



## **Vedanta featured in ASSOCHAM India's CSR Compendium 2014 - 15**

Vedanta's Community Development programmes are featured in the Associated Chambers of Commerce and Industry of India (ASSOCHAM India)'s prestigious annual Corporate Social Responsibility Compendium 2014 - 2015.

ASSOCHAM India's compendium is published yearly and released during every ASSOCHAM's Global CSR Summit and Excellence Awards.

ASSOCHAM is one of the oldest Chambers of Commerce (established in 1920). As an apex industry body, ASSOCHAM represents the interests of industry and trade, interfaces with the Government on policy issues and interacts with counterpart international organizations to promote bilateral economic issues.

The 7th ASSOCHAM compendium features a study on contemporary issues in CSR along with CSR Case Studies / Stories contributed by corporates and is distributed across Government offices, PSUs, corporates, Foreign Embassies in India, Indian Missions abroad and other stakeholders.

Vedanta's Community Development projects published in the ASSOCHAM compendium:

- Project Jalgram; Land & Water Management Programme (BALCO),
- Access to Safe Drinking Water through Community based RO Plants (Cairn India)
- 'Sakhi', the Women Empowerment campaign and 'Maryadaa', the Sanitation campaign with the construction of toilets (Hindustan Zinc Limited).

## Sesa Sterlite Limited

### Project Jalgram – Land & Water Management

#### • PPP (public, private, people) partnership:

There is a tri-partite agreement among 'BALCO-AFPRO-NABARD' partners under 'JALGRAM'. The proposal was formulated for VDP - village development committee for four priority villages viz., Dondro, Rogbahri, Chuiya and Jambahar villages, of Korba District of Chhattisgarh in India, and named as 'JALGRAM'. The programme is designed for three years.

- BALCO, the Vedanta group's aluminum business unit in Korba identified the need for the project 'Jalgram' in its core villages and drives the program implementation.
- National Bank for Agriculture and Rural Development and Zila Panchayat is supporting the programme for skill development of the community through orientation, training and resource from existing schemes for different kinds of interventions.
- An NGO named Action for Food Production in Raipur is working as a nodal agency to execute the programme at the villages.

#### • Community participation:

The process began with a needs assessment survey which involved community members and PRI's. Community participated actively in identification of problems and solutions. An action plan was thus prepared to execute the interventions. In all earth work activities viz. 5% model ponds, community ponds, dug wells and check dams 10% community contribution was taken to ensure the success of the project as personal contribution would create a sense of ownership amongst the people.

Fencing of 33 acres of land at Dondro – Rs.30,000 from Balco and Rs.60,000 from farmers for cultivation of Rabi crop. Cascaded check dam, farmer's contribution of Rs.30,000. Construction of 3 farm ponds – farmer's contribution of Rs.9000. Construction of 2 wells – Farmer's contribution of Rs.24,000.

#### • Outcome and Output:

Watershed and other related activities and environmental impact: The second crop has been promoted in the area through soil water conservation structures and now, due to irrigation facilities and agricultural support, the crop yield has increased.

Sl. No.	Type of Interventions	Water storage Capacity in (Cum)	Outcome and output
1	Check Dam near Anand Sing's field	572	<ul style="list-style-type: none"> <li>• Available water for irrigation during Kharif &amp; Rabi crops.</li> <li>• Localized reduced effect of vulnerability of climate change effect due to moisture retention.</li> </ul>
2	Retention wall near Inder Sing's field	693	<ul style="list-style-type: none"> <li>• Nearby bore well/open well will be recharged indirectly gradually in the years to come.</li> <li>• Moisture retention in the surrounding structures leading to enhance yield of Rabi crops.</li> </ul>
3	Check Dam near Prem Sai's field	660	<ul style="list-style-type: none"> <li>• Promoted Wheat, Gram, Mustard and vegetables in the area in Rabi season.</li> <li>• Total irrigational facilities for 40 acres of land benefitting 28 farmers of Dondro village in Kharif season.</li> <li>• Protective irrigation for 33 acres of land for promotion of Rabi crop for 25 farmers.</li> </ul>





**Impact: Rabi crop promoted through check dams.**

Sl. No.	Type of Interventions	Water storage Capacity in (Cum)	Outcome and output
4	Construction of 5 % model (farm pond) – 3 Nos.  Village: Rogbahari (2 nos.) & Dondro (1 No.)	850	<ul style="list-style-type: none"> <li>Moisture retention in the surrounding of the farm pond.</li> <li>Vegetable and Rabi cultivation promoted in the surrounding field of the pond.</li> <li>Each farm pond has storage capacity of 850 cum (850,000 liters each).</li> <li>Total 6 acres of land is benefiting.</li> <li>Ensure/protect Kharif crops and support for Rabi/vegetation cultivation.</li> <li>Fish-rearing in all 3 farm ponds.</li> </ul>

• **Government machinery participation (NABARD's interventions):**

A training program was conducted for farmers in Dondro and Chuiya villages under the guidance of Krishi Vigyan Kendra, Katghora, Korba. SRI technique of cultivation was taught along with nutrient and pest management benefitting 100 farmers.

• **Agri seeds:**

600 kg of potato seeds have been distributed among 40 farmers to promote vegetable cultivation and kitchen garden promotion. Production of 2,400 kg of potato in four acres have benefitted 40 farmers.

• **Mobilization of fund/under process from Zila Panchayat & Govt. line Departments:**

- Rs.1.35 lakh mobilized for farm bunding (10 acres; 9 farmers in Dondro village under Mahatma Gandhi National Rural Employment Guarantee Scheme (MNREGA). It is in progress in the second year.
- Rs. 2 lakhs mobilized as joint liability group and approximate Rs. 30,000 as Kisan Credit Card Scheme (KCC) from Gramin bank. Rs. 1.66 lakhs mobilized for capacity building programs in villages through NABARD.
- Rs. 3 lakhs sanctioned for goat-rearing units by the joint venture of animal husbandry department and NABARD. Rs. 7 lakh is under process for goat-rearing and poultry units from Gramin bank.
- Rs.30,000 mobilized for cattle vaccination programme by animal husbandry department. Rs. 60,000 mobilized from agriculture department under irrigation facility scheme.



- Livestock's shed is an under-construction project at Rogbahari and Jambahar with a budget of approximately Rs.1,75,000 .

### Training for Scientific Practices (System of Rice Intensification)

- 17 farmers were encouraged to cultivate rice on a pilot basis using SRI technique which is scientifically proven to increase yield. 9.5 acres of land was made available for the yield.

### Impact:

The income of the beneficiaries in one area that has seen the most visible impact.

#### Fish Ponds:

Sl. No.	Village Name	Input cost (Rs.) seed etc.	Rate (in Rs. per kg)	Total production (in Kg/Rs.) – on an average	Income (Rs.) On an average
1	Rogbagari	2000/-	125 to 140 per kg	70 to 75 Kg (Rs. 8750)	6750 per beneficiary
2.	Rogbahari	2000/-	125 to 140 per kg	70 to 75 Kg (Rs. 8750)	6750 per beneficiary
3.	Dondro	2000/-	125 to 140 per kg	70 to 75 Kg (Rs. 8750)	6750 per beneficiary

#### Rabi Cultivation (second crop, a first in the area):

Sl. No.	Particulars	No. of acres sown	Anticipated output per acres	Total yield (in quintal)
1.	Wheat	17	12 quintal	204 quintal
2.	Gram	10	8 quintal	80 quintal
3.	Mustard	5	3 quintal	15 quintal
4.	Vegetable, Patta gobhi, tomato, cauli-flower, barbate	0.5	It will be of self- use or for minimal selling point with the view to enhance income.	
	<b>Total</b>	<b>32.5 acres (28 farmers)</b>		

### Impact on Environment:

The project has helped to create a sustainable network of water conservation infrastructure. It provides surface water to the farmers throughout the year resulting in saving of 2775 cubic meter of ground water.

### BALCO's exit strategy:

After successful implementation of 'Jalgram Pariyojana' at four villages such as Dondro, Rogbahri, Chuiya and Jambahar, there is a defined plan for the exit/withdrawal phase this process, all the stakeholders will be involved and assembled for the meeting of handing over the crated structures for further operation and maintenance at the gram panchayat level. GP will take further initiatives for sustainability of the created structure.

★★★





## **CAIRN INDIA LIMITED**

### **Access to Safe Drinking Water through Community-based RO Plants**

#### **1. Company Profile**

Cairn India is one of the largest oil and gas exploration and production companies in India with a market capitalisation of ~ US\$10 billion. It has been rated as the world's fastest-growing energy company for 2012 & 2013 as per Platts Top 250 Global Energy Company Rankings.

Cairn India contributes almost 30% of India's domestic crude oil production. Through its affiliates, the company has been operating for almost two decades, playing an active role in developing India's oil and gas resources.

#### **2. CSR Nomination Summary (Rationale)**

Corporate Social Responsibility (CSR) is an integral part of Cairn India's business, since sustainable and inclusive growth in our area of operations is essential for holistic development of communities.

*The Company conducts CSR programs with the two following interlinked objectives:*

1. Improvement in socio-economic status of the local community in our operational areas to create a measurable impact.
2. Developing relationships of mutual trust with the community for inclusive growth.

Cairn categorizes CSR programs into four thematic areas: Health, Education, Livelihoods and Infrastructure Development.

The Company's stellar program in the last year has been: 'Access to Safe Drinking Water through Community-based RO Plants'.

Our largest operations are located in water-scarce Barmer district of Rajasthan. Other areas show a high incidence of water-borne diseases. One of the prime causes is the prevalence of impurities and higher fluoride content in the available drinking water. To address these issues, Cairn India extended support to the community in its operational area by launching a project to bring potable water at the community's doorstep. Cairn India undertook the 'Jeevan Amrit Project' in April 2013, in partnership with the Public Health Engineering Department (PHED) and the Water Works Department of the Government.

The Project involves the setting-up of water-kiosks attached to an RO plant in villages so communities can access safe drinking water. The RO-plants and kiosks are customized keeping in mind the source of water, impurity levels and habitation pattern. These water kiosks are being managed by the Village Water Committees under the respective Village Panchayats. The Village Water Committee charges Rs. 5 per 20-litre canister to ensure the plant is self-sustaining.

#### **3. Benefits to the Community**

Till date Cairn India has established 36 community-based water RO plants across its operational areas. These water kiosks cover a population of more than 50,000 community members across eight districts,

viz. Barmer and Jalore in Rajasthan; Banaskantha, Ahmedabad, Surendranagar, Jamnagar in Gujarat and East Godavari in Andhra Pradesh.

*Through these water kiosks, the community reaps the following benefits:*

- **Reduction in Diseases:** One of the most important outcomes of the project has been to bring down the number of diseases in the community (such as diarrhea and fluorosis). A collateral benefit has been the reduction in spend on medicines and doctors' visits.
- **Good Governance:** The Village Water Committees formed in every village are a worthy example of good self-governance. Along with effective running of the water kiosks, the committees are also undertaking many development works in the village vis-à-vis health and sanitation.
- **Promoting Social Entrepreneurship:** Many community members have become distributors and begun supplying safe water to villages that are further away.

#### 4. Challenges

The project encountered various challenges. Some of these included:

- **Behavioural Challenges:** Motivating the community to use the water kiosks and pay for the service was a challenge, overcome through individual and group discussions/counselling about the benefits of safe drinking water.
- **Covering the Last Mile:** The scattered pattern of habitation, especially in Barmer Rajasthan, made access difficult. A water distribution network was created through which 20 liter water cans are made available at strategic points.
- **Erratic Power Supply:** affecting water output. To overcome this challenge, Cairn India is in the process of commissioning solar panels to run the water kiosks.



#### 5. Communications Program

To strengthen the programme's outreach so as to benefit maximum community members, Safe water campaign was implemented across all water kiosks. In partnership with the Public Health Engineering Department, Government of Rajasthan, the campaign included street plays which focused on:

- Benefits of safe and clean drinking water
- Water-borne diseases and their cure
- How and where to store water for drinking
- Involvement of the community

#### 6. Employee Participation

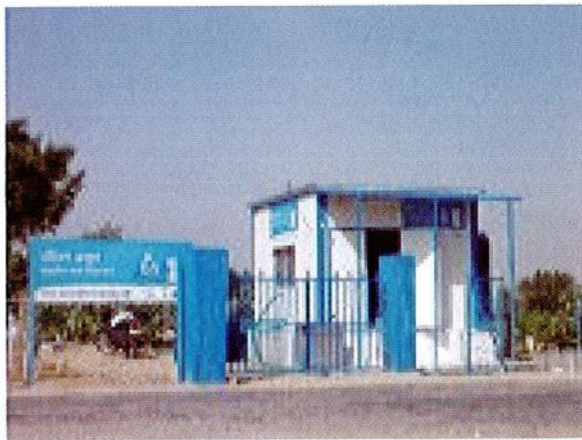
The project initiated multiple touch points at the corporate level and in the field. Each touch point was managed by different teams. At the corporate level, employees planned the strategy for program execution, which was implemented by the site team. The communication tools and roadmap for the





same were designed by the Corporate Communications Team at the corporate level. Public relations and media were managed by the media team at the corporate and site level.

As part of the Company's Management Leadership Development Program (MLDP), new employees worked with the water project team on-site to provide operational inputs in running the project successfully. The stakeholder relationship team kept various government functionaries informed about the program periodically. Apart from implementing the program, the CSR team benchmarked the same with various successful models, both nationally and internationally.



## 7. Integrity

This community-managed safe drinking water project has proven to be a successful and innovative way to provide affordable safe drinking water to poor and vulnerable rural communities across our operational areas. The project builds on both local village committees' inputs and support from local authorities to deliver an affordable demand-driven water service.

## 8. Scope

Safe and clean drinking water across all Cairn India's operational areas is the program's vision. The objectives were managed well although implementation modalities were complex, involving various stakeholders right from the government at the state, district and local village levels.

**Scaling up the program:** Considering the success of the 'Access to Safe Drinking Water through Community-based RO Plants' project, Cairn India will continue the project in 2014-15 and include more villages, thereby increasing the scope of water kiosks across our operational areas.

**Impact on employees:** Employees involved in the program reported improved perception of Cairn's CSR activities. They also reported feeling more committed to the cause of safe and clean drinking water for all.

**Impact on others:** Till date, Cairn India has established 36 community-based water RO plants across its operational areas. These water kiosks cover a population of more than 50,000 community members across eight districts.

★★★







## **HINDUSTAN ZINC LIMITED**

### **CSR Vision:**

To enhance the quality of life and economic well-being of communities around our operations. "Corporate Social Responsibility" (CSR) is integrated with our company's objective of operational excellence and sustainability. We are committed to raise the quality of life and social well-being of communities where we operate and beyond. CSR is the heart of our business because we operate in the community. Our endeavour is to create sustainable economies by protecting human life, health and environment, ensuring social well-being and adding value to the communities. We are committed to serve and develop the community.

#### ***All for the Rural Women of Rajasthan***

***House-hold toilets in villages for the convenience of rural women  
and vocational training for their socio-economic empowerment***

#### **Hindustan Zinc's `Maryadaa' and `Sakhi' campaigns for rural women**

It is said, 'if you want India to grow, empower rural woman, as when you empower a rural woman, you in-turn empower the entire family, a village and ultimately a country'.

### **'Sakhi' for Women Empowerment and Entrepreneurship**

Hindustan Zinc has been engaged in empowerment of rural women through formation of self-help-groups since 2005-06. Each group has about 12-15 rural & tribal women and these women are being developed as rural women entrepreneurs who are managing their own micro-enterprises. The self-help-group training starts with teaching them thrift savings, linking them with banks and then segregating





them as per their interests for extensive vocational training in farm and non-farm based sector. Today, Hindustan Zinc has more than 500 'Sakhi'- self-help-groups across 5 districts of Rajasthan - Udaipur, Chittorgarh, Rajsamand, Bhilwara and Ajmer.

Seeing the rural scenario it always remains a challenge to make these women convince for stepping out of the house but regular connectivity of HZI CSR team with the community and interaction makes it possible

These rural women of self-help groups, popularly known as `Sakhi', once trained in vocational traits through support, regular feedback and interaction of HZL dedicated 150 members team, start getting orders from the different markets, towns as well as big cities and also by participating in different fairs, putting stalls at residential colonies of HZL etc

Being mostly from the rural background many of the SHG women get assistance in learning modern techniques in farming sectors and other allied activities such as Goatery, Poultry etc. by engaging renowned NGOs

The 'Sakhi' campaign's objective is to make these women self-sustainable and empower them socially and economically to support their family and improve their overall lives.

At present, near about 500 Sakhi SHGs with strength of approx. 7000 women are associated with HZL. Most of them are engaged in some sort of income generation activities. The members take required loan from the SHGs and pay it on monthly instalments. The most important fact about the Sakhi SHGs is that almost none of them are defaulters and have devised a mechanism among all the groups that the members decide their amount of instalment for repayment as per their convenience and pay it on time all these activities help them not only in taking financial decision but also boost their confidence.

The Sakhi SHG women have been transformed from the practice of mere saving to rural entrepreneur, now they have started establishing themselves through several income generating activities which includes several activities from handicraft to farm based .small scale to boutique and fetching a descent amount of Rs.1500 to 3000 per month. The launch of SAKHI in the year 2014-15 is aimed to help these rural and tribal women to become a collective force under a single umbrella to have interactive discussions, share market knowledge and get more exposure, to ultimately become more social and economically empowered.

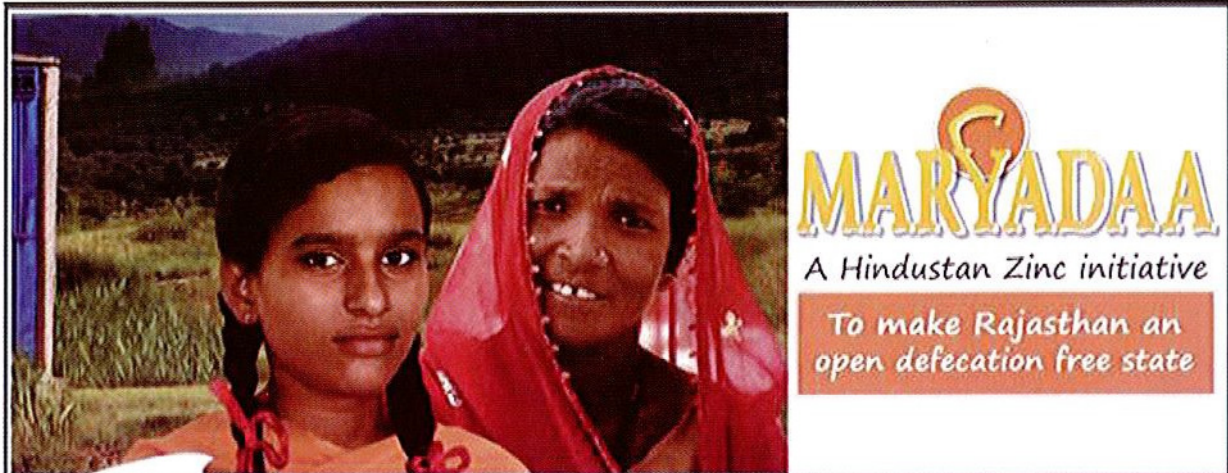
### **Campaign 'Maryadaa' for Toilets Construction and Sanitation Awareness**

India is counted amongst the nations who are suffering from a large population involved in open defecation. According to the reports by UNICEF, only 48% of Indian rural population has good toilets and sanitation facilities. More than 50% of Indian population defecates in open. Only 21% of India's rural population uses improved sanitation facilities out of 31% of national figures.

In India, Rajasthan in particular is a State where about 60% population defecates in open.

To create awareness and construct toilets in rural Rajasthan, Hindustan Zinc launched its campaign 'Maryadaa'. On the initiative by Rajasthan Government, Hindustan Zinc signed a MoU to construct 30,000 toilets which would have 2 Leach Pits below to facilitate disposal of waste. These toilets would also minimise the risk of contamination of drinking water sources and thus will help in reducing the health related problems in rural India.





Under the Nirmal Bharat Abhiyan, where toilets are being constructed, the cost of each toilet comes to about Rs. 8,500/-. A sum of Rs. 4,600 is being contributed by the State Government, s. 3,000/- by Hindustan Zinc and Rs. 900/- by the beneficiary or share contribution from the beneficiary can be non-monetary also as they need to dig the pit by their own. Later on, all the toilets will be certified by the local Panchayats by physical verification as the UC for the same is being submitted by the NGO. HZL also ensures its quality and keep a vigil on the quality of the toilets constructed. The project is being implemented in collaboration with NGO Partners and district administration through PPP mode with an aim to instil the importance of toilets for the betterment of their social and physical life. Hindustan Zinc has already constructed more than 10,000 toilets in Bhilwara, Udaipur and Chittorgarh by now.

The objective of 'Maryadaa' is to eliminate open defecation practices in the villages and make Rajasthan an "Open Defecation Free State".

A system has been devised to recognize the best practice and target has been set to declare a particular village 100% ODF as "Nirmal Grams". If any village is found ODF then it is getting recognized by felicitating the fellow contributors and one balloon has been flown as a symbol.

Also, there are plans to develop this project in joint collaboration with Govt. under Swachh Bharat Mission on PPP mode with a new initiative by Construction of Girls Toilets in 152 Govt. Schools to combat the issue of dropout rate among girl student due to improper and poor sanitation facilities in schools. Under this new initiative, Bio-digesters Toilets will be constructed in schools, Sanitary Napkin vending machine will be installed and MoU will be signed with school administration for maintenance and cleaning of Toilets.

Hindustan Zinc's approach is to socially and economically empower rural women and construction of house-hold toilets in rural houses is a step to directly impact the lives of rural women.

After all, it is all for the Rural Women of Rajasthan...

Alongwith this, we are the organisation whose focus is on the development of surrounding community basically depends on their needs where we play role of catalyst and do most our projects on PPP mode for involvement of external stakeholders as a whole. Our basic motto for implementing any project is to establish, improve and sustain it after phasing out from the project so that there will be community ownership and they themselves sustain it.



Through CSR sustainable community development initiatives, HZL is reaching out to about 184 villages and a community of impacting over 500000 people in Rajasthan.

For CSR excellence HZL was awarded and commended from CII-ITC Sustainability Awards, World CSR Congress Awards, TERI-CSR Awards, ASSOCHAM CSR EXCELLENCE Awards, Asian CSR Awards, FICCI Awards, Golden Peacock CSR Award, FICCI-SEDF CSR Awards, UCCI CSR Award and State level Bhamashah Awards for sustainable community development initiatives for overall operational community.

CSR of HZL for company works as its Heart as we operate in community and with community. As HZL, is working here in Rajasthan since, 1966 almost covering 5 decades therefore impacting the life of nearby community by completing their basic needs, increasing their standard of living, giving them access to education and providing them with opportunity of sustainable livelihood through modern and traditional practices so now, we become the influential part of their day to day life maintaining harmonious relationships with them, building image and goodwill amongst community with smooth running of operations.

★★★