



ऑयल इंडिया लिमिटेड  
(भारत सरकार का उद्यम)  
**Oil India Limited**  
(A Government of India Enterprise)

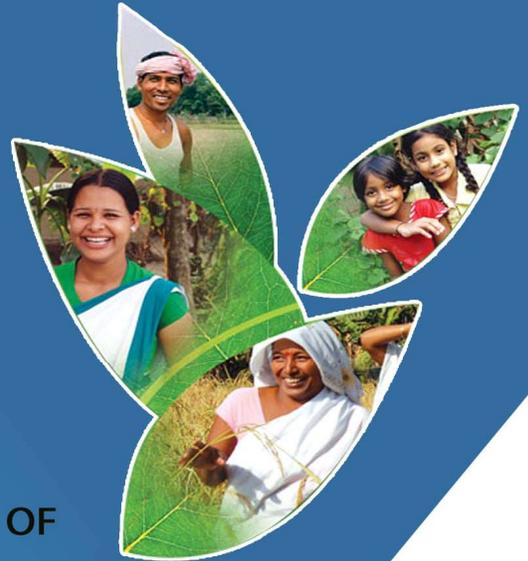
# प्रवृत्ति

OIL's Commitment to  
sustainable development

A QUARTERLY CSR E-BULLETIN OF

Public Relations &  
Corporate Communication  
Department

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## OIL'S CSR VISION STATEMENT

**"Oil India is a responsible corporate citizen deeply committed to socio-economic development in its areas of operations"**

***"A good company delivers excellent products and services, and a great company does all that and strives to make the world a better place."***

***William Ford Jr., Chairman, Ford Motor Co.***

## ISSUE FEATURES

**CSR Capsule  
In Focus**

**CSR Guiding Commandments  
In the Pipeline**

**CSR Brain Bites  
Photospeak**



# CHASING DREAMS

## Promoting Rural Sports

# 1. CSR CAPSULE

## 1. OIL distributes mosquito nets to flood affected people in Sadiya:

Oil India Limited under its Corporate Social Responsibility (CSR) program has taken up an initiative of distributing mosquito nets to flood affected people of the two districts of Dibrugarh and Tinsukia. The Company has proactively come forward to assist the flood affected people of Upper to prevent the outbreak of deadly diseases like Malaria and Dengue in the flood affected areas. Under this scheme, the company is distributing 10,000 medicated mosquito nets, 5,000 in each of the districts of Dibrugarh and Tinsukia.

Oil India Limited conducted a ceremonial handing over of 5000 medicated mosquito nets in the Sadiya sub division of Tinsukia district, on 10<sup>th</sup> of June, 2013. Shri D K Das, Head (PR) OIL, Shri A Bora, Chief Manager (PR) OIL and other officials from Public Relations Department of OIL in the presence of Shri N Das, Senior EAC, Sadiya, ceremoniously distributed the mosquito nets in the office of the Sub Divisional Magistrate, Sadiya on 10<sup>th</sup> June, 2013.

Oil India Limited had carried out the ceremonial distribution of mosquito nets in Dibrugarh district, in the month of March, 2013.



## 2. Installation Managers' Meet 2013 Understanding the Business of CSR & DPE Guidelines

Keeping in perspective the mandatory requirement for the Public Sector Enterprises to play a significant role in the development and welfare of the people amongst whom it operates, it has become pertinent for Company like OIL to strengthen the CSR knowledge & skills of the executives & employees so that they can play an important role in envisioning, planning, implementation & monitoring of CSR initiatives of the organization. With this objective in mind, Public Relations and Corporate Communication Department organized Installation Managers' Meet on 27<sup>th</sup> of April 2013 at Zaloni Club.

It may be noted that the Department of Public Enterprises, MoP&NG, Govt. of India has made CSR training/awareness programs a mandatory requirement for the PSUs. Furthermore, from time to time, report about the number and kind of CSR workshops organized by the Company have to be submitted to several government bodies.

In view of above, Public Relations & Corporate Communication Department had organised "Installation Managers' Meet-2013" in phases as one of initial steps towards building the much required CSR awareness. The Meet was attended by Shri K K Nath, RCE, OIL, Shri B Deka, GGM (Production), Shri N R Deka, GM (Admin & PR), senior officials of OIL and Installation Managers. In his inaugural speech, Shri K K Nath, stressed on the need of working in close coordination between various departments of the company for achieving better results. He encouraged the installation managers to participate whole heartedly in the developmental agenda of the company at the field level and urged to bring together a conducive environment for working in close coordination with the local people of OIL's operational areas to address their developmental needs.

Sri T. Hazarika, Manager, PR&CC made presentation on Company's CSR practices elaborating on various issues pertaining to CSR implementation in OIL. He laid special emphasis on the directives of Department of Public Enterprises (DPE) on CSR implementation by CPSEs. Sri M.P. Chaliha, Manager, PR&CC, made a presentation on the overall scenario and effect of 'bandhs' and blockades on OIL operations and bottom lines. He explained in detail as to how the increase in number of blockades in the OIL operational areas, impact the performance of the company at the field level.

The prime agenda of the meet was to disseminate information on OIL's perspective on CSR policy, Government directives & guiding principles and the ongoing CSR activities/projects of the Company through an interactive session, so as to strengthen and align ourselves as a socially responsible Company. A sound understanding on CSR would definitely enable

officers/managers to be active force for sensitizing and guiding the local communities on the social projects of the Company. Such exercises have the potential of resolving many issues at the field level and indirectly contribute towards peaceful operational activities of OIL.

The presentations were followed by Question and Answer session. There were immense key takeaways from the session. The meet ended with a positive note and with the vote of the thanks by Sri Aichute Bora, Chief Manager, PR. At the end of the session a street play that illustrates OIL's contribution to the economy of the state, OIL's CSR activities, awful impacts of bandhs, blockades and pilferage/ miscreant activities was performed by 'Pathar'.

**GLIMPSES OF THE EVENT ORGANISED AT ZALONI CLUB**



## 2. IN FOCUS

### OIL INDIA RURAL SPORTS *A Metaphor for Inclusive Growth*

- *Nayana Madhu Dutta*

A cavalcade of students dressed in uniforms preparing for the march past with flags in their hands and grin on their faces gives the impression of a National sporting event. As the drums rolled, the parade commander with his booming voice led the synchronized march past taking the grand salute.

The inaugural day of the four-day long Tingkhong Regional Rural Sports was a confluence of colourful flags, cheering students from 25 schools, teachers, parents and more than 1000 villagers. Not even the torrential rains of the impending monsoon could resist the enthusiasm of the students and people who turned up in record numbers in the playground near one of Oil India Limited's (OIL) Oil Collecting Stations (OCS) at Tingkhong in Dibrugarh district on the 22nd day of March 2013.



Manimanik Gogoi, a resident of Tingkhong village and President of Golden Jubilee Celebration Committee of Shalmari Dighalia Yuva Sangha said, "I still remember, the days when officers of Oil India Limited had shared the ambitious project of developing our children by promoting athletics and traditional

rural sports." Shyamala Bora, another resident of Tingkhong escorting her grandson to participate in the 100 metre race smiled and added, "We are happy that children of our village are famous". She expressed her happiness for being able to see the platform provided by rural sports to her children and the villagers for their development. The spectacular performances of the school children in athletics like racing events, high jump, long jump, shot put, discus throw, javelin throw, etc. and other traditional sports like Kabaddi, Kho Kho, and Volley is inspirational.

A business entity has a responsibility beyond its basic responsibility to its shareholders; a responsibility to a broader constituency that includes the people of the communities in which it operates. It is the social responsibility of business which enables a Company to create the much required goodwill to operate in the society. Oil India Limited's journey started in the remotest corner of the Indian subcontinent where at a given point in time the society had many expectations from it for development of its people. In 1962 the idea of collective rural development was first initiated in Oil India Limited, today it has reached many milestones. Since its birth, till date the Company has been able to prosper by being an indispensable part of the society by taking part in an inclusive growth where the industry and the society had developed simultaneously.

A Navratna Company under the Ministry of Petroleum and Natural Gas, Government of India, it is the second largest national oil and gas company in India. It is believed that the Company's progress to a great extent is attributable to the continuous trust and confidence we have generated amongst the people of OIL's operational areas. Over the years OIL has engaged itself directly with local communities, identifying their basic needs and integrating their needs with business goals and strategic intent.

Assam, its geographical location, socio-economic deficiencies and ethnic variations, is no sudden development that has taken everyone by surprise. The long-term goal was to re-envision OIL's operational areas in Assam as a place of prosperity where different identities do not disrupt civic relationships. Being a corporate responsible citizen, Oil India Limited apprehended the key to the growing unrest that was restoration of mutual trust by enhancing community 'engagement'. It was soon realized that 'Sports' as a CSR initiative could play the role of uniting the communities, mobilize, inspire and instil responsible behaviour among the children and youth coming from the disadvantaged sections of society.



Oil India's earnest endeavour through rural sports to provide a veritable platform and an activity for overall development in the rural areas began in the year 2001, when the members of Shalmari Dighalia Yuva Sangha (a socio-cultural youth group active in Tingkhong) had requested OIL's support for providing few sports items for a children's park.

It was found that during those days there was no village level sports event and there wasn't any significant initiative from the government agencies either which could mobilize the budding talents. Therefore, instead of supporting on a piecemeal basis, OIL took the social responsibility of structuring a model which would popularise athletics and other traditional sports at the village level. A decision was taken to start rural sports as a pilot event from Tingkhong which was 20 kms away from OIL's Field Headquarters at Duliajan.

The members of Shalmari Dighalia Yuva Sangha were enthused to come forward and partner with OIL for organizing the first rural sports event. The idea floated was well appreciated by members of the Sangha. The community was then mobilized by creating awareness on the scope of sports for developing the children and youth resulting in socio-economic progress of the society. Several meetings were conducted

with OIL's sportspersons who provided the required technical guidance. The onus of complete financial assistance was borne by Oil India. The community acceptance and OIL's support had mutually convinced the District Sports Authority and Government to extend their support towards the event. After lot of deliberations and hard work, the first rural sport was kick



started and was successful. Thus, began the journey of Oil India's rural sports which gradually penetrated to other OIL's operational areas of Dibrugarh and Tinsukia districts.

Since 2001 till date OIL has supported 25 rural sports in its operational areas. From a modest investment of Rs 1.50 – Rs 2.00 lakh per event (initially), the investment has increased to Rs 3.00 lakh in the present date. OIL's investment of more than Rs 50.00 lakhs till date has not only mobilised the sporting talents but also played a fundamental role in promoting sports like marathon, javelin throw, shot put, discus throw, etc. amongst children coming from rural backgrounds.

Over the years, the wide coverage of Oil India's rural sports in the print and electronic media has popularized it thereby increasing the horizon of areas and beneficiaries covered. It is noteworthy to mention that many young talents from the village level have come to the limelight and are selected to participate in several district level events. A few have also participated in the State and National level Sports Meet.

After crossing the journey of 13 odd years, there's a lot of satisfaction behind the smiles of Shyamala Bora and people of her generation for being able to witness their grandchildren participate in Oil India rural sports, once started in the same playground of Tingkhong. The magnificent view of the parade refreshed the memories of 2001. With the ongoing trust in Oil India, the people of Tingkhong were able to sustain their interest in rural sports.

Manimanik Gogoi said, "We are happy that Shalimari Dighalia Yuva Sangha has completed 25 Years and was fortunate to be the first to associate with Oil India for organizing the foremost rural sports". He further added that Oil India's project has created a competitive environment among the children and an undeniable bonding amongst people from different caste, creed, colour, religion and gender. At present rural sports are not just sport events but has taken the shape of a huge village festival where it provides the platform for cultural assimilation and recreation.

Sports have the unique power to offer a bridge across socio-economic gaps and contribute to improving the quality of individual lives, while enhancing community 'togetherness'. The camaraderie of being part of a team often enables one to go beyond what one may have perceived as one's limit. Oil India has played a significant role as a promoter of social integration and economic development in different geographical, cultural and political contexts. Oil India's rural sports has proved to be a powerful tool for strengthening social ties and networks, and to promote ideals of peace, fraternity, solidarity, tolerance and justice.

OIL's contribution and collaboration with the social groups, district administration and sports bodies, has helped in creating social value and as a medium to improve the lives of marginalized children and youth. By and large the community engagement in organising the sports event has played the most important role in relationship development between Oil India and the people of its operational areas.

For Oil Indians it does not end here, it is just a beginning. The Company strongly believes that if rural sports are supported by individuals, corporate & Government at large, the day is not far when it will be a successful sustainable model. In the future editions Oil India's effort will be to increase the disciplines and widen the geographical participation.

***"Sport is an inalienable part of the educational process and a factor for promoting peace, friendship, cooperation and understanding among peoples."***

- Juan Antonio Samaranch (President of the International Olympic Committee from 1980 to 2001)



### 3. CSR GUIDING COMMANDMENTS

#### DPE (DEPARTMENT OF PUBLIC ENTERPRISE) GUIDELINES

DPE acts as nodal agency for all PSEs and assists in policy formulation pertaining to the role of PSEs in the economy. It lays down policy guidelines on performance improvement and evaluation, financial accounting, personnel management and in related areas. It also collects, evaluates and maintains information on several areas in respect of PSEs. In fulfilling its role, it associates itself with other ministries and organizations.

DPE revises general policy relating to Public Sector. Below is a revised guideline on CSR Policy\* amended by DPE which came into effect from 1<sup>st</sup> of April 2013.

The expectations of the key stakeholders, including the Government, expressed in general and specific terms in this Chapter constitute the Policy statement on CSR and Sustainability. The earlier guidelines focussed mainly on CSR activities for external stakeholders i.e. how social causes and environmental concerns could be addressed through CSR projects funded by an earmarked budget for this purpose. Whereas, in the revised guidelines, CSR and Sustainability agenda is perceived to be equally applicable to internal stakeholders (particularly, employees of a Company), and a Company's Corporate Social Responsibility is expected to cover even its routine business operations and activities. Accordingly, under the revised guidelines, CPSEs are expected to formulate their policies with a balanced emphasis on all aspects of CSR and Sustainability equally with regard to their internal operations, activities and processes, as well as in their response to externalities.

*\*Note: Revised DPE guidelines pertaining to the Company will be featured in each issue of Pragati*

## 4. IN THE PIPELINE

### PROPOSED VISIBLE CSR PROJECTS (2013-14)

- 1) **Project Kamdhenu:** A long term project for replicating the Amul Model for milk production in upper Assam.
- 2) **OIL Sikshya Ratna Purashkar:** Scholarship to meritorious students/Teachers awards from OIL's operational areas.
- 3) **Solar Lighting in Merbeel Eco Tourism Project:** This project will be implemented through Sasoni Merbeel Eco Tourism Dev Com and Assam Tourism Development Corporation.
- 4) **Development of Public Health Centres in OIL's operational areas in Tinsukia District:** Up gradation of one rural hospital into a First Referral Unit in Tinsukia district to upgrade health facility in an interior and rural area of the district, which would help cater to the health needs of the local people. OIL would only provide the funds to construct the infrastructure whereas the doctors, nurses, staff, equipments, medicines etc. will be provided by the Government Health Authorities.
- 5) **Distribution of umbrella, school bag & note book to 5000 students** of lower primary schools location in OIL's operational districts of Tinsukia, Dibrugarh and Sivasagar: To encourage children to regularly visit schools keeping a vigil on their absenteeism and school drop outs. It will also help the economically weaker section of students in availing the essentials for attending school.
- 6) **Plantation drive for 1 (one) Lakh saplings:** The saplings will be planted through local NGOs in OIL's operational areas
- 7) **Hollock Gibbon Awareness:** A five year project for creating a multipronged effort for protection of the habitat of the Hoolock Gibbon in Eastern Assam adjoining OIL's operational areas with joint collaboration with leading NGOs like Natures' Beckon and Forest Department, Govt. of Assam
- 8) **Kaziranga Open Air theatre:** A state of the art infotainment amphitheatre within KNP in lines with similar facilities in other world life sanctuaries worldwide in partnership with Assam Tourism, Forest Department, Govt of Assam.
- 9) **Naharkatia Well No.1:** Development of NHK Well No 1 into a world heritage site and geopark to be implemented through consultant of global repute.
- 10) **Skill/ Capacity Building Project:** A new initiative to impart skills training to young people in operational areas and provide ensured placements in various industrial sectors within and outside Assam. The first stage of selecting eligible parties through EOI has been completed and the rest of the formalities is under process.
- 11) **Project Sakhyam:** Aid to Mrinaljyoti Rehabilitation Centre and Moran Blind School located in Duliajan and Moran respectively.

# CSR BRAIN BITES

1. OIL's CSR Committee based at Field's Headquarter evaluates and recommends CSR proposals which on recommendation are sent for approval as per DoP.

The following are the members of present OIL CSR Committee except one, identify the same.

- a) RCE
- b) GGM (Planning)
- c) GM (P-Oil)
- d) GM (Admin & PR)
- e) Head- Drilling
- f) CAFM
- g) President OIEEA & General Secretary OIEEA
- h) President IOWU & General Secretary IOWU



# PHOTOSPEAK



**Give a caption to this photograph**

**Send your answers to [jayant\\_bormudoi@oilindia.in](mailto:jayant_bormudoi@oilindia.in) / [pr@oilindia.in](mailto:pr@oilindia.in) by  
25<sup>th</sup> August, 2013.**

**Also mention your Name, Dept., Salary code and Phone number.**

## **FEEDBACK**

**Write To Us - For any feedback, queries or suggestion please feel free to email us at  
[jayant\\_bormudoi@oilindia.in](mailto:jayant_bormudoi@oilindia.in) / [pr@oilindia.in](mailto:pr@oilindia.in)**

## Answers to last issue Brain Bites

Logo 3



### Brain Bite Winners

- 1st.** Angshuman Goswami (ERP-PS)
- 2nd.** Anirban Bharali (Personnel Department)
- 3rd.** Rudra Dutta (Personnel Department)

### Photospeak Winner

- 1.** Anirban Bharali (Personnel Department)

Caption- *'Smile Donor'*

**Congratulation to the winners  
& thank you for your active  
participation...**

Attractive prizes are in store. Winners are requested to contact PR&CC Department for their prizes