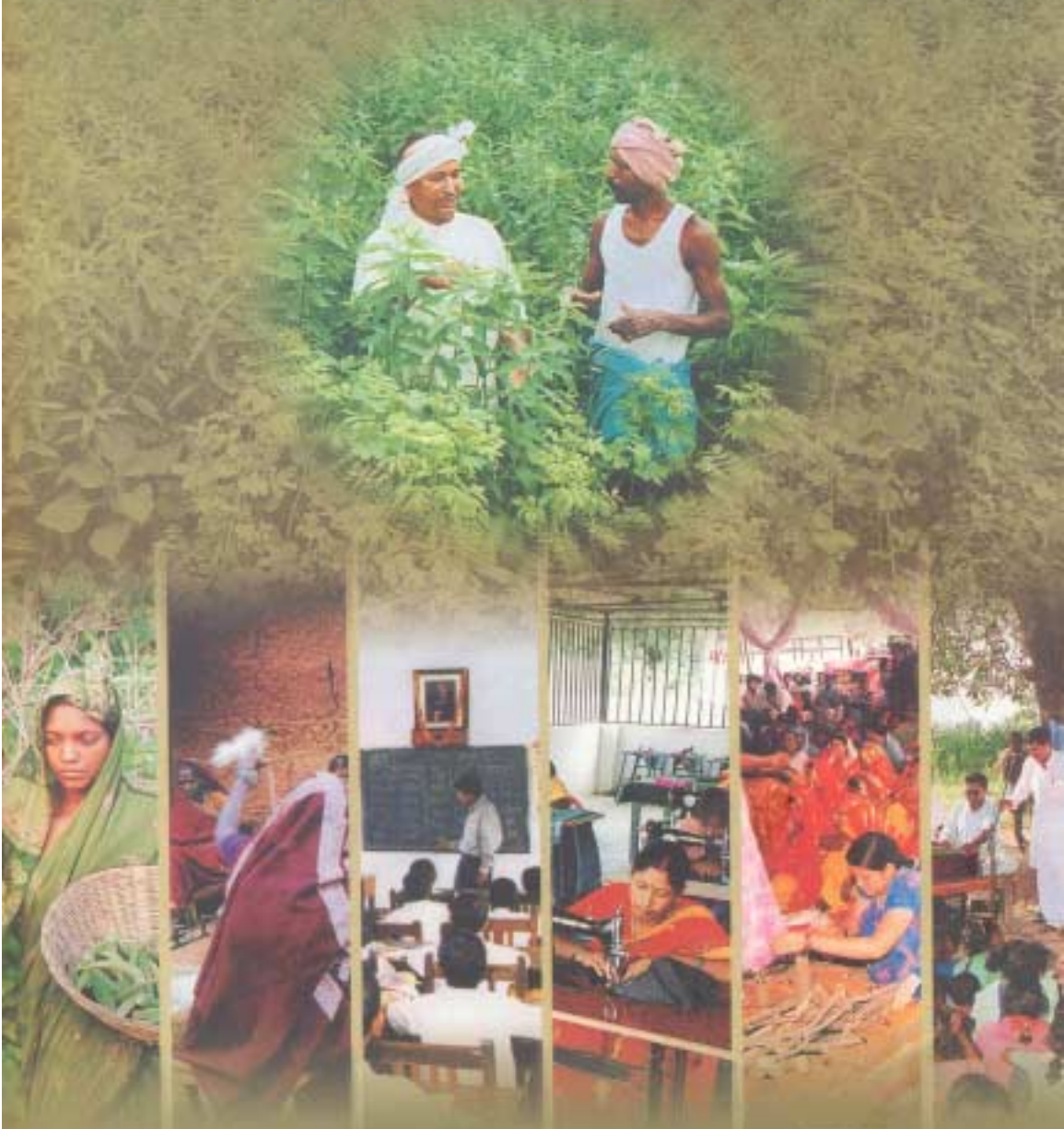




Helping them help themselves



HINDALCO INDUSTRIES LIMITED



## Balancing Social vision with business vision

Look around yourself and you will find thousands around you who are leading a life of misery, each sunrise is haunting as it symbolises yet another day to worry about and yet another ordeal to go through. A commitment and a vision is all that is required to make a difference and to bring joy to the life of thousands.

Hindalco Industries Ltd., a flagship company of Aditya Vikram Birla Group, has that vision and the commitment to make life easier and worth living for such people in its surrounding areas. The founder chairman Shri G.D. Birla was of the firm belief of trusteeship philosophy. Late Shri Aditya Vikram Birla too was totally committed to this philosophy. Under his nurturing, the community initiatives were significantly enlarged and expanded across entire Aditya Birla Group of Industries.

Thus setting a tradition to be emulated by the generations to come. It is in consonance with our Chairman Shri Kumar Mangalam Birla's belief that, "A social vision must form part of the business vision" and the careful guidance of the Chairperson, Smt. Rajshree Birla that industry owes a great deal to society and that it must repay it by actively participating in community based projects. Hindalco Industries Ltd. has become an exemplary social, caring and responsible corporate citizen. Under the dynamic leadership of the Chief Officer-Operations of Hindalco Industries Ltd., Shri P. Bala Krishnan, a full fledged Rural Development Department comprising of fully dedicated professionals has penetrated deep into the rural life and is working at the grass roots level.

The programme was launched with only two villages now, it is working in 345 villages with a total population of 525189 have been selected to work in collectively by Hindalco Industries Ltd., Renukoot, Bauxite Mines Division and Renupower Division, Renuagar.

## SOCIAL ISSUES

## INFRASTRUCTURE DEVELOPMENT

## SUSTAINABLE LIVELIHOOD

## HEALTHCARE

## EDUCATION



### MISSION

To raise the literacy level of the target population through need based interventions by providing quality education in formal and non formal initiatives in the operational area.

### OBJECTIVE

Provide amiable opportunity to the rural people to make them literate and educate them various skill development opportunities for alternate source of income.



### APPROACH

- ◆ Carrying out community based different education programme.



### AREA PROFILE

Sl. No.	Division	Adopted Villages	Total Population
1.	Hindaico, Renukoot	200	287726
2.	Power Div., Renuagar	32	113276
3.	Mines Div., Jharkhand	73	88136
4.	Mines Div., Chhatisgarh	40	36051
	<b>Total</b>	<b>345</b>	<b>525189</b>

■ UTTAR PRADESH ■ JHARKHAND ■ CHHATISGARH  
Ⓞ OPERATIONAL UNIT □ STATE BOUNDARY

# EDUCATION



## MISSION

To raise the literacy level of the target population through need based interventions by providing quality education in formal and non formal initiatives in the operational area.

## OBJECTIVE

Provide amiable opportunity to the rural people to make them literate and educate them various skill development opportunities for alternate source of income.



## APPROACH

- ◆ Carrying out community based different education programme.
- ◆ Organising Training and orientation programmes for rural youths & women.
- ◆ Provide value added education to children



## IMPACT

- ◆ Increase in literacy level.
- ◆ Developed self confidence with behavioural and attitudinal change.
- ◆ Improved skill levels to provide more options to take up alternate sources of income.

# HEALTHCARE



## MISSION

To reach out the underprivileged people in the villages and provide healthcare facilities.

## OBJECTIVE

Ensure good health to the community by providing quality services through our healthcare facilities even in remote and inaccessible villages.



## APPROACH

- ◆ Providing general health services through Rural Medical Services.
- ◆ Provide low cost operative healthcare to poor Rural.
- ◆ Provide healthcare services on family welfare and adolescent health.
- ◆ Encouraging to adopt small family norms through Sterilization, spacing methods and different Awareness Building Programmes.



## IMPACT

- ◆ Improve in health status of the community.
- ◆ Reduction in infant and maternal mortality.
- ◆ Reduction in Reproductive Tract Infections (RTI) and Sexually Transmitted Diseases (STDs)

# SUSTAINABLE LIVELIHOOD



## MISSION

To ensure the community sustainable means of livelihood by assessing the needs and increase the capacity for optimum use of natural and human resources.

## OBJECTIVE

Put efforts to make agriculture an economically viable vocation and support to the feasible means of alternate source of income for Rural people to improve their economic status.



## APPROACH

- ◆ Encourage and support farmers to take up scientific agricultural method to increase crop production.
- ◆ Promote cash crop production through training and demonstration.
- ◆ Harnessing perennial and available water resources.
- ◆ Provide support in different means of irrigations to promote multi-cropping.
- ◆ Support rural youths and women to take up micro enterprises.



## IMPACT

- ◆ Increase in productivity of per unit of land.
- ◆ More area of wasteland brought under cultivation.
- ◆ Increase in income of the families.

# INFRASTRUCTURE DEVELOPMENT



## MISSION

To provide minimal standard of living to the Rural people, through better infrastructure facilities such as Rural housing, transport, drinking water and community centres.

## OBJECTIVE

Construct or repair the infrastructure facilities like roads, community centres, school buildings, bridges, tube wells, ponds, etc. in the villages.



## APPROACH

- ◆ Identification of need, planning and implementation with community participation.
- ◆ Proper utilisation of common property resources for the benefit of the community.
- ◆ Identification and development of Rural infrastructure.



## IMPACT

- ◆ Improvement in accessibility of services.
- ◆ Increase in belongingness to community resources.
- ◆ Proper utilisation of resources.

# SOCIAL ISSUES



## MISSION

To provide support in removing social stigmas and social evils from the community through different social initiatives.

## OBJECTIVE

Conduct awareness programme to sensitise the community against stigmas and social evils and organise mass widow remarriage and dowryless marriages programme.



## APPROACH

- ◆ Outlining strategies for qualitative attitudinal behavioural change of the people.
- ◆ Involving youths in the programme to develop active groups.
- ◆ Community based initiatives to overcome social evils.



## IMPACT

- ◆ Better socio-political awareness among the people.
- ◆ Better socio-economic condition.
- ◆ Control over social evils and superstitions





## HINDALCO INDUSTRIES LTD

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