



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



एक कदम स्वच्छता की ओर

# praghati

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## CSR Capsule

### Shri Sushil Chandra Mishra, CMD, OIL along with other Functional Directors visited Mrinaljyoti Rehabilitation Centre, Duliajan

Shri Sushil Chandra Mishra, CMD, OIL along with Shri Biswajit Roy, Director (HR&BD), Dr. P. Chandrasekaran, Director (E&D), Shri P. K. Goswami, Director (Operations), Shri D. K. Das, RCE, Shri P. Borkakoty, ED (HR&A) and Shri Trideeb Saikia, GM (PA) along with members of OIL CSR Team and other officials of OIL visited Mrinaljyoti Rehabilitation Centre (MRC), Duliajan on the evening of 7th April 2021. During their visit they had an one-to-one interaction with the students and instructors of the Centre. The students had beautifully arranged display of the art and craft and other value added items made by them under the Vocational Unit along with a science exhibition at the Centre. The dignitaries had also visited OIL's CSR Project Parijat at the Centre and had interacted with the beneficiaries.

In his address, Shri Sushil Chandra Mishra, CMD, OIL extolled MRC and OIL for toiling hard over the years to shape the future of the differently abled children of the Centre. While speaking about MRC's untiring role of meeting appropriate needs, he reiterated that OIL will continue supporting the Centre to ensure that the children of the Centre are independent and self-reliant. Other Directors also expressed their contentment to see how each child of the Centre is gifted and unique in terms of their skill sets.

The evening ended with handing over of gift packets by OIL to the children of the Centre.

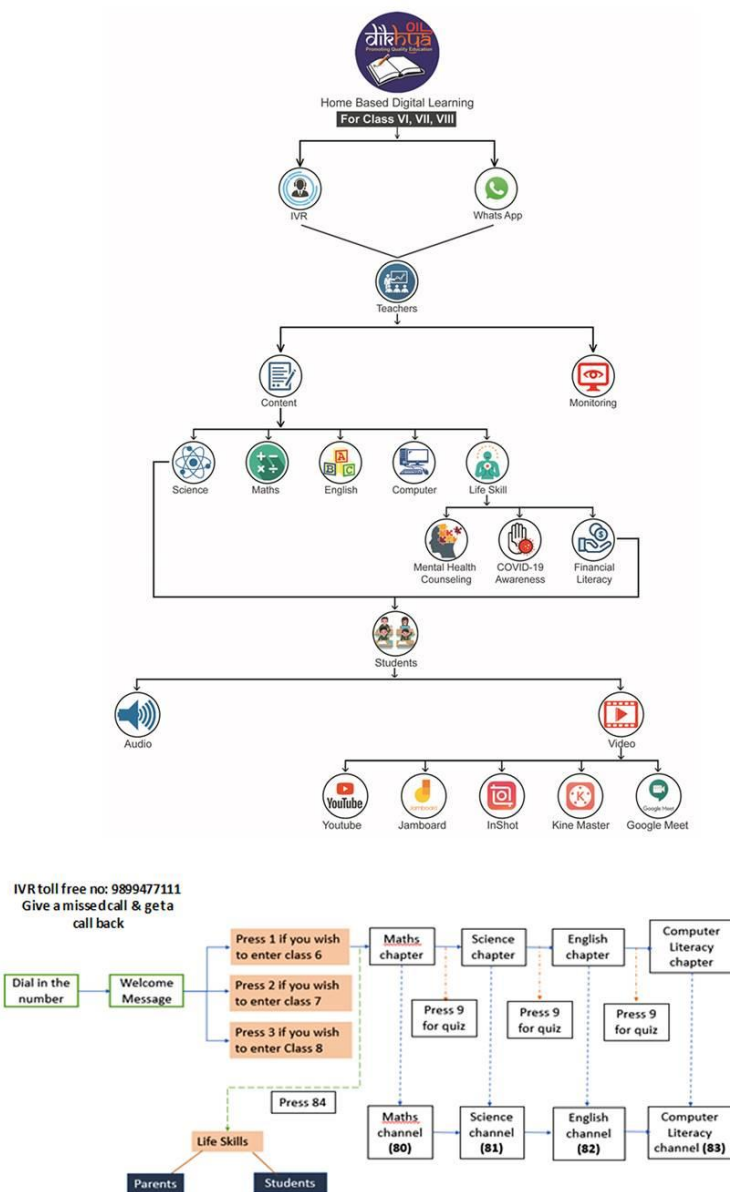


## Home Based Digital Learning Model for rural students launched under Project Dikhya

In view of the recent COVID-19 pandemic and subsequent closure of educational institutions, for the 1st time an innovative intervention called 'Home Based Digital Learning Model' has been successfully launched on 17th September 2020 for the students of rural areas of classes VI, VII and VIII of existing 30 schools under CSR Project 'OIL Dikhya' (Earlier in a pre-COVID situation, education under OIL Dikhya was imparted in the 30 schools via mobile computer labs cum libraries, smart classrooms and other pedagogic methodologies). The said alternative intervention in the absence of physical learning in schools will focus on holistic development by addressing the gaps in academic learning (for subjects like Science, Maths, English and Computer Sciences), Life Skills Education, Financial Literacy, Socio-Emotional Learning and various other pertinent topics for students as well as parents.

Therefore, keeping in view the lockdown rules laid down by government in schools for containing the virus and to provide continuous learning impetus with a newer dimension for bringing the existing gaps, the 'Home Based Digital Learning Model' is inbuilt with customized and accessible technology based educational solutions covering around 7,000 students along with their parents. The intervention is pertinent in view of keeping alive the zest of knowledge amongst the students which otherwise has been hindered due to the pandemic situation.

In the context of students of OIL's operational areas and focussing on inclusion & equity, the activity-based model is driven by a blended approach for delivering customized content through a three-tier methodology of: (a) Digital (b) Telephonic & (c) Community Mentor Support. Further, the digital & telephonic lessons are driven by two approaches: (i) IVR (Interactive Voice Response) based Community Media Platform through non-data mobile penetration and (ii) Internet-based lesson videos shared through Whatsapp/YouTube, etc. The videos of the uploaded lessons are being made by the teachers from a classroom setting using K-Yan & K-Class.



## Masks to fight COVID 19 made by SHGs/JLGs under OIL's CSR Project Rupantar

As an emergency response towards providing a safe and innovative solution to fight COVID-19, Oil India Limited under its CSR project Rupantar made 6,600 nos. of Eri Fabric non-surgical masks through its SHGs/JLGs implemented by project partner State Institute of Panchayat & Rural Development (SIPRD), Govt. of Assam.

Eri as a fabric consists of a bio-polymer with excellent thermal properties and more crystallinity with required amounts of glycerin and alanine. It is considered to have excellent air permeability, is naturally anti-fungal, sweat proof, breathable and odourless. The washable & reusable Eri masks were incorporated with germicidal UV light technology ensuring its disinfection before distribution.

Few masks were ceremoniously handed over by Shri D K Das, RCE, OIL at Duliajan on 9th April 2020 in presence of Shri P Borkakoty, ED (HR&A), Shri H C Borah, CGM (Admin), Shri D K Bhuyan, CGM (PA), office bearers of IOWU and other officials of OIL.



## Meet the Farmers organized under Agriculture Project of Oil India Rural Development Society (OIRDS)

'Meet the Farmers' programme under Agriculture Project of Oil India Rural Development Society (OIRDS), a CSR project of Oil India Limited was successfully held on 8th January, 2021 at Pandhowa Gaon, Tengakhat, Dibrugarh, Assam. Representatives from 13 (thirteen) Pather Parichalona Samities (PPS) participated in the event. The event was attended by Shri Roon Kumar Barooah (President-OIRDS), Shri Nripendra Kumar Sarma (Secretary-OIRDS), Shri Trideeb Saikia (GM-Public Affairs, OIL), Shri Madhurjya Prasad Chaliha, Joint Secretary-OIRDS (Agri), Ms Nayana Madhu Dutta (Joint Secretary-OIRDS, HTPC), Shri Arup Tanti (Treasurer-OIRDS), Dr. Niloy Baruah, Scientist, Assam Agriculture University, Shri B N Sonar, Retired District Agriculture Officer and currently Adviser to the Project and other managing committee members of OIRDS and senior officials of Public Affairs Department of Oil India Limited.



'Meet the Farmers' was organized for the first time with the objective of a community-based and in-field interactive session of team OIRDS & agricultural experts with the farmers on various issues of agriculture, current practices on commercialization, advanced technologies, government schemes on agriculture, financial literacy, ongoing activities of the project and any feedback or suggestions from the farmers for future improvement if any. Also, as a part of motivating the farmers, a competition was held to award the best performing PPS in terms of paddy production in the last Kharif season amongst the adopted PPSs/villages under Agriculture Project of OIRDS. The event was held at a picturesque location in one of OIRDS's Rabi cultivation (winter vegetables) areas adjacent to the Dihing River at Pandhowa gaon organized in association with Pandhowa Gaon Pather Parichalona Samiti.

The members of OIRDS in their address to the farmers emphasised on application of modern technologies and methods in agriculture, adoption of multi cropping to ensure a good market and profitable returns. While ensuring support from Oil India, the members also urged the farmers to reap maximum benefits from the project.

The farmers from various PPSs also shared their experiences at the interactive session and expressed their satisfaction with the support extended by OIRDS under its agriculture project. They appreciated the kind of training & other handholding support provided to them along with the supply of high quality paddy and vegetable seeds and organic manure to increase production. The farmers talked about increased and much better production post intervention of OIRDS compared to previous years.

In association with District Agriculture Department, Govt. of Assam scientific methods were followed to estimate the paddy production of various PPSs for the season of the year. The highest paddy producing PPS was awarded to Ankuran PPS, Sadiya, Tinsukia District in FY 2020-21 with a memento and a certificate whose production was recorded at 11.12 quintal per bigha compared to earlier production of only 5-6 quintal per bigha. The other PPSs also recorded production in the range of 8-10 quintal per bigha. Certificates were also handed over to all the PPS for their wholehearted effort.





## OIL launches Shakti under CSR

### A community-based sanitary napkin production & marketing unit

Oil India Limited under CSR had launched 'OIL Shakti', a community-based sanitary napkin production & marketing unit at Hijuguri, Tinsukia district on 23rd December 2020. The unit was inaugurated & the intervention was launched by Shri Dilip Kr. Bhuyan, CGM-PA, OIL along with Shri Tridiv Hazarika, DGM-CSR & CC, OIL and Smt. Nayana Madhu Dutta, Senior Manager-CSR, OIL in the presence of Schoolnet India Zonal Head Smt. Nivedita Barthakur, staff, fieldworkers and SAATHIYA club members.

For carrying out mass awareness against the stigma associated with menstruation, a comic book based on scientific facts in Assamese language was also released which will be distributed at the schools, colleges and community level. The unit will be managed by a large network of rural women for promotion of Menstrual Health & Hygiene Management amongst the vulnerable communities such as adolescent girls, pregnant women, lactating mothers & rural women in the reproductive age-group as well as men under Project OIL Arogya for reduction of IMR & MMR in OIL's operational areas of Upper Assam.

The word 'Shakti' meaning sacred force or empowerment signifies the fact that menstrual health & hygiene (H&H) is at the core of women empowerment, equity and rights. 'OIL Shakti' is expected to create the outcome of an ecosystem of overarching knowledge & necessity of menstrual H&H, awareness of both the genders, affordability, availability of informed choices while also laying a thrust on enhancement of livelihood opportunities.

'OIL Shakti' shall endeavour to act upon the issues of (a) access & disposal (b) limited awareness & (c) social stigma surrounding menstrual H&H. In order to forge a way forward, the unit will be a community model for meeting local demands affordably with the economic viability of creating livelihood & financial opportunities across the value chain. The community model will look at (a) an affordable product (b) local production (c) community distribution (d) mass awareness on behavior change communication and (e) production of environment friendly & biodegradable sanitary napkins.



## Handicraft Training & Production Centre (HTPC) Post Training Assistance on 29 Dec, 2021



## OIL CSR TEAM DURING THE BAGHJAN CRISIS

Implemented CSR projects like Sparsha and Arogya



*Distribution of Hygiene Kits at Baghjan under Project Arogya*



*Sparsha OIL's mobile dispensary organized at the relief camps at Baghjan*

# Awards



OIL DIKHYA and OIL SWABALABAN were adjudged winner at the 7<sup>th</sup> CSR India 2020 Awards in category 'Promotion of Education' and 'Employment Enhancing Vocational Skills' respectively in a ceremony organised on virtual platform by the Greentech Foundation on 1st October 2020.

Conferred with the Apex India Foundation Award, 2019 "Platinum Award" under Livelihood Creation for project OIL Jeevika and "Gold Award" under Woman Empowerment for Project OIL Arogya in Petroleum Exploration Sector.



Bagged Mahatma Award 2020 for CSR excellence for its Corporate Social Responsibility (CSR) initiatives in an award ceremony held on 30th January 2021 in New Delhi.

CSR Times Award 2020 as the Best PSU for its Corporate Social Responsibility (CSR) projects OIL SWABALAMBAN on Skill Development and OIL DIKHYA on Education at the 7<sup>th</sup> National CSR E-Summit in a virtual summit & awards ceremony held on 10<sup>th</sup> December 2020.



## In Focus

**OIL Jeevika-Assam:** With visible successes of OIL Jeevika in Arunachal Pradesh, an initiative has been taken to implement the project in OIL's operational areas of Upper Assam but with tailor-made interventions specifically suitable to the identified areas and rural beneficiaries. In the 1<sup>st</sup> phase of our interventions, Hapjan & Guijan Development Blocks of Tinsukia district has been identified. OIL's CSR resources under Project 'OIL Jeevika' will aim at offering a basket of self-employment avenues to the rural communities thereby impacting economic development, environmental sustainability and social empowerment.

As such a Baseline Survey, Need Assessment & Preparation of DPR (Detailed Project Report) for implementation of sustainable livelihood-based interventions under Project 'OIL Jeevika-Assam' for socio-economic development of rural households of Tinsukia district with particular reference to Hapjan & Guijan Development Blocks was carried out covering an estimated 4,000 families. A judicious mix of qualitative & quantitative approach and secondary & primary research with various techniques like Participatory Rural Appraisal, extensive screening of secondary information, interviews with key stakeholders was carried out like farmer organizations, NGOs, Govt. departments, technology providers, experts & research organizations, industry associations, enterprises such as agriculture universities, ICAR, etc. The gap analysis, socio-economic household survey, need assessment, identification of interventions & linkages and the DPR has been already prepared and submitted. In order to maximize the benefits and sustainable impact, we intend to focus our strategy on a customized value chain approach as below: Strengthening existing grassroots level institutions & developing their capacities for sustained economic growth:

- Enhancing productivity by adopting scientific package of practices reducing gaps in technology & infrastructure;
- Imparting skills training to youth to become successful entrepreneurs
- Introduction of high value crops & diversification for enhanced income and promoting protected agriculture;
- Encourage value added activities of agriculture & horticulture commodities;
- Develop robust supply chains, marketing channels, brand building and convergence with government schemes for future sustainability, etc.

