



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

pragathi

OIL's Commitment to
sustainable development

A QUARTERLY CSR E- BULLETIN OF

Department of
Public Relations &
Corporate Communication



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OUR VISION

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

"You can make a lot of speeches, but the real thing is when you dig a hole, plant a tree, give it water, and make it survive. That's what makes the difference"

- **Wangari Maathai**

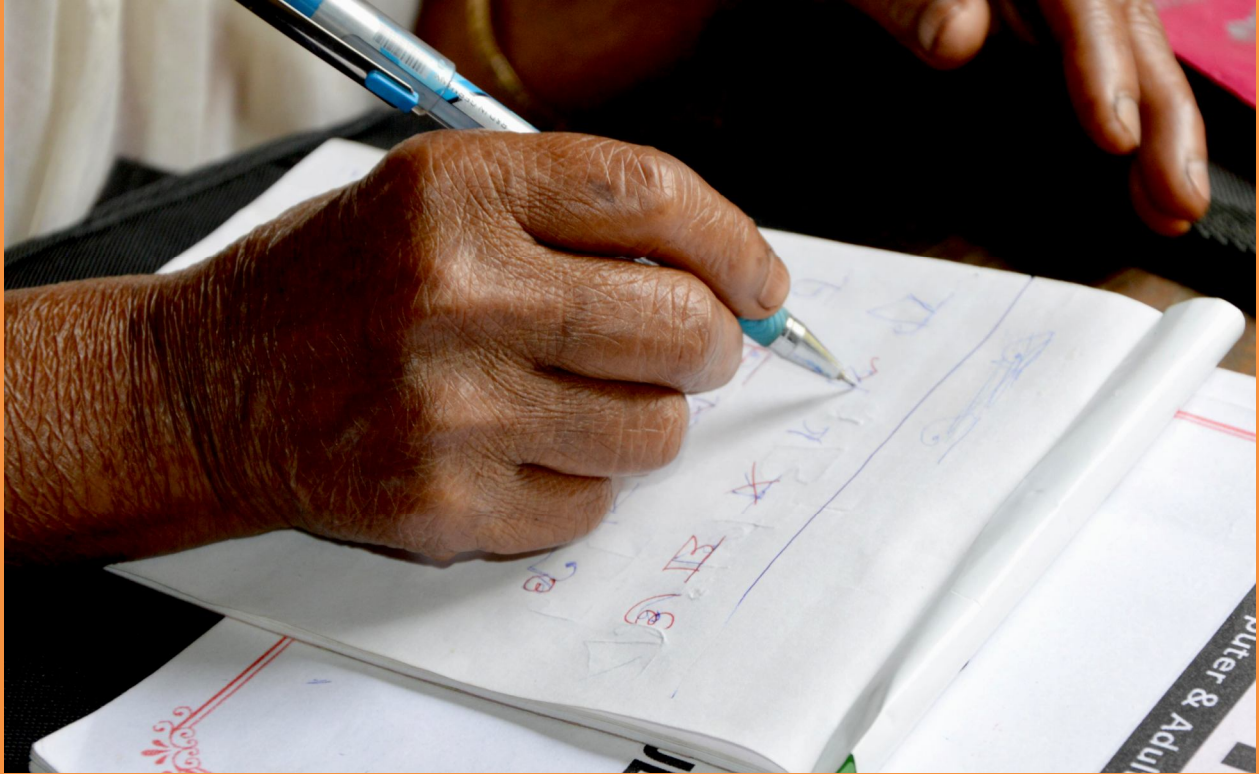
(Environmental activist, first African woman to receive the Nobel Prize)

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**EMPOWERING COMMUNITIES
THROUGH
KNOWLEDGE**

1. CSR CAPSULE

A. Oil India Limited inaugurates 'DIKHYA' a computer and adult literacy project

Oil India Limited launched project 'Dikhya' in the inaugural ceremony held on 7th February 2013 at Dakhin Tinsukia Anchalik Rangamancha, adjacent to Navajagriti M.E. School, Bahadur Chariali in Tinsukia District, a school earmarked for the computer literacy project. The occasion was graced by Chief Guest, Shri K K Nath, RCE OIL, Guest of Honour, Shri HC Das, ADC, Tinsukia District, Shri N R Deka, GM (Admin &PR) OIL, Dilip Kr. Das, Head-PR, OIL, Shri Gunadhar Sonowal, Head-Master, Navajagriti M.E. School, Mrs. Dipti Moyee Chowdhury, Head-Mistress, Mahakali Grant M.V.School and Shri Pulok Chetia, Publicity Secretary, AASU, Central Committee along with OIL & SIRD officials, school students, teachers and local people.

OIL has introduced project "Dikhya" to impart Computer education and promote adult Literacy in the three districts of Dibrugarh, Tinsukia and Sivasagar. On the auspicious occasion, the project was ceremoniously inaugurated by school students by clicking on the Project Dikhya laptops.



Speaking on the occasion, Shri K K Nath, RCE, OIL talked about OIL's commitment towards all-round development of education and the role of computer education in facilitating social and economic progress. While talking about the adult literacy project that will empower individuals through improved skills and knowledge to gain access to knowledge and decent employment, Shri Nath sought whole hearted support and participation of the school staff, students, people and media to make the project successful.

While complimenting the project taken up by OIL, the Principal of both the schools thanked OIL for taking up the computer education drive that is believed to improve the functional and analytical ability and open up opportunities for the students. On the occasion, Shri HC Das, ADC, Tinsukia District stated Dikhya as one of the unique projects taken by OIL and sought sincere support from the general public.

Baseline survey for two projects Computer and adult literacy was done to access the ground reality based on which the long term project has been designed. Computer education classes will start from February 2013 when the new academic sessions will begin together with classes for Adult Literacy.

In the first year, OIL shall be imparting computer education to students of class VI in six schools within OIL's operational areas in Tinsukia, Dibrugarh and Sivasagar Districts (two schools in each District). The project will reach out to more schools in coming years and shall also include Class VII and VIII within next two years. The schools earmarked for Computer Literacy project are:

- I. Merbil Chachoni M.V. School. Location- Sasoni, Dist- Dibrugarh
- II. Basumati M.V. School. Location- Rangagora, Dist- Dibrugarh
- III. Mahakali Grant M.V. School, Location- Khetupathar, Dist- Tinsukia
- IV. Navajagriti M.E. School. Location- Monkhushi, Dist- Tinsukia
- V. Moran Girls M.E. School, Location- Ward no. 5, Moran Town, Dist- Sivasagar
- VI. Batamara M.V. School, Location- Batamara, Dist- Sivasagar

Inauguration ceremonies of Project Dikhya were also organized in Dibrugarh and Sivasagar District on 9th February 2013 and 19th February, 2013 respectively.

Adult education are also imparted in six locations within OIL's operational area in Tinsukia, Dibrugarh and Sivasagar adjoining the areas in and around the six schools already identified for the computer literacy project.

- B. PROJECT RUPANTAR CREDIT DISBURSEMENT FUNCTION-** As a part of the ongoing Project Rupantar for creating avenues for sustainable self employment, Oil India Limited extended financial support to 170 Self Help Groups and 130 Joint Liability Groups with a total investment of ` 250 Lakhs (Rupees Two hundred and fifty lakh only) at a disbursement function held at Bihutoli, Duliajan on 27th February, 2013.



Over 4000 people, mostly members of Self Help and Joint Liability Groups from OIL's operational areas attended this massive public function which was graced by Shri S K Srivastava, CMD, Chief Guest, Guest of Honour, Dr Nagen Saikia, Shri S S Singh, (Chairman, Assam Gramin Vikas Bank), Shri Nripen Bharali, D(HR&BD), Shri S Rath, D(O), Shri K K Nath, RCE, Shri K Kalita, Director, SIRD, Assam, and Shri N R Deka, GM(Admin & PR) & Chairman of Project Rupantar Committee. Shri Binanda Deka, GGM(P) & Chairman, CSR

Committee and other senior officers of the Company including officer bearers of IOWU and OIEEA were also present on the occasion.

Implemented by project partner, State Institute of Rural Development (SIRD), Assam, around 2350 families were extended support. The total credit mobilization of the project is ` 335.00 lakhs (Rupees Three hundred and thirty five lakh only), out of which ` 85.00 lakhs (Rupees Eighty Five Lakh only) has come as loans from nationalized banks.

The SHGs/JLGs have been formed in villages within OIL's operational areas like Khowang, Lahoal, Tengakhat, Chabua, Dhola, Doomdooma, Kakopathar, Makum, Baghjan, etc.

Since 8th September, 2003, OIL and SIRD, jointly has formed around 5900 Self Help Groups and around 2900 of them have received financial aid. Out of the total project value of around ` 60 crore (being contributed by OIL, SIRD, Banks (loans) and the contribution of the SHG/JLG members) in Dibrugarh, Tinsukia and Sivasagar, OIL has contributed ` 831.00 lakhs to the project till date.

It may also be noted that PR Department has launched a special awareness drive in the form of a Street Play to sensitize the general public on issues like pilferage of OIL's pipelines, condensate and build favourable public opinion on the adverse impact of bandhs and blockades, highlighting in the process, OIL's contribution to the economy of the state and the various CSR initiatives. The inaugural show of this Street Play (being performed by artistes from Pathar, a noted socio-cultural group of the region) was also staged during the same event. A total of 156 shows of this street play will be staged in and around OIL's operational area villages in Assam.

GLIMPSES OF THE EVENT ORGANISED AT BIHUTOLI



2. IN FOCUS

STREET DRAMATICS

OIL's Street Play penetrates into the mind and heart of stakeholders in operational areas in Upper Assam

As part of its awareness programme, PR Department has taken an initiative of conducting street play in villages of OIL's operational areas. The Street play is has been chosen as an effective communication tool to address the various issues connected to the hazards and risk of life and property due to miscreant activity like cutting pipes, pilferage and related issues. The play titled '*Dekhor Shampad Amar Shampad (Nation's Property, our Property)*' also illustrates OIL's contribution to the economy of the state, OIL's CSR activities and awful impacts of bandhs and blockades.

The troupe visits villages every Sunday in OIL's operational areas and performs three to four shows in different locations, identified by PR officials. The troupe will be staging 156 shows (3 shows every Sunday) covering most of the key villages in OIL's operational area within March, 2014.

The logistics of doing street theatre necessitate simple costumes and props, and often there is little or no amplification of sound, with actors depending on their natural vocal and physical ability. The Street Play which is a popular genre includes local language and dialects, dance, mime and slapstick, in an outdoor setting. The performances need to be highly visible, loud and simple to follow in order to attract a crowd.

At the end of each show, pamphlets highlighting OIL's community development initiatives and hazards of pilferage activities are distributed. At the end of the street play, representatives from OIL especially from Technical departments interact and share their views on the subject with the local people. The troupe maintains a log book where the spectators and OIL officials present on the spot in each show gives their feedback along with on site photographic evidence.

PR Dept. had successfully used street play as a communication tool to create awareness before implementing its successful CSR Project '*Rupantar*'. Based on past experience and having known the mental set up of the target audience/people of operational areas, PR department has engaged '*Pathar*' a popular drama troupe from Duliajan. *Pathar* drama troupe was engaged in the '*Rupantar*' Street Play and also performed for various other departments of OIL for generating awareness. This will certainly be one of the biggest (year-long) street play campaigns to be launched by the Corporate Sector to promote diverse issues concerning the interests of the industry as well as the stakeholders.



3. CSR GUIDING COMMANDMENTS


CRITERIA FOR SELECTION OF CSR INITIATIVES

Any CSR initiative to address a Social Cause, supported by Oil India Limited is screened by a set of questions. Such CSR Initiatives and Social Causes that merit high on these criteria are considered for implementation, subject to the fulfillment of other conditions and approval from OIL management.

The screening questions are:

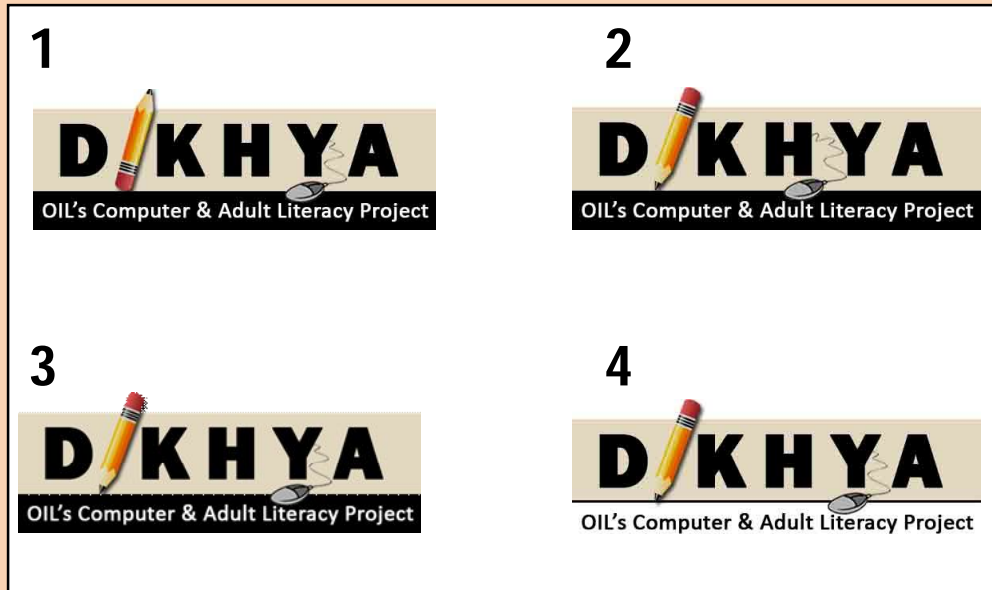
1. How does this support the OIL's vision?
2. How big a social problem is this?
3. Is government or someone else handling this?
4. What will our shareholders think of OIL's involvement in this cause?
5. Will our employees be inspired if we support this cause/initiative?
6. Will this initiative/cause backfire on us?
7. How can we do this without distracting us from our core business?
8. How will this cause/initiative enhance corporate image?
9. Will it help in creating community goodwill and National attention?
10. Will it help in building and securing a strong brand position?
11. Does it have impact on social cause/issues in local community?

4. IN THE PIPELINE

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- 1) **OIL's Siksha Ratna Puraskar:** Oil India Limited under its Corporate Social Responsibility would institute a special award titled 'OIL Siksha Ratna Puraskar' wherein teachers of schools & colleges from OIL operational areas in Assam will be recognized for their outstanding service in the field of education, thereby contributing towards development of the society.
 - 2) **Project Rupantar:** In FY 2013-14, 350 SHGs/JLGs for various self employment generation activities would be supported under Project Rupantar. It is proposed that a new MoU will be signed after the expiry of the current one in September, 2013.
 - 3) **Project Dikhya: CSR MoU Target**
 - a) Promote computer literacy in school students in OIL's operational areas: In addition to the ongoing computer education to the students of class VI in six schools, in FY 2013-14 additional six schools including class VII would be taught.
 - b) Implement Adult Literacy program in OIL's operational areas: In addition to the ongoing adult literacy program covering 300 participants, in FY 2013-14 additional six areas would be taken with a total of 600 hundred participants.
 - 4) **Project Infant Mortality in 5 villages within OIL's operational areas:** As per MoU target, additional 2 (two) villages would be included apart from the three villages adopted in the last two fiscals.
 - 5) **Solar Lighting in Merbeel Eco Tourism Project:** Solar Lighting project along with infrastructural support will also be provided to the project which will be implemented through Sasoni Merbeel Eco Tourism Development Committee and Assam Tourism Development Corporation.
 - 6) **Skill/ Capacity Building Project:** A new initiative to impart skills training to young people of OIL's operational areas and provide ensured placements in various industrial sectors within and outside Assam.
 - 7) **Project Kamdhenu:** A long term project for enhanced milk production in Assam. In the first phase, the project would be piloted in the selected areas. Based on its visible outcome it would be replicated in other areas.
 - 8) **Project Sakhyam:** Aid to Mrinaljyoti Rehabilitation Centre and Moran Blind School
 - 9) **Oil India Superb 30 Dibrugarh Centre:** Under the initiative a selected group of students are provided 10 month rigorous residential coaching for IIT aspirants of Assam and Arunachal Pradesh in cooperation with the Centre for Social Responsibility & Leadership, a well known NGO. Based on the success of existing coaching centers at Guwahati and Jorhat, a new center would be started at Dibrugarh in FY 2013-14.

CSR BRAIN BITES

1. Identify the correct logo of OIL's CSR Project '*Dikhya*'. Give your answer by mentioning the 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

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PHOTOSPEAK



Give a caption to this photograph

Send your captions to jayant_bormudoi@oilindia.in /
pr@oilindia.in by 15th April, 2013.

Also mention your Name, Dept., Salary code and Phone number.

Answers to last issue Brain Bites

1. K D Malaviya Chair

Q. Name the chair instituted by OIL towards imparting high quality research in petroleum exploration, particularly with reference to north eastern region in Department of Applied Geology, Dibrugarh University?

Brain Bite Winners

- 1st. Alok Ranjan Sengupta (CM ERP)
- 2nd. Bhupesh Choudhury (Internal Coach BP)
- 3rd. Anirban Bharali (Personnel Dept.)

Photospeak Winner

- 1. Alok Ranjan Sengupta (CM ERP)

Caption- *'The Giggling Gooses'*

Amongst the many participants who had given correct answers, a lucky draw was held to decide the first 3 winners. Shri N R Deka, GM (Admin &PR) selected the 3 winners through a lucky draw.

**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