

## Corporate Social Responsibility (CSR)



“Whenever you are in doubt... recall the face of the poorest and the weakest man whom you may have seen and ask yourself if the step you contemplate is going to be of any use to him? Will he gain anything by it? Will it restore him to control over his own life and destiny? That test alone can make our plans and programmes meaningful.”

- Mahatma Gandhi

### IT'S NOT CHARITY, IT'S OUR RESPONSIBILITY

At Nalco, when we started our activities in Orissa 29 years ago, there was no such nomenclature like Corporate Social Responsibility or CSR. All that we knew was our Moral Responsibility towards the society.

But today, CSR has become a buzzword in the corporate world. More and more organizations are waking up to this belated realization that beyond productivity and profitability, it is the social accountability that determines their image.

Presently, even before the land is acquired and foundation-stone laid for a project, the company launches its CSR activities in the area. It is presumed that on a solid CSR foundation, a strong business empire can be built.

As a policy, Nalco has been allocating 1% of its net profit of the year for periphery development activities of the succeeding year.

Out of this allocable fund:

40% is for Damanjodi sector,  
where the company's Mines & Refinery are located;

40% is for Angul sector,  
where the company's Smelter & Power Plant are located;

and 20% is for other areas.

#### AMOUNT ALLOCATED TOWARDS PERIPHERY DEVELOPMENT TILL 2009-10 (including special projects)

At Damanjodi	:	Rs.48.88 Cr
At Angul	:	Rs.61.10 Cr
Other Areas	:	Rs.26.89 Cr
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<b>TOTAL</b>	<b>:</b>	<b>Rs.136.87 Cr</b>



Full-fledged hospitals at Damanjodi and Angul



Mobile medical units of Nalco visit peripheral villages in Angul and Damanjodi sectors and hold health camps round the year, distributing free medicines



To foster scientific temper among rural students, Nalco takes them to Bhubaneswar and shows them Pathani Samant Planetarium, Regional Museum of Natural History and Regional Science Centre.

## BEYOND PERIPHERY

Soon after the Super Cyclone in Orissa in the year 1999, Nalco has constructed 197 Primary Schools-cum-Cyclone Shelters, under Prime Minister's National Relief Fund Scheme.

Funds received from PM's Office	:	Rs.6.37 Cr
Nalco's contribution	:	Rs.1.31 Cr
Total Expenditure	:	Rs.7.68 Cr

<b>1999:</b> To National Defence Fund during Kargil War	:	Rs.1.18 Cr
<b>1999:</b> For the victims of Super Cyclone in Orissa	:	Rs.1.39 Cr
<b>2001:</b> To PM's National Relief Fund for the victims of Gujarat Earthquake	:	Rs.1.70 Cr
<b>2004:</b> To Sports Authority of India towards training of Indian Contingent for Athens Olympics	:	Rs. 1.00 Cr
<b>2005:</b> To PM's National Relief Fund for the victims of Tsunami	:	Rs.2.44 Cr
<b>2005:</b> To PM's National Relief Fund for the victims of J&K Earthquake	:	Rs.2.98 Cr
<b>2008:</b> To Chief Minister Relief Fund for the victims of Flood in Orissa	:	Rs.5.00 Cr

## Nalco to double its CSR expenditure

Navratna Nalco has decided to set up a Corporate Social Responsibility Foundation by the end of April, 2010. For this, the company shall be allocating one percent of its net profit every year. So far, Nalco was spending one percent of its net profit for its periphery development programme. With the setting up of Nalco CSR Foundation, the amount now stands doubled. Moreover, the Govt guideline is to spend 5% of the net profit from mining revenue for CSR activities; whereas Nalco has decided to spend 2% from its overall net profit, which is much higher.

Building Nalco does not mean merely contributing to the aluminium capacity of the country. It has involved playing significant roles in the economic development of the areas where Nalco operates. Rehabilitation of displaced families, employment and income generation for local people, development of infrastructure, environment care and humanitarian goodwill missions have earned Nalco a place of pride, not only in the corporate world of India but also in the hearts of the people of Orissa.

Now, the doubling of CSR fund indicates that with the passing years, Nalco has become more mellowed and matured, sharing its success with the society at large.