

APPENDIX - 1

CASE STUDY -1

BENEFICIARY OF RELIANCE INDUSTRIES LIMITED (RIL)

Introduction

- Reliance Industries Limited (RIL), Vadodara Manufacturing Division (VMD) was earlier part of the Indian Petrochemicals Corporation Ltd. (IPCL) with Management control by Govt. of India. In 2002, due to divestment of the equity, the management control went to the hands of Reliance Petroinvest Co. of RIL group. On 5 September, 2007, IPCL got merged with RIL.
- Accredited earlier for Best performance award among petrochemicals companies worldwide (CI London), FICCI Awards, ICMA Awards, National Energy Awards and several awards from National Safety Council, USA and British Safety Council, UK. Infact it has Integrated Management System in place comprising of ISO-9001, ISO-14001 and OSHAS-18001 Certification for all the plants and departments of the Site.
- Vadodara Manufacturing Division received the CII Environment Best Practices Award 2012 for “Most Innovative Environmental Project”.

Business

- RIL, Vadodara Manufacturing Division multi-product manufacture portfolio includes Polymers, Synthetic Rubber, Synthetic Fibre and Fibre Intermediates, Solvents and Industrial Chemicals

Mission

- Create value for all stakeholders
- Grow through innovation
- Lead in good governance practices
- Use sustainability to drive product development and enhance operational efficiencies
- Ensure energy security of the nation
- Foster rural prosperity

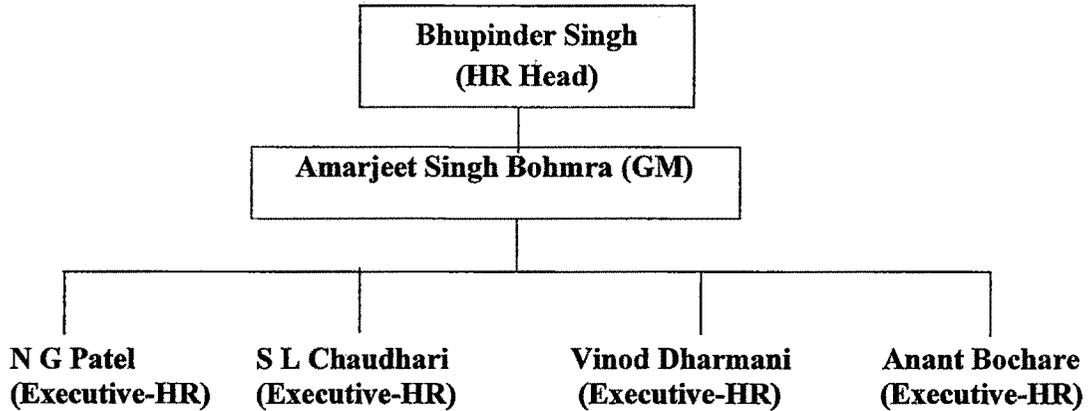
Vision

Through sustainable measures, create value for the nation, enhance quality of life across the entire socio-economic spectrum and help spearhead India as a global leader in the domains where we operate.

Values

Our growth and success are based on the ten core values; Care, Citizenship, Fairness, Honesty, Integrity, Purposefulness, Respect, Responsibility, Safety and Trust.

Organisation Structure of Corporate Communications/CSR Group, VMD



- Since last many years, RIL, VMD, CCG Group has been participating for development of surrounding villages. Various activities, such as, agricultural, educational employment, women empowerment, health and sanitation, help to handicapped, etc. are being carried out in the interest of rural development in particular and country at large.
- Efforts are put in for the self-employment of youngsters and women of rural areas.
- The Gram Panchayat members, Sarpanch and people of villages are sources of inspiration for carrying out the above activities.

Case Study No. 1
Subject: Women Empowerment cum self-reliant
Location: Undhera, Vadodara
Team: CCG, RIL, VMD with the help of Jan Sikshan Sansthan
Venue: Undera Village

Title: Self Reliant, special case on KALAVATIBEN NARENDRABHAI CHAVDA

Main Aims of CSR(CCG), Reliance VMD

RD and CWC known as Reliance CSR (CCG) although with different objectives and different programs, share common goals of capacity building and development of community and surrounding areas at large. The cell believes that when youth are given the opportunity to empower themselves, development will occur naturally.

Activity implemented

As a part of CSR activity, CSR (CCG) cell organized a training program on Tailoring in the Undhera village near RIL, VMD with the help of Jan Sikshan Sansthan (Ministry of Human Resource Development, Government of India). After successful completion of training, participants are given certificates by the Jan Sikshan Sansthan.

- **Duration: 6 months**
- **Time: 12-30pm to 4-30pm**
- **Number of participants: 20 (All girls belong to Undhera village)**

Challenges faced

1. Convince their parents or elderly person in the family.
2. Hesitation to go out of the village.
3. To understand behavioral and communication pattern of participant.
4. Financial matter.

Results/ Benefits

After successful completion of Training course on tailoring, few of them are now running their own business to earn income to their family. They are now more confident and motivated to take challenges in life. The girls are now becoming important bread earners of the family. Girls feel respected for contributing something valuable to their family.

In order to quote an example here, would like to mention Mrs. Kalavatiben Narendrabhai Chavda, a talented participant from the Undhera village near RIL, VDM. After completion of training, she got appointed as an instructor in training courses on “Dress making, Designing and Embroidery” by Jan Shikshan Shanthan (Ministry of Human Resource Development, Government of India). Now she gets invitation from different organizations to impart training on dress making course or tailoring. Kalavatiben’s monthly income is Rs.1500-2000 (per day two hours, weekly 5 days). She builds a good rapport with villagers as well as CCG/CSR members.

After completions of training, sewing machines are also distributed to the potential participants with the help of 50% of subsidy. Kalavatiben was one of the potential participants who awarded of sewing machine.

Some File Photos of KalavatibenChadva



Kalavatiben attending training on “Dress-making and Tailoring” at Undhera village



Kalavati Chavda working an “instructor” with Jan Sikshan Sansthan

CASE STUDY – 2

BENEFICIARY - THE AKSHAYA PATRA FOUNDATION

Introduction

The history of Akshaya Patra Foundation begins with vision of Bhaktivedanta Swami Prabhupada when one day he saw a group of children fighting with street dogs over scraps of food in Mayapur, a village near Calcutta. From this incident, he came to the determination that: No one within a ten mile radius of our center should go hungry. It is his inspiration which helped to create The Akshaya Patra Foundation. They began this initiative with the vision that *“No child in India shall be deprived of education because of hunger”*.

In June 2000, they started our mid-day meal program in Bangalore by feeding 1500 children in 5 schools. At that time there was no State run school meal program in Karnataka. Now they are reaching out to 1.3 million children every day in 9 states with 20 kitchens.

Akshaya Patra in Vadodara –

In Vadodara, the Akshaya Patra Foundation is established in 2009. Akshaya Patra centralized kitchen capacity and feeding 1, 33,000 children daily. Cooking takes place in mechanized, steam heated cauldrons custom built to reduce the cook to consume time. Mechanization has also helped us meet the standards of hygiene by minimizing human handling of food. Mr. Bhagyavan J. Shetty, Asst. Manager Operation, Akshaya Patra, Vadodara said that freshly cooked food is packed in stainless steel containers and transported to governmental and municipal schools with 39 custom built vehicles. They are providing meal to Anganwadis with 4 custom built vehicles.

- Location of Kitchen Facility: Gotri, Vadodara
- Schools: 617
- Anganwadis: 137
- Feeding Children Daily: 1,33,000
- Daily cost of Vadodara Unit: 5 Lakhs (5 rupees 50 paise per children)
- Employee Strength: 255

Most of the companies in Vadodara including Public sector, Private sector and MNC sector stated that they all have contributed to Akshaya Patra through smaller or substantial way. Their contribution included monetary donations as well as other help like providing vehicle, maintenance to the foundation. Gujarat Alkalies and Chemical Limited (GACL), Gujarat State Fertilizers and Chemicals Limited (GSFC), Gujarat Industries Power Limited (GIPCL) and Vadodara Municipal Corporation (VMC) provided support to set up the kitchen facility in Vadodara.

File Photos of the Akshaya Patra Foundation, Vadodara



Special Thanks to Contributors



Chapati (Roti) making Machine produces 50,000 Chapatis in an hour



With custom built vehicle for meal carrier



A worker making hygiene food wearing cap, mask and gloves