



# HIGHLIGHTS ON THE CSR INITIATIVES & SUSTAINABILITY FROM MSSW STUDIES

**By**  
**M.S. Palani Kumar**  
**05.07.19**

# **WE SHARE WHAT IS SEEN, OBSERVED LEARNED AND ACTED ON**

- GAIL INDIA-2016-17 -1/ 2016-17 -2/ 2015-16
- Karaikal Port Pvt Ltd- 2009-18
- Kudankulam Nuclear Power Project (KKNPP)- 2012 To 2017
- Chennai Port and Dock Educational Trust & Kamarajar Port Trust, Chennai -Dec 2017 Pre funding appraisal
- Chennai Petroleum Corporation Limited, (CPCL) -2016-17, 2015-16, 2014-15, 2013-14, 2012-13, 2010-11 & 2009-10
- Kamarajar Port Trust- DPR 2018 2016-17, 2014-15,2012-13
- Neyveli Lignite Corporation Ltd- 2014-15, 2013-14, 2012-13
- MSSRF/HPCL -2011-17
- SALEM STEEL PLANT -2014-15
- IOCL – SST - 2011-14
- IOCL –MKT-Apr 18 Pre funding Appraisal of CSR proposals
- ONGC CAUVERY BASIN - 2011-14
- Chennai Port Trust 2012-2013

## **GAIL INDIA INDIA-2016-17 -1/ 2016-17 -2/ 2015-16**

### **Sustainability of the assets created is an important activity in CSR Management..**

- GAIL India conducted the baseline survey through the Education Department, Jhabua Dist. to assess the toilet needs in the schools. GAIL India awarded contracts to the NGOs/Contractors for undertaking the work of toilet construction with the cooperation Dist. Education Dept. and a monitoring cell to watch the progress of work. Providing maintenance charges to the new toilets till December 2017 through NGOs.
- GAIL conducts the market survey to assess the industrial needs for skilled workers every year. On based on the reports the skill trades are finalized.
- State government has made a proposal to install solar lights in the Hud hud cyclone affected areas in order to provide them uninterrupted power supply. Incidentally these villages are also part of GAIL pipeline project area. GAIL in consultation with the state government has awarded the contract to a specialized agency Solar Win for the installation of solar lights. The agency has completed the installation work within 3 months and handed over the charges to local Panchayat by briefing the method of maintenance. The sarpanches have been trained and take up the responsibility for the maintenance of functioning of solar lights.

# **KUDANKULAM NUCLEAR POWER PROJECT (KKNPP) 2012 To 2017**

**Mobilizing support of the Government, Local panchayats and community is an important activity in CSR Management..**

- KKNPP has managed to mobilize the support of the Government departments and Local panchayats in implementing the CSR programmes. The local panchayat members and community contributions were visible in the medical camps, educational interventions, child welfare programmes and infrastructure programmes. It is observed that the project has established precedence in generating the Government and local panchayats' participation and contribution in the CSR project activities.

**Chennai Petroleum Corporation Limited, CPCL) 2016-17, 2015-16, 2014-15, 2013-14, 2012-13, 2010-11 & 2009-10**

The following three initiatives have been found to be quite innovative and relevant to the local requirements.

- Provision of life rescue buoys and life jackets for flood relief activities in Nagapattinam district
- Building of household toilets mostly for inhabitations of socially and economically backward community
- CPCPL support to the schools for the toilet maintenance has resulted in clean environment

# **BUILDING HUMAN RESOURCES-CPCL**

- **HUMAN/SOCIAL CAPITAL is an important activity in CSR Management**
- A company's strength depends on the value of its human resources. CPCL through its dedicated training and development centre Refinery Engineering School of Technology (RESOT) headed by a Senior Manager gives a value addition to the Human resources and sustaining their human capabilities.

# NEYVELI LIGNITE CORPORATION LTD-2014-15, 2013-14, 2012-13



WALAJAH LAKE DE-SILTING AND ALLIED WORKS



80,000 LITRE OVERHEAD WATER TANK - VALARUTHU

NLC ANUJAYA CAMPS IN PERIPHERAL VILLAGES



EMPOWERING WOMEN BEAUTICIAN AND TAILORING TRAINING

Water Resource Augmentation Projects undertaken by NLC under CSR ensure environmental sustainability and ecological balance.

CSR Projects of Neyveli Lignite Corporation Limited (NLC), resulted in the overall development & improvement in the quality of life of habitations and communities in and around its mining and thermal power station sites and its neighbourhoods.

## **MSSRF/HPCL-Lack of sufficient water was a serious issue in these villages and the need identification for HPCL support through the MSSRF was ideal.**

**Out of the seventeen Sustainable Development Goals (SDG) the project focused directly on the following seven SDG Goals:**

<b>SDG Goal</b>	<b>MSSRF's Interventions</b>
<b>Goal 1: End poverty in all its forms everywhere</b>	<b>Water augmentation project more areas brought under cultivation.</b>
<b>Goal 2: End hunger and .....sustainable agriculture</b>	<b>The project interventions revived the fading agriculture and had an impact on the food security and nutritional value</b>
<b>Goal 5: Achieve gender equality and empower all women and girls</b>	<b>Majority of the shareholders of <u>Iluppur</u> Cooperative Society a registered company are women and credit facility availed in the name of women.</b>
<b>Goal 6 Ensure availability and sustainable management of water and sanitation for all</b>	<b>The project has ensured augmentation of sustainable management of water to the beneficiaries and water sharing to the nearby needy agriculture farmers.</b>
<b>Goal 8: Promote, inclusive and sustainable economic growth, productive employment and decent work for all</b>	<b>Due to poverty and privation the farmers were desperate and on marginal and unproductive agriculture employment. The water augmentation project has reversed the trend and lead to inclusive and sustainable agriculture growth.</b>
<b>Goal 12: Ensure sustainable consumption and production patterns</b>	<b>Due to multi cropping and animal husbandry activities Consumption and production pattern of the beneficiaries has improved.</b>
<b>Goal 13: Take urgent action to combat climate change and its impacts</b>	<b>Provision of saplings for plantation, Greenery that is emerging around the water augmented areas of the project is a proof that this project has a local solution to combat CC.</b>



# IOCL -SOUTHERN REGION PIPELINES – SRINIVASA TRUST-CSR INTERVENTIONS



- **Formation of Milk Cooperative Societies**
- **Livestock Management**
- **Introduction of technology for increased agriculture yield and to reduce the production cost**
- **Backyard Poultry Development**
- **Holistic health care for rural communities**
- **Life Style Management4 Youth Development**
- **Education Support programme**

**IOCL –SST PARTNERSHIP  
PROJECT IS RATED AS ONE OF  
THE MODEL INTEGRATED RURAL  
DEVELOPMENT PROJECT BY  
MSSW**

# **IOCL - MARKETING DIVISION**

## **APR 18 PRE FUNDING APPRAISAL OF CSR PROPOSALS**

- IOCL Marketing division has a way of fool proofing the proposal received through Pre Funding Appraisal studies of the proposal carried out by the third party.
- Recently MSSW completed Pre funding Appraisal of CSR proposals of IOCL Marketing division from Tiruvallur Municipalities and Schools of Tiruvallur and Chennai

# OIL AND NATURAL GAS CORPORATION LTD- CAUVERY BASIN 2011-14



There is visible infrastructure transformation in the sectors such as education, health and sanitation, community infrastructure, differently-abled. The networking and communication with the district administration and stakeholders has contributed for the successful CSR Project.

# KARAIKAL PORT PVT. LTD. 2009 to 2018



**Skill development training in tailoring, Housekeeping, Nursery, composting were organised to create employable skills. At present, the women are self-employed through Housekeeping activities within the port, by establishing shops and other activities such as flowers sale, broom stick making, vermicomposting and panchakavyam making and sales.**



# KARAIKAL PORT PVT. LTD. 2009 to 2018

- As part of the CSR interventions KPPL has been supporting weak students from marginalized areas through tuition centres which is well appreciated by the communities.
- Free Bus shuttle Transport facility is also provided by KPPL to enable children from remote areas to reach school.

# VILLAGE LEVEL FRAME WORK

VILLAGE NAME/ SECTOR-WISE FELT NEEDS	IMMEDIATE INTERVENTION (FIRSTYEAR)	LONG TERM INTERVENTION (2 <sup>ND</sup> YEAR TO 5 <sup>TH</sup> YEAR)	RANKING	Budget [Aprox] in RS.	Implementing Agencies
<b>ATHIPATTU Infrastructure</b>	Re lay roads between Pattamandir to Athipattu		1	2500000	Commissioner of Minjur Panchayat Union
		Construct compound wall for 5 burial grounds	2	2500000	Commissioner of Minjur Panchayat Union
Water	Dig bore well at Irular community [Arunodhaya Nagar]		1	150000	Commissioner of Minjur Panchayat Union
	Existing two ponds to be de silted.			500000	Commissioner of Minjur Panchayat Union
	Provide 50 number of solar lights for streets		1	100000	Commissioner of Minjur Panchayat Union
	Floods lights at Athipattu junction		1	200000	Commissioner of Minjur Panchayat Union

# VILLAGE LEVEL FRAME WORK

VILLAGE NAME/ SECTOR-WISE FELT NEEDS	IMMEDIATE INTERVENTION (FIRSTYEAR)	LONG TERM INTERVENTION (2 <sup>ND</sup> YEAR TO 5 <sup>TH</sup> YEAR)	RANKING	Budget [Aprox] in RS.	Implementing Agencies
Scheduled Tribe development	Leveling the low lying pitch of Irular community		1	50000	TANGEDCO
	Repair/ renovate the houses of Irular community		1	640000	TANGEDCO
Health	De-addiction camps and awareness programme for male member on ill effect of Alcoholism		1	300000	Minjur Panchayat Union ,TANGEDCO and Arunodhaya-NGO
ICDS Anganwadi centre	Baby chairs, play kits, vessels, mats for 5 ICDS Anganwadi centre		1	500000	TANGEDCO

# VILLAGE LEVEL FRAME WORK

VILLAGE NAME/ SECTOR-WISE FELT NEEDS	IMMEDIATE INTERVENTION (FIRSTYEAR)	LONG TERM INTERVENTION (2 <sup>ND</sup> YEAR TO 5 <sup>TH</sup> YEAR)	RANKING	BUDGET [APPROX] IN RS.	IMPLEMENTATING AGENCIES
Kattupalli – Education for High School	Toilets for the children, Installation of Incinerator,Bench and tables,4 Computer systems with printer,Xerox Machine,purified drinking water, general water facilitie		1	800000	Commissioner, Minjur Panchayat Union
		Construction of an additional class room building	2	500000	
Infrastructure	Bus stop shelter construction To Kalangi village		1	25000	Commissioner, Minjur Panchayat Union
		To construct small over head tank and pipeline connections For Anna Nagar area of Kattupalli.	2	500000	
Sanitation		Construction of individual toilets and Integrated Sanitary Complex to prevent open defecation	2	500000	Commissioner, Minjur Panchayat Union



VILLAGE NAME/ SECTOR-WISE FELT NEEDS	IMMEDIATE INTERVENTION (FIRST YEAR)	LONG TERM INTERVENTION (2 <sup>ND</sup> YEAR TO 5 <sup>TH</sup> YEAR)	RANKING	BUDGET [APPROX] IN RS.	IMPLEMENTING AGENCIES
Health	Organizing frequent Medical and Eye camp through the leading hospitals such as Sankara Nethralaya		1	500000	Sankara Nethralaya
Skill Training	Computer Education; data entry, fishing and allied field to the youth and women through lead training institutions		1	200000	Computer training through Ramakrishna Mission
	Ornamental / Fish Farming Technology at IFT – Ponneri		1	500000	technology, IFT – Ponneri

## VILLAGE LEVEL FRAME WORK

VILLAGE NAME/ SECTOR- WISE FELT NEEDS	IMMEDIATE INTERVENTION (FIRSTYEAR)	LONG TERM INTERVENTION (2ND YEAR TO 5TH YEAR)	RANKING	BUDGET [APPROX] IN RS.	IMPLEMENTATING AGENCIES
Environment	To plant trees from Kalangi to Kattupalli (3 kms). In school compound		1	100000	Social Service Society, NGO
Health	A outpatient clinic functioning at least three days in a week for the benefit of inhabitants of Kattupalli Panchayat		1	500000	Meenakshi mission Hospital

## VILLAGE LEVEL FRAME WORK



**Thank you**

**Comments and feed backs**