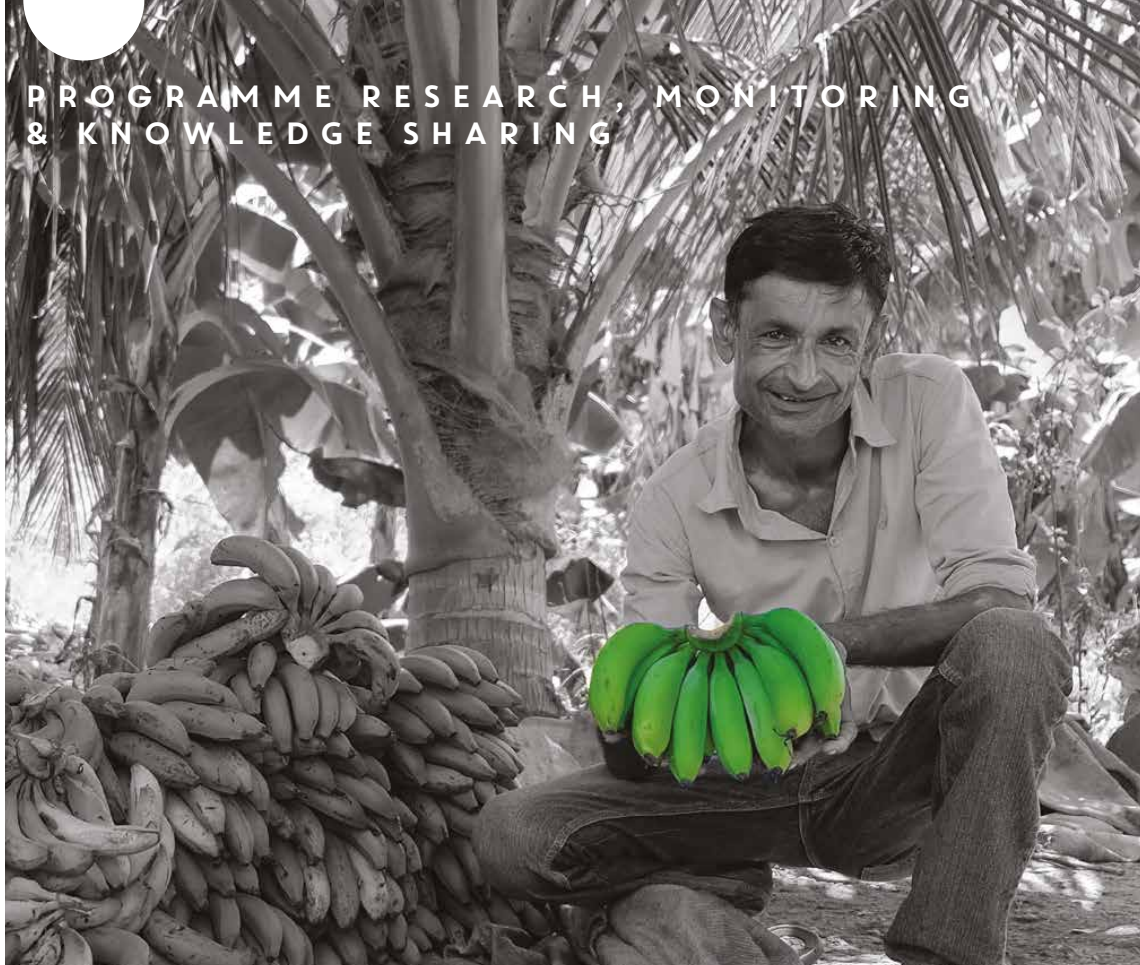
based nutrition management project based on UNICEF's 10 essential nutrition interventions to combat malnutrition. Key findings from the study include:

- Incidence of malnutrition among children (6-35 months) had reduced in 2023 across all the six indicators compared to 2018 situation analysis study.
- Status of girls improved on all the six indicators of malnutrition in 2023 compared to 2018.
- Status of boys showed improvement on 4 of the 6 indicators of malnutrition.
- Intervention was successful in delaying onset of malnutrition.

10 RAPID ASSESSMENT OF SMART SCHOOLS DEVELOPED UNDER HDFC BANK'S EDUCATION PROJECT, VARANASI AND MIRZAPUR, UTTAR PRADESH

Ambuja Foundation, an implementing partner for HDFC Banks' Smart School project, transformed 50 government schools into Smart Schools in Uttar Pradesh during the period, December 2021 to May 2023. The focus was on developing Smart Classrooms, STEM labs, Libraries, BaLA paintings, as well as water and sanitation facilities to create an enabling learning environment. Six months after completion of the project, a rapid assessment was conducted to review current status of the infrastructure created. Findings of the rapid survey indicated that:

- The project had achieved set targets and had outperformed on multiple deliverables for infrastructural development and capacity building.
- Schools in Varanasi district fared better than those in Mirzapur with an overall score of 90% and 85% respectively.
- Digital classroom infrastructure fared the best



with an overall score of 96% followed by WASH infrastructure (89%), library infrastructure (83%) and STEM labs (79%).

- Teachers were found to be instrumental in successful utilisation of infrastructure.

11

A REVIEW OF HORTICULTURE DEVELOPMENT PROJECT, AMBUJANAGAR, GUJARAT

Ambuja Foundation has worked towards adoption of horticulture as a sustainable livelihood for farmers in the Gir Somnath district of Gujarat. A cross-sectional comparative survey to review outcomes of the project was conducted in 2023 with key findings highlighting the fact that horticulture has emerged as the primary source of income for farmers - 77% farmers reporting horticulture as their primary source of income. Additionally, annual household income from horticulture was higher compared agriculture. The average income from agriculture was reported Rs. 1,99,546 while from horticulture it is Rs. 3,07,789.

12

ASSESSMENT OF IMPACTS FOR HDFC'S HRDP INTERVENTION IN AGRA, UTTAR PRADESH

Ambuja Foundation partnered with HDFC Bank to implement a Holistic Rural Development Programme in 15 villages of the Fatehabad block of Agra District. A review of the project highlighted the following:

- Interventions ensured potable drinking water and thereby basic health for all.
- Revival of ponds and construction of check dam

has brought a structural change in increasing land under agriculture.

- Positive change in soil health and improved productivity of the land has encouraged farmers to sustain and invest further in the efforts taken up as part of HRDP project.
- Introduction of a Custom Hiring Centre effectively reached small and marginal farmers who did not have access to these farming tools.
- Community aspiration to earn and live better life was quite visible.
- Increased agriculture produce and safe drinking water at home has inspired local women to explore enterprises through Self Help Groups.
- People's institutions across the project have strengthened social relations and a sense of common ownership.

13

ADDRESSING MALNUTRITION; A BASELINE STUDY

A survey was conducted to identify the incidence of childhood malnutrition among the communities with which we work. The survey was conducted across 10 locations in six states – Chhattisgarh, Gujarat, Maharashtra, Rajasthan, Uttarakhand and West Bengal. A data collection team consisting of frontline health workers and community youth was trained to execute the survey and screened 8392 children and adolescents. The survey revealed regional differences in malnutrition status by gender and age profile of the children and adolescents. The result provides insights for deepening and sharpening our nutrition programme interventions across geographies.

KNOWLEDGE SHARING

SUSTAINABLE WATERSHED MANAGEMENT FOR CLIMATE RESILIENCE, SHIMLA, HIMACHAL PRADESH

A closed-door event on 'Sustainable Watershed Management for Climate Resilience' was held in Shimla, Himachal Pradesh – highlighting the scenario of water in the region, its challenges, and impacts, due to climate change.

An esteemed panel of speakers representing the government, universities, corporates, NGOs and community members were present, providing meaningful insights to participants on the way forward for watershed management for climate resilience. Key points on sustainable watershed and agricultural challenges, climate resilience, development of technologies, conservation of flora and fauna, capacity building of farmers and the importance of community-based institutions were discussed.

Over 75 participants from different government departments, NABARD, ICAR institutions, Horticulture University, JICA project, corporates, NGOs and community representatives were present. The event closed with key insights to take forward – advocating the need for a new department of watershed for climate resilience, along with a need to nurture the ecosystem by understanding the process of nature and developing eco-literacy among students.

BREAKING BARRIERS – FIRST GENERATION SKILLED WORKERS

On the occasion of World Youth Skills Day, Ambuja Foundation's SEDI team organised a virtual event showcasing rural youth who are first-generation skilled workers in their family. Students who join SEDI are often first-generation learners, and their training and development not only positively influences their families but also creates role models in the community.

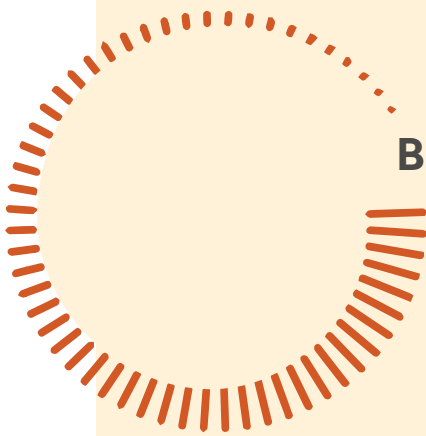
Ambuja Foundation invited select first-generation skilled workers to narrate their stories to the audiences. Their employers were also invited to provide feedback and share their experience of working with them. Hearing their stories created a great impact in boosting the motivation and morale of the current set of trainees at SEDI, along with graduated SEDI alumni. Other attendees included corporates, CSR managers and funding partners. Ambuja Foundation also invited key speakers, Dr. Inderdeep Singh, Professor from the Department of Mechanical Industrial Engineering, IIT Roorkee, who provided key insights on industrial training and the ever-changing expectations of the industry; and Dr. Rasika Direwar, a progressive entrepreneur with 20 years of experience in the healthcare domain, who provided insights and outlined key expectations of the healthcare industry.

WHAT WORKS IN RURAL DRINKING WATER GOVERNANCE

Ambuja Foundation organised a closed-door event to discuss 'what works in rural drinking water governance' in India, in collaboration with the National Jal Jeevan Mission Professor Chair; Centre for Water Policy and Governance; and Tata Institute of Social Sciences, Mumbai. The event included key experts working on water from government, NGOs, corporates and consultants. The workshop was planned as an agenda setting workshop which brought together 30-40 participants who have experience in working on decentralised water solutions in arid and semi-arid geographies. It focused on obtaining their reflections on what works and the challenges that they have faced in terms of scaling up or sustaining their work. More importantly, they shared their insights in working with water policies.

The first half of the workshop focused on experience sharing by implementers focused on innovative practices in both design and implementation of projects. At this session various NGOs and CSR implementers shared knowledge and innovations of their work on water. The second half of the workshop focused on what investors, corporates, government and policy makers scrutinise to invest in water – in particular, the integral role community plays in ensuring sustainable water resource at community level.





BEST NGO TO WORK FOR

This year we scored a trifecta – being named for the third year running as a Great Place to Work and also featuring, for the first time, in the Top 20 of ‘India’s Best NGOs to Work For’. It was encouraging to consistently maintain this position despite rapid growth, which indicates we have been effective in building up a positive culture and have sustained that over time.

Another significant achievement was the integration of various categories of people into our system – bringing everyone together and fixing a new grading structure within the organisation.

Due to our growth, we took a step to strengthen HR at a regional level, as it was practically impossible for the corporate HR team to reach out to everyone across our vast geographies. By creating 8 zones, with an individual assigned on additional role for HR to each region and reporting directly to corporate team, we enabled significant change within the system and enhanced employee engagement as a result – helping bring people together for team building, to ensure they feel aligned with the system. Whilst it has been effective, there was a need to mentor these resources, who took on a dual role and come from a programmatic background.

Lastly we reinforced our gender diversity initiatives, health and safety initiatives and also took strides to create tobacco free workplaces across locations.

EMPLOYEE STRENGTH 2023-24



ARPITA SHARMA
PRINCIPAL, SEDI

As the only female SEDI Principal across 36 SEDIs, Arpita has been instrumental in the expansion of the AU Small Finance Bank partnership, which has expanded from 1 to 4 centres under her leadership. All done while juggling her new role as the mother of a 2-year-old son.

It all began in 2018 when she joined SEDI as a banking trainer. With a passion and flair for training and experience in the banking and finance sector, Arpita’s business acumen caught the attention of management, and within 3 months she was promoted to SEDI In Charge.

“I saw some spark in her working style and decision-making process, so I proposed to the management that this woman may handle leadership well and take us to new heights,” her manager said. And that she did.

Arpita seized the opportunity to establish a ‘Future Skills’ programme at SEDI, teaching skills like artificial intelligence and website design.

In the cluster of rural Rajasthan, Arpita is a shining light – flying the flag for women and providing great motivation for those under her leadership.



SAROJ AMBAGADE
PROJECT COORDINATOR,
EDUCATION

Ask Saroj Ambagade's manager what is so unique about her, and he is swift in his response – "Saroj has some 'out of the box thinking' when it comes to education. She is always 'one step ahead' and consistently thinking about trying something new". When she joined the Ambuja Foundation in 2012, she was associated with the health programme as a project coordinator from 2012 to 2019 as well as handling multiple responsibility of MIS for all Ambuja Foundation programmes. It was here that she played a critical role in introducing the community clinics concept to the communities.

Today, she handles WASH in schools, sports promotion, and infrastructure upgrades. In 2019, Saroj decided to create a group of volunteers and kickstart reading classes. What started in 8 schools has today, swelled across 19 schools and become an integral part of the Ambuja Foundation Education programme.

There is nothing Saroj won't do to strive for every student. Saroj stewarded 10 students to attend state-level representation in Kolhapur. It was Saroj who suggested the introduction of karate. Shortly afterward, 14 girls were chosen to represent the area in the International Karate Tournament in Hyderabad, winning 13 awards in the process. With a Masters of Social Work and specialising in Community Development, Saroj has a diversified background in both, agriculture and health.



JITENDRA BAIS
SENIOR PROJECT
COORDINATOR, HEALTH

Jitendra's rapport with the community is so strong that he spends half his spare time attending community weddings and other family events! It is for this, that he is seen as the 'go to' person for advice on community issues, and has been instrumental in the 'mushroom growth' of the 'Community Clinics Programme' in the area. Under his stewardship, community clinics have swelled to 11, covering 52 villages.

As the lead on health in the area, Jitendra has also kicked major goals on the sanitation front – handholding 12 villages to become 'Model Villages' and 1 to become a 'Smart Village.' Today there are 5 designated Smart Villages and one Model Village. He has given immense contribution in strengthening the newborn care project in the region through the cadre of Sakhis and also supporting its replication in other locations which has helped in improvement in critical health indicators of neonatal mortality. His connect and liaison with the Health Department and also various medical fraternity has been critical in developing the health programmes whether it be maternal and child health, noncommunicable diseases, menstrual hygiene or malnutrition.

Jitendra joined Ambuja Foundation as a contract worker back in 2008, and in 2009 was absorbed as a full-time resource in the role of Project Officer (Health). "As a platform over the past 15 years, Ambuja Foundation has catalysed a complete change in me as a person. The training we receive is remarkable."



RICHA HONAVAR
ASSOCIATE DIRECTOR,
FINANCE & COMPLIANCE

In 2020, at a young age, Richa Honavar (CA) found herself at the helm of the Finance & Compliance Department of a 150 Crore organisation i.e. the Ambuja Foundation! When asked how she kept her cool, the spare time marathon runner quips, "As an accountant you need to be focused, composed, and have a lot of patience. With running, it's the same – you feel like giving up, but you need to go on until you achieve your goal!"

It's this kind of mettle which has seen Richa rise swiftly through the ranks – today overseeing a team of 60 accountants across Ambuja Foundation geographies.

Richa has always had a heart for working in the nonprofit sector - while most of her friends were making a beeline from 'the Big 4' or setting up their accounting firms, Richa's head and heart belonged to charity. She cut her teeth in the sector by doing due diligence on NGOs until one day when she got an unexpected call – her profile was seen online by Ambuja Foundation. Starting as a Compliance Head in 2017, after just 3 years she was independently heading both Finance & Compliance.

With so many Ambuja Foundation programmes winning awards, Richa was determined to see her department win its accolade. Ultimately in 2023, Ambuja Foundation bagged the prestigious ICAI Award for Excellence in Financial Reporting in the Not-for-Profit Sector.

OUR PARTNERS

MAJOR PARTNERS

- Ambuja Cements Ltd
- Anand Rathi Global Finance
- APM Terminals Pipavav (Gujarat Pipavav Port Ltd)
- Ashok Leyland Ltd
- Asian Paints Ltd
- AU Small Finance Bank Ltd
- Better Cotton
- Chambal Fertilizer and Chemicals Ltd
- The Community
- HDFC Bank Parivartan
- Hinduja Foundation
- Hinduja Leyland Finance
- Hindustan Zinc Ltd
- Indian Council of Agriculture Research
- IndusInd Bank Ltd
- Krishnashray Gurukul Foundation
- NABARD
- Narotam Sekhsaria Foundation
- National Skill Development Corporation (NSDC)
- Pernod Ricard India Foundation
- Prince Pipes & Fittings Ltd
- SLB - A Global Technology Company
- SKF India Ltd

● ANDHRA PRADESH

- Water Resource Department, Andhra Pradesh

● BIHAR

- Jeevika, Warisaliganj
- ATMA, Nawada
- Block Health Department, Warisaliganj
- Block Veterinary Department, Warisaliganj
- Block Agriculture Department, Warisaliganj
- Nagar Parishad, Warisaliganj

● CHHATTISGARH

- Chhattisgarh Renewable Energy Development Agency
- Indira Gandhi Krishi Vishwa Vidyalaya
- Department of Horticulture, Chhattisgarh
- Department of Agriculture, Chhattisgarh
- Department of Sericulture, Chhattisgarh
- Industrial Training Institute, Sakri
- Animal Husbandry Department, Govt. of Chhattisgarh
- Public Health Engineering Department, Baloda Bazaar
- Fisheries Department, Govt. of Chhattisgarh
- Department of Labor, Govt. of Chhattisgarh
- Government Hospital, Balda Bazaar & Tamna (Raigat)
- ICDS Department, Baloda Bazar
- National Thermal Power Corporation, Korba
- Hafele Pvt Ltd
- Bayer Crop Science Pvt Ltd
- Wadhvani AI

● GUJARAT

- Agriculture Technology Management Agency (ATMA), Govt. of Gujarat
- Collective Goods Foundation
- Development Support Centre
- Deutsche Gesellschaft Fur Internationale Zusammenarbeit (GIZ)
- Sir Mathurdas Vissanji Education Trust
- Directorate of Groundnut Research, Junagadh
- Sajjata Sangh, Ahmedabad
- Water and Sanitation Management Organization (WASMO), Govt. of Gujarat
- Coastal Salinity Prevention Cell
- Gir West Forest Division, Junagadh
- Gujarat Green Revolution Company
- Junagadh Agriculture University
- Sardar Sarovar Narmada Nigam Ltd
- Salaam Mumbai Foundation
- Samhita Social Ventures
- Sustainable Cotton Solutions Pvt Ltd
- Stichting Tulip Crowns
- Hafele Pvt Ltd
- Wadhvani AI
- Edutest Solution Pvt Ltd
- Forbes Marshal
- Sadvichar Parivar
- Thakkar Bappa Trust
- SIDBI
- Shree Gayatri Charity Trust
- Apollo Tyres Foundation
- Godrej Consumer Project

● HIMACHAL PRADESH

- Department of Agriculture, Govt. of Himachal Pradesh
- Department of Animal Husbandry
- Indian Agriculture Research Institute, Shimla
- Department of Forest, Govt. of Himachal Pradesh
- Department of Horticulture
- Department of Elementary Education, Govt. of Himachal Pradesh
- Department of Health, Govt. of Himachal Pradesh
- Chaudhary Swarwan Kumar Himachal Pradesh
- Krishi Vishvavidyalaya, Palampur
- College of Veterinary and Animal Sciences, Palampur
- Indira Gandhi Medical College, Shimla
- YS Parmar Horticulture and Forest Agriculture University, Solan
- Krishi Vigyan Kendra, Kandaghat
- Kishi Vigyan Kendra, Sundernagar Agriculture Cooperative Staff Training Institute, Shimla
- Hafele Pvt Ltd
- Wadhvani AI
- Cipla Foundation
- Apollo Tyres Foundation
- Stichting IDH – Sustainable Trade Initiative

● MAHARASHTRA

- Jalayukt Shivar Abhiyan, Govt. of Maharashtra
- District Skill Development Executive Committee, Chandrapur
- MAVIM, Gondiya
- School Education and Sports Department, Mumbai
- Rotary Club of Hirai Chandrapur – Mangi Villa Waters
- Salam Mumbai Foundation
- Samhita Social Ventures
- Sustainable Cotton Solutions Pvt Ltd
- Hafele Pvt Ltd
- Wadhvani AI
- Sir Mathurdas Vissanji Education Trust
- Forbes Marshal
- Stichting IDH – Sustainable Trade Initiative
- Deutsche Gesellschaft Fur Internationale Zusammenarbeit (GIZ)
- Western Coalfields Ltd

● MADHYA PRADESH

- MP Building and Other Construction Workers Welfare Board
- National Urban Livelihood Mission
- Rotary Club of Chhindwara
- Sir Mathurdas Vissanji Education Trust
- Automotive Sector Skill Council

● PUNJAB

- All India Institute of Medical Sciences – Bathinda
- District Health Department Bathinda
- Rotary Club of Ropar
- Special Olympics Bharat, Punjab Chapter
- National Institute for Mentally Handicapped, Govt. of India
- Punjab Ministry of Social Justice and Empowerment
- Cipla Foundation
- Talwandi Sabo Power Ltd
- Stichting IDH – Sustainable Trade Initiative
- Hafele Pvt Ltd

● RAJASTHAN

- Department of Forest, Govt. of Rajasthan
- College of Technology and Agriculture Engineering, Udaipur
- Birla Institute of Technology and Science, Pilani
- Godrej Agrovet
- Rajasthan State AIDS Control Society (RSACS)
- CAZRI, Jodhpur
- Department of Industries, Jaipur, Rajasthan
- Tarun Bharat Sangh-Alwar
- Mukhya Mantri JAI Swablamban Abhiyan, Jaipur
- Rajasthan Forestry & Biodiversity Project, Govt. of Rajasthan
- Rajasthan Agriculture Competitiveness Project
- Centre for Micro Finance
- Salaam Mumbai Foundation
- AFRI, Bikaner
- South Asia Biotechnology Centre
- National Spice Board, Ajmer
- Indra Rasoi Yojna, Govt. of Rajasthan
- Rajasthan Skill and Livelihood Development Corporation
- Rajasthan Agriculture Competitiveness Project
- Optimum Stock Trading Company Pvt Ltd – ATE Chandra Foundation
- Sajjan India Ltd – ATE Chandra Foundation
- B. L. Taparua and Family
- Estel Technologies Pvt Ltd
- Small Industries Development Bank of India (SIDBI)
- Hafele Pvt Ltd
- Aavas Financiers

● TELENGANA

- Water Resource Department, Telegana

● UTTARAKHAND

- Everest Foundation
- ICDS, Haridwar
- District Health Department, Haridwar

● UTTAR PRADESH

- ST Microelectronic Foundation
- Building and Wood Workers' International (BWI)
- ICDS Department, Gautam Buddh Nagar

● WEST BENGAL

- Central Institute for Freshwater Aquaculture
- Department of Agriculture, Murshidabad
- Block Development Offices, Farakka, Murshidabad
- Animal Resource Department, Murshidabad
- Health Department, Farakka, Murshidabad & Sankrail, Howrah
- KVK, Murshidabad & Howrah
- Salaam Mumbai Foundation
- Wadhvani AI
- Forbes Marshal
- Exide Ltd
- Apollo Tyres Foundation



DIRECTORS' REPORT

People remain central to everything we do at Ambuja Foundation, and our entire focus remains on enabling villagers to take charge of their own destiny – their health, their businesses, their farms, their water, and their careers. It is only through this approach that long term sustainable change – true prosperity in every sense of the word (health, wealth and happiness) is possible.

This is at the core of the Ambuja Foundation model, and we believe it is the secret to success. And whilst this approach requires a long, slow burn, the changes we see are lasting. I am proud of our significant progress, our people, and what we have managed to achieve working hand in hand with our partners. This Annual Directors' Report provides an overview of all we have accomplished and gives you a snapshot into our world at Ambuja Foundation.

The Company's name was changed from 'Ambuja Cement Foundation' to 'Ambuja Foundation' as approved by the Ministry of Corporate Affairs and under FCRA. The Company is in the process of updating the name change with other Statutory Authorities and Partners.

A. FINANCIAL SUMMARY AND HIGHLIGHTS

(i) **CAPITAL STRUCTURE OF THE COMPANY**

Ambuja Foundation is a Section 8 Company Limited by guarantee and does not have any shares or share capital.

(ii) **FINANCIAL PERFORMANCE**

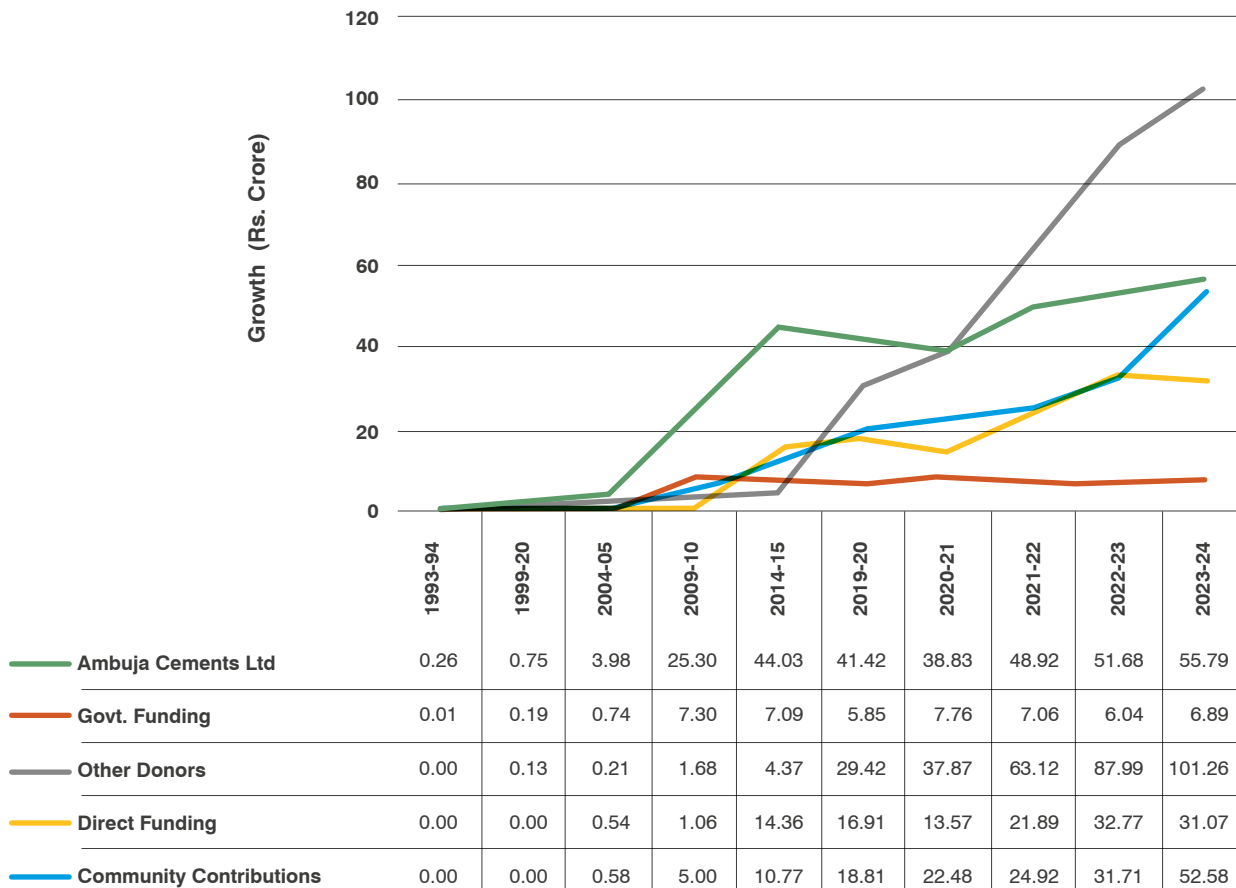
Ambuja Foundation received total funds of Rs. 180.66 Cr during the year. The total expenditure on various activities was Rs. 179.31 Cr. Apart from the above, an additional fund of Rs. 68.28 crore was received through direct funding and community contributions in kind which were channelised into community driven projects.

The Income & Expenditure Account of the Foundation for the year under review showed a surplus of Rs. 1.34 Cr (including deficit from assisted project funds) as against surplus of Rs. 4.86 Cr in the previous year.

(iii) **RESERVES**

During the FY 2023-24, a sum of Rs. 4.12 Cr. was transferred to Reserves and Surplus. The total amount standing to the credit of the Corpus Fund as on 31st March 2024 is Rs. 30.07 Cr. as compared to Rs. 25.94 Cr in the previous year.

(iv) FINANCIAL GROWTH TREND SINCE 1993



B. PROGRAMMES

Our tried and tested programme models: water resource management, agro-based livelihoods, skill and entrepreneurship development, community health, women empowerment and quality education continue to bring about transformation in communities with us investing in their capacity building. And as new programmes are added to our portfolio, we work hard to pilot, monitor and tweak our model accordingly, prior to expansive roll out.

An exciting and significant pilot we undertook this year was in the introduction of carbon credits for farmers – an initiative which has the potential to not only tackle climate change, but also bolster and diversify farm incomes, making the family farm a more profitable undertaking. Similarly, we have piloted a variety of new initiatives in agri-tech, including harnessing the use of drones in agriculture. This is the way of the future and India is working actively along these lines to enhance agriculture for the future also.

In this way we are also looking much more at future skills, and were proud to launch website design, AI and STACK to our SEDI courses. Our community clinics model is quickly scaling and is a wonderful example of what community ownership in health can achieve. This year we piloted telemedicine in our efforts to adopt more and more technology. Our farmer and women’s collectives have embraced better marketing and business skills – so much so that they have started sharing dividends with members. We furthered our water agenda by facilitating community campaigns – mobilising people into rallies, enabling schools and working to bring about demand and supply behaviour change among the people, and generate ‘ownership’ of local water resources.

Ambuja Foundation took its work on ‘gender’ to the next level this year. Our team actively steered the shift in thinking at all levels from women’s empowerment to gender integration. It has been heartwarming to see the way in which all stakeholders are embracing this seismic shift from our field staff to management.

C. STRENGTHENING COMMUNICATION

Communication has become a central tenet of our work at Ambuja Foundation, as we strive to harness the power of our voice to influence and effect change. By showcasing our work to others, we inspire and catalyse change, mobilise people to collaborate and educate others on key issues, and ways to tackle them.

Ambuja Foundation has become a significant non-profit in its own right – with more and more partners joining our mission. It was for this reason that we sought to generate a new identity for the Foundation this year - one which stays true to the legacy of the past, whilst standing tall and proud as an independent implementing organisation, kickstarted by Ambuja Cements Ltd, but today with a vast network of partners.

We continued in our efforts to maintain a position in the mainstream media – generating numerous authored articles in leading platforms like The Financial Express, India Cement Review, Forbes India, and Business India. Our stories featured in 75 multi-lingual and digital media publications and our leadership team spoke at a variety of industry events and forums. We intentionally worked to 'up our game' in the digital world, and prepared to widen our presence online. The future is online, and we worked to strengthen our portfolio of expertise to take our digital narrative forward.

Lastly, with a firm belief in the power of the transformative stories of the people on the ground, we worked to create more meaningful collaterals which showcased the grassroots stories of the amazing entrepreneurs who have passed through SED; along with an internal booklet to outline the fierce values we strive to imbibe among our people.

D. HUMAN RESOURCES

This year we were thrilled to see Ambuja Foundation was named in the Top 20 of India's Best NGOs to Work For, by Great Place to Work – reinforcing the enabling culture we have created internally. We upgraded our staff grading structure and took efforts to align everyone to the same. We also encouraged employee engagement by involving them in processes to strengthen our implementation. We continued to reinforce our gender diversity initiatives by recruiting more women as Mobilisation Officers which were previously tasked only to men, and also kickstarted a movement to create tobacco free workplaces across locations.

Our team is the backbone of everything we do at Ambuja Foundation and we used this year to build skills and capacities for our different technical teams to embrace technology. This included portal trainings and technology enhancements. We also provided self defence training by Wenlido to our women employees to create strong capable individuals, with the skills to defend themselves. Additionally, almost all the new joiners were trained in mandatory gender trainings across locations, sensitising them on sexual and gender based issues, and our policies, laws and literacy. Other training and engagement initiatives helped strengthen our internal capacities and the breadth and depth of our skillsets.

The total number of employees as at the end of the financial year 2023-24 was 1615.

E. OPERATIONS

This year we continued our monitoring and evaluation of programmes to strengthen models, refine processes and ensure impacts are optimised.

We have a robust system of programme monitoring in place, that promotes evidence-based practice in ensuring the effectiveness and relevance of development initiatives. Using technology, our performance data is analysed for understanding trends and opportunities, to improve future programme planning. Investing in capacity building of the team has helped in data accuracy to more aptly capture changes in communities.

Impact assessments are conducted harnessing both external and internal expertise for mature programs to help showcase community transformation. This year saw several of our papers published in journals of repute, showcasing multiple programme models. These highlights help in communicating our approach and models, especially to partner organisations whilst fostering knowledge sharing of models for programme execution.

Ambuja Foundation coordinated a variety of multi stakeholder platforms and knowledge sharing events to help amplify the success of the work over the past 3 decades and provide an opportunity to gain insights from similar efforts from others. Events during the year around water and skill were a big success in aligning a variety of stakeholders to work for the holistic development of rural India.

F. DIRECTORS

Mr. B. L. Taparia, Mr. V. K. Sharma and Mr. Ajay Kapur will retire by rotation at the ensuing Annual General Meeting

(AGM) in accordance with the Articles of Association of the Foundation. Being eligible, the above three Directors offer themselves for reappointment. The Board recommends their reappointment.

G. GOVERNANCE

Every non-profit is guided and led by their Board which governs it and we have been fortunate to have a committed and reputed group of individuals to broaden our vision. Our Board has a diverse range of skills and experience which is injected into the Foundation at the highest level.

i. Number of Board Meetings

During the financial year 2023-24, 5 (five) meetings of the Board of Directors were held.

ii. Extract of Annual Return

The details forming part of the extract of the Annual Return in Form MGT-9 is omitted through the Companies (Amendment) Act, 2017 ("Amendment Act, 2017"), which was published in the Official Gazette on 03.01.2018 and Annual Return MGT-7 is placed on website, link is: www.ambujafoundation.org/reports#annualreports.

iii. Remuneration to Directors

Sitting Fees were paid in compliance with Sec 197 of the Companies Act, 2013 to the following Directors during the year to attend Board Meetings. No other form of remuneration was paid to the Directors:

- i. Mr. Pravin Laheri - Rs. 1,00,000
- ii. Ms. Ashni Biyani - Rs. 40,000
- iii. Mr. Vijay Kumar Sharma - Rs. 80,000

iv. Policy on Directors' Appointment and Remuneration

The company is not covered under sub-section (1) of section 178, and therefore is not required to maintain company's policy on Directors' appointment and remuneration including criteria for determining qualifications, positive attributes, independence of a director and other matters provided under sub-section (3) of section 178].

v. Declaration of Independent Directors

The provisions of Section 149 pertaining to the appointment of Independent Directors do not apply to the Company.

vi. Committees of Board

The company is not required to maintain any committee as per Companies Act, 2013 and hence no details are required to be disclosed herein.

vii. Directors' Responsibility Statement

Pursuant to Section 134 of the Companies Act 2013 as amended, the Directors confirm that:

- a. In the preparation of the annual accounts for the financial year ended 31st March, 2024, the applicable accounting standards have been followed along with proper explanation relating to material departures.
- b. Appropriate accounting policies have been selected and applied consistently, made judgments and estimates that are reasonable and prudent, so as to give a true and fair view of the state of affairs of the Company and its surplus as on 31st March 2024.
- c. Proper and sufficient care has been taken for the maintenance of accounting records in accordance with the provisions of the Companies Act 2013 for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities.
- d. The Audited Accounts for the financial year ended on 31st March, 2024 have been prepared on a going concern basis.
- e. Proper internal financial controls to be followed by the Company have been laid down and that such internal financial controls are adequate and were operating effectively.
- f. Proper systems to ensure compliance with the provisions of all applicable laws have been devised and that such systems were adequate and operating effectively.

viii. Vigil Mechanism

The provisions of Section 177 of the Companies Act, 2013 read with Rule 7 of the Companies (Meetings of the Board and its Powers) Rules, 2013 relating to establishment of vigil mechanism is not applicable to the Company.

ix. Directors' Report on Implementation of a Risk Management Policy

Risk Management is the process of Identification, assessment and prioritisation of risks followed by coordinated efforts to minimise, monitor and mitigate/control the probability and/or impact of unfortunate events or to maximise

the realization of opportunities. The Company has laid down a comprehensive Risk Assessment and Minimisation Procedures. These procedures are reviewed by the executive committee periodically. The major risks have been identified by the Company in all functions and its mitigation process/measures have been formulated respectively.

x. Corporate Social Responsibility (CSR)

The provisions of section 135 of the Companies Act, 2013, are not applicable to the Company.

xi. Dividend and Transfer of Amounts to Investor Education And Protection Fund

The provisions of section 8 of the Companies Act, 2013 prohibit any distribution of profits and payment of any dividend to its Members. Moreover, the Company is limited by guarantee and doesn't have any share capital, hence the question of dividend does not arise.

xii. Information required under Rule 5 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014

The disclosure as required under Rule 5 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 is not applicable.

xiii. Key Managerial Personnel:

There was no appointment of Key Managerial Personnel during the year under review.

xiv. Change in the Nature of Business, if any

During the year under review, there has been no change in the nature of the activities/objects of the Company.

xv. Compliance with Secretarial Standards

The provisions relating to compliance of Secretarial Standards are not applicable to the Company, however the minutes are recorded within 30 days from the conclusion of every meeting in accordance with Notification G.S.R. 466(E) dated 5th June, 2015, issued by the Ministry of Corporate Affairs.

xvi. Secretarial Audit Report

The provisions of Section 204 of the Act, read with the rules made thereunder, are not applicable to the Company.

xvii. Requirement for Maintenance of Cost Records

The cost records as specified by the Central Government under section 148(1) of the Companies Act, 2013, are not required to be maintained by the Company.

xviii. Cost Audit

The provisions of Section 148 read with the Companies (Audit and Auditors) Rules, 2014, relating to appointment of Cost Auditor is not applicable to the Company.

xix. Internal Financial Controls

The Internal Financial Controls with reference to financial statements as designed and implemented by the Company are adequate. During the year under review, no material or serious observation has been received from the Statutory Auditors of the Company for inefficiency or inadequacy of such controls.

xx. Material Changes and Commitment Affecting the Financial Position

There are no material changes affecting the financial position of the Company subsequent to the close of the FY 2023-24 till the date of this Report.

xxi. Financial Statements of Subsidiaries and Associates

The Company does not have any Subsidiaries and Associates and there were no entities which became or ceased to be the Companies' subsidiaries, associates or joint ventures during the year, therefore there are no financial statements of subsidiaries/associates reported.

xxii. Reporting of Frauds by Auditors

During the year under review, the Statutory Auditors of the Company have not reported any instances of fraud committed in your Company by Company's officers or employees, to the Board, as required under Section 143(12) of the Act.

xxiii. Particulars of Contracts or Arrangements with Related Parties

During the year under review, there was a transaction entered into by the Company with a related party falling under the purview of Section 188 of the Act.

Sr. No.	Nature of Transactions	Name of related parties	Relationship	Amount (Rs. In Lakh)
1	Grant on health projects on Tobacco Control across 4 locations to increase the awareness about ill-effects of tobacco, treatment and counselling.	Salaam Mumbai Foundation, engaged predominantly in the awareness programmes on ill-effects of tobacco in the society.	Under common control	10.99

xxiv. Particulars of Loans, Guarantees and Investments under Section 186

The Company has, during the financial year under review, not given any loans, guarantees or provided security and has not made any investments in any body/corporate in excess of limits as specified under Section 186 of the Act.

xxv. Public Deposits

There were no outstanding deposits within the meaning of Section 73 and 74 of the Act read with rules made thereunder at the end of FY 2023-24 or the previous financial years. The Company did not accept any deposit during the year under review.

xxvi. Details of Application Made or Proceeding Pending Under Insolvency and Bankruptcy Code 2016

During the year under review, there were no applications made or proceedings pending under Insolvency and Bankruptcy Code, 2016.

xxvii. Significant and Material Orders Passed by the Regulators or Courts

There are no significant material orders passed by the Regulators/Courts which would impact the going concern status of the Company's operations in future.

xxviii. Conservation of Energy, Technology Absorption and Foreign Exchange Earnings and Outgo

In relation to the conservation of energy, technology absorption and foreign exchange earnings and outgo, pursuant to section 134 of the Companies Act 2013, the relevant information is not given, as it is not applicable.

xxix. Information required under Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013

As per the requirement of the Sexual Harassment of Women at Workplace (Prevention, Prohibition & Redressal) Act, 2013 and rules made thereunder, the Company has laid down a Prevention of Sexual Harassment (POSH) Policy and has constituted Internal Complaints Committees (ICs), to consider and resolve the complaints related to sexual harassment. The Company received no complaints under POSH during the financial year 2023-24.

The Company has zero tolerance on sexual harassment at the workplace.

H. AUDITORS AND THEIR REPORT

The Auditors' Report together with notes is self-explanatory and does not require any further clarification. There were no qualifications, reservations or adverse remarks made by Auditors in their report. M/s. Chaturvedi & Co. LLP, Chartered Accountants, Kolkata, was appointed as Statutory Auditors of the Foundation to hold office from the conclusion of the 28th Annual General Meeting of the Foundation till the conclusion of the 33rd Annual General Meeting. Accordingly, M/s. Chaturvedi & Co. LLP will be completing their third year out of five years at the conclusion of the forthcoming Annual General Meeting.

The Foundation has received a Certificate from them pursuant to Section 139 of the Companies Act 2013, confirming their eligibility for re-appointment. They have also certified that they are free from any disqualifications specified under Section 141 of the Companies Act, 2013. The Board of Directors recommends the appointment of M/s. Chaturvedi & Co. LLP as Statutory Auditors of the Foundation.

I. PARTNERSHIPS

As we strengthen our positioning as an independent implementing organisation, we see exponential growth in terms of our partnerships – with a variety of interests from national and international organizations, corporates and philanthropists. More and more governments, corporates, non-profit bodies and philanthropists are seeing the value in our work and seek our support to generate impact in key areas important to them.

One important aspect to note is the evolution of our many partners. What often starts as collaboration in one area evolves and expands to branch into new thematic areas. We are comfortable with small partnerships too and have seen them lead into larger ones. Though we gain financially we learn from our expertise. This is a testament to the worth of our work.

J. AWARDS & RECOGNITIONS

This year we were privileged to receive awards and accolades to the work that we have done across locations. These include:

- i) the CII Western Region 'Innovation in Healthcare and Hospital Technology' Award 2023 in the Primary Care Initiative category,
- ii) the 6th ICC Social Impact Award in the large industry category for its work in Gender Equality and Women Empowerment for Farakka and Sankrail,
- iii) the Best ITI by the Department of Skill Development, Employment, Entrepreneurship and Innovation for fulfilling the expected criteria and delivery in Chandrapur.
- iv) Ambuja Manovikas Kendra also won the the Overall Championship Trophy at the 24th Punjab State Olympics (16th time in a row).

We also received appreciation at the government level for our work especially aligning with the government's agenda. Many of our on-ground community volunteers also received recognition at government and district level for their efforts and extensive involvement in community development projects.

K. ACKNOWLEDGEMENTS

A diverse and complex country like India, with myriad social issues, cannot be tackled alone. It requires the dedication, support and investment of many – their resources, expertise, blood, sweat and tears. We are blessed to have an army of people furthering the cause.

Our staff are a testament to our spirit – they are passionate, think outside the box, and embrace sheer grit in their journey to effect change at the last mile reach. Work like ours is not for the faint-hearted and we are fortunate to have found people from all strata who have that special 'Ambuja' mettle that drives them in all they do. Our beneficiaries are also part of the story and play a crucial role in their own development – the way in which they continue to rise to the occasion continues to be a source of inspiration for us. Our Board members guide us and lend the power of their experience and wisdom across various domains. We are grateful for all they do, and feel comfort in having them steer the ship. Lastly our incredible partners deserve thanks – for believing in our work, for trusting us, for rolling up their sleeves and working with us. We are equal in this journey and could not do it without one another.

Whilst it is easy to worry about the uncertainty of the future in the face of widespread poverty, climate change and economic instability, we must continue to adopt an outlook of optimism. Change is possible; the impossible, is possible. We must search for solutions and not get daunted by the gargantuan nature of the problems at hand. Adopting an 'I Can' attitude, and embracing a collaborative approach, together, we can find our way back to the richness and prosperity that rural India was once known for.

**For and on behalf of the Board
For Ambuja Foundation
(Formerly known as Ambuja Cement Foundation)**

N-S. Sekhsaria

**NAROTAM SEKHSARIA
Chairman - Ambuja Foundation**

Place: Mumbai
Date: July 11, 2024
Regd office: 102, Maker Chambers III
Nariman Point, Mumbai - 400021

AUDITORS' REPORT



CHATURVEDI & CO. LLP

CHARTERED ACCOUNTANTS

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To
**The Members of
M/s. Ambuja Foundation
(Formerly Ambuja Cement Foundation)**

Report on the Financial Statements

Opinion

We have audited the accompanying financial statements of **M/s. Ambuja Foundation (Formerly Ambuja Cement Foundation) ("the Company")** which comprises the Balance Sheet as at March 31, 2024, the Statement of Income & Expenditure and Statement of Cash Flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information (hereinafter referred to as "the financial statements").

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid Financial Statements give the information required by the Companies Act, 2013 ("the Act") in the manner so required and give a true and fair view in conformity with the Accounting Standards prescribed under section 133 of the Act read with Rule 7 of the Companies (Accounts) Rules, 2014.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the ICAI's Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibility of Management for the Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these financial statements that give a true and fair view of the financial position, financial performance, and cash flows of the company in accordance with the accounting Standards specified under section 133 of the Act, 2013 read with relevant rules issued thereunder and accounting principles generally accepted in India. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the company and for preventing and detecting frauds and other irregularities; selection and application of appropriate implementation and maintenance of accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statement that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operations, or has no realistic alternative but to do so.

Those Board of Directors are also responsible for overseeing the company's financial reporting process.

Auditor's Responsibility for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the Financial Statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal controls relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Act, we are also responsible for expressing our opinion on whether the Company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of the Company to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the interim consolidated financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

Materiality is the magnitude of misstatements in the financial statements that, individually or in aggregate, makes it probable that the economic decisions of a reasonably knowledgeable user of the financial statements may be influenced. We consider quantitative materiality and qualitative factors in (i) planning the scope of our audit work and in evaluating the results of our work; and (ii) to evaluate the effect of any identified misstatements in the financial statements.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

Reports on Other Legal and Regulatory Requirements

- (i) This report does not contain a statement on the matters specified in paragraph 3 and 4 of the Companies (Auditors' Report) Order, 2015 "the Order" issued by the Central Government of India in terms of sub-section (11) of Section 143 of the Act, since in our opinion and according to the information and explanations given to us, the said Order is not applicable to the Company.
- (ii) As required by Section 143(3) of the Act, we report that:
 - (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit.
 - (b) In our opinion, proper books of account as required by law have been kept by the company so far as it appears from our examination of those books except for the matters stated on paragraph g (vi) below on reporting under Rule 11(g) of the Companies (Audit and Auditors) Rules, 2014.
 - (c) The Balance Sheet, the Statement of Income and Expenditure and the Cash Flow Statement dealt with by this Report are in agreement with the books of account.
 - (d) In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under Section 133 of the Act of the Act, read with the relevant rules issued there under.
 - (e) On the basis of the written representations received from the directors as on 31st March, 2024 taken on record

AUDITORS' REPORT

- by the Board of Directors, none of the directors is disqualified as on 31st March, 2024 from being appointed as a director in terms of Section 164(2) of the Act.
- (f) With respect to the adequacy of the internal financial controls over financial reporting of the company and the operating effectiveness of such controls, refer to our separate report in Annexure A
- (g) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
- i. The Company does not have any pending litigations which would impact its financial position in its financial statements;
 - ii. The Company does not have any long term contracts including derivative contract for which there are any material foreseeable losses;
 - iii. There is no amount which are required to be transferred, to the Investors Education and Protection Fund by the Company during the year.
 - iv. The management has represented that, to the best of its knowledge and belief,
 - no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the company to or in any other person(s) or entities, including foreign entities ("intermediaries"), with the understanding, whether recorded in writing or otherwise, that the intermediary shall directly or indirectly lend or invest in other persons or entities identified in any manner by or on behalf of the company (Ultimate Beneficiaries) or provide any guarantee, security or the like on behalf of ultimate beneficiaries.
 - no funds have been received by the company from any person(s) or entities including foreign entities ("Funding Parties") with the understanding, whether recorded in writing or otherwise, that such company shall whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever (Ultimate Beneficiaries) by or on behalf of the funding party or provide guarantee, security or the like on behalf of the Ultimate beneficiaries.
 - Based on such audit procedures as considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations given by management under the above sub-clauses contain any material mis-statement.
 - v. As per the records of the Company no dividend has been declared or paid during the year.
 - vi. The reporting under Rule 11(g) of the Companies (Audit and Auditors) Rules, 2014 is applicable from 01st April, 2023. Based on our examination which included test checks, the Company has used accounting software for maintaining its books of account, which have a feature of recording audit trail (edit log) facility for all relevant transactions recorded in the respective software except for seventy eight branches/projects where audit trail (edit log) was enabled only on various dates during the first quarter of the financial year and hence has not operated throughout the year and for eleven number of branches/projects it was not enabled in the accounting software for the relevant transaction recorded there and was not operated throughout the year.

Further, for the periods where audit trail (edit log) facility was enabled in the branches/projects, it was operated throughout the year from their respective dates of enabling and we have not come across any instance of the audit trail feature being tampered with.

As provision to Rule 3(1) of the Companies (Accounts) Rules, 2014 is applicable from April 1, 2023, reporting under Rule 11 (g) of the Companies (Audit and Auditors) Rules, 2014 on preservation of audit trail as per the statutory requirements for record retention is not applicable for the financial year ended March 31, 2024.

For Chaturvedi & Co. LLP
Chartered Accountants
(Firm Reg. No. 302137E/E300286)



Ms. Nilima Joshi
Partner
Mem. No. 52122
UDIN: 24052122BKGP6241



Place: Kolkata
Date: July 11, 2024

Annexure A to the Auditors' Report

Report on the Internal Financial Controls under Clause (i) of sub-section 3 of Section 143 of the Companies Act, 2013 ('the Act')

We have audited the internal financial controls over financial reporting of **AMBUJA FOUNDATION (Formerly Ambuja Cement Foundation) ('the Company')** as on 31st March, 2024 in conjunction with our audit of the financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Company's management is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting issued by the Institute of Chartered Accountants of India ('ICAI'). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to the Company's policies, the safe guarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

Auditors' Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls over Financial Reporting (the 'Guidance Note') and the Standards on Auditing, issued by ICAI and deemed to be prescribed under Section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting were established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operative effectiveness. Our audit of internal Financial Controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditors judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion of the Company's internal financial controls system over financial reporting.

Meaning of Internal Financial Controls over Financial Reporting

A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purpose in accordance with generally accepted accounting principles. A company's internal financial control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in responsible detail, accurately and fairly reflect the transactions and dispositions of the assets of the Company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with authorizations of the Management and directors of the Company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorised acquisition, use, or disposition of the Company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls Over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur

AUDITORS' REPORT

and nor be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future period are subject to the risk that the internal financial control over financial reporting may become inadequate because of change in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, the Company has, in all material respects, adequate internal financial controls over financial reporting and such internal financial controls over financial reporting were operating effectively as at 31 March 2024, based the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by ICAI.

For Chaturvedi & Co. LLP
Chartered Accountants
(Firm Reg. No. 302137E/E300286)



Ms. Nilima Joshi
Partner
Mem. No. 52122
UDIN: 24052122BKGP6241



Place: Kolkata
Date: July 11, 2024

OUR ACCOUNTS

BALANCE SHEET AS AT 31ST MARCH, 2024

Particulars	Note No.	As at 31.03.2024 (Rs. in Lakh)	As at 31.03.2023 (Rs. in Lakh)
LIABILITIES			
(1) Corpus Fund	2	3,007	2,594
(2) Assisted Project Funds	3	449	622
(3) Other Long-Term Liabilities	4	256	267
(4) Current Liabilities			
(a) Trade Payables	5	41	31
(b) Other Current Liabilities	6	472	382
(c) Short Term Provisions	7	62	65
		576	477
Total		4,288	3,960
ASSETS			
(1) Non-Current Assets			
(a) Property, Plant & Equipment	8		
- Tangible Assets		1,030	895
- Intangible Assets		1	1
(b) Long-Term Loans and Advances	9	22	28
(c) Other Non-Current Assets	10	2	2
		1,055	927
(2) Current Assets:			
(a) Cash and Bank Balances	11	2,673	2,823
(b) Short Term Loans and Advances	12	166	153
(c) Other Current Assets	13	394	58
		3,233	3,033
Total		4,288	3,960
Significant Accounting Policies Notes to the Accounts	1 2-26		

See Accompanying Notes to the Financial Statements

For Chaturvedi & Co. LLP

Chartered Accountants
Firm Registration No. : 302137E/ E300286

sd/-
Ms. Nilima Joshi
Partner
Membership No. 52122
Kolkata

UDIN: 24052122BKGP6241

sd/-
Ms. Pearl Tiwari
Director
DIN: 00740574

sd/-
Mr. B.L.Taparua
Director
DIN: 00016551

Place: Mumbai
Date: July 11, 2024

INCOME & EXPENDITURE STATEMENT FOR THE YEAR ENDED 31ST MARCH, 2024

Particulars	Note No.	For the year ended 31.03.2024 (Rs. in Lakh)	For the year ended 31.03.2023 (Rs. in Lakh)
Income:			
(a) Donations & Grants			
- From Ambuja Cements Ltd		5,579	5,168
- From Narotam Sekhsaria Foundation		282	236
- From Assisted Project Funds	3	10,495	9,167
(b) Other Income/Contributions	14	1,710	1,088
Total Revenue		18,066	15,659
Expenses:			
Employees Benefit Expenses	15	717	804
Agriculture Development Expenses		7,123	4,914
Animal Husbandry and Dairy Expenses		32	53
Community Welfare Expenses		1,609	1,143
Educational Expenses		568	656
Health & Sanitation Development		852	752
Krishi Vigyan Kendra Expenses (Agriculture Science Centre sponsored by Govt.)		254	265
Monitoring & Research Expenses		72	27
Skill Training Expenses		3,421	3,107
Water Resource Development		2,276	2,240
Women & SHG Expenses		563	701
Depreciation and Amortiozation Expenses	8	129	131
Other Expenses	16	315	381
Total Expenses		17,931	15,173
Surplus/(Deficit) carried forward		134	486
Significant Accounting Policies	1		
Notes to the Accounts	2-26		

See Accompanying Notes to the Financial Statements

For Chaturvedi & Co. LLP

Chartered Accountants
Firm Registration No. : 302137E/ E300286sd/-
Ms. Nilima Joshi
PartnerMembership No. 52122
Kolkata

UDIN : 24052122BKGP6241

sd/-
Ms. Pearl Tiwari
Director
DIN: 00740574sd/-
Mr. B.L.Taparia
Director
DIN: 00016551Place: Mumbai
Date: July 11, 2024

CASH FLOW STATEMENT

Particulars	For the year ended March 31, 2024 (Rs. in Lakh)	For the year ended March 31, 2023 (Rs. in Lakh)
<u>Income from Operations</u>		
Surplus/(Deficit) for the year	134	486
(Surplus)/Deficit for Project Funds	278	(465)
<u>Adjustments for</u>		
Depreciation	132	131
Balance written off	28	3
Sundry balances written back	(18)	(5)
Interest Income	(136)	(104)
Loss on sale of fixed assets	(2)	2
Corpus of projects/institutions transferred	-	-
<u>Changes in Working Capital</u>		
Decrease in Loans & Advances (Long term)	6	18
Increase in other non-current assets	1	(1)
Increase in Loans & Advances (Short term)	(13)	54
Decrease in other current assets	(336)	173
Increase in Long term liability	(11)	63
Increase in Trade Payable	(18)	(4)
Decrease in other current liabilities	90	(12)
Decrease in Short term provision	(2)	46
Net cash from operating activities (A)	134	385
<u>Income from Investing Activities</u>		
Purchase of assets	(273)	(138)
Sale of Fixed Assets	8	(4)
Interest Received	136	104
Net cash from investing activities (B)	(129)	(38)
<u>Income from Financing activities (C)</u>		
Changes in Project Fund	(155)	483
Cash & Cash Equivalents at beginning of year (D)	2823	1992
Cash & Cash Equivalents at end of year (A+B+C+D)	2673	2823

For Chaturvedi & Co. LLP

Chartered Accountants

Firm Registration No. : 302137E/ E300286

sd/-

Ms. Nilima Joshi

Partner

Membership No. 52122
Kolkata

UDIN : 24052122BKGP6241

sd/-

Ms. Pearl Tiwari

Director

DIN: 00740574

sd/-

Mr. B.L.Taparia

Director

DIN: 00016551

Place: Mumbai

Date: July 11, 2024

Corporate Information

Ambuja Foundation is registered as a not-for-profit company under Section 8 (erstwhile Section 25) of the Companies Act. It is also registered under the Foreign Contribution Regulation Act (FCRA), 2010 and has registrations under Sec 12A and Sec 80G of the Income Tax Act, 1956. The Company has obtained CSR registration number as required under the amended CSR rules, 2021. The CSR Registration number is CSR00006913. The Company had complied with the FCRA guidelines of opening main FCRA bank account with State Bank of India, New Delhi as on 31st March, 2022.

The Company's initiatives extend pan India in 13 states. These initiatives focus on socio-economic development to ensure inclusive growth of the communities. The primary thrust areas include water resource management, enhancing livelihood both through agro-based and skill-based activities, for access to better health and sanitation facilities, education support and women empowerment.

The Company's name was changed from 'Ambuja Cement Foundation' to 'Ambuja Foundation' as approved by the Ministry of Corporate Affairs and under FCRA. The Company is in the process of updating the name change with other Statutory Authorities and Partners.

Significant Accounting Policies & Notes on Accounts

Note 1: Significant Accounting Policies

- 1.1. The Company prepares its accounts on accrual basis of accounting.
- 1.2. The accounting policies adopted in the preparation of the financial statements are consistent with those followed in the previous year.
- 1.3. Tangible assets are valued at cost of acquisition including installation cost less depreciation. The depreciation has been provided as per the rates prescribed in Schedule II of the Companies Act, 2013. Intangible assets are recorded at cost of acquisition. They are amortised on straight-line basis over a period of their life.

The assets costing lesser than Rs. 5000 and assets purchased out of the assisted project funds for the use in specific community projects are not capitalised and treated as revenue expenditure for the projects.

- 1.4. Revenue Recognition
 - a) Interest received and all other income are recognised as income on accrual basis.
 - b) Accounting for Assisted Project Funds:
In case of Assisted Projects, money spent by the Company and such money received from Funding Agency during the current financial year is recognised as revenue in the current financial year. Similarly, money spent but received in the subsequent year, is recognised as revenue in the subsequent year of receipt.
Amount received or accrued against Assisted Project Funds during the year is treated as income and amount spent on those projects are shown as expenditure. Unspent amount during the year is part of the total surplus/deficit in the Income and Expenditure Account which is carried forward as balance in Assisted Project Funds.
 - c) Accounting of Government Grants:
Government grants are received for various projects implemented by the Company under water resource management, agricultural and skill livelihoods and women empowerment. Government grants received or accrued during the year are recognised as income and its spending is shown as corresponding expenditure. Unspent grant or grant receivable is shown as closing balance in Assisted Project Funds.
 - d) Accounting of contributions from beneficiaries:
Revenue Skill training projects, unpaid contributions become due as receivable at the closure of the training batch and accordingly treated as contribution receivable in the books.
- 1.5. Outstanding Liabilities (including retention money, deposits etc) have been classified under Current Liabilities, if payable within 12 months, otherwise these are classified as Long-Term Liabilities.
- 1.6. Receivables (including deposits etc) have been classified under Current Assets, if able to realise within 12 months, otherwise these are classified as Non Current Assets.
- 1.7. Employee Benefits
 - a) Short term employee benefits (benefits which are payable after the end of twelve months from the end of financial year in which the employees have rendered service) are measured at cost.

OUR ACCOUNTS

- b) Post employment benefits and other long-term employee benefits:
In respect to Gratuity, payments are made to LIC funds. The Company accounts for liability for future gratuity benefits based on actuarial valuation carried out at the end of each financial year using the projected unit credit method.

Liability for Leave Encashment is recognised and accounted based on actuarial valuation carried out at the end of each financial year.

- c) Provident Fund is a defined contribution scheme and the contributions as required by the statute made to Government Provident Fund are charged to the Statement of Income and Expenditure.

1.8. Transactions in Foreign Currency are recorded at the exchange rate at which the transaction is carried out.

1.9. Impairment of Assets

Wherever events or changes in circumstances indicate that the carrying value of Fixed assets may be impaired, the company subjects such assets to test of recoverability, based on discounted cash flows expected from use or disposal of such assets. If the assets are impaired, the Company recognises an impairment loss as difference between the carrying value and recoverable value.

1.10. Provisions, Contingent Liabilities and Contingent Assets

Provisions involving substantial degree of estimation in measurement are recognised when there is a present obligation as a result of past events and it is probable that there will be an outflow of resources. Contingent liabilities are not recognised but are disclosed in the notes. Contingent assets are neither recognised nor disclosed in the financial statements.

1.11. Taxation

Being a non-profit organization, registered under Section 8 of the Companies Act, 2013 (erstwhile section 25 of companies act 1956), no provision for taxation is made as the Company is entitled to claim tax exemption u/s 11 of the Income Tax Act, 1961.

1.12. Cash and Bank Balances/ Cash Flow Statement

Cash and Bank Balances include all bank account balances, cash and cheques in hand, auto sweep deposit balances and short term bank fixed deposits. The Company maintains separate bank accounts for local and foreign contributions and follows the bank and cash management policy of the Company. Cash Flow statement is prepared every year and forms part of the financial statements of the Company. Cash Flows are reported using the indirect method as per AS-3 whereby excess of income over expenditure for the period is adjusted for the effects of transactions of non cash nature, any deferrals, accruals of past and future operating cash receipts and payments associated with investing and financing cash flows. Cash from operating, investing and financing activities are segregated.

Notes annexed to and forming part of the Financial Statements

Note 2 : Corpus Fund (Reserves & Surplus)

	As at 31.03.2024 (Rs. in Lakh)	As at 31.03.2023 (Rs. in Lakh)
Opening Balance	2,594	2,573
Add : Surplus transferred from		
Income & Expenditure Account	134	486
Add/less : Deficit/(Surplus) from Assisted Project Funds		
carried forward (refer footnote part (2) of Note 3)	278	(465)
	3,007	2,594

Note 3 : Assisted Project Funds

(Rs. in Lakh)

		As at 31.03.2024							
Sr. No.	Name of the Project/Funder	Opening Balance	Funds received/receivable during the year	Amount Payable to creditors/Project Liabilities	Total	Funds utilised during the year	Amount Refunded to the Project Funders	Advance given to Vendors/Others	Net Outstanding (Balance Recoverable)
		(a)	(b)	(c)	(d=a+b+c)	(e)	(f)	(g)	(h=d-e-f-g)
A	Corporate/Corporate Foundation Funds								
1	HDFC Bank Ltd.	23	3,388	(9)	3,401	3,355	-	25	21
2	AU Foundation	4	479	2	484	478	-	0	6
3	Asian Paints Ltd.	15	417	8	440	424	-	-	16
4	SKF India Ltd.	3	388	1	391	390	-	1	1
5	Hindustan Zinc Ltd.	1	371	51	423	405	-	7	10
6	IndusInd Bank Ltd.	19	219	4	242	229	-	0	12
7	Gujarat Pipavav Port Ltd.- APM Terminals	(31)	160	-	129	121	-	-	8
8	Hinduja Leyland Finance	5	122	2	129	125	-	1	3
9	Hinduja Foundation	-	111	1	112	109	-	1	2
10	Ashok Leyland Ltd.	25	81	0	106	104	-	1	1
11	K. K. Birla Memorial Society (CFCL)	-	76	6	82	82	-	-	0
12	Schlumberger Asia Services Ltd.	18	63	-	81	77	0	4	0
13	Pernod Ricard India Foundation	1	63	-	64	60	1	-	3
14	Prince Pipes & Fittings Ltd.	-	51	0	51	50	-	-	1
15	Anand Rathi Global Finance Ltd.	-	51	1	51	50	-	0	2
16	Hafele India Private Ltd.	7	40	4	51	43	-	-	8
17	Apollo Tyres Foundation	3	48	0	51	49	-	-	2
18	Optimum Stock Trading Co. Pvt. Ltd.	0	34	-	34	34	-	0	0
19	Bayer Bio Science Pvt. Ltd.	2	30	-	32	35	-	-	(3)
20	Exide Industries Ltd.	-	27	-	27	27	-	-	-
21	Talwandi Sabo Power Ltd.	(4)	25	-	21	28	-	-	(6)
22	Edutest Solution Pvt. Ltd.	25	24	-	49	49	-	-	-
23	Forbes Marshall Group of Cos.	-	13	-	13	13	-	-	-
24	Aavas Financiers Ltd.	-	11	2	13	11	-	-	2
25	JBR Nirmaan Pvt. Ltd.	-	10	-	10	10	-	-	-
26	Sun Pharma	-	9	-	9	7	-	-	2
27	Indian Hotels Company Ltd.	-	7	0	7	7	-	-	0
28	Godrej Agrovet Ltd.	2	6	-	8	5	3	0	0
29	Everest Foundation	(3)	6	-	3	3	-	-	0
30	Schneider Electric India	(3)	5	-	3	1	-	-	2
31	Other Corporate Donors	3	7	-	10	10	-	-	0
	Total=	114	6,339	74	6,527	6,390	4	40	93
B	Government Funding								
1	NABARD*	(107)	360	78	331	295	6	3	26
2	ICAR*- Krishi Vigyan Kendra	48	262	3	313	247	-	-	66
3	Western Coalfields Limited	-	16	-	16	39	-	-	(23)
4	NSFDC*	(15)	11	3	(1)	1	-	-	(2)
5	State Bank of India Foundation	-	11	-	11	-	-	-	11
6	SIDBI*	-	11	-	11	19	-	-	(9)
7	Zilla Parishad Chandrapur	1	10	-	11	12	-	-	(1)
8	National Thermal Power Corporation	2	7	0	9	6	-	-	3
9	Other Government Funds	(13)	1	37	26	11	-	22	(7)
	Total=	(84)	689	121	727	631	6	25	65

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(Rs. in Lakh)

C	Foreign Contributions								
1	Better Cotton Project	248	3,212	(0)	3,460	3,204	-	24	232
2	Stichting IDH Sustainable Trade Initiative	(12)	13	0	1	1	-	-	0
3	Stichting Tulip Crowns	0	12	-	12	12	-	-	0
4	Foundation De France	18	11	-	28	-	-	-	28
5	GIZ* Project	269	0	(0)	269	287	-	3	(20)
6	Global India Fund	2	0	-	2	-	-	-	2
7	Wadhvani Institute for Artificial Intelligence Foundation	4	-	-	4	-	-	-	4
8	Better Cotton Project GIZ	17	0	11	28	39	-	(0)	(11)
	Total=	545	3,249	11	3,805	3,543	-	26	236
D	Other Funds								
1	Krishnashray Foundation, Goverdhan	1	102	1	103	99	-	(1)	4
2	Sir Mathuradas Vissanji Education Trust	25	25	-	50	25	-	-	25
3	B.L. Taparia & Family	1	31	0	33	30	-	1	1
4	B.S Hajela Education Trust	-	16	-	16	16	-	-	0
5	Narotam Sekhsaria Foundation	(1)	16	-	14	11	-	-	3
6	Shree Gayathri Charity Trust	-	10	-	10	6	-	-	4
7	Other Funded Projects	21	18	1	40	22	-	-	18
	Total=	47	217	2	266	210	-	1	55
Total Assisted Project Funds		622	10,495	208	11,325	10,773	10	92	449

Footnotes:

1) The projectwise negative figures in Net Outstanding (Balance recoverable) column indicate funds spent by the company and the funds are yet to be received from concerned funding agencies.

2) Deficit arising out of Assisted Project Funds during the FY. 2023-24:

Total Funds Received [(b) above]	10,495
Total Utilised [(e) above]	10,773
Deficit from Assisted Project Funds (Refer Note 2)	(278)

3) Net outstanding Assisted Project Funds balance [(h) above] includes deficit from these Project Funds.

4) Grouping/regrouping of project funds are done for better presentation of funds outstanding/balance recoverable

5) The projects with figures zero { 0/(0) } denotes amount lesser than one lakh and the sign { - } denotes zero balance. The projects with zero { 0/(0) } opening balance are closed projects and the bank accounts and closing formalities are in process.

*Full Form of abbreviations used

ICAR	The Indian Council of Agricultural Research
NABARD	National Bank for Agriculture and Rural Development
NSFDC	National Scheduled Castes and Scheduled Tribes Finance and Development Corporation
SIDBI	Small Industries Development Bank of India
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

As at 31.03.2024
(Rs. in Lakh)

As at 31.03.2023
(Rs. in Lakh)

Note 4 : Other Long-Term Liabilities

Provision for Employees Benefits	256	267
	256	267

Note 5 : Trade Payables (less than a year)

Other than Acceptances*	41	31
	41	31

Trade Payables Ageing Schedule

(Rs. in Lakh)

Particulars	Outstanding for following periods from due date of payment				Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	
i. MSME					
ii. Other	41	0	0		41
iii. Disputed dues - MSME					
iv. Disputed dues - Other					

*There are no outstanding dues under Micro, Small & Medium Enterprises development Act, 2006 (MSMED Act) as on 31st March,2024.

Note 6 : Other Current Liabilities

(Rs. in Lakh)

Liability for Expenses	291	325
Statutory Dues	89	31
Deposits including retention money	92	26
	472	382

Note 7 : Short Term Provisions

Provision for Employees Benefits	16	18
Provision for non- recovery of Funds	47	47
	62	65

Note 8 : Property, Plant & Equipments

(Rs. in Lakh)

DESCRIPTION	GROSS BLOCK				DEPRECIATION				NET BLOCK	
	Cost as at 01.04.23	Additions during the year	Deductions during the year	Total cost as at 31.03.24	Upto 31.03.2023	For the year	Adjustment during the year	Total cost as at 31.03.24	As at 31.03.24	As at 31.03.23
Tangible Assets:										
Leasehold Land	0	-	-	0	-	-	-	-	0	0
Buildings	344	-	-	344	43	6	-	48	296	301
Construction & Survey Equipments	9	-	-	9	7	-	-	7	2	2
Vehicles	54	0	8	46	41	3	6	39	8	13
Furniture & Fixtures	527	46	4	569	264	37	3	299	270	263
Computers	378	150	21	507	283	47	19	312	195	95
Audio & Visual Equipments	90	34	3	121	43	9	3	48	72	47
Office Equipments	240	30	1	269	109	19	1	127	141	131
Technical & Sports Equipments	96	0	4	92	52	8	4	57	35	44
TOTAL:	1,737	259	41	1,956	842	129	35	936	1,019	895
FC Assets*:										
Computers	-	13	-	13	-	3	-	3	10	-
Office Equipments	-	1	-	1	-	0	-	0	1	-
TOTAL :	-	14	-	14	-	3	-	3	11	-
Intangible Assets:										
Trademarks	3	-	-	3	1	0	-	1	1	1
Computer Software	0	-	-	0	0	-	-	0	-	-
TOTAL:	3	-	-	3	1	0	-	1	1	1
GRAND TOTAL:	1,740	273	41	1,972	843	132	35	941	1,031	897
PREVIOUS YEAR FIGURES	1,708	138	106	1,740	819	131	107	843	897	889

a. Previous year figures have been regrouped/rearranged/reclassified wherever considered necessary to correspond with Current Year classifications/disclosures.

b. All the figures are rounded off to nearest lakh.

c. *FC assets are the assets purchased under Foreign Contribution projects as defined under FCR Act, 2010.

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	As at 31.03.2024 (Rs. in Lakh)	As at 31.03.2023 (Rs. in Lakh)
Note 9 : Long-Term Loans and Advances		
(Unsecured, Considered Good)		
Security Deposits	20	25
Other Advances Receivable	2	3
	22	28
Note 10 : Other Non-Current Assets		
Non-Current Bank Balances		
Fixed Deposits with Banks (maturity after 12 months)	2	2
Interest Accrued but not due	0	1
	2	2
Note 11 : Cash and Bank Balances		
Cash and Cash Equivalents		
Cash in hand	-	0
Cheques, Draft on hand	4	2
Bank Balance including auto sweep/flexi balance	2,669	2,820
	2,673	2,823
Note 12 : Short Term Loans & Advances		
(Unsecured, Considered Good)		
TDS receivable	48	42
Advances to Employees	0	5
Other Advances/ Amount recoverable	117	106
	166	153
Note 13 : Other Current Assets		
Security Deposits	3	5
Prepaid Expenses	51	52
Interest accrued but not due	98	0
Fixed Deposits with Banks (4-12 months)	241	-
	394	58
Note 14 : Other Income / Contributions		
Interest Received	136	104
Subscription Received	0	0
Sundry balances written back	18	5
Collection from Diagnostic Centre	30	28
Contribution for SEDI	246	184
Contribution for AMK	50	36
Community Contribution for projects	1,180	717
Other Donations/Income	38	14
Actuarial Gain	11	-
	1,710	1,088

	As at 31.03.2024 (Rs. in Lakh)	As at 31.03.2023 (Rs. in Lakh)
Note 15 : Employees Benefit Expenses		
Salary & Other Allowances	541 ^{a)}	591 ^{a)}
Contribution to Provident and Other Funds (see note given below)	148 ^{a)}	197 ^{a)}
Staff Welfare & Mediclaim Insurance	28	16

717	804
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Note.: a) Salary & Other Allowances and Contribution to Provident/Other Funds of project implementation staff directly attributable to projects have been allocated to the respective projects.

	As at 31.03.2024 (Rs. in Lakh)	As at 31.03.2023 (Rs. in Lakh)
Note 16 : Other Expenses		
Bank Charges	3	3
Communications/ Film making/ Reports & Publications	53	46
Directors Sitting Fees	2	2
Electricity Expenses	3	1
Establishment Expenses	39	33
Filing Fees	1	0
Insurance Expenses	14	62
Interest on TDS/ Rate & Taxes	0	1
Internet & Website charges	0	4
Legal Expenses (Refer Note 23)	11	-
Loss on Sale of Assets	0	5
Miscellaneous Expenses	-	0
Payment to Auditors (details as given below)*	6	6
Postage, Courier & Telephone Expenses	9	9
Printing & Stationery	10	8
Professional Fees	8	7
Provision for non recovery of Dadri Funds	-	47
Rent	3	3
Repairs & Maintenance	14	18
Staff Training,recruitment, capacity building and meeting expenses	15	11
Sundry Balances/Loans and Advances written off	28	3
Travelling & Conveyance Expenses	55	61
Vehicle Expenses	40	49
	315	381

	Rs.	Rs.
* Payments to Auditors		
As Auditors Fees	5	5
As Certification Fees	1	1
	6	6

Note 17

The Ambuja Foundation is a Company limited by guarantee. Each member undertakes to contribute to the assets of the Company in the event of its being wound up while he is member or within one year thereafter for payment of debts or liabilities of the Company contracted before he ceases to be a member and of the contributories among themselves such amount as may be required but liability should not exceed a sum of Rs.1000/- (Rupees one thousand only) in case of each member.

Note 18

There is no impairment of assets during the financial year.

Note 19

Particulars	As on 31.03.2024 (Rs. in Lakh)	As on 31.03.2023 (Rs. in Lakh)
Bank Guarantee given by the Bank against Fixed Deposit for Project Implementation	20.09	40.40

Note 20

The Company is a charitable organisation, registered under Section 8 of the Companies Act, 2013 (Erstwhile section 25 of companies act 1956). No provision for taxation for the year has been made as the Company is entitled to claim tax exemption u/s 11 of the Income Tax Act. 1961.As the Company has no taxable income, Accounting for taxes on income (Accounting Standard – 22) issued by the Institute of Chartered Accountants of India is not applicable.

Note 21

Employees Benefits:

Post Employment Defined Benefit Plan:

Gratuity (Funded)

During the year an amount of Rs. NIL has been recognised as expenditure towards Gratuity.

The Company provides for gratuity, a defined benefit retirement plan covering eligible employees. As per the scheme, the Gratuity Fund managed by the Life Insurance Corporation of India (LIC) makes payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's eligible salary for fifteen days upon the tenure of service. Vesting occurs upon completion of five years of service. Liabilities with regard to the Gratuity Plan are determined by actuarial valuation as set out in Note 1(b), based upon which, the Company makes contributions to the Gratuity Funds.

The following Table sets forth the particulars in respect of the aforesaid Gratuity fund of the Company for the year ended 31st March, 2024.

(a) Reconciliation of opening and closing balances of the present value of the defined benefit obligation: -

(Rs.in Lakh)

Particulars	As At 31.03.2024	As At 31.03.2023
Opening balance	454	415
Current service cost	32	32
Interest cost	32	27
Actuarial losses/(gains)	3	26
Benefit paid	(19)	(47)
Closing balance	501	454

(b) Reconciliation of opening and closing balances of the fair value of plan asset: -

(Rs.in Lakh)

Particulars	As At 31.03.2024	As At 31.03.2023
Opening balance	344	359
Expected return on plan asset	26	23
Actuarial gain/(loss)	4	1
Actual Company contribution	47	8
Benefit paid	(19)	(47)
Closing balance	401	344

(c) Reconciliation of net asset / (liability) recognised in the Balance Sheet: -

(Rs.in Lakh)

Particulars	As At 31.03.2024	As At 31.03.2023
Present value of defined benefit obligation	501	454
Fair value of plan asset	401	344
Net asset/(liability) recognised in the balance sheet	100	109

(d) Expenses recognised in the Statement of Profit and Loss for the year: -

(Rs.in Lakh)

Particulars	As At 31.03.2024	As At 31.03.2023
Current service cost	32	36
Interest cost	32	27
Expected return on plan asset	(26)	(23)
Actuarial losses/(gain)	(1)	(2)
Total expense	37	37

(Recognised Under contribution to Provident and other funds (Note 15)).

(e) Actual Return on Plan Assets: -

(Rs.in Lakh)

Particulars	As At 31.03.2024	As At 31.03.2023
Actual return on plan assets	29	24

(f) Actuarial assumption considered: -

Particulars	As At 31.03.2024	As At 31.03.2023
Discount rates	6.95%	7.15%
Salary escalation	7.00%	7.00%
Expected return on assets	6.95%	7.15%

(g) Category of Plan Assets: -

Particulars	As At 31.03.2024	As At 31.03.2023
Funded with LIC	100%	100%

The estimate of future salary increases takes into account inflation, seniority, promotion and other relevant factors.

The expected return on plan assets is determined after taking into consideration composition of the plan assets held, assessed risks of asset management, historical results of the return on plan assets, the Company's policy for plan asset management and other relevant factors.

The fair value of plan asset does not include any amount attributable to enterprise's own financial instruments or any property occupied by or assets used by the enterprise.

Compensated Absences

Due to change in the Company's policy on Leave encashment from accumulated balances to yearly payout of leave encashment wef FY 2023-24, there wasn't any provision for expense during the financial year towards compensated absences as per the actuarial valuation carried out for the year. Amount recognised as expense in respect of compensated absences in the previous year was Rs. 30.75 Lakh.

Note 22**Related Party disclosures as per Accounting Standard 18 (AS 18)****(a) Related Parties - Key Management Personnel:**

Mr. Narotam Sekhsaria	Chairman
Mr. Pravin Laheri	Director
Ms. Ashni Biyani	Director
Mr. Vijay Kumar Sharma	Director
Ms. Padmini Sekhsaria	Director
Mr. Bhanwarlal Taparia	Director
Mr. Ajay Kapur	Director
Ms. Pearl Tiwari	Director

(b) Related Parties - Common Control:

Salaam Mumbai Foundation	Under Common Control
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(c) Related Party Transactions:

Sr. No.	Nature of Transactions	Name of related parties	Relationship	Amount - Rs. (In Lakh)
1	Sitting Fees paid in compliance with Sec 197 of the companies Act, 2013 during the year to attend Board Meeting. No other form of remunerations was paid to the Directors.	i) Mr. Pravin Laheri ii) Ms. Ashni Biyani iii) Mr. Vijay Kumar Sharma	Independent Director	1.00 0.40 0.80
2	Grant on health projects on LifeFirst - Tobacco Cessation programme across 15 locations in India to increase the awareness about ill-effects of tobacco, treatment and counselling.	Salaam Mumbai Foundation	Under Common Control	10.99

Note 23**Legal proceedings initiated by the Company**

The Company had initiated two legal proceedings during the year:

- The legal expenses incurred were Rs. 11.23 Lakh towards legal proceedings/hearings against the past employee towards embezzlement of funds at Dadri location.
- The Company jointly with Ambuja Cements Ltd. initiated a mediation against an organisation in Bangalore for infringement of Company's/group's trademark.

Both the legal proceedings are ongoing as at the end of the financial year.

Note 24

No provision for taxation for the year has been made as the Foundation is entitled to claim tax exemption u/s 11 of the Income Tax Act, 1961.

Note 25

Additional Regulatory Information required by Schedule III

- (i) **Borrowing secured against current assets**
The Company has no borrowings in the form of term loans, overdraft and extended credit towards the working capital.
- (ii) **Wilful defaulter**
The Company has not been declared wilful defaulter by any bank or financial institution or government or any government authority.
- (iii) **Relationship with struck off companies**
The Company has not entered into any transactions with the companies struck off under the Companies Act, 2013 or the Companies Act, 1956.
- (iv) **Compliance with number of layers of companies**
There is no non-compliance with regard to the number of layers of companies prescribed under clause (87) of section 2 of the Act read with Companies (Restriction on number of Layers) Rules, 2017.
- (v) **Compliance with approved scheme(s) of arrangements**
The Company has not entered into any scheme of arrangement which has an accounting impact on current or previous financial year.
- (vi) **Utilisation of borrowed funds and share premium**
The Company has not advanced or loaned or invested funds to any other person or entity, including foreign entity (Intermediary) with the understanding that the Intermediary shall:
 - a) directly or indirectly lend or invest in other person or entity identified in any manner whatsoever by or on behalf of the company (Ultimate Beneficiaries) or
 - b) provide any guarantee, security or the like to or on behalf of the ultimate beneficiaries
The Company has not received any fund from any person(s) or entity(ies), including foreign entities (Funding Party) with the understanding (whether recorded in writing or otherwise) that the company shall:
 - i) directly or indirectly lend or invest in other person or entity identified in any manner whatsoever by or on behalf of the Funding Party (Ultimate Beneficiaries) or
 - ii) provide any guarantee, security or the like on behalf of the ultimate beneficiaries.
- (vii) **Undisclosed income**
The company has not surrendered or disclosed any income during the current or previous year in the tax assessments under the Income Tax Act, 1961, that has not been recorded in the books of account.
- (viii) **Corporate Social Responsibility**
The Company is not covered under section 135 of the companies Act 2013 and rules made thereunder.
- (ix) **Details of crypto currency or virtual currency**
The Company has not traded or invested in crypto currency or virtual currency during the current or previous year.
- (x) **Valuation of PP&E, intangible asset and investment property**
The Company has not revalued its property, plant and equipment, intangible asset and investment property during the current year and previous year.
- (xi) **Benami Property**
No proceedings have been initiated on or are pending against the company for holding benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and Rules made thereunder.
- (xii) Since the Company is formed under Section 8 of the Companies Act, 2013 (Not for profit Company) there is no commercial activity carried out by the Company and hence ratios as required under Schedule III have not been presented.

Note 26

- a. Previous year figures have been regrouped/rearranged/reclassified wherever considered necessary to correspond with Current Year classifications/disclosures.
- b. All the figures are rounded off to nearest lakh.

For Chaturvedi & Co. LLP

Chartered Accountants

Firm Registration No. : 302137E/ E300286

sd/-

Ms. Nilima Joshi

Partner

Membership No. 52122

Kolkata

UDIN: 24052122BKGP6241

sd/-

Ms. Pearl Tiwari

Director

DIN: 00740574

sd/-

Mr. B.L.Tapia

Director

DIN: 00016551

Place: Mumbai

Date: July 11, 2024



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