



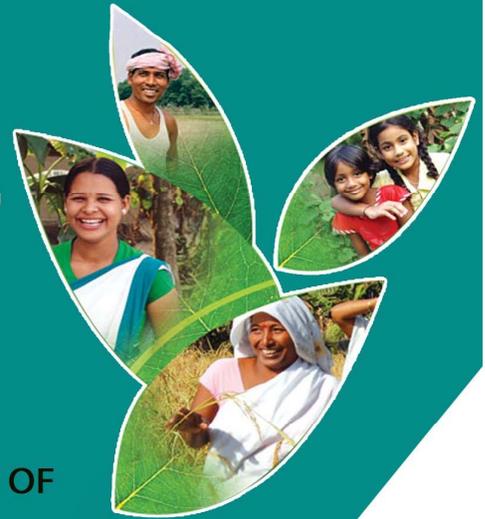
ऑयल इंडिया लिमिटेड
(भारत सरकार का उद्यम)
Oil India Limited
(A Government of India Enterprise)

प्रवृत्ति

OIL's Commitment to
sustainable development

A QUARTERLY CSR E-BULLETIN OF

Public Relations &
Corporate Communication
Department



Vol 1, No 5
July-Sep, 2013



OIL'S CSR VISION STATEMENT

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

"You must be the change you wish to see in the World."

Mahatma Gandhi

ISSUE FEATURES

**CSR Capsule
In Focus**

**CSR Guiding Commandments
In the Pipeline**

**CSR Brain Bites
Photospeak**



Fueling Economy

1. CSR CAPSULE

1. 2nd CSR Awareness Program:

With the objective of strengthening CSR knowledge of field officers, so that they may play an important role in implementation and monitoring of CSR activities of the Company, PR&CC Department organised the second CSR awareness program on 08th of August 2013 at Zaloni Club.

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 of the Company through an interactive session.

More than 50 participants from various departments had participated in the one day event. The event flagged off with Shri D K Das, Head PR's opening address to the gathering followed by movies on OIL's ongoing CSR activities. In his address Shri D K Das highlighted the objective of organizing the CSR awareness program the necessity for all to understand and assimilate Corporate Social Responsibility.

In his inaugural speech, Shri N R Deka, GM (Admin & PR) stressed on the need of understanding one's responsibility towards society, its people and environment. He urged everyone to work in congruence towards the development of the company and create a niche for inclusive growth where the society and the Company grows together.

Sri T. Hazarika, Manager, PR&CC made presentation on Company's CSR practices elaborating on various issues pertaining to CSR implementation in OIL. Shri S K Chakravarty, CM (CSR) in his presentation laid special emphasis on the directives of Department of Public Enterprises (DPE) on CSR implementation by CPSEs.

The presentation was followed by an interactive session where the officers from various departments asked about OIL's ongoing CSR initiatives and came up with suggestions on similar other social responsibility activities that can be implemented in OIL's areas of operation outside Assam. The propositions forwarded by the participants during the interactive session had crafted new course and possibility which can be enormously implemented by the Company under Corporate Social Responsibility.

GLIMPSES OF THE EVENT ORGANISED AT ZALONI CLUB



2) Project Kamdhenu: OIL has taken up Project Kamdhenu which will empower the local communities to take up dairy farming as a sustainable commercial activity on a scientific basis. OIL had visited Gujarat Cooperative Milk Marketing Federation and IRMA (Anand) to seek their expertise in replicating and establishing the Gujarat model of cooperative milk farming.

IRMA (Institute of Rural Management, Anand), will carry out the baseline survey in order to access the potential areas, existing pockets of milking communities and other factors responsible for making the business a success.

3) OIL Sikshya Ratna Purashkar: In order to encourage the teaching fraternity for their contribution in education and nation building, OIL had instituted a new award called *Sikshya Ratna Purashkar* as an annual CSR initiative. In the inaugural year 2013-14, in-service teachers of all provincialised schools (elementary to Secondary) and colleges of Govt. of Assam under Dibrugarh University within Tinsukia and Dibrugarh district were eligible for the said award. Accordingly on the auspicious occasion of Teachers' Day (5th Sep 2013) OIL announced names of five recipients of OIL *Sikshya Ratna Puraskar* which was widely published in news dailies.

4) 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. Keeping in perspective the importance of taking up skill development initiatives by the PSEs, OIL had floated an EOI to identify and engage parties for long term skill building projects. The three parties selected through EOI made their technical presentations to the OIL Committee wherein it was observed that the parties have vast experience of executing successful projects in skill building and other related activities in the North East India.

5) Project Sakhyam: Aid to Mrinaljyoti Rehabilitation Centre and Moran Blind School located in Duliajan and Moran respectively.

2. IN FOCUS

SKILLING COMMUNITIES

- *Nayana Madhu Dutta*

Collective rural development in Oil India Limited had started as early as 1962. Since then till date, a lot of changes have taken place in terms of OIL's expanding horizon of exploration, production and diversification of business. Over the years, OIL's responsibilities towards the local communities has increased manifold. Keeping in perspective, the growing needs, OIL has graduated from being a welfare Company to a Company with a definitive objective of creating sustainable empowerment and inclusive growth of the people amongst whom it operates. Being a public sector organization, OIL considers it as a pertinent responsibility to shoulder the national and international development goals and as such has been supporting several key areas like health and education in the recent past.

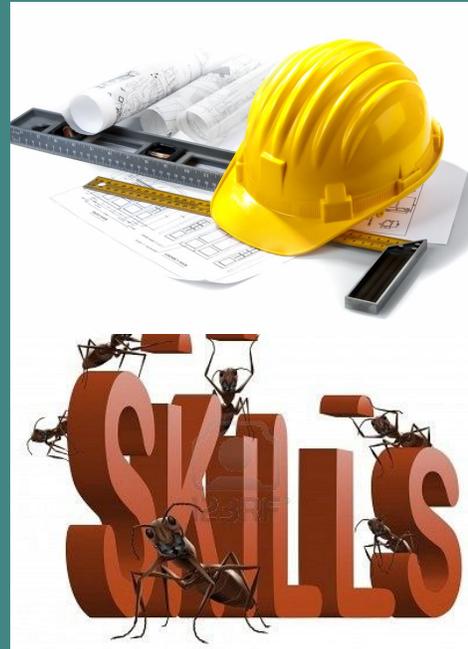
In the current scenario of population growth and economic strides, one of the foremost areas of concern nationwide has been skilling the vast majority of youth so as to engage them in fruitful livelihoods resulting in economic empowerment and growth of the nation as a whole. It is an established fact that, a majority of Indian workforce does not possess employable skills which is an impediment in getting decent employment and improving their economic condition. While India has large young population, only 10% of the Indian labour forces



- 8% informally and 2% formally have acquired vocational skills whereas the percentage in industrialized countries varies between 60% and 96%. [Source- SDIS implementation manual; MOLE, GOI, 2010]. About 63% of the school students drop out at different stages before reaching Class-X. Only about 3.1 million vocational training seats are available in the country whereas about 12.8 million persons enter the labour market every year. [Source- SDIS implementation manual; MOLE, GOI, 2010]. Skills development has emerged as one of the key national targets, therefore, PM's National Skill Development Council has decided to give skill development a major push in the year 2012-13 and 12th five year plan by skilling 53 Crores workers in all sectors by 2022. Furthermore as per the guidelines for public sector enterprises, more and more prominence has been given to skill building by investing a minimum of 15% of the total annual CSR expenditure.

Today one of the main reasons of growing social unrest in the primary agrarian region is the lack of employment avenues and lack of adequate industrial growth. The growing unemployment problem has posed a serious threat to OIL's long term business goals. This is because OIL is one of the major industries in this part of the Country, which is catering to the socio-economic development of the residents of its operational areas. More and more unemployed youths expect OIL as the only source of direct/indirect employment. With over 1000 villages under its extended operational areas, it is becoming increasingly difficult for OIL to meet the expectations of the people.

Considering the above and demand for skilled workforce in various sectors and the emphasis on skill development by the government agencies, Oil India Limited has drawn out for itself an ambitious skill building project which would be launched to equip the youth of OIL's operational areas with certain set of necessary skills in selected sectors as well as depending on their areas of interest. Given the large numbers of unemployed youth in OIL's operational areas, an urgent need has been felt to raise the present capacities to enable all inclusive agenda to provide job oriented training especially to the rural hinterland. A step in this direction is the empanelment of 3 (three) specialized agencies which would help OIL to train the candidates as per set guidelines. Currently OIL is in the process of selecting the modus operandi and finalization of the terms of reference by signing a Memorandum of Understanding with the agencies. The project would be kick started by first conducting a baseline survey which will analyze the present needs of the target population.



OIL is ambitious enough to provide placement to the trained batches of workforce who then will also have to acquire the mindset of working outside their homeland if required depending on the sectors they chose. The implementing agency will adequately certify the candidates after successful completion of their training period. Therefore, OIL's skill building project has a 360 degree advantage wherein a project will concentrate not only on skilling but also on motivating the candidates with a broader perspective thereby placing the trained workforce. Follow up of the impact of the skills program will be an integral part of project monitoring so as to ensure their levels of satisfaction.

In the first phase of skill building project, it is targeted to benefit 500 youths within this fiscal. OIL's contribution will be to financially support the entire project, development of infrastructures if any, engage specialized agencies to monitor the growth ensuring the overall implementation of the project and following it up with the beneficiaries. The key success measures of the project will be poverty reduction, rise in self esteem of the individual and providing adequate skills for sustainable self employment. The skilled workforce with their enhanced capacities in the selected sectors of work will result in the growth of the nation. CSR activities can be leveraged on this initiative to create a bigger impact and help in livelihood promotion for people from backward and remote areas as well as help the marginalized sections gain meaningful employment leading to their social and economic upliftment. The project therefore, would help the large number of unemployed youth of the society irrespective of gender to be gainfully employed leading to their social and economic upliftment including the welfare of their families.

OIL aspires to create similar opportunities for the people from all its operational areas, covering remote villages, helping the youth to find productive employment opportunities resulting in peaceful co-existence of industry and the society.

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 1st of April 2013.

1.2.2 Corporate Social Responsibility and Sustainable Development were treated as two separate subjects and consequently, dealt with separately for the purpose of MoU evaluation in the earlier guidelines. This reportedly posed practical difficulties for CPSEs in deciding in which category to report their sustainability initiatives, with both the departments in the organisation making competing claims for credit for such work. Dealing with the two concepts separately does not make practical sense from the business standpoint because of their close linkage. Hence, in line with the international practice, in the revised guidelines CSR and Sustainable Development have been clubbed together in one set of guidelines for CSR and Sustainability. For the purpose of MoU evaluation, the performance of the CPSEs would be judged on the basis of the revised guidelines.

**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) **Solar Lighting in Merbeel Eco Tourism Project:** This project will be implemented through Sasoni Merbeel Eco Tourism Dev Com and Assam Tourism Development Corporation.
- 2) **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.
- 3) **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.
- 4) **Plantation drive for 1 (one) Lakh saplings:** The saplings will be planted through local NGOs in OIL's operational areas
- 5) **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
- 6) **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.
- 7) **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.

CSR BRAIN BITES

1. Under OIRDS (Oil India Rural Development Society) a social welfare project of OIL, _____ was established in 1984 to impart nine-month stipendiary training in Weaving, Cutting & Tailoring, Embroidery & Knitting to young girls from OIL operational areas. Till date around 900 rural women are imparted training.

Fill up the blank space.



PHOTOSPEAK



Give a caption to this photograph

Send your answers to jayant_bormudoi@oilindia.in by 25th December, 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 / pr@oilindia.in

Answers to last issue Brain Bites-

RCE is not a member of present OIL CSR Committee.

Brain Bite Winners

1st. Rudra Dutta (Personnel Department)

2nd. Biraj Hazarika (Personnel Department)

3rd. D K Goswami (CEPO-P&C, EPA Digboi)

PhotoSpeak joint Winner

1. Kumari Neelam (Personnel Department)

Caption- *'Weaving Joyous Futures'*

2. Biswajit Bhattacharjee (Electrical Engineering Department)

Caption- *'Weaving New Hopes'*

**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.