

**COMMUNITY INITIATIVES & RURAL DEVELOPMENT**

*ADDING VALUE TO LIVES.....*

# **CSR REPORT**

## **2014-15 (April-Sept)**



**HINDALCO INDUSTRIES LIMITED**  
**HIRAKUD COMPLEX**

## CSR HALF YEARLY REPORT APR – SEPT 2014

### Education:

#### 1. Distribution of Study Materials at Kalpataru Sevashram:

As a part of our educational support programme, to motivate poor children to take up schooling, we have provided study materials to 9 students of Kalpataru Sevashram near Larpanka Hirakud.



#### 2. Scholarship to Merituous students:



We have provided Hindalco Community Scholarship to financially backward meritious students who have passed High School Certificate Exam, for perusing higher education. Under this scholarship scheme the selected student are given a scholarship of Rs.500/-per month for a period of 2 years. This year five students are eligible for receiving Scholarship under the scheme.

#### 3. Celebration of Teacher's Day:



We have arranged the celebration of Teacher's Day at Jamadarpali SC/ST Ashram School, on 5 th Sept. All the school children have participated in the programme. A meeting was organized on the

eve of Teacher's Day where the objective of Guru Divas was narrated to the students. Some of the students also spoke on the occasion admiring the contribution of their teachers & presented token gifts to all their teachers. After the meeting a mass plantation programme through the school children were organised, where fruit bearing plants were planted inside the school campus. Each student is given the responsibility to take care of one plant and the care taker of the best grown plant will be awarded in school function.

#### **Health care:**

#### **4. Free Specialist OPD Clinic at Govt Hospital HiraKud:**

As part of our Specialised Medical service programme for the community people, we are running an OPD clinic at Govt Hospital HiraKud. During this period a total of 20676 patients have availed the services of the Specialist Doctors of Medicine and Cardiology from Burla.

#### **5. Monthly Health camp:**

The monthly health camps were organised at Nuajamada and Gundurupada villages and a total number of 859 patients were medically examined by specialist Doctors. Medicines were given to the patient against prescriptions.



#### **6. Weekly Health Care Programmes:**

Weekly Health care programme are continuing at Khinda, Budhiapali and R&R colony areas of Talabira Coal mines periphery. Free medicines were provided to patients against prescriptions. A total of 3732 patients have availed medical consultation with medicines.

#### **7. Immunisation Programmes:**

We have been providing logistic support to the Govt. Hospital, HiraKud for extending the immunization programme to the nearby rural areas. During this period a total 405 babies were covered under the programme.



### **8. Health care at Kalpataru Sevashram:**

To provide health care facility for the inhabitants at Kalpataru Sevashram we have organised a health checkup programme in premises of the Ashram on 19<sup>th</sup> June'14. Medicines were also provided on the advice of the medical officer examining them. A total of 45 children were medically examined during the health camp.



### **9. Dengue Prevention Programme :**

We have distributed posters banners and leaf lets at near by villages for eradication of Dengue and creating awareness among community. A total 200 people covered under this awareness programme.



**10.** We have provided financial assistance to the Junapani Leprosy Colony people at Burla.

### **11. Supply of Drinking Water through Water Tanker:**

We have made arrangements to provide drinking water to those villages in the periphery of our Mines where the villagers are facing difficulties to get safe drinking water during summer season. We are doing this in five of our nearby villages, namely Matul Camp, R&R Colony, Beheramunda, Nuakhinda, and Chal Tikira villages. A total of 6000 people are getting safe drinking water in our periphery areas.

## 12. Blood Grouping Camp for School children:



We have organised Blood grouping camps for the near by school children to know their blood groups and keep a compiled report ready. During the camp blood sample of 1180 students were examined for grouping which will be very useful during requirement of blood in an emergency situation. Blood-grouping cards has been issued to each students after the blood grouping test .

## 13. Healthy Baby Show Competition:



Like every year this year also we have organised a Healthy Baby show competition at Hirkud in association with LIONS Club of Hirkud at Kalyan Mandap near Durgamandir chowk. The programme was divided in two categories as per the age group from 1day -1year and 1year-2 year. The specialists Doctors attended in the programme and evaluate the babies on the basis of their weight, Height, Food and immunization status. A total of 44 babies participated in the programme along with their parents. Winners will be given prizes during special functions .

## 14. Awareness Programme on Dengue:



As a part of our health care initiatives we have organised various awareness programmes for the school children of HiraKud in association with the office of the C.D. M.O, HQ- Hospital, Sambalpur. During the programme inputs were given on the causes, precautions & affect of dengue. An awareness campaign on eradication of Dengue & malaria was also organised at HiraKud NAC campus for the Asha & Anganwadi workers & Mahila samiti members of HiraKud . Rallies were organised at HiraKud and Sambalpur through school children

### 15. Celebration of National Nutrition Week:



We have received request from the CDPO, Sambalpur to take up the case of the malnourished babies of the Anganwadi centers of HiraKud. During the celebration of National Nutrition week from 1<sup>st</sup> Sept to 7<sup>th</sup> Sept., we have organised health checkups of these babies in the Govt. Hospital, where 29 malnourished babies were identified from 36 Anganwadi centers. We have taken up a programme to address to their medical need for one year, in consultation with the physician to bring them to the standard of a normal babies.

### 16. Hand Wash Practice among student:



To create awareness among school children on Health & Hygiene we have organised a hand wash practice programme at Khinda High School. The students were demonstrated with the method of hand wash and were advised to wash their hands every time before taking food.

## Sustainable Development:

### 17. Tailoring Training Programme:

Tailoring training programme continues to empower 104 rural women and girls of our near by villages. Practical exams and learning sharing sessions were also organised from time to time to assess the impact of such training programme.



### 18. Exhibition cum Display Stalls for SHGs on Sital Sasthi:

On the occasion of Sital Sasthi Festival, ORMAS, Sambalpur, have organized a Pallishree Mela, where stalls have been arranged for Exhibition cum Display of different handicrafts & home made products for sale. We have supported 34 SHG members from 4 women Self Help Groups to participate in the mela to provide them a platform for their exposure & sale of their products produced under income generation programmes. The mela will remain open from 29<sup>th</sup> May'14 to 5<sup>th</sup> June'14 in the G.M.College ground, Sambalpur.



### 19. Distribution of Nutritional garden plants for SHG members:



Agriculture and Horticulture are one of the primary occupations of the people belonging to this locality. As a part of our sustainable livelihood programme we are organizing various agricultural & horticultural support programmes for the women SHG and rural farmers belonging to our periphery

villages. To promote nutritional garden in nearby villages, we have distributed nutritional plants like Mango, Lemon, Drumstick, Jackfruit, Papaya & Guava for the SHGs members in association with the District Horticulture Dept, Govt. of Odisha.

#### **20. Plantation at Community Places:**



Community plantation were taken up at different places to create a green belt in the periphery of Hirakud. We have done plantations at the hillocks near Nuagujatal village and on the road sides of road leading to Jawahar udyaan, Hirakud.

#### **21. Pisciculture Activities by Rural Farmers:**



To promote the Pisciculture activities, we have supported two farmers of Budhakata and Nuagujatal village in association with the district fisheries dept, Sambalpur. This month we have provided fish seeds to them. The necessary technical supports and guidance by technical experts of Fisheries Dept. for undertaking such projects were being arranged for them from time to time.

#### **22. Vegetable Cultivation by SHG Members:**

The SHG members of Ghatipada village have started vegetable cultivation under our Horticulture support programme. In this session they are mainly doing ladies finger, brinjal in commercial basis along with other vegetables in their farming fields. We are providing necessary technical and materiel supports to the 12 members of this SHG for such activities.





### **23.Support For Mid Day Meal Programme:**

We are providing necessary logistic supports to women SHGs for mid-day meal programme by which 600 SHG members are benefited.

### **\*\*Infrastructure Development:**

#### **24. Bus Sheds at Sambalpur:**

We have been advised by District Administration to put some waiting Sheds in the recently started City Bus route. Under our infrastructure support programme we have put few such sheds at Sambalpur town for the benefit near about 12000nos. of public.



#### **25. Drinking water facility for Community:**

We have installed a Cold Drinking Water facility near Shiv temple ( in front of UCO Bank) at Hirakud for the use of the devotees, community people as well as for the tourists.



26. Digging of a new pond at Fatafatipada for the use of villagers.



**\*\* Social Causes & Awareness:**

**27. Celebration of Utkal Divas at Hirakud:**

We have provided financial assistance to Utkal Samilani, Hirakud for celebrating Utkal Divas at Hirakud by organizing Rally, awareness and cultural programmes with School children. A total of 400 students and near by people joined during the celebration.



**28. Senior citizen's meet on the eve of Independence Day:**



In our endeavor to facilitate senior citizens of the peripheral villages we have organized a function on 14 th August at the Hindalco Community Centre in which more than 100 senior citizens from nearby villages like Mahamadpur, Gundurpara, Dengimanga, Larbhanga, Budhakata, Gadmunda, Nuajamda and NuaGujatala participated. All the guests were received by our senior officers. The guest were presented rose buds, uttariyaand sandal past on their fore head at the entrance of the venue before theywere escorted to their seats. The function started with national anthem, adityaVandanaand lighting of the lamp. All the senior officials including our Location head, unit heads of Smelter, Power Plant, FRP, mines and H.R.Head, were introduced to the guests. Mr. Vivek Chwala, Head- Hirakud Locations, Heads of all the units, H.R, and CSR addressed the gathering and requested for the cooperation and blessings of the senior citizens for all our future endeavors. Some of the villagers also spoke on the occasions. While appreciating the initiatives of the industry, they also requested for the support of the officials for the all round development of the nearby villages. After the meeting a tree plantation programmewas organized when the senior citizens along with our officials planted trees in the main colony. A group photograph was taken with all the members present. All the guest were served with lunch, where even our senior officers were serving to the guest and were ensuring proper distribution of food. At the end of the day each guest were handed over with a gift and a pocket of sweet for the family. The villagers have appreciated programmevery much and were hoping

such events to continue in future. The program was a grand success with the cooperation of one and all and have proved how team work can make things happen smoothly.

### 29. Relief to Flood affected People:



Heavy rain and release of excessive flood water from the dam created a flood like situation in the low lying areas of Hirakud. People from the low lying areas were shifted to safer places. We have provided relief support in 8 relief centers to 1500 flood affected people in association with N.A.C, Hirakud by providing both dry and cooked foods.

### 30. Public Information and Awareness counter on Viswakarma Puja:



During Viswakarma puja at Hirakud, we have put stalls at Durga Mandir chowk and Jawahar Udyan, in association with Lions clubs of Hirakud, to serve cold water to the visitors. The stalls also have provisions of First Aid facilities and an information center to help the visitors in case of their need. There were also dengue awareness counters where leaflets and posters were kept for distribution among the visitors.

### 31. Supports for Sports Activities:

A seven day long day night tennis-ball Cricket tournament was held at Subhash Maidan Hirakud from 22<sup>nd</sup> to 28<sup>th</sup> April'14. Many teams from adjoining districts along with local teams participated in the tournament. We extended our support in facilitating the same and making the event a success.

### 32. Support for the Annual Function of Educational Institutions:

As a part of our educational support programme we have supported the Govt Girls High School, Hirakud for organizing Annual Day function. celebration on 26<sup>th</sup> April 2014.



33. We have provided financial assistance for Sital sathi festival at Sambalpur.

### AMOUNT SPENT DURING APRIL TO SEPTEMBER- 2014

Area of Intervention	Amount Spent by unit (Rs. in Lakhs)	Amount spent by Govt & other Sources (Rs. in Lakhs)	Total Expenses (Rs. in Lakhs)
Education	0.58	0.09	0.67
Health & Hygiene	22.36	3.04	25.40
Sustainable Livelihood & Agriculture	6.12	4.28	10.40
Infrastructure Development	10.32	0.8	11.12
Social Causes & Awareness	6.05	2.85	8.90
<b>TOTAL</b>	<b>45.43</b>	<b>11.06</b>	<b>56.49</b>