



vedanta

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Yagna



Creating Local Prosperity

In the last six years of Corporate Social Responsibility journey we have partnered in many significant development initiatives and witnessed innovations, increase in outreach and visible impact. This special edition on "Creating Local Prosperity" will take you to a range of need-based and integrated community development work carried out across our group companies. The key focus areas of our work are Health, Education, Sustainable Livelihood, Sports & Culture, Community Asset Creation and Bio Investment.

Over the period of time we have increased our outreach to help build the capabilities of the communities where we operate. Partnerships and community engagement

are the key drivers in our work with communities. Most of our projects are based on Public-Private-People-Partnership (4P) which involves close collaboration with the elected bodies, Government, NGOs and communities.

Our teams of 66 full-time development personnel, 170 local community coordinators and 167 NGOs, Government departments, academic institutions and private hospitals partners have made our endeavors tremendously successful, resulting in rich dividends and creating win-win situation at all levels.

happy reading!

Reaching Out

We are touching the lives of more than 2.9 million people in more than 470 core and 1,547 peripheral villages in India and Zambia.

Company	Villages	Population	Operational area
VAL	391	4,87,615	Orissa & West Bengal, India
BALCO	262	2,12,266	Chhattisgarh, India
MALCO	13	50,000	Tamil Nadu, India
SESA GOA	96	1,70,728	Goa, Orissa, Karnataka, Jharkhand, India
SIIL	25	1,54,650	Tamil Nadu, India
KCM	4	6,78,618	Zambia
TSPL	38	50,000	Punjab, India
HZL	1192	8,04,404	Rajasthan, Andhra Pradesh, India

Our efforts are aimed at enhancing the quality of life and the socio economic well being of those communities with whom we work. We reach out to people through our need based interventions and Integrated Village Development Programme. Our approach is holistic, long term, integrated, sustainable and is based on a formal community engagement process alongside baseline studies, need assessments and periodic internal and external review, which support perspective planning for three to five years in selected villages.

Quality Health Services

Our health initiatives aim to deliver preventive and curative services in the villages addressing issues from the communities.

We have provided our health services to 5 million patients through Mobile Health camps which is providing quality health care services right at the doorsteps of communities, 37 company run hospital and rural health posts, 632 hygiene awareness camps with focus on positive health seeking behavior and 526 specialized health camps on eye care, cardiac care, family planning, TB, HIV-AIDS etc. Safe and potable drinking water initiative is benefitting 33,540 families.

Our endeavor towards providing state of the art health facilities in Raipur and Udaipur has been progressing well. The work is in progress at the Vedanta Cancer Hospital and Research Centre, Raipur and the Vedanta Heart Care Center (VHCC) at Udaipur. Two mobile cancer detection vans run as an outreach of the Vedanta Cancer Hospital and Research Centre to screen suspected patients in remote villages.



Rural Health Camp, BALCO



Mobile Health Unit, VAL Jharsuguda

Driving Dengue Out, VAL Lanjigarh & Jharsuguda

"I am very much thankful to Vedanta Aluminum Limited, Lanjigarh. During emergency I got fogging facility from Vedanta, the support given by them is very satisfactory," says Mr. Chitta Ranjan Mandal, Vice Chairman, Bhawanipatna Municipality.



Dengue Rath, VAL Jharsuguda



Awareness Campaign on Dengue Control,
Lanjigarh

With the advent of monsoon and recent floods in Orissa, dengue was a disease which was spreading at a fast pace. The only way to control it was through massive awareness drive. VAL Jharsuguda and Lanjigarh launched awareness drives in their respective areas of operation in partnership with the District Administration.

38 villages, 17 schools and 20 local wards were covered in awareness drives across VAL Lanjigarh and Jharsuguda. A specially designed dengue rath was launched on the occasion. Across both the locations the awareness drive was carried out in collaboration with the Self Help Groups and youth groups.

Child Care Initiatives, SIIL Tuticorin

To achieve 'Polio Free Zone' for its children in its periphery, Sterlite has partnered with four Primary Health Centers (PHCs). Sterlite has supported these PHCs for conducting Pulse Polio Immunization camps by providing logistical help during the camps. Around 19,076 children have been covered by these PHCs under pulse polio program.

To further inculcate the habit of hand washing among the rural communities, especially in the 7 target villages SIIL has been conducting demonstration classes on hand washing in all schools every month and bathing soaps distributed to all children. Around 481 children are benefitting out of this program. The effort is being further supported by the Self Help Groups through awareness camps and pamphlet distribution. The overall impact of the program is visible through increase in overall school attendance rate by 3%.



Pulse Polio Program, SIIL



Parents At Pulse Polio Program, SIIL

Rural Health Network, BALCO

BALCO's Rural Health Post is rendering quality primary health services to the people of 32 surrounding villages. At this rural health post the patients can avail the facility of medicine, primary treatment and general pathological laboratory test. In order to make the process participatory and sustainable, each patient is charged an amount of INR 5 which is deposited into a corpus fund of the rural health centre. The post has been linked with District Hospital for leveraging immunization camps for the mother and children.

In the words of Jaglal Rathiya, resident of village Chuiya, "Because of Rural health post we are getting better medical facilities in village itself. Our expenses on treatment have reduced significantly".



Health Services, BALCO

Education for All

Our education initiatives aim at providing quality education for all and aspire to nurture talents. We have implemented various tailor made initiatives complementing formal and informal education system. 77 preschool centers, 47 bridge schools, 12 formal company run schools, 49 adult education centers, 8 Mid Day Meal Kitchen, 3,288 Vedanta Bal Chetna Anganwadi centres , 268 computer literacy centers are currently running and we are collectively reaching out to over 1 million children, youths and adults.

In the Vedanta International DAV School at Lanjigarh and Vedanta DAV School at Jharsuguda 1,600 children are enrolled of which 551 children are from the local communities who are being sponsored by Vedanta.

Recognizing talent and encouraging continuation of education and enrollment in professional courses, scholarships on merit cum means basis were instituted across different subsidiary companies such as Utkarsh at BALCO which covered 52 students of NITs, IITs and BITS Pilani in the Chhattisgarh State, 100 students have received the MALCO Scholastic Excellence Award, 589 students at HZL have availed scholarships.

Computer Literacy Classes, KCM

To increase the computer literacy of the students, KCM initiated computer education project and has plans to install 300 computers , 19 printers across 19 schools, Beside that 250 desks and chairs and training of 2 teachers from each of the 19 schools will be provided. Till now 110 computers have already been installed at 9 institutions in Chingola, Kitwe and Chililabombwe.

"Through the KCM computer classes I can practice what I learn in class and not just depend on the theoretic lessons taught", says Leslie Njelesani, Chililabombwe, a student at the computer learning class of Konkola Copper Mines (KCM), Zambia.



Computer Literacy Centre, KCM

Vedanta's Learning Centers At SIIL Tuticorin, MALCO & VAL

Jharsuguda

"I will always cherish the wonderful moment when I was given a standing ovation of a huge gathering during felicitation ceremony of students .Thanks to Vedanta run 'Vedanta Vidyarthi Vikas Yojana' which as helped me realize my dream and my future ", says Gyanendra Pani, who scored 94% in high school examinations and topped the district.

Mr. Gyanendra Pani was enrolled as student in Vedanta run learning centre named Vedanta Vidyarthi Vikas Yojana at Jharsuguda. Vedanta's 43 learning program centers running across at SIIL, MALCO and VAL Jharsuguda are providing



Vedanta's Learning Centers, Val Jharsuguda

opportunity to 2,430 students. The centers are being run in the rural areas of SIIL, MALCO and VAL, Jharsuguda where students have limited options to avail to quality education.

Shiska Sambal – Making Its Mark, HZL

Shiksha Sambal project was initiated in the year 2007 across 4 schools in Rajasthan to provide remedial classes to the needy students of class X and XII. Under the project the students can avail extra coaching assistance on subjects like English, Maths, Science, and Accountancy in which the students mainly score less. Currently the project is running across 19 schools covering 1,582 students wherein trained teachers are harnessing the skills of the students. The proj-



Specialized Learning Centre , HZL



Students At the Centre, HZL

ect has been very well accepted with the average results improving to 85% from previous 48 %.

In the words of Charu Sharma, Principal, Government senior secondary school, Hurd "I would like to extend my sincere thanks to HZL for playing such a significant role in the improvement of school result year after year."

Sustainable Livelihood

Our approach to livelihood is based on the three-pronged household strategy of empowerment of women through Self Help Groups (SHGs), skill enhancement of the youth in non-farm based and reviving the traditional vocation through innovations in farm based sustainability.

2,003 Self Help Groups (SHGs) formed having 26,791 women members, 63% SHGs are linked to bank and 40% are involved in income generation activities. One women's cooperative named Subhalaxmi Mahila Samabaya Limited has been formed in VAL Jharsuguda having 1,130 members and is functional since 2008. Various enterprises like goetry, pickle making, papad making, vermi compost, leaf bowl making, vegetable cultivation, nursery development, wooden craft work, and rice mills are in place. These enterprises are run, managed and up scaled by rural women.

7,583 youths have been provided job oriented vocational training in welding, stitching, computer software and hardware, mobile repairing, motor winding and others. The trained Youths are placed with hotels, retail marketing, small scale manufacturing industries, computer software and hardware firms and are earning INR 5,000-8,000 per month. In our farm based livelihood initiatives, our focus is to improve the agro-yield and livestock productivity impacting the economic well being of the communities. 18,554 acres of land brought under cultivation and watershed covering 23,925 farmers. 199 farmers SHGs, 6 farmers cooperative, 71 water user committee, 57 joint liability groups, 681 women SHGs for farm based activity were formed. 1,942 compost heap, 241 vermicompost units were established. 4,56,581 cattle have been covered by animal husbandry drives.

The collective impact has been 43% increase in the agri output per acre of land, 31% increase in milk productivity per cattle.

Strengthening Livelihood Effort, BALCO & HZL

BALCO in association with National Bank for Agriculture and Rural Development (NABARD) have formed 151 SHGs in its operational villages under the project Unnati. These groups are trained on different enterprises like goetry, pickle making, papad making, vermi compost, leaf plate making, vegetable cultivation, hauling etc. 20 entrepreneurs have been covered under fly ash brick making enterprise. BALCO in association with NABARD is also implementing watershed development project named Neerdhara in 1,499 hectares of land. Till now 272 hectares of land has been covered and 2 farmers club have been formed.

Vedanta ILFS Vocational Training Centers at BALCO & HZL

To provide employment opportunities to youths, Hindustan Zinc Limited has undertaken a Vocational Training Programme in joint collaboration with IL&FS and Ministry of Rural Development (MoRD), Government of India to provide vocational trainings to 7,800 youths in the four districts of Rajasthan namely Udaipur, Chittorgarh, Bhilwara and Rajsamand over a period of 5 years, thus benefiting several poor families in improving their education standards and enhancing their skill level. BALCO has also partnered with IL&FS Clusters and established a State of Art Skill School named Vedanta Vocational Skill School at Korba. This school is imparting training on Industrial Sewing and welding.

Till now 398 trainees in Industrial welding and 593 trainees in Industrial sewing have graduated from BALCO and the trainees have been placed in various companies for job. The average monthly remuneration per trainee is INR 3,000 - 5,000.



Skill Development Training, BALCO & HZL

Women Empowerment Project, MALCO

The MALCO Women Empowerment Project was started for capacity building of rural women. It was launched on April 5th 2009; 56 self-help groups (SHGs) have been formed covering 700 rural women.

More than 29 groups have taken up profitable Income Generation Activities. As a strategy MALCO have paid much attention to microfinance which is capable of reaching more and more needy women and involving them in the development process. MALCO has engaged the NGO REEDS as a project partner in implementing the women empowerment project. Recently 3 training programs covering subjects such as candle making, capacity building and book keeping were organized. Till date 551 numbers of women have been covered under its various training programs.



SHG Felicitation Ceremony, SIIL

Community Asset Creation

In areas of operation, numerous community based assets have been upgraded and constructed in partnership with the community and the local administration. Resource sharing between local authorities has resulted in the construction and renovation of 126.45 km of local roads, 32 community centers, 24 temples and 19 sitting platforms, 755 tube well / bore well/ open well/ring well, 68 check dams, 17 irrigation channels, 63 ponds, village electrification , potable water and others.

Safe Water Drinking Water Project, HZL

Barathiya is a small village in Hurda Tehsil of Bhilwara .The village has a population of about 250 households. The primary source of income of villagers is agriculture and allied activities. The only source of drinking water in the village was one well. The villagers were facing water scarcity and women had to walk long distances to fetch water from well. The Sarpanch of Barathiya panchayat requested HZL to construct a water tank to mitigate the problem of drinking water. The project was done on a participatory mode between HZL and Gram panchayat under Panghat Yojna run by the State Government. HZL provided a tank of 10,000 liters capacity. The effort is helping 1,500 people to have access to safe drinking water.

"Main Hindustan Zinc ko humare gaon ke vikas ke liye kiye gaye prayas ke liye badhai deti hun." says Lali Devi, Sarpanch, Barathiya Gram Panchayat. "I would congratulate HZL for its developmental works in our village".



Drinking Water Facility, HZL

Creating Infrastructure for Community, KCM

Minrbwalya, Acting Head teacher, Fikolongo Basic School says “We want to appreciate KCM for helping us with construction toilets and availability of water; this will help the children spend more time in class as opposed to going to fetch water during lessons as was the case, before this help came our way.”

Under the community infrastructure project KCM has constructed 2 early childhood care, electrification of 1 school at Chingola rural, 1 library has been constructed and another library provided with books, 7 bore wells installed and 70 toilets constructed, 2 science laboratories were upgraded, 6 classrooms have been constructed and 19 classroom are under construction. The projects implemented in the schools have helped in the retention of children especially the girl child. At Fitobaula Basic School, upon the completion of the project of the water and sanitation facilities, the number of children at the school increased from 365 to 600. The electrification of Mushishima Basic School has helped improve the quality of learning for over 1,000 children at the school. The construction of a science laboratory at Nam-pundwe High School has helped improve the quality of learning for 9,550 students who now have access to laboratory equipment.



Newly Constructed School, KCM

Bio Investment and Social Forestry – Plantation

Under the Social forestry programme till date 1.5 million saplings have been planted in 1,585 acres of land across group companies.

Biomass Stove, SESA GOA

SESA GOA in partnership with Envirofit and IsquareD launched a new and innovative technology in form of a Stove for promoting clean energy. In the first phase SESA Goa distributed 1,116 numbers of stoves to 1,116 numbers of women.

The feedback has been encouraging; the stove was found to have advantage of light weight and small size which enables it to be carried to any place in the house, Bio Mass Cooking Stoves are designed to reduce the smoke produced by the burning of fuel such as wood, in turn reducing the emission of harmful gases which keeps the environment safe. Each Bio mass stove costs INR. 1,300. The stoves have been provided at a subsidized cost of INR. 500. The technology is a small but unique step for promoting innovations and green technology.



Biomass Stove Distribution, SESA GOA

Flag Ship Program

In line with our Chairman's vision to work extensively for holistic development of 2.5 million under privileged children from 0-14 years, over 3 years, 3 major projects have been identified. These projects are conducted on a Public Private Partnership (PPP) mode with a tri-partite partnership between the State Government, an NGO and Vedanta.

Mid Day Meal Centralized Hi-Tech Kitchen

The Midday Meal project is a tri partite between the State Governments, Naandi Foundation and Vedanta.

In Rajasthan HZL has been operating 6 centralized kitchens for the last 4 years. The impact of this project has shown improvement in the basic health status of the children and increase enrollment by 30 % and reduced drop out rate by 64 % in schools. This has encouraged us to initiate 2 more kitchens one each at Chhattisgarh by BALCO and Kalahandi, Orissa by VAL Lanjigarh. We now reach out to 2, 50,000 children which are served with hot and nutritious food daily in 2,952 schools through 8 kitchens.



MDM Programme, HZL

Vedanta Computer Education Programme

The Vedanta Computer Education Programme was started with an aim to supplement Government efforts under Sarva Siksha Abhiyan through providing rural school students with computer facility and training the school teachers for imparting computer literacy to them .This program is running in partnership with State Government, and Vedanta Foundation. The programme is running at HZL, MALCO, VAL, SIIL, SESA GOA and KCM which is catering to more than 322,000 students across Rajasthan, Goa, Orissa, West Bengal, Karnataka, Tamil Nadu. . All the project schools are 100% well equipped with computers and trained teachers.



Computer Education Centre, HZL

Vedanta Bal Chetna Anganwadi Project (VBAC)

Vedanta Bal Chetna Anganwadi Project is reaching out to more than 1, 37,297 children in 3,635 Centers between the age group of 0-6 years.

This PPP linkage compliments the government Integrated Child Development scheme by providing supplementary nutrition, preschool education, capacity building of Anganwadi Centre (AWC) functionaries & health check-ups and is customized in different geographies based on the needs of the centres. The project is presently functional at HZL, BALCO and VAL, Lanjigarh.



Vedanta Bal Chetna Anganwadi Project, BALCO

Rural Sanitation Drive for building “Green Villages”

In order to encourage the community to do away with the practice of open defecation Vedanta has been working very closely with the community and the District Administration to promote the cause of Total Sanitation and use of household toilets in the 123 villages through total sanitation programme. Till now 10,044 individual House Hold toilets have been constructed. The campaign is running in partnership with the local administration and local partner NGOs across 8 location of Vedanta.



Rural Sanitation Campaign, HZL

Integrated Village Development Programme (IVDP):

The Integrated Village Development Programme (IVDP) is one of our flagship projects. The prime objective is to provide an enabling environment for the holistic development of the villages for inclusive growth thereby improving the quality of life of the people. The villages are identified through an indicator driven approach such as low literacy rate, dominated by below poverty line families, lack of irrigation, health care especially mother and child, education, basic infrastructure, sanitation and government service facilities. We are currently working in 100 villages reaching out to more than 2,30,528 people under this program. Over a period of 3 years, 38 villages have been phased out and handed over to the villagers to collectively manage their resources independently.

Stakeholders's Speak :

“Hindustan Zinc is doing good community work and I call upon other corporates in the State to emulate the same”

MR. ASHOK GEHLOT, HONORABLE CHIEF MINISTER RAJASTHAN

“Under its social responsibility, BALCO’s work for children and women are praiseworthy. BALCO management is doing various works for social development in diverse fields and in its continuation; support material provided by BALCO to Anganwadi centers is very valuable. Community should utilize maximum benefit from BALCO’s social development projects.”

DR. RAMAN SINGH, HONORABLE CHIEF MINISTER, CHHATTISGARH

“Vedanta has done commendable work in areas of community development in its peripheral villages as well as in the district to provide basic amenities to the down trodden masses of Jharsuguda.”

MR. NABA KISHORE DAS, HONOURABLE MLA, JHARSUGUDA

“Vedanta Aluminium Limited, Lanjigarh extends its support by way of providing seeds, fertilizers, pesticides regularly due to which the agricultural production has increased.”

MR. GHASI HARIJAN, PRESIDENT, BHAIKABI FARMER’S SHG, LANJIGARH

“I have been able to avail this opportunity of learning a new technology with the support of Sesa Goa Limited in partnership with Department of Agriculture, Government of Goa. This would be an example for other interested farmers to emulate. Thus it would promote commercial hi-tech agriculture in the state and help farmers rip healthy financial benefits making the project sustainable.”

MR. PRITAM PATIL, FARMER, DHARBANDORA, GOA

“The CSR projects of Sterlite is of great use to the communities in Thoothudi, especially the vocational training offered by Sterlite to the youth in the coastal belt is highly beneficial as it is leading the way for economic empowerment through employment.”

SISTER PUSHPA, PRINCIPAL, FR. AUGUSTINE PEREIRA COMMUNITY COLLEGE

Employee Speak:

“This is an excellent example of how a global company like Vedanta gives meaning to the different cultures by weaving seamlessly into these cultures.”

- SOMASUNDARAM N , SR. VICE PRESIDENT - BUSINESS EXCELLENCE , VEDANTA ALUMINIUM LIMITED JHARSUGUDA

I congratulate CSR team for such a brilliant effort. This is really heartening. Feel proud to be a part of Vedanta team.

FALGUNI PARIJA, BUSINESS CONTROLLER, KONKOLA COPPER MINES PLC

“We feel proud to be a part of the social endeavors of Hindustan Zinc Limited”.

ENGINEERS OF HZL

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