



ऑयल इंडिया लिमिटेड

(भारत सरकार का उद्यम)

Oil India Limited

(A Government of India Enterprise)

pragati

OIL's Commitment to
sustainable development

A QUARTERLY CSR E-BULLETIN OF

Public Relations &
Corporate Communication
Department

INAUGURAL ISSUE

Vol-1, No.-1



OIL'S CSR VISION STATEMENT

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

Oil India Limited operates in a legal, ethical and economic environment, committed towards the society, to contribute to sustainable socio-economic development in its areas of operation for the community, employees and their families, shareholders, customers, suppliers and other stakeholders in ways that enhance the value for both the business and society.

ISSUE FEATURES

**CSR Capsule
In Focus**

**CSR Guiding Commandments
In the Pipeline**

**CSR Brain Bites
Photospeak**



GROWING **together**

Shri S K Srivastava, CMD, OIL



I am pleased to know that the Public Relations and Corporate Communication team at Field Headquarters, Duliajan is all set to publish the inaugural issue of an e-bulletin on CSR, aptly named “Pragati”.

Oil India Limited has always been guided by the philosophy that “Islands of Prosperity cannot survive in a sea of poverty” and have therefore implemented a gamut of CSR projects to contribute towards the development of the people in and around the operational areas.

I have always believed that business cannot succeed in societies that fail. Therefore the focus has to be on achieving inclusive growth. OIL in this regard has always demonstrated its commitment towards the developmental needs of the society at large, by undertaking significant CSR projects in areas of health, education, sports, livelihood generation and infrastructure development.

I am sure that “Pragati” will keep all of us informed as well inspired!

(S K Srivastava)



“

... now, we have been on this mission; we call it, “climbing Mt. Sustainability”, a mountain higher than Everest, to meet at that point at the top that symbolizes zero footprint—zero environmental impact. Sustainable: taking nothing, doing no harm.

Ray Anderson

”

Shri N K Bharali, Director (HR&BD)



It gives me immense pleasure to learn that the PR&CC Department is bringing out a quarterly e-bulletin “Pragati”, to highlight the CSR activities of the Company, especially the various CSR projects being implemented in OIL’s operational areas in the North East.

Corporate Social Responsibility has become the buzz word in today’s business environment, where the focus has been on the response of business houses to the needs of the stakeholders beyond the domain of business.

As a responsible corporate citizen, OIL has always responded to the aspirations and needs of the stakeholders, especially the people of its operational areas since inception, much before CSR became a corporate jargon.

I am sure through “Pragati” the internal stakeholders of OIL, would be able to update their knowledge on the dynamic domain of CSR and also keep in touch with the various CSR initiatives of OIL.

(N K Bharali)



“

If they [companies] believe they are in business to serve people, to help solve problems, to use and employ the ingenuity of their workers to improve the lives of people around them by learning from the nature that gives us life, we have a chance.

Paul Hawken

”

Shri K K Nath, Resident Chief Executive



It gives me great pleasure to note that PR&CC Department is introducing an e-bulletin 'Pragati' for proving a platform for better understanding of the initiatives, challenges and achievements in CSR front.

Oil India Limited has always taken legitimate pride as a "People's Company" – a tag line, which it has earned by touching the lives of a large number of beneficiaries through the Company's diverse CSR initiatives since inception.

In today's competitive businesses environment, the focus is on the integrity with which a company governs itself, fulfill its mission, lives by its values, engages with its stakeholders, measures its impact and reports on its activities.

I take this opportunity to wish the PR department and the editorial team for taking up the initiative of introducing an e-bulletin, which would keep us well informed about OIL's CSR front.

I congratulate the entire team for putting their untiring and creative efforts in bringing out the bulletin.

(Shri K K Nath)



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By accepting responsibility, we take effective steps toward our goal: an inclusive human society on a habitable planet, a society that works for all humans and for all nonhumans. By accepting responsibility, we move closer to creating a world that works for all.

Sharif M. Abdullah

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Shri N R Deka, GM (Admin & PR)



It is very heartening that the PR&CC team is ready with the first issue of an e-bulletin on CSR named "Pragati".

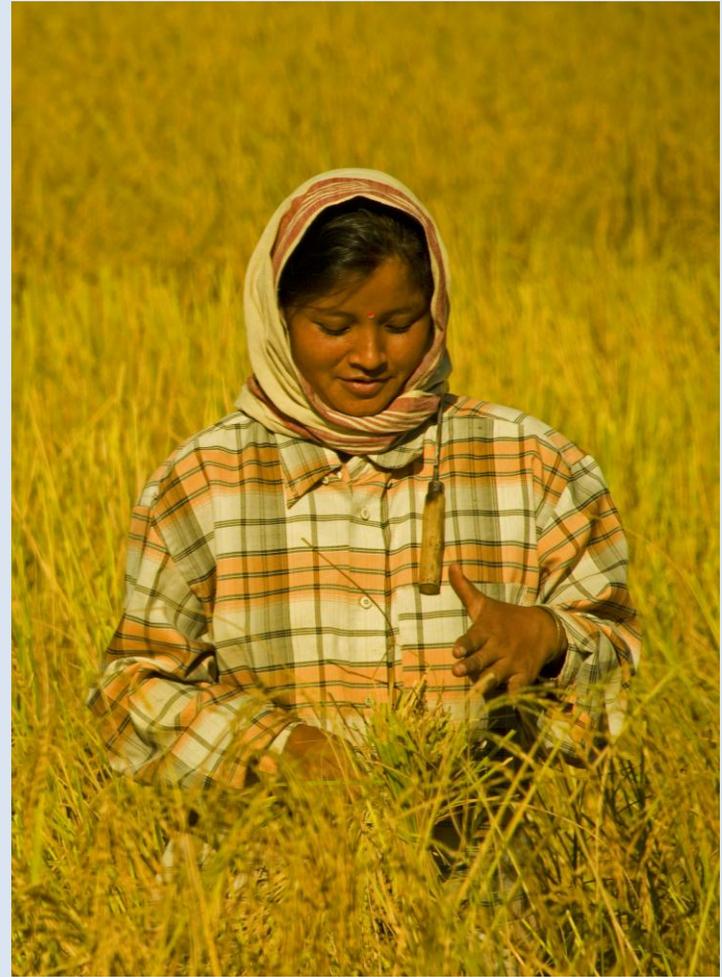
With a well laid down CSR Policy and the mandate to reach out to newer areas, OIL today caters to the developmental needs of people of around 1400 villages in Assam and Arunachal Pradesh through a multipronged CSR package that addresses areas from health to education, from creation of social infrastructure to livelihood projects, from development of rural sports to projects for computer literacy.

With CSR activities being brought under the purview of the Company's annual MoU targets, a lot of impetus has been given on timely implementation of the CSR projects. For OIL, CSR has always been a priority area and in the recent past, there has been a substantial increase in budget outlay, which is presently 2% of Profit after tax.

In recent years, CSR reporting has been given a deserving attention and corporate houses have introduced different communiqués, internal as well external for showcasing the Company's CSR activities. Pragati has been designed to reach out to the internal stakeholders and keep all of us updated with the key CSR initiatives of OIL and related activities.

I take this opportunity to wish the PR&CC team all the best as they launch "Pragati" with great enthusiasm.

(Shri N R Deka)



"Social obligation is much bigger than supporting worthy causes. It includes anything that impacts people and the quality of their lives ."

William Ford Jr



Foreword



Through our CSR policy and practices, the Company integrates the economic, environmental and societal aspects of our business in order to achieve sustained financial success safeguard our environment and develop our reputation as a partner and provider of first choice for a wide range of audiences. Our stakeholders include our shareholders, customers, employees and those with whom we do business, as well as society and the future generations. All of these stakeholders expect us to engage with them, listen to them and evolve with them to meet their changing expectations.

The agenda behind introducing an e-bulletin is to apprise people within the Company about the initiatives taken up in the CSR front. Through the various sections in the bulletin, we will try our best to inform, discuss and share new developments in the area of CSR.

As we journey towards achieving our aspirations, the methods by which we bring our CSR practices into play will be integral to our success. We draw upon our Company's strengths to meet the challenges of the new millennium with a vision to help people build a better world. We will therefore continue to invest in projects that bring about a positive change to the society, strengthen the rapport with our stakeholders and sustain the good image of the company.

We trust that you will find the E-Bulletin informative and look forward to your feedback which will help us in our efforts to touch the lives of our stakeholders through innovative CSR interventions.

Pranjit Deka
(Head- PR&CC)



A zipline car with several passengers is suspended by ropes and glides over a dense, green forest. The car is positioned in the lower center of the frame, with the forest filling the background and foreground. The text is overlaid on the left side of the image.

- CSR Capsule

- In Focus

- CSR guiding commandments

- In the Pipeline

- Brain Bites

- PhotoSpeak

1. CSR CAPSULE

This section will highlight and discuss recent developments in Company's CSR front which would include the New CSR Projects taken up by the Company, any amendments in the Company's CSR policy/ guiding principles, CSR Committee meetings on issues of importance, major achievements/awards, etc.

OIL has initiated many projects with focus on all round development of the communities in and around its operational areas. For OIL, socio-economic development of the residents of its operational areas is not merely a policy statement but an integral part of the company's corporate philosophy and culture. Some of the recent developments in Company's CSR front are:

- A. Need Assessment Study and Social Audit of CSR projects by Dibrugarh University-** On 26th March 2012, OIL had signed a Memorandum of Understanding (MoU) with Dibrugarh University to conduct a Need Assessment Study and Social Audit to assess the socio-economic needs of the people and communities of OIL operational areas in order to initiate need-based projects and programmes. In this context, Dibrugarh University had formed a cross functional team comprising of sociologists, economists, anthropologists, etc. who would carry out the required study and audit under the supervision of OIL.

The study and the audit would be conducted in a phased manner to cover the OIL's operational areas in Assam and Arunachal Pradesh covering 5 districts of Assam (Dibrugarh, Tinsukia, Sibsagar, Lakhimpur & Dhemaji) and 2 districts of Arunachal Pradesh (Lohit and Changlang). The study would help OIL to formulate the Company's future CSR road map as well as highlight the significance of developing a trust/foundation for implementing the Company's visible CSR projects keeping in cognizance OIL's increasing CSR projects and the new CSR guidelines by Department of Public Enterprises (DPE). Moreover, the study would also focus on various developmental activities carried out by Government, major corporate houses, NGOs and civil societies mainly operating in the states of Assam and Arunachal Pradesh focusing on the possibilities of collaborative initiatives with similar organizations implementing OIL's CSR initiatives in future.

- B. Social Survey of 3 Projects as per OIL's Mou Targets-** OIL has taken up the following CSR projects in its areas of operation as per MoU commitment with Ministry of Petroleum & Natural Gas (MoPNG), Govt. of India:

- i. **Reducing Infant Mortality Rate**
- ii. **Promoting Computer Literacy &**
- iii. **Promoting Adult Literacy**

M/s West Bengal Consultancy Organization Limited (WEBCON), Kolkata, (a public sector consultancy organization) conducted a baseline social survey in order to access the ground realities so as to implement the projects as per the need of the target communities.

As per the findings of the base line study, PR&CC Department is currently in the process of determining the road map and the implementation process of the said projects in the years to come. As such as a part of the implementation process, the department has been consulting various agencies for executing the projects.

In the meantime the OIL hospital in association with the PR&CC team has already started the initial implementation of Project IMR in one of the villages where IMR was found to be the highest in the survey conducted by WEBCON. An awareness camp and a follow-up camp have been successfully organized in the village (Balijan Nepali Gaon) on 2nd June 2012.

- iv. Support to 250 SHGs/JLGs under Project Rupantar in OIL operational areas.** The said MoU target for the year 2011-12 was successfully achieved by developing 150 Self Help Groups (SHGs) consisting of 10 members each and 100 Joint Liability Groups (JLGs) consisting of 5 members each.

Out of the 150 SHGs, the Duck Farming Groups were provided Revolving Fund of ₹5000 per SHG and Input, the cost of which amounts to ₹15,000/- per SHG. The Pig Rearing Groups were provided Revolving Fund of ₹10,000/- and Inputs worth ₹ 40000. Similarly, the Goat Farming Groups were provided Revolving Fund of ₹25,000/- and Inputs worth ₹35,000/-.

As regards the JLGs, the Handloom & Sericulture Groups were provided with 1 (one) set of Improved Loom (Jacquard fitted) and Yarn, the Farm Mechanization Groups were provided with 1 (one) Power Pump Set, 1 (one) Sprayer and 1 (one) Duster, the Dairy Development Groups were provided Utensils (worth ₹25,000/-) and Small Business & Industry Groups have been provided Common Facility amounting to ₹10,000/-. All the JLGs were provided with Subsidy amounting to 50% of the Total Loan Component.

C. MoU with TISS- One of the significant landmarks that had marked the Company's growing responsibility towards implementing its Social initiatives was achieved on 3rd February 2012 by signing an MoU with Tata Institute of Social Sciences (TISS), Mumbai, the pioneer institute for imparting education in Social Sciences in the Country and thus, became a part of the National CSR Hub. The broad objective of the MoU is to identify, evaluate and advice on key projects to be undertaken as flagship programmes in certain thrust areas for furthering socio-economic development within the broad framework of National CSR guidelines issued by Department of Public Enterprise, Govt. of India and also to develop a robust CSR policy for Oil India Limited.

D. Merit Scholarship- Oil India Limited's commitment to socio-economic development in its areas of operation encompasses education as one of the most important areas indispensable for the overall development of an individual and well-being of the society at large. Apart from contributing immensely towards the development of education scenario of the operational areas in different tangible/non-tangible ways, a one-time annual scholarship scheme namely, OIL Awards & OIL Merit Scholarship was formulated to encourage meritorious students to perform better. Like previous years this year too OIL Merit Scholarship & OIL Awards to awarded to the meritorious students & State Rank Holders passing class Xth and XIIth examinations from Central and State Boards (recognized by Govt. of India and Govt. of Assam) from OIL's areas of operation in the state of Assam. Both the scholarships are one-time monetary incentive along with a certificate of appreciation. A sum of Rs. 5000/- (Rupees Five Thousand) was awarded to all students receiving OIL Merit Scholarship and a sum of Rs. 10,000/- (Rupees Ten Thousand) was given to all State Rank Holders. In the year 2011-12, 921 (Nine hundred twenty one) students from OIL operational areas were awarded with OIL Merit Scholarship & OIL Awards. As a special gesture under the Oil Merit Scholarship Scheme, OIL also provided scholarship in the form of monetary assistance to the differently-abled students of Mrinaljyoti Rehabilitation Centre at Duliajan & Moran Blind School. In the year 2011-12, 114 students of Mrinaljyoti Rehabilitation Centre (Duliajan) and 72 students of Janamangal Adarsha Blind School (Moran) received scholarships.

Thus, the total number of recipients of scholarships awarded by Oil India Limited for the year 2010-11 was 722 spending an amount of ₹ 38,50,000 (Rupees Thirty eight lakhs fifty thousand).

E. Up-gradation of 3 (three) rural hospitals in Dibrugarh District- OIL has provided financial assistance for up-gradation of 3 (three) hospitals in its operational areas of Dibrugarh district. In this respect, three rural hospitals were identified for up-gradation as per the advice of the District Administration and Health Authorities. The three hospitals identified for up-gradation are Ghoramara State Dispensary into First Referral Unit (FRU), the Mini Primary Health Centre (PHC) at Tinthengia into FRU and the Sub-Centre at Senchua Pukhuri into a Mini Primary Health Centre (PHC). A total amount of ₹4,20,22,400/- (Rupees Four Crore Twenty Lakhs Twenty Two Thousand Four Hundred only) will be released in 3 (three) instalments. The amount will be deposited to the account of Deputy Commissioner, Dibrugarh in a phased manner for successful completion of the up-gradation of the 3 (three) identified rural hospitals towards the larger interest of the society.

2. IN FOCUS

IN FOCUS will discuss one project undertaken under CSR in a detailed manner. Various CSR projects in sectors like education, health, infrastructure, employment generation through livelihood, sports, sustainability, etc will be emphasized.

The Company has come up with number of projects with a new face so as to cater to the needs of the people residing in its operational areas. While carrying forward these projects, need assessment survey / social survey are done so as to gauge the problems of the given area and possible ramifications.

The value of the section rests in its dialogue of social responsibility in the context of CSR Projects and global business. Thus, by expanding the project and placing its importance and possible positive impact, the section would attempt to provide a comprehensible picture.

Watch out for the next issue !!

IN FOCUS will extensively cover OIL's successful health care initiative 'SPARSHA'



3. CSR GUIDING COMMANDMENTS

This space will feature the Principles and policies that guide activities under CSR. The column will highlight CSR policy framed to provide for an implementation strategy that includes identification of projects /activities, setting measurable physical targets with timeframe, organizational mechanism and responsibilities, time schedules and monitoring.

Oil India Limited perceives Corporate Social Responsibility in the form of social responsibility of business which encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time. It is a commitment to improve community well being through discretionary business practices and contributions of corporate resources. OIL's CSR Policy is guided by the concept of "Triple Bottom Line" in accordance to which companies are no longer be judged by the conventional single i.e. financial bottom-line, but also on their performance in social and environmental bottom-lines."

OIL also accepts the definition of World Business Council for Sustainable Development, which describes CSR as:

"Business commitment to contribute to sustainable economic development, working with their families, local community and society at large to improve their quality of life."

ACHIEVEMENTS



OIL was awarded with the coveted Golden Peacock Award, for Corporate Social Responsibility 2012. OIL has won this prestigious award in the National Category in recognition of its ongoing CSR activities.



'Project Rupantar', an ongoing CSR Project of OIL, was selected as one of the 12 best case studies amongst corporate initiatives carried out in the global oil and gas industry. The paper on Rupantar was presented at the 20th World Petroleum Congress at Doha.

4. IN THE PIPELINE

This section will talk about the upcoming projects under Corporate Social Responsibility that are in the pipeline

The Company has acquired new dimensions in the recent years. Today, Company is proactively taking up this good hearted investment and giving a social value to all its business endeavours.

Public Relations Department is playing the catalytic role that works towards the needs of development while helping company in investing in social initiatives. Public Relations department devises ways for its stakeholders through which they get connected to the mainland and provide realistic opportunities to strive for a fulfilling future.

Some of the recent CSR initiatives conceptualized by the department towards the larger interest of different sections of the society are as follows:

- i. **Creation and Support of 300 Self Help & Joint Liability Group** under project Rupantar: Keeping in perspective the visible success of the project and the requests from the local residents of OIL operational areas for enlarging the project, we propose to support another 300 SHGs/JLGs under CSR budget for the year 2012-13 consisting of about 2350 families which will be involved at large in self-employment ventures economically supporting their respecting households.
- ii. **“Project Urja”**- Solar Lighting in Merbeel Eco Tourism Project. The District Authority in association with a Community based development committee are working for the conservation of the wetland in Sasoni area named Sasoni Merbeel Eco Tourism Project and also develop the scope for eco tourism. Solar Power will be an ideal source of power for the project. OIL will provide necessary financial and managerial resources towards implementing this project. While doing this, OIL believes that energy conservation supports the eco friendly lifestyle by providing energy, which saves our money and at the same time saves mother earth. One of the most efficient sources of energy conservation is through Solar Energy. The company has been supporting the cause of using solar power as an alternate source of energy since a long time. OIL has ventured into this area of energy conservation by already distributing few solar lamps to the project. In future too, the Company wants to explore it further.

The Company engaged in exploration and production of world’s one of the major and most expensive sources of energy, has been continuously propagating its conservation thereby securing the increasing needs of the current population as well as future generations by promoting the use of alternate sources of energy. Such an endeavor would enhance Company’s image of being environmentally responsible ensuring that the project protects the ecological integrity of wilderness areas, secures wildlife values of the destination and surrounding areas highlighting its heritage value, building environmental and cultural awareness and respect as well as provide livelihood opportunities to local communities.

- iii. **“Project Seuji”**- Plantation drive for 2 lakh saplings. OIL is accountable for their activities and therefore understands its responsibilities of operating amongst its stakeholders as a good Corporate Citizen. Looking beyond business, OIL has realized the importance of environmental protection emphasizing on the need to have a clear, greener and better environment. In the past OIL has been instrumental in sapling plantation at different towns and villages of Upper Assam and other areas. Similarly, in the new financial year, it has been planned to take up massive plantation drives across its operational areas. The need for it was felt keeping in mind the increasing global warming and demands from the local residents as well. It is planned to do the tree plantation

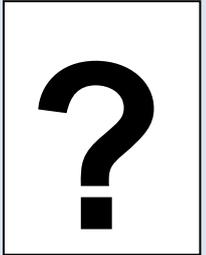
in separate phases. In the first phase, it is planned to take up plantation in the OIL well sites and their approach roads.

- iv. **Project Saksham:** OIL in association with an internationally acclaimed NGO named CBM (Bangalore) Mrinaljyoti Rehabilitation Centre (Duliajan), Moran Blind School (Moran) is in the process of forming a consortium which will adopt the two special schools supporting the differently abled students.
- v. **Development of Naharkatia Well #1:** As the Duliajan town or its surrounding areas has no specific sites apart from OIL installations for visiting dignitaries and tourists, it is worthwhile to mention that developing the Naharkatia Well # 1 into a historical and tourist importance will be in the interest of the Company and will pay great dividends.



5. CSR BRAIN BITES

CSR Brain Bites will allow you to test yourself on your knowledge on CSR. Every issue of the bulletin will have questions for the readers. The reader has to submit the answers on the e-mail ID furnished by us. Attractive prizes will be given to 3 winners chosen by draw of lot. Name of the winners will be published in subsequent issues of our e-bulletin.



BRAIN BITE

1.



Identify the visionary businessman who started CSR in India.

2. Who Awarded *Rupkar Bota* to OIL for its CSR initiatives?

Send your answers to pr@oilindia.in by 20th October, 2012.

Also mention your name, salary code and phone number.

FEEDBACK

Write To Us - Give Us Your Valuable Feedback And Suggestions. For any feedback, queries or suggestion please feel free to email us at pr@oilindia.in

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PHOTOSPEAK

Every Issue of this e-bulletin will carry one photo feature on Corporate Social Responsibility. Readers are requested to give a caption to the photograph and send us at pr@oilindia.in. The winning caption and the name of the winner will be featured in the subsequent issues.



Give a caption to this photograph..

Send your captions to pr@oilindia.in by 20th
October, 2012.

Also mention your name, salary code and phone number.