

COMMUNITY INITIATIVES & RURAL DEVELOPMENT

ADDING VALUE TO LIVES.....

ANNUAL CSR REPORT

2014-15



HINDALCO INDUSTRIES LIMITED
HIRAKUD COMPLEX

CSR ACTIVITIES FOR HIRAKUD UNIT (APRIL TO MARCH)-2014-15

Hindalco Hirakud works in 25 villages, which are under 1 NAC and 2 Gram Panchayats in 2 blocks of Sambalpur Districts in the state of Odisha. We have reached out to a rural Population of about of 1,91,895 till March-2015 (2014-15). A total of Rs.246.12 lakhs has been spend for CSR activities where our unit's contribution is Rs.216.88 lakhs and Rs. 29.24 lakhs mobilized from Govt. & other sources. Our focused endeavours are in – Education, Health Care, Sustainable Livelihood, Infrastructure Support and Social Causes. We work towards alleviating poverty.

Education:

1.Distribution of Study Materials to Poor Students:

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



2. Scholarship to Meritous Student:

Through our educational support programme we are providing Hindalco Community Scholarship to financially backward meritious students, for perusing higher education, who have passed High School Certificate Exam. Under this scholarship scheme the selected student are given a scholarship of Rs.500/- per month for a period of 2 years. During this year a total 10 students received the benefit of the scheme.



3.Celebration of Teacher's Day:

We have arranged the celebration of Teacher's Day at Jamadarpali SC/ST Ashram School, on 5th 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. After the meeting a mass plantation programme through the school children were organized, where fruit bearing plants were planted inside the school campus.



4. Community Teacher Support at Talabira Coal mines area:

We have extended our support to ensure quality teaching for the rural school children by providing 15 community teachers in 10 schools in the periphery of Talabira coal mines area.

Our investment in Education: Till 31st March 2015 the company has spent Rs. 3.23 lakhs in Educational activities. In addition we have mobilized Rs0.59 lakhs from Govt. and other sources and a total of Rs. 3.82 lakhs has been expensed to reach 2774 numbers of beneficiaries.

Health care:

5. 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 4021 patients have availed the services of the Specialist Doctors of Medicine and Cardiology from Burla.

6. Monthly Health camp:

The monthly health camps were organised at Nuajamada, Nuagujatal and Gundurupada villages and a total number of 2814 patients were medically examined by specialist Doctors. Medicines were given to the needy patient against prescriptions



7. Weekly Health Care Programmes:

Weekly Health care programme were organised at Khinda, Budhiapali and R&R colony areas of Talabira Coal mines periphery. Free medicines were provided to patients against prescriptions. A total of 7504 patients have availed medical consultation with medicines.

8. Immunisation Programmes:

We have been providing logistic support to the Govt. Hospital, Hirakud for extending the immunization programme to the nearby rural areas. Our intervention has resulted in coverage of additional 804 babies under the routine programme.

09. Supply of Drinking Water through Water Tanker:

We have made arrangements to provide drinking water to those villages in the periphery of our plant and Mines where the villagers are facing difficulties to get safe drinking water during summer season. We have provided water tankers to Matul Camp, R & R Colony, Beheramunda, Landupalli, Nuakhinda, Babu Khinda and Chal Tikira villages. More than 8000 people were benefited from this programme.

10. Health care at Kalpataru Sevashram:

To provide health care facility for the inhabitants at Kalpataru Sevashram we have organised a health checkup programme in the premises of the Ashram on 19th 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.



11. Blood Grouping Programme for School Children:

We have organised Blood grouping camps for the nearby 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. Arrangement was made to issue blood-grouping cards to each students after the blood grouping test .



15. 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.



16. Healthcare for KGBV student:

The Kasturba Gandhi Balika Vidyalaya scheme was introduced by the Government of India to provide educational facilities for girls belonging to Scheduled Castes, Scheduled Tribes, other backward classes, minority communities and families below the poverty line in educationally backward blocks. There is a KGBV at Mahammadpur High school campus where 100 girl students are staying. To provide regular health care support for the student we have started health check-up camp from this month for the inhabitants of KGBV. This will be regular activity in which a specialist doctor will visit the hostel at regular interval to extend medical services where first aid medicines will also be distributed to the prescribed patients. A total of 55 girl were given medical services during the camp this month



17. Blood Donation Camp at Hiraakud :

We have organised a Blood Donation Camp on 28th December 2014 at Hindalco Community Center, Hiraakud, in association with the Ama O disha and the Red Cross Blood Bank of Sambalpur. The camp was inaugurated by our Location Head. During the camp 62 units of blood were donated by people to Red Cross. The officials of Red Cross, Volunteers of Ama Odisha and our CSR team coordinated for success of the camp.



18. Awareness Rally cum Pulse polio immunisation programme:

As a part of our participation in the National Pulse Polio programme we have organised a rally at Hirakud to generate awareness among the cross-section of the people of Hirakud on Pulse Polio Programme, in which school students from nearby educational institutions participated. The rally went around the main streets of Hirakud town chanting various awareness slogans. Senior officers & staffs of our Plant, School teachers, Anganwadi Workers, women SHG members and staffs of Govt. Hospital also participated in the rally. The Pulse Polio immunization programme was conducted at 20 booths under Hirakud Govt. Hospital and 68 booths under Debeipali PHC. All necessary supports were provided by HINDALCO to make the programme successful. On the subsequent two days, door-to-door campaign was organized with the help of women SHG members to identify the left out children and administer oral dose. Through 88 booths a total of 23,269 babies were given oral polio dose.



19. Mosquito Net distribution at KGBV:

We have distributed medicated mosquito nets to the inmates of Kasturba Gandhi Balika Vidyalya at Bamara. A total of 87 mosquito nets have been distributed in association with the District Health Department of Sambalpur. We have also planned to distribute such mosquito nets at the other 2 KGBV in the Malaria prone areas of Sarapali and Mahammadpur.



Our investment in Health Care: Till 31st March 2015 the company has spent Rs. 46.57 lakhs in Health Care activities and Rs. 6.37 lakhs has been mobilized from Govt. & other sources to reach 73251 numbers of beneficiaries under Health & Sanitation activities.

Sustainable Development:

20. Tailoring Training Programme:

Tailoring training programme continues to empower the rural women and girls of our near by villages. We are running tailoring training centers in the periphery villages where in a total of 81 participants have completed their 6 month course and another 72 people are continuing their training. Practical exams and learning sharing sessions were also organised from time to time to assess the impact of such training programme.



21. 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 was organised from 29th May'14 to 5th June'14 in the G.M.College ground, Sambalpur.



22. 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 side of road leading to Jawahar udyaan, Hirakud.



23. Pisciculture Activities by Rural Farmers:

To promote undertaking fisheries activities by economically weaker sections, as a means of generating income for them, we have supported two farmers of Budhakata and Nuagujatal village in association with the district fisheries dept, Sambalpur. We have provided fish seeds, arranged necessary technical supports and guidance by technical experts of Fisheries Dept., from time to time for undertaking such projects.



24. Support For Mid Day Meal Programme:

We are providing necessary logistic supports to different women SHGs who have undertaken the responsibility of preparing mid-day meal in the different schools. Through this programme about 124 SHG members are benefited

25. Vermi Bed for Farmers:

Vermicompost is like a Bio-Organic Fertilizer that enriches soil in most natural organic manner, which also increases the quality, fertility and mineral content of the soil. To promote use of vermicompost in our periphery villages, we have encouraged farmers to take up vermi-bed. A training cum demonstration programme was organised for them by the technical experts from Horticulture Dept. Arrangements were also made to provide the entire kit for setting up such vermicompost unit to 4 farmers through Govt. scheme. This will be show case project for the other farmers/ villagers who want to take up such projects



26. International Women's Day Celebration:

Women empowerment plays a vital role to change the fortune of a society. To empower the women, socially and economically we are working on women empowerment issues. On the eve of the International women's day on 8th March, a rally was organised among the SHG members of Hirakud. A total of 250 women SHG members joined in the rally and after the rally a meeting was organised at Hindalco Community center in which the importance of women's day celebration was narrated by Guests. Mrs. Madhusmita Sahoo and Mr. Shivanada Mohanty were present as Guests to encourage the women members. Various fun games were also played among the SHG members and prizes were given to winners. During this function, the best performing SHG award for the year-2014 was given to Trishakti SHG of Gundurupada village.



28. Income generation programme for Women SHG members:

The use of paper packets are increasing now days due to ban on the use of polythene in our locality. This has open up new opportunity which can be tapped by the SHG members and can earn for their group by taking up making of paper packet. Keeping this in mind we have organised a paper packet making training programme for the women SHG members of Shravani SHG at 1st Gap. A total of 11 members have participated in this programme. Now they are prepared to take up this income generation activity for their group.



Our investment in Sustainable Livelihoods: Till 31st March 2015 the company has spent Rs. 8.50 lakhs in Sustainable Livelihoods activities and have additionally mobilized Rs. 8.13 lakhs from Govt. and other sources to reach 7110 number of beneficiaries in the area.

Infrastructure Development:

29. At the request of District Administration to put some passenger waiting sheds in the City Bus route. Under our infrastructure support programme we have put 11 sheds at Sambalpur and Hirakud town for the benefit of public.



30. 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.



31. A new pond at Fatafatipada was dogged for the use of villagers.



32. The Villagers of Mahammadpur have requested us to support them for upgradation of their village transformer for accommodating increased need of their village. Under our Infrastructure support programme we have extended our help for the up gradation of transformer at the village which will help the villagers to get quality electricity for their household use and study of their children.



33. We have started construction of a Bridge on the way of Hirakud to Sambalpur main road.

34. Renovation of Toilet blocks and urinals at Govt High School ,Hirakud.

35. Construction of Boundary wall at Aurobinda School , Hirakud.

36. Construction of Boundary wall at Matul Camp U.P School.

- 37. Renovation of class rooms of Durgamandir U.G.U.P school at Hirakud.
- 38. Construction of Passenger Rest shed at Hirakud.

39. Installations of Bio Toilets at Community places:

Bio-Toilet is a decomposition mechanized toilet system by means of which the sludge(Human Waste), the fecal matter is decomposed to bits in the digester tank using a specific high graded bacteria further converting them into methane and water, discharged further to the desired surface. The Bio toilet is total maintenance-free system & does not require any sewage system. Under our Infrastructure support programme we have installed a total of 22 Bio toilets at different community places and slum areas of Sambalpur and 3 educational institutions of Hirakud. This project has been undertaken in association with Dist. Administration of Sambalpur.



Our investment in Village Infrastructure development : Till 31ST March 2015 the company has spent Rs. 145.92 lakhs in Village infrastructure development activities and additionally mobilised Rs. 10.75 lakhs from Govt. and beneficiaries to reach 90120 number of beneficiaries in the area.

Social Causes & Awareness:

40. Support For Celebrating Utkal Divas:

We have provided financial assistance & other logistic support to Utkal Samilani, Hirakud branch 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.



41. 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 on 26th April 2014.



42. Senior citizen's meet:

In our endeavor to facilitate senior citizens of the peripheral villages and Hirakud NAC areas we have organized Senior Citizens meet at Hindalco Community Centre in which more than 200 senior citizens from nearby areas participated. All the guests were received by our senior officers. The guest were presented rose buds, uttariya and sandal past on their fore head at the entrance of the venue before they were escorted to their seats. The function started with national anthem, Aditya Vandana and 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 programme was organized where 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 their family. The villagers have appreciated programme very much and were hoping such events to continue in future. The programmewas a grand success with the cooperation of one and all and have proved how team work can make things happen smoothly.



43. 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.



44. 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 was also dengue awareness counters where leaflets and posters were kept for distribution among the visitors.



45. Rangoli competition among SHG members on Diwali

Women empowerment plays a vital role to change the fortunes in each society. Under our women empowerment programme, we have formed Self Help Groups among the women folk in and around our periphery. To develop their cultural activities as well as to uphold our old traditional culture, we had organized a rangoli competition among SHG members on the occasion of Diwali. A total of 50 women from different SHG's participated in this programme. The rangolis were evaluated by judges and Prizes were distributed to the winners by the guests.



46. Sports materials distribution:

To motivate the village boys who were playing football bare-footed, shoes and socks were distributed to the teen aged bare footed players of the periphery villages near dyke road.



47. Clean HiraKud Drive to promote Swachh Bharat Abhiyan:



Hindalco HiraKud Organized a Mega Pick-Up drive towards cleanliness in HiraKud NAC area with an objective to inspire and raise collective awareness of the community to achieve clean public space and to share with the community about the benefits of cleanliness. The Clean Brigade with broom sticks, pick-up rags and baskets, assembled at the Power Plant gate and took oath to put all efforts to keep the public space clean. The drive kick started around 9.00am from Durga Mandir Chowk to Santoshi Maa Chowk Main Road and covered the Subhash Maidan playground and four schools – Sarswati Sishu Vidya Mandir, Govt Girls High School, Hirakhanda primary school, HiraKud and UG UP School, Durga Mandir, HiraKud, in the periphery. Dust bins were provided to every schools for use in their schools. Spearheading the programme, Mr Vivek Chawla, our Location Head expressed his gratitude to the volunteers and said that time has come for all of us to contribute to make HiraKud a better & clean place to live in. Swaatch Abhiyaan is just a beginning while everyone must resolve to keep the neighborhood litter-free and clean at all times. While a team of volunteers moved into the schools, the sheer excitement among the students was overwhelming as the day was also observed as Children’s day. The teachers and students joined hands and cleaned their school premises. The drive concluded around noon. During the programm Senior Officials of Hindalco HiraKud Complex & FRP and our employees, senior citizens, ladies groups and local public also participated in the drive. Our CSR team coordinated the entire programme for smooth implementation of the programme.

48. Motivation Session for Anganwadi Teachers, Sweepers and SHG members.



We have organised awareness cum motivation sessions for Anganwadi teachers of 39 centers of Hirakud SHG members and Sweepers of Hirakud. During the session participants were also apprised of their role in conservation of energy. At the end of the programme pressure cookers were distributed to all the participants.

49. Awareness on Home Safety for women SHG members:

An one day awareness session was organised in power plant by our Safety Dept to create awareness on Home Safety among the women SHG members in our surrounding areas. During the session participants were given tips on the safe use and care of LPG cylinder & electrical home appliances. After the session the SHG members were taken round the plant for a visit to see to get a feeling of the environment under which their near & dears are working.



50. Hirakud CSR won Greentech Silver Award :

The Hirakud CSR has owned the Annual Greentech CSR Award 2015 in the Silver Category. Hirakud has been select to receive the award for it's initiatives in the field of Sustainable Livelihood in and around Hirakud. The final presentation for the competition was held at New Delhi on 23rd December'14. Mr. Jagadish Mishra has made the presentation on behalf of us. The prize was given away in a colorful function at Kolkata on 29th January 2015. Mr. J.P.Nayak, Head- Smelter, Mr. Shivanad Mohanty, DGM- Corporate Affairs and Mr. Anil Dash, Sr. Manager- Land Acquisition, received the prize from the guest on behalf of Hindalco, Hirakud



51. WCM societal satisfaction Assessment :

As a part of societal satisfaction assessment under WCM, an assessment was done by auditors from different units of ABG. During the period of assessment they have visited to our CSR areas at Hirakud, and interacted with SHG members, farmers and villagers. They have visited to Gandhi Nagar , Nuajamda and Gundurupada areas to see the livelihood activities undertaken under the income generation programmes by the SHGs promoted by us. They have also visited different villages to interact with senior citizens. The members of the audit team have appreciated the initiatives taken by the CD Cell.

52. Awareness for SHG members during Value month Celebration:



To percolate the importance of values in the social life, we have organised an awareness session for our SHG members. A good number of members from different SHG of our periphery attended the programme. The importance of the values was shared with the participants. Our senior officers & member of the CSR team were present during the programme to encourage the SHG members. After the session a quiz programme was organised and prizes were given to the winners.

53. Support for Organising Foot Ball Tournament at Hirakud:

We have provided necessary supports for organising inter-district Foot ball tournament at Hirakud in association with Hirakud Atheltic Assocaiaion. These programme was encouraged to bring to the lime light the budding talents and extend them an platform for gaining experience by playing with senior players from different teams.

Our investment in Social Intervention: Till 31st March 2015 the company has spent Rs.12.66 lakhs in Social activities to reach 18640 numbers of beneficiaries in the area and total 3.40 lakhs mobilized from Govt. & other Sources.

AMOUNT SPENT DURING APRIL 2014 TO MARCH 2015

Area of Intervention	Total Beneficiaries reached	Amount Spent by unit (in Lakhs)	Amount spent by Govt & other Sources (in Lakhs)	Total Expenses (in Lakhs)
Education	2774	3.23	0.59	3.82
Health Care	73251	46.57	6.37	52.94
Sustainable Livelihood	7110	8.50	8.13	16.63
Infrastructure Dev.	90120	145.92	10.75	156.67
Social Causes	18640	12.66	3.4	16.06
Total	191895	216.88	29.24	246.12