

THE KCP LIMITED

KCP CEMENT UNIT – I, Macherla

CSR Annual Report FY 2020 – 2021

IMPARTING EDUCATION THROUGH ADVANCED TECHNOLOGY IN KIDS PATASALA – MACHERLA

In the process of realizing the noble vision of KCP Management to promote quality education starting from Primary to Higher levels, KCP has established and running KIDS Patasala in Macherla town of Guntur district from LKG to Class 10th.

However, in the wake of the severe spread of Covid -19 virus pandemic that forced to the closure of educational institutions all over the world, our KIDS Patasala was also given temporary halt for conducting classes of all levels. This situation tested the preparedness of schools to deal with a crisis. To overcome this unprecedented pandemic situation and to continue providing uninterrupted learning prospects to students of all classes, we had to take the education sector to new horizons with the help of advanced technology of virtual teaching. Though the online teaching is already prevalent in advanced countries for higher studies, the present disturbing environment made it to touch new areas making the education available to students even in remote places reaching their homes by breaking all barriers.

Applying advanced technology in education for teaching online mode, many institutions are striving to deliver best course content, engage learners and conduct assessments. Hence, COVID-19 while being a hazard to humanity, at the same time, it evolved educational institutions to follow the path of online teaching. It also made the students to adapt to a new learning environment that is different from traditional classroom sitting.

In spite of Online teaching being in nascent stage in India, with a view to make our students benefit with its advantages under this pandemic situation, our Management also introduced online classes for students of 6th

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to 10th classes from November, 2020 onwards in association with Vivisha Technology Solutions, who are the digital content providers to our institution for the past one year.

Vivisha Technology Solutions has equipped our KIDS Patasala with web-based software for distributing, tracking, and managing courses over the Internet to facilitate Online teaching & learning systems.

It involves the implementation of advancements in technology to direct, design and deliver the learning content, and to facilitate two-way communication between students and faculty. This web-based software has the features such as whiteboards, chat rooms, polls, quizzes, discussion forums and surveys that allow teachers and students to communicate online and share course content side by side. The learning tools provided in the software are productive and convenient to achieve learning goals. E-learning modalities encourage student-centered learning process which is essential in the absence of present traditional class room learning during this lockdown situation.

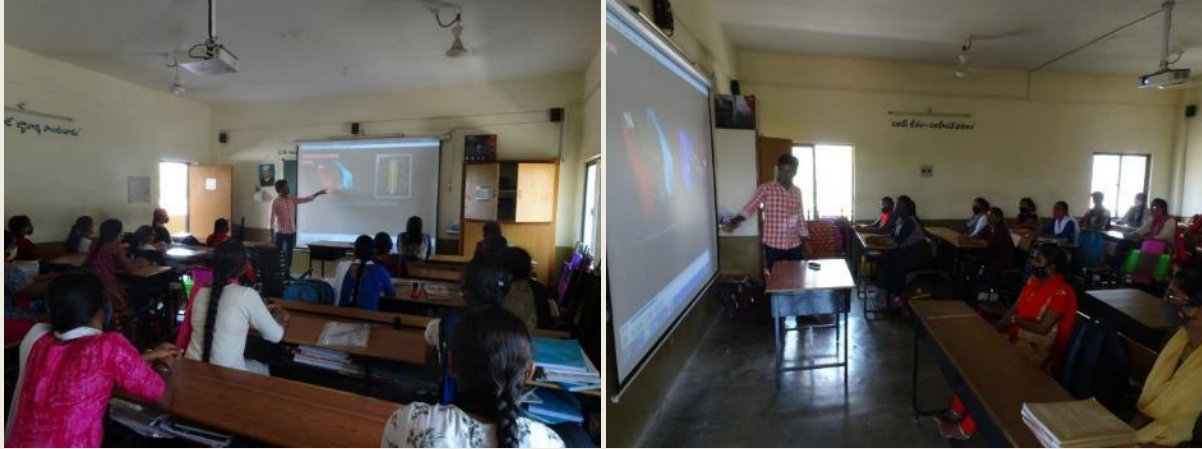
Advantages:

Faculty opined that online learning helped ensure remote learning in this pandemic situation. It was manageable, and students could conveniently access teachers and teaching materials. It also reduced use of traveling resources and other expenses in this disturbing situation. It eased administrative tasks such as recording of lectures and marking attendance. Both students and teachers had an opinion that online learning modalities had encouraged student-centeredness during this lockdown situation. The student had become self-directed learners and they learnt asynchronously at any time in a day.

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Students Engaged in Digital Class Rooms with Social Distance

Impact on Education Program:

- With the high-quality education that we are providing in our schools by both offline and online modes and also the results we are delivering, huge demand has grown up for admissions.
- Learning has become easy and interesting for students of 6th – 10th classes, by our introduction of virtual classes in Kids Patasala being run and managed by us.
- Total 400 students were benefitted in academic year 2020-21

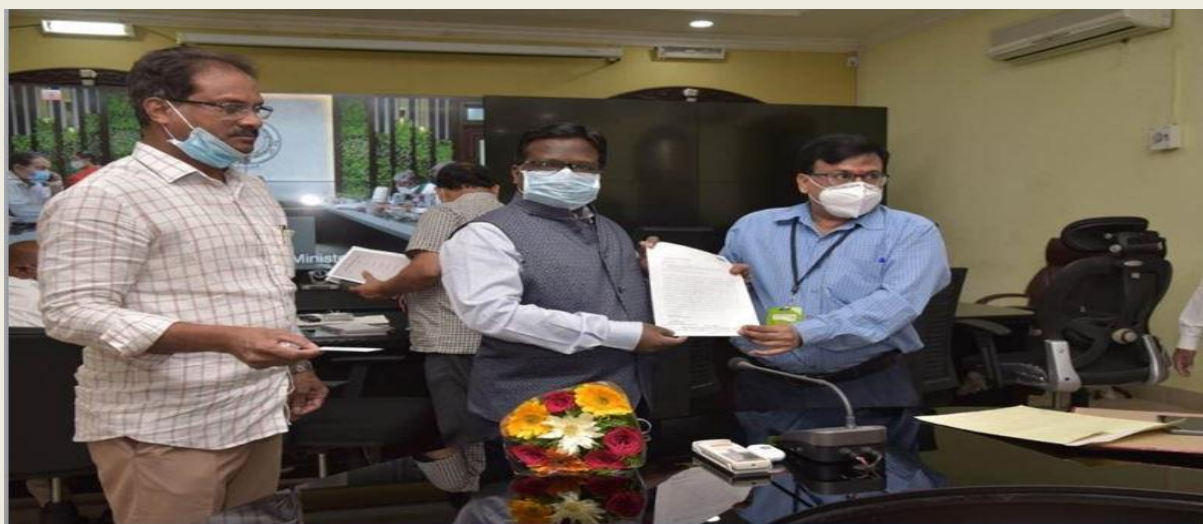
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CORONA (COVID -19) PREVENTIVE ACTIVITIES

As part of our CSR initiatives, under the objective of Promotion of Health care, and keeping in view the mass spreading of novel Corona Virus (Covid -19), sustainable preventive measures have been taken such as distribution of Covid -19 preventive items like Nose Masks, Sanitizers, handwashing soaps and toilet cleaning items to public and Govt. hostels through district Administration. These items have been handed over to District Collector-Guntur on 15th November 2020.



Cement Unit -1, DGM – HR&S handing over Covid-19 preventive items to the District Collector, Guntur at his Office in presence of G.M Industries

The government administration praised our above outstanding social service under CSR in difficult times as it helped the public to tackle the pandemic situation to a considerable extent. Our efforts through CSR activities enhanced awareness of severity of the viral infection and made them to be careful and alert by using the items provided by us.

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Letter of appreciation issued by the District Collector, Guntur to KCP-Cement Unit – 1 in recognition of our services and contribution for Covid-19 preventive items

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SUPPORT TO GOVT. HOSPITAL, MACHERLA

The Community health center, Macherla was upgraded from 30 beds strength to 50 beds in the year 2019. This hospital is meeting regular and emergency health needs of people of Macherla and surrounding 4 Mandals.

With a view to meeting the ever-increasing needs of people and also on the request received from the Managing Committee of Community health center, we have provided 25,000 Out Patient prescription sheets. These prescription sheets are very useful to the Out patients who are visiting the Govt. General Hospital, Macherla to get medicines prescribed, for follow up treatment. Usage of these prescription sheets was formally released by Sri. Pinnelli Ramakrishana Reddy, MLA and Chief Whip of Govt. of AP on 28th March 2021. Our company Welfare Officer, Medical and paramedical staff of the hospital have participated in this program.



Prescription sheets releasing by Sri. P. Ramakrishna Reddy, MLA and Chief Whip of Govt. of AP

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SUPPORT TO DIFFRENTLY ABLED PERSONS

On the occasion of world disability day, as part of our CSR initiatives, our Management extended support to two physically handicapped persons by providing Two Tricycles worth Rs. 15,800/- through Vikalangula Seva Sangham, Dachepalli.

With the help of above Tricycles, these two persons are able to move easily and make their living comfortable and dignified, earning their bread on their own, making their families sustainable. Through this initiative we were able to make the needy in the society happy and productive.



Try-Cycles distribution to Locomotor disability persons

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PULSE POLIO IMMUNIZATION PROGRAM

In coordination with Rotary club of Macherla, our RCWC coordinator and OHC staff participated in polio immunization program on 31st January 2021 in rural villages of Macherla, Veldurthi and Durgi mandals along with Macherla town. Also supported in arranging vehicle to transport the Vaccine to Rural villages.



KCP Welfare officer active participation in Polio Vaccination program

Polio vaccination being nationwide programme adopted by the Government, our participation through CSR initiative helped the Government administration for its smooth execution and convenient to public. This activity gave an opportunity to join hands with the Government and serve the public.

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KCP SAFE DRINKING WATER PROGRAM

As part of The KCP Limited CSR initiatives, under the objective of Promotion of Health care, we are running one RO water plant in Macherla town. The primary purpose of this program is to provide access for safe drinking water to rural communities thereby controlling waterborne diseases and their resultant ill-effects. Through this program, on an average 3,100 – 3,200 people are benefiting every day.

In the wake of outbreak of Corona (Covid -19) virus, with a view to prevent its spreading, we have strictly instructed water users to wear masks while collecting water (by publicizing “NO MASK – NO WATER” message), and also maintaining social distance.



Users Collecting Drinking water from Macherla RO plant

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SUPPLYING OF DOMESTIC USAGE WATER TO TERALA VILLAGE

Due to non-availability of ground water, we started supplying water to Terala village from our mine's office through water tanker, for domestic consumption. From June 2020 to January 2021, we supplied 12 KL water for domestic consumption to Terala village on daily basis.

Supplying of domestic consumption water is able to meet the needs of Terala villagers and helped them to overcome the water scarcity. Villagers are thanking our Management for our support in such difficult times.



Domestic Usage water supplying to Terala Village

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SUPPORTING IN GREEN BELT DEVELOPMENT

With a view to put efforts through our CSR initiatives for protecting the environment in a sustainable and responsible way, to make the people realise the importance of trees for pollution free environment, and also to encourage the people towards tree plantation, we have supported 1000 Nos. of tree guards for protecting plants which are planted by Tahsildar, Macherla during January 2021, for developing green belt around Macherla.

These guards will help to save the growing trees from cattle which ultimately contributes for improving air quality and pollution free environment in that area.



Tree Guards in Macherla Town

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TREE PLANTATION (ENVIRONMENTAL SUSTAINABILITY)

As part of our continued efforts through CSR initiatives, we have planted saplings on 5th June 2019, on the occasion of World Environment day and making them to grow by watering the same regularly. And also, planted 200 saplings towards Mandadi village.



On way to Mandadi village Greenery development

Following our Management principle to contribute for development of as many trees as possible for improving pollution free environment, in coordination with Macherla forest department we have done greenery development program through plantation of 4,440 Saplings at Madugula during September 2020 and 2,200 saplings at Macherla reserve forest area during October 2020 months. For these two programs, plants were supplied by forest department and KCP supported for labour charges for pit digging and samplings plantation.



Tree Plantation at Madugula and Macherla Forest area

KCP CSR

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Apr 2020– Mar 2021

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Activity wise CSR Expenditure from April 2020 - March 2021

S. No	Description	Expenditure in INR
1	Promotion of Education and Vocational trainings	
1.1	Subscription fee for digital class animation, digital 2D content & 3D videos	13,16,172
1.2	E. Learning Management system for Kids Patasala	2,36,000
	Total Education	15,52,172
2	Promotion Health Care Services	
2.1	Covid-19 Preventive materials like Nose Masks, sanitizers & other cleaning materials	1,93,493
2.2	Out patent prescription sheets – Govt. Hospital	15,000
2.3	Tri Cycles support for differently-able persons	15,800
	Total Health care	2,24,293
3	Environmental sustainability conservation of Natural resources and Rural Development Programs	
3.1	Tree Guards - 1,000 no's	1,10,920
	Grand Total	18,87,385
