

## ACC LIMITED

### OBJECTIVE

A Mumbai-based manufacturer of cement and ready mixed concrete was looking to strengthen and measure its Corporate Social Responsibility (CSR) programmes implemented across 14 plants present in 11 states. We conducted a social audit to give each plant a performance score on the back of its nine CSR projects executed across villages in the vicinity.

### SATTVA'S METHODOLOGY

As third-party assessors we came in to measure performance of the company's CSR programmes implemented at its plants across seven parameters and steer them forward. We created a comprehensive rating framework and scoring metric to give each plant a weightage score on 100, applicable across the company's manufacturing units. This framework helped the company assess headway made by its CSR team in conjunction with project plans set out at the inception of 2017 and take decisions on certain projects in plant locations as well.



## KEY LEARNINGS

Through this engagement undertaken in collaboration with the company, we developed a comprehensive framework for evaluation that can be extended to CSR programmes by other manufacturing companies. It was interesting to note that results of the audit directly impacted the company's business. It was able to promote, reward, remunerate plant heads and managers based on overall score each manufacturing unit got. Additionally, it helped the company plan and budget the next year's CSR initiatives better. In parallel, we were able to demonstrate our bandwidth to execute and complete a large-scale project in a short span of 30 days.

## HIGHLIGHTS

- 14 plants audited in one month
- 11 states covered: Chhattisgarh, Odisha, Jharkhand, West Bengal, Uttar Pradesh, Madhya Pradesh, Himachal Pradesh, Rajasthan, Karnataka, and Tamil Nadu, and Maharashtra
- XX projects were covered in areas of sanitation, health, livelihood, education, and general community development
- 30 non-profit organisations were engaged in this audit

## BLURB

"The methodology and framework developed can easily be adopted for other social audits and evaluation exercises by players within the ecosystem."