

THE KCP LIMITED

KCP CEMENT UNIT-II

CSR Annual Report FY 2020 – 2021

RUNNING OF PRE-PRIMARY SCHOOL IN MUKTYALA

In order to bring the vision of our Hon'ble Chairperson and Managing Director Smt. Dr. V.L. Indira Dutt into reality and to transform Muktyala village into a smart village through CSR Wing, the Company has adopted Muktyala village and undertaken number of developmental activities with her incredible support.

Keeping in view the importance and necessity of quality education at primary level to the village children who are going to play vital role in developing the village in the near future, the Company is running Pre-Primary Classes in the name of Sri Raja Vasireddy Rama Gopala Krishna Maheshwara Prasad Memorial (SRVRGKMPM) School for the children of Muktyala village.

This Pre-Primary school is being run with 100% funding supported by The KCP Limited by appointing Pre-Primary Teachers to teach students in English Medium with good academic standards. During Covid -19 pandemic situation also, these teachers actively interacted with students and their parents over phone and also conducted online classes for students through WhatsApp / Video calls.



Pre-Primary Children doing their Home Work

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Muktyala Pre-Primary Children

From 23rd February 2021 onwards, regular classes have been started at Sri Raja Vasireddy Rama Gopala Krishna Maheshwara Prasad Memorial (SRVRGKMPM) School, Muktyala by taking all Covid-19 precautions maintaining social distance in class rooms. In order to follow these precautions meticulously, classes have been divided into two batches i.e. Morning 09:00 am – 12:15 pm 1st batch for LKG students and from 01:30 pm – 04:00 pm for UKG students. Total 70 children were benefitted through Pre-primary English medium school.

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DISTRIBUTION OF BOOKS TO PRE- PRIMARY SCHOOL CHILDREN, MUKTYALA

As part of extending our fullest support to Muktyala village Pre-primary students for their education, Pre-primary Class Text books and Note books have been distributed in December 2020 to all the students as a part of Company's CSR activity.

All Covid -19 precautions like limited participation, Hand sanitization before entering in to the training center, Chairs arrangement with social distance and wearing mask etc. have been followed while distributing Text Books and Note Books. Sri V Madhusudana Rao, VP-Operations, Sri. G.S. Srinivas, Head – HR&S and Sri P. Ramprasad, Sr. Manager Accounts have attended the programme on behalf of the Company and distributed note books and text books. Sr. Manager – CSR, Teachers & parents have also attended the program. In the academic year 2019-20, total 70 children were benefitted through this program.



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RUNNING OF SCHOOL BUS FROM MUKTYALA TO JAGGAYYAPET

Post Covid-19 Pandemic situation, for the convenience of children of Muktyaala Village, to pursue their formal education at Jaggaihpeta, Company has reintroduced school bus facility from Muktyala to Jaggayyapeta and back daily from 23rd February 2021 onwards by ensuring all Covid -19 precautions. In the Academic year 2020-21, total 86 children were benefitted from this School bus facility.



Muktyala – Jaggayyapet School Bus

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CORONA (COVID -19) PRECAUTIONARY MEASURES - STITCHING AND DISTRIBUTION OF NOSE MASKS

As a part of CSR initiatives of M/s The KCP Limited, and keeping in view the spread of novel Corona Virus (Covid -19), precautionary measures have been taken in which Nose Masks have been distributed which were stitched by the Muktyala Village women. Around 2200 Nos. double layered washable and reusable nose masks were distributed covering entire Muktyala village and 1000 Nos. of masks were distributed to Government Officials at Jaggayyapet like Police department, Revenue and Municipality etc.



Distributed re-usable Nose masks to Muktyala Residents, Jaggayyapet Tahsildar office, Municipal office, Press and Police department

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SPRAYING OF DISINFECTANTS

In continuation of our relentless efforts to control the Corona (Covid -19) pandemic disease under CSR initiatives, KCP Management has decided to continue preventive measures such as spraying disinfectants (Bleaching water & Soidum Hypochlorde) in Muktyala, K. Agraharam, Srinivasa Nagar villages and Jaggaiapet township from time to time.



Spraying of disinfectants in K. Agraharam & Muktyala Villages



Spraying of disinfectants in Jaggayyapet town

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DISTRIBUTION OF PROVISIONS IN MUKTYALA VILLAGE

In the wake of spreading of Novel Corona virus in India and its declaration as pandemic by the World Health Organization (WHO), the Government of India declared this contagious disease as a Notified Disaster. To curtail further spreading of Corona virus in the country, Government of India imposed total lockdown from 21st March 2020 onwards. Due to this lockdown, some of people those who are working as daily wage workers, agriculture labourers etc., have lost their livelihood and subjected to great hardships.

In order to support these needy and helpless poor people during the lockdown period, Company has procured 700 Nos. of grocery kits containing 10 KG Rice, Tamarind 500 grams, Oil - -1 KG, Sugar – 1 KG, Red gram -1 KG & Bombay Ravva – 1KG and distributed the same.

These grocery items were distributed to each and every household in Muktyala village. During distribution, awareness was created amongst Muktyala villagers on the dangerous effects of Corona Virus (Covid-19) and the measures to be taken by each individual to control its spreading.



1st time Provisions Distribution to Muktyala residents in April 2020

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As the Lockdown continued for longer time, again on 1st May 2020, 758 Nos. essential commodities kits have been distributed to all the residents of Muktyala village.



2nd time Essential commodities distributed to Muktyala residents in May 2020

DISTRIBUTION OF IMMUNITY BOOSTERS & INHALANT DROPS

Keeping in view of rampant spread of covid -19, Ayurvedic immunity builder drops & inhalant drops have been distributed to all the residents of Muktyala village, Gram Panchayati staff, village health workers, Village Volunteers and check post staff to Promote Health care (including preventive health care). Total 1,000 Nos. of Ayurvedic drops & Inhalant drops bottles were distributed.



Immunity boosters & Inhalant drops distribution to Muktyala Residents

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SUPPLY OF NUTRITIOUS FOOD TO COVID -19 INFECTED PEOPLE

With a view to support the Covid -19 infected people and to boost up their immune system, Nutritious food Packets have been distributed thrice a day to Covid -19 infected people in Muktyala Village in the month of August 2020.

CONTRIBUTION TO AP CHIEF MINISTER'S RELIEF FUND FOR FIGHT AGAINST COVID - 19

In order to support Government to fight against COVID-19, The KCP Limited has contributed **One Crore Rupees** to the Chief Minister's Relief Fund. On 28-07-2020, Mr. V. Madhusudana Rao - Vice President (Operations), Muktyala Cement Production Unit- II, handed over the Cheque to Mr. Y.S. Jaganmohan Reddy, Hon'ble Chief Minister of Anadhara Pradesh.



KCP Cement Unit – II, VP-Operations handing over One Crore Rupees cheque to AP Chief Minister in presence of Mr. Kodali Nai, Peddireddy Ramachandra Reddy and Mr. Anil Kumar

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HEALTH AWARENESS PROGRAMS

As part of our CSR initiatives, from the month of November 2020 onwards, Company has initiated health awareness programs for Muktyala women by following all Covid -19 precautions. Total 4 awareness sessions were organized for Muktyala women on different topics like

- **General health problems for women / Children**: precautions and preventive measures to be taken etc.
- **We and Our Food**: Healthy food habits, Vitamins & Nutritional values in our daily foods, vegetables & seasonal fruits etc.
- **Thyroid Problems in Women**: Early detection, Precautions, Symptoms etc.
- **Diabetes problems in women & men**: Causes, Symptoms, Precautions and importance of Doctor's advice etc.

In this session Doctor explained on Anemia problems in women, types of cancers, symptoms, BP (Hypertension), Sugar (Diabetes), Gynic, menstrual / Menopause problems etc. Total 57 women participated in 4 sessions and got their doubts clarified.



Doctor interacting with participants during Health Awareness Program

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Participants actively participating in Health Awareness Programmes

NUTRITIOUS FOOD FEEDING TO POOR PEOPLE

In order to feed the poor people, one mega programme has been organized in which around 3,000 poor people were fed with nutritious food on March 27th, 2021 under Promoting health care “Eradicating hunger & Malnutrition”.

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TAILORING TRAINING PROGRAM FOR MUKTYALA WOMEN

As a part of our CSR initiatives, and to promote skill development / Livelihoods, a Refresher Tailoring training program has been conducted from 25th January – 14th March 2021 with all Covid-19 precautions for Muktyala women. Another intensive tailoring training program for women, for stitching of uniforms for Gents and children also has been conducted from 15th March 2021 onwards. Total 20 women have actively participated in the program in two batches.



Participants actively involved in Tailoring Training Program

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DEMAND SURVEY FOR SKILL TRAININGS

As a part of our CSR initiatives and to develop Skills amongst the youth, demand survey has been conducted for the village youth in the surrounding villages. This project has been entrusted to TMI e2E academy, Hyderabad to conduct demand survey and to identify requisite Skill training programs along with employment opportunities in 5 villages (Muktyala, Vajinepelli, K. Agraharam, Jayanthipuram & Vedadri).



Survey team actively interacting with Stake holders

During the survey, the team has interacted with around 259 Nos. youth, 143 Nos. village stake holders and few industries, Employment officers, employment hubs in and around Vijayawada, Visakhapatnam, Bangalore and Hyderabad. After the survey, TMI e2E academy has recommended few high demand skill training courses which suites the targeted youth. Eg: Electrician cum AC technician, Fitter & specialized computer courses, Picker & Packer courses that provide quick placement opportunities.

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SUPPORT TO LEPRO SOCIETY

To enhance the well-being of the People infected / affected by HIV, Leprosy and Lymphatic Filariasis, we are supporting LEPRO Society for providing Livelihood promotional initiative for HIV/ Leprosy / LF infected people and Higher education support to the students of HIV / LF infected and affected respectively. Total 20 members are being benefitted through both initiatives.

Livelihood promotional initiative for supporting HIV / Leprosy / LF infected persons to increase their family income thus helping them to lead a better life. This Livelihood Support is granted as an Additional Income to the existing Business work. It also ensures adequate socio-economic status of the infected / affected household while improving the self-confidence of women to live with dignity. Supported 10 women @ Rs. 10,000/- each.



KCP VP-Operations handing over cheque to Lepra Society



Livelihood Support Beneficiaries

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The Higher Education support programme for the children from HIV / LF infected and affected families aimed to support the children who are interested in higher education with limited options for continuation of their higher education due to their family's economic status, an amount of Rs. 7,000/- has been paid to each child towards College Fees (Term Fee / Examination fee etc.) for 10 Children.



Beneficiaries of Higher Education support

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CONTINUATION OF SMART VILLAGE DEVELOPMENT

SWACHH BHARAT PROGRAM

As a part of Smart village development in FY 2020 -21, we were continuing Swachh Bharat sanitation program in Muktyala village. Using three cycle rickshaws, a six-member team is collecting dry and wet garbage from Muktyala village and dumping at designated place on daily basis. With this service 750 families / 2,742 people from Muktyala village are benefitting. The primary objective of this project is to keep Muktyala village clean and Green.



Door to Door Garbage collection from Muktyala village

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KCP SAFE DRINKING WATER PROGRAM

As a part of Smart village development program in FY 2020 -21, RO water is being supplied uninterruptedly to all Muktyala Village residents. The primary Purpose of this program is to provide access to safe and protected drinking water to rural communities thereby controlling waterborne diseases. Through this program on an average 1500 - 1600 people benefiting every day.

On the eve of Mahashivaratri festival, RO drinking water has been distributed to all the devotees and pilgrims' and visitors round the clock for 3 days from 11th -13th March 2021.



Users Collecting Drinking water from RO plant

As a part of Corona (Covid -19) prevention strictly instructed water users to wear masks while collecting water (by publicizing "NO MASK – NO WATER" message), while maintaining physical distance among them, with the help of a Security Guard.

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SPRINKLING OF WATER ON MUKTYALA – K. AGRAHARAM ROAD

Due to heavy rains in Jaggayyapet, Muktyala – Jaggayyapet main road was damaged very badly. Due to continuous movement of heavy vehicles on this road, huge dust emitted causing high level air pollution. As per the request of K. Agraharam villagers to control the dust emission, water has been sprinkled twice a day during the month of November 2020



Water spraying in K. Agraharam village Main Road

CONTINUATION OF MUKTYALA PARK MAINTENANCE

As a part of Smart village development and preserve the environment in a sustainable and responsible way, KCP is continuing the maintenance of Muktyala Park in FY 2020 -21.



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Muktyala Park

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Activity wise Beneficiaries details for FY 2020 - 21

S. No	Description	No. of Beneficiaries
1	Promotion of Education, Vocational Trainings & Livelihood enhancement programs	
	SRVRGKMPM Pre-Primary School	70
	School Bus (Muktyala – Jaggayyapet)	86
	Higher Education support to HIV infected and effected children through LEpra	10
	Livelihood support to HIV /LF infected people	10
	Tailoring training program including skill trainings demand survey	422
2	Promotion of Health care	
	Health awareness programmes	57
	Nose masks distribution during Covid -19 Pandemic	3,200
	Supply of purified drinking water through RO Plant	1,600
	Feeding Nutritious food to poor people	3,000
	Smart Village (Door – door Garbage collection from Muktyala village)	2,742
	Nutritious food arrangement for Covid -19 infected persons who are in Home Quarantine	21
	Ayurvedic Sanitizers and Immunity Boosters for Prevention of Covid -19	1,000
3	Environment, RD & Disaster Management	
	Muktyala Park	Entire village
	Spraying of disinfectants in Muktyala, Srinivasa Nagar & K.Agraharam villages for preventing during Covid-19	6,251
	Grocery kits distributed to Muktyala residents (During - 19 Pandemic situation)	3,000
	Grand TOTAL	21,469

Activity wise CSR Expenditure from April 2020 - March 2021

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S. No	Description	Expenditure in INR
1	Promotion of Education and Vocational trainings	
1.1	Skill training program and Training Centre maintenance	6,06,949
1.2	Promotion of Education (SRVRGKMP school)	5,42,065
1.3	Promotion of Education – Muktyala School Bus	3,23,512
1.4	Higher Education support to HIV infected & effected children	70,000
1.5	Village Knowledge Centre (VKC)	1,04,338
	Total Education -1	16,46,864
2	Promotion of Health care, Sanitation & Making availability of SDW	
2.1	Swachh Bharat program: Door to door Garbage collection & Cycle Rickshas Maintanace	4,83,632
2.2	Spraying of disinfectants as part of Covid -19 prevention	27,999
2.3	RO Water Plant	2,63,925
2.4	Health care services including Covid-19 preventive activities	2,66,048
	Total Health Care, Sanitation & SDW - 2	10,41,604
3	Women Empowerment	
3.2	Support to Leptra society by providing livelihood support to HIV/ LF infected women	1,00,000
	Total women empowerment -3	1,00,000
4	Environmental sustainability conservation of Natural resources and Rural Development Programs	
4.1	Muktyala Park maintenance & Plantation	2,04,992
	Total Environment -4	2,04,992
	Grand Total	29,93,460
