



ऑयल इंडिया लिमिटेड

(भारत सरकार का उद्यम)

Oil India Limited

(A Government of India Enterprise)

परावृत्ति

OIL's Commitment to
sustainable development

A QUARTERLY CSR E-BULLETIN OF

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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”

“I slept and dreamt that life was joy. I awoke and saw that life was service. I acted and behold, service was joy.”

— Rabindranath Tagore

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“ That service is the noblest which is rendered for its own sake. ”

1. CSR CAPSULE

1. OIL launches Computer Bus under Project 'OIL Dikhya':

As part of its Corporate Social Responsibility (CSR) initiative, Oil India Limited under its ambitious on-going project 'OIL Dikhya', has launched an innovative approach towards education by introducing 'Computer Bus' i.e. imparting Computer Education to school children through a mobile Bus. A 30 seater bus is converted into a computer lab with laptops and 2 qualified computer teachers that will move from school to school. The 3 Computer Buses designed for OIL will impart Computer Education to around 2500 students across 12 Govt Middle Schools in Upper Assam. For the project 'OIL Dikhya' implemented by IL&FS Education, OIL will be incurring an expenditure of Rs.170 lakhs which includes procurement of three buses and recurring cost for running the education programme in 2014.

The buses were ceremoniously launched on 3rd June, 2014 at Bihutoli, Duliajan. Shri N K Bharali, Director (HR&BD) OIL graced the function as Chief Guest, while Shri R C M Reddy, Managing Director & CEO, IL&FS Education (implementation partner), Prof Kirti Trivedi, IIT Mumbai (inventor of digital education products), Sri Varunoday Sharma, Resident Chief Executive, OIL and Shri N R Deka, GM (Admin & PR) OIL were present as Guests of Honour along with OIL & IL&FS Education officials, school students and teachers.



Extending his greetings to the august gathering, Shri N K Bharali, Director (HR&BD) OIL and Chief Guest stated that OIL as a corporate responsible citizen is



deeply committed to the people of its operational areas. Under OIL's CSR initiative the introduction of the Computer Bus for imparting education to school children especially in schools with no IT infrastructure is an initiative to nurture knowledge and generate the spirit of inquisitiveness among the students. In his address he appealed the gathering to lend helping hand and support towards the project so that it touches greater heights of success.

Shri R C M Reddy, Managing Director & CEO, IL&FS Education in his address congratulated OIL for taking up the

initiative and stated that such pioneering CSR initiatives would inspire the people from this region. He asserted that in order to increase the knowledge pedestal of the human resource and their utilization, children from every section of the society must be nurtured. He complimented OIL for taking up the initiative that would for sure generate large amount of interest towards education within children and rural communities.

Sharing his paramount experience and knowledge in science and technology, Prof Kirti Trivedi, IIT Mumbai expressed his ideas about assimilation of new age technology and usage in empowering the human resource. He acknowledged OIL's effort under CSR initiative wherein an innovative approach has been introduced to impart education to school children.

OIL had introduced project 'OIL Dikhya' in 2013 to impart Computer education and promote Adult Literacy in the three districts of Dibrugarh, Tinsukia and Sivasagar. Envisioned and funded by Oil India Limited, IL&FS Education as part of a significant MoU signed on 2nd of December 2013 will implement its CSR initiative across Education, Skills and Health in the three districts for the next 5 years.

As part of project 'OIL Dikhya', OIL in collaboration with IL&FS Education also ceremoniously distributed five K-Yans

(Knowledge Yans) to principals of schools. In the year 2014 under the unique project OIL has targeted to distribute K-Yans to 50 schools of OIL's operational areas. K-yan has been designed by Prof Trivedi and developed by IL&FS Education in collaboration with IIT, Bombay, to meet the need for world class, new age digital product specially designed for group learning in schools and other learning communities. The K-yan Community Computer combines the function of a multimedia computer, large format flat television, DVD/ VCD/ CD player, CD writer, projector, Internet and Visual Audio System in a single compact unit. For the project implemented by IL&FS Education, OIL will incur an expenditure of Rs.115 lakhs which includes procurement of 50 nos. of K-Yan. Under Project 'OIL Dikhya', training to 150 teachers from 75 primary schools of OIL's operational areas shall also be imparted. OIL will invest around Rs.15 lakhs for the project.



Under the computer education project, computer classes will be conducted on the Computer Buses in the schools of OIL's operational areas which do not

have IT infrastructure. The bus specially designed and fabricated can accommodate 24 learners at a time. The bus will move from one school to another in the villages wherein each class will run for 45mins to 1 hr and thus 5-6 batches can be trained in a day. The bus is equipped with 12 laptops and colourful furniture making it a children-friendly and delightful teaching-learning space. The intervention is believed to generate large amount of interest towards education within rural communities & enhance student attendance at school.

In year 2014 the computer bus will impart education to students of class VI, VII and VIII in 12 schools within OIL's operational areas in Tinsukia, Dibrugarh and Sivasagar Districts (4 schools in each District). The project will reach out to more schools in coming years. Baseline survey for two projects Computer education programme and adult literacy was conducted to assess the ground situation based on which the long term project has been designed. Computer education classes will start from June 2014. The programme ended with a vote of thanks from Shri D K Das, Head Public Relations, OIL.



The schools earmarked for Computer Literacy project in 2014 are:

- I. Ushapur H E School, Dibrugarh
- II. Kacho Gaon M V School, Dibrugarh
- III. Konwari Gaon M V School, Dibrugarh
- IV. Lahoal Balika Vidyalaya, Dibrugarh
- V. Kherjan M E School, Borhajan, Tinsukia
- VI. Ganga Bishan M E School, Barekuri, Tinsukia
- VII. Borgaon M E School, Barekuri, Tinsukia
- VIII. Laipuli M E School, Laipuli, Tinsukia
- IX. Kachumari, M E School, Sivasagar
- X. Deogharia Milanpur M E School
- XI. Deori Rangoli M E School, Sivasagar
- XII. Dumar Dolong M E School, Sivasagar

2. Post Training Assistance to successfully passed out trainees under HTPC

As a part of the ongoing CSR Project under Oil India Rural Development Society (OIRDS), Handicraft Training & Production Centre (HTPC) trainees were provided with post training assistance at a ceremonious event held at HTPC complex, Duliajan on 31st May, 2014. It is for the first time that under HTPC post training assistance like sewing machine and fly shuttle handloom sets are provided to successfully passed out trainees to encourage them for self-employment.

Shri Romen Borgohain, Resident Chief Executive (i/c), OIL graced the function as Chief Guest, while Shri N R Deka GM (Admin & PR) and other senior officials of OIL were present to grace the occasion.

OIL's flagship social welfare project Handloom Training and Production Centre was institutes in 1984 as a Silver



Jubilee Project of the company. This institute is run by Oil India Rural Development Society (OIRDS) under direct patronage of Oil India Limited. Young girls from OIL operational areas are imparted free training in cutting, knitting, embroidery and weaving in this centre along with a monthly stipend. Three decades ago OIL took initiative to imbibe sense of self sufficiency among rural women folk and is still pursuing it with same zeal and enthusiasm. Till date more than 900 women completed training from this institute.



2. IN FOCUS



PROJECT OIL AROGYA

Caring for the New-born and Maternal health

Ms. Nayana Madhu Dutta
Public Relations Officer

India continues to contribute about a quarter of all global maternal and infant deaths. WHO defines maternal mortality as the death of a woman during pregnancy or in the first 42 days after the birth of the child due to causes directly or indirectly linked with pregnancy. Maternal Mortality Rate measures the number of maternal deaths to women in the ages 15-49 per 1,000 women in that age group. Globally, an estimated 287,000 maternal deaths occurred in 2010. Sub-Saharan Africa (56%) and Southern Asia (29%) accounted for 85% (or 245,000 in numbers) of the global burden of maternal deaths in 2010. At the country level, India accounted for 19% (56,000 in numbers) of all global maternal deaths. About two-thirds of maternal deaths occur in just a few states – Assam, Uttar Pradesh (including Uttarakhand), Rajasthan, Madhya Pradesh (including Chhattisgarh), Bihar (including Jharkhand) and Odisha.

On the other hand, Infant mortality is the death of a child less than one year of age. Infant mortality rate (IMR) is the number of deaths of children less than one year of age per 1,000 live births. Globally, ten million infants and children die each year before their fifth birthday; 99% of these deaths occur in developing nations. Infant mortality takes away society's potential physical, social, and human capital. In India, approximately 1.72 million children die each year before turning one. The slow pace of education in IMR is a major worry for the country's development. As

per 2011 estimates, IMR in the country was 47.57 deaths per 1000 live births where 46.18 for male and 49.14 for female infants.

Reducing maternal and child mortality are among the most important goals of the National Rural Health Mission (NRHM), Government of India. At various global platforms, India has reaffirmed its commitment to make



every effort towards achieving the Millennium Development Goals (MDGs) 4 (reduction of Child Mortality) and 5 (Improve Maternal health). Maternal, newborn and child health (MNCH) outcomes are the results of a number of social, cultural, economic, environmental determinants and other factors. In order to achieve the MDGs by 2015 to reduce IMR and MMR the government of India has set multi-pronged strategies among all the states in the country.

Amongst many of the government's health initiatives at the national and state levels, it was felt that the PSUs too can play a significant role in supporting the government in reduction of IMR and MMR through health care interventions in their respective areas of operation under the CSR obligations of the Company. OIL being a

PSU, in the FY 2012-13 as per the advice of the Mou Task Force and as one of OIL's CSR MoU targets had set for itself a five-year long target to reduce IMR & MMR in OIL's operational areas. Shouldering the responsibility to reduce IMR and MMR in OIL's operational areas in a phased manner, the Company had launched Project OIL AROGYA in 2012-13. While Assam as per the government records has higher incidences of MMR and considerable incidences of IMR, OIL's approach to implement Project OIL Arogya was determined by first conducting a baseline study on the current scenario of IMR & MMR as well as the ground realities impacting the health of the newborn and their mothers in OIL's areas of operation.

OIL being a responsible corporate citizen had always considered health as one of the most pertinent factor for ushering in community wellbeing. It is believed that a healthy individual can only contribute towards a healthier society. As such Project Sparsha (mobile dispensary services) started way back in 1980s has been one of the foremost and well accepted CSR health intervention of OIL to prevent primary health ailments.

As mentioned above, before launching Project OIL Arogya, a detailed baseline survey was carried out by Webcon Consulting (India) Ltd. (an organization promoted by the financial institutions, banks and government bodies). The findings of the survey showed that the district of Tinsukia has been ranked 120th in the Country jointly considering the levels of IMR & MMR. IMR in Tinsukia is at par with the country (55 per 1000 live births). The final outcome of the study was the following list of 10 villages ranked in order of the village with the highest number of IMR & MMR:

1. Balijan Nepali Gaon
2. Dharia Roitak
3. Lankashi
4. Nagajan
5. Balijan Kachari Gaon
6. Lakhpathar Gaon
7. No. 2 Hebeda Gaon
8. Mahakali Grant
9. Borlaipuli
10. Garbasti Makum



The study also narrated that reduction of IMR & MMR are dependent variables and therefore, it can only be tackled through cohesive and inter related interventions. Social determinants for maternal and child mortality included marriage and childbirth at a very young age, less spacing between births and low literacy level among women, in particular those belonging to the urban poor, rural settings, and socially-disadvantaged groups (such as scheduled castes and tribes). Access to and use of contraceptives, particularly modern, non-permanent contraceptives, and access to safe abortion services or skilled medical care during child birth, safe health practices, lack of immunization, nutrition & breastfeeding and poor health infrastructure are also factors that influenced maternal health and child survival in the surveyed areas. The delay in deciding to seek health care is another factor leading to increased IMR & MMR which can be due to lack of awareness of the importance of

maternal and newborn health care at the household level.



OIL's Project AROGYA therefore aimed at improving health indicators through structured interventions in OIL's operational areas over a period of 5 years. The project is implemented by IL&FS Education Technology Services (IETS), New Delhi who has the expertise of implementing similar health interventions across the country. The objectives of health interventions designed under Project OIL AROGYA for reduction of IMR & MMR is to catalyse improvement in the following indicators:

- i. **Maternal Mortality Rate (MMR)**
- ii. **Infant Mortality Rate (IMR)**

In order to address the factors influencing the key health indicators, OIL in collaboration with IETS had started the interventions in a structured approach based on the following:

- (i) Strengthening the existing health system by introducing appropriate management practices and implementation strategies at the grass root level.
- (ii) An integrated approach to solution design and technology delivery in a simple and effective manner.

- (iii) Development of innovative strategy and effective execution integrating with national goals.
- (iv) Following a holistic approach towards health skills training for improved employability of trainees

To reduce IMR and MMR in 10 selected villages as mentioned above, the action plan will be centered around:

- (a) **Adoption of Girls School** targeting the adolescent girls to inculcate in them the habits and thoughts of menstrual hygiene, sanitation, safe motherhood, early marriage and general health of adolescent girls. Going forward, there is also a plan of setting up a micro enterprise which will make affordable sanitary napkins locally.
- (a) **Formation of 'Saathiya Clubs'** to promote a network of gynecologists, pharmacists and the community to enable information exchange and awareness on health and hygiene practices.
- (b) **Training & Capacity Building of Community Workers** to equip them with knowledge on the guidelines for Maternal Child Health and Reproductive Child Health by the Government of India based on NRHM and Population Council.
- (c) **Conducting household surveys** to make a note of the existing pregnant women/infants in the community and identification of the causes of IMR/MMR.

- (d) **Tracking of pregnant women** from the initial period of pregnancy to the safe institutional delivery. Similarly the infant will also be monitored upto 6 (six) months of age.

Further, Project OIL Arogya for reduction of IMR & MMR also intends to work with the State Health machinery – involving and taking their guidance in every step as the activities are planned strengthening the existing State Health system.



In order to implement the project, IETS had met the Community Health Workers of the villages along with the Village Headman who were then sensitized on the benefits of the projects and the larger good of the society. It was felt while implementing the project that it is important for the people to understand and accept the project for them to be benefitted.

Till date, several community meetings and awareness camps were held in the above mentioned 10 (ten) villages attended by a total of 1800 villagers. All the camps are started with a brief on OIL, Project OIL Arogya for reduction of IMR & MMR, need for carrying out interventions and the future objective of a well informed and a healthier society. The awareness sessions were followed by health screening, individual

counseling of patients, distribution of brochures, and providing refreshments to the attendees. Large number of adolescent girls in the age group of 11-13 years, women upto the age group of 42 years, children and infants attended the camps. The community health workers and the villagers also rendered their voluntary services.

Under the project in order to infuse the concept and importance of breastfeeding for the newborn as well as good health of a mother to ensure breastfeeding, World Breastfeeding Week was celebrated in Mahakali Grant, Dharia Roitak and Lankashi Gaon from 1st-7th August 2014. About 500 people attended including pregnant women, lactating mothers, health workers and project team members. The Child specialist took awareness sessions on myths and facts about breastfeeding for the community health workers like ASHAs Aganwadis, ANMs etc., pregnant women and lactating mothers. The doctor spoke about the impact of breastfeeding for both the baby and the mother, including nutrition, immunization, attachment and development, underlining how optimal breastfeeding practices are amongst the most effective measures in preventing newborn and child deaths.

OIL believes that the structured interventions under Project OIL Arogya for reduction of IMR & MMR will prove useful in strengthening efforts to improve the condition of women and children and fill in the gaps at various life stages leading to reduced maternal and child mortality and better health for women and children across targeted villages of OIL's operational areas. It will also contribute towards renewing India's commitment towards a compelling vision of improving maternal health and child survival in India.

3. GUIDING COMMANDMENTS

COMPANIES ACT 2013: FOUR KEY POINTS ABOUT INDIA'S 'CSR MANDATE'

1. What is the 2 percent requirement?

The act requires that companies set up a board level CSR committee, which must consist of at least three directors, one of whom must be independent. That committee must ensure that the company spends “at least 2 percent of the average net profits of the company made during the three immediately preceding financial years” on “CSR” activities. If the company fails to spend this amount on CSR, the board must disclose why in its annual report.

2. Who must follow this requirement?

The requirement will apply to any company that is incorporated in India, whether it is domestic or a subsidiary of a foreign company, and which has (1) net worth of Rs. 5 billion or more (US\$83 million), (2) turnover of Rs. 10 billion or more (US\$160 million), or (3) net profit of Rs. 50 million or more (US\$830,000) during any of the previous three financial years. This means that about 8,000 companies will spend a combined total of up to Rs. 150 billion (US\$2 billion) annually on CSR activities.

3. How will the requirement be enforced?

The board committee is responsible for reviewing, approving, and validating the company's investments in CSR. Prior to each annual meeting, the board must submit a report that includes details about the CSR initiatives undertaken during the previous financial year. The board's independent director helps ensure the credibility of this process. However, the act does not provide any guidance on what constitutes acceptable reasons for which a company may avoid spending 2 percent on CSR.

4. How does the act define “CSR”?

The act defines CSR as activities that promote poverty reduction, education, health, environmental sustainability, gender equality, and vocational skills development. Companies can choose which area to invest in, or contribute the amount to central or state government funds earmarked for socioeconomic development. The act does specify that companies “shall give preference to the local area and areas around where it operates.”

4. IN THE PIPELINE

- 1) **Distribution of umbrella & school bag to 5000 students** of lower primary schools 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.
- 2) **'Project Seuji' Plantation drive for 1 (one) Lakh saplings:** The saplings will be planted through local NGOs in OIL's operational areas
- 3) **Solar Lighting in villages:** Based on the findings of the ongoing baseline survey carried out by IIE, Guwahati on the scope of lighting villages through solar energy, the project will be implemented in a phased manner. IIE, Guwahati has a tie up with SELCO Incubation Centre for implementing the project.
- 4) **Livelihood Clusters by IIE:** implementation of livelihood clusters for promotion of sustainable livelihood avenues for artisans. The clusters will be implemented by formation of SHGs. The strategic intervention during implementation of the clusters will be through capacity & skill development, diversified product development and market promotion

CSR brain Bite

Name the award instituted by OIL as part of its CSR activity to recognize the all-round contribution of the teaching fraternity from provincialized schools and colleges of Assam.



Give a **caption** to this photograph

Send your answers
to
jayant_bormudoi@
oilindia.in by 10th
Sept, 2014

Also mention your
Name, Deptt. and
Phone number

For any feedback,
queries or suggestion
please feel free to
email us at
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dia.in / pr@oilindia.in

Attractive prizes are in store. Name of the winners will be published in next issue of the e-bulletin.



Answers to last issue of Brain Bite-

Q- Name one educational institution in Upper Assam constructed under OIL's CSR initiative of development of educational infrastructure. OIL had extended financial assistance to construct the entire building in order to promote professional education.

Ans- Centre for Management Studies (CMS)

Last Issue PhotoSpeak



Brain Bite Winners

1st. Ms. Parishmita Neog (B.P. Project)

2nd. Biraj Hazarika (Personnel Dept)

PhotoSpeak Winner

S.K. Roy (Materials Dept.)

Caption- "*PRACHESTA*"

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

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