



PRESENTATION ON WATER PROJECTS

**NATIONAL AWARD FOR
“EXCELLENCE IN WATER MANAGEMENT, 2007”**

CII – SOHRABJI GODREJ GREEN BUSINESS CENTRE, HYDERABAD

HINDALCO INDUSTRIES LTD.

RENUKOOT, SONBHADRA, U.P.

Our Vision

“To be a premium Metals major, global in size and reach, with a passion for excellence. ”

Our Mission

“To relentlessly pursue the creation of superior shareholder value by exceeding customer expectations profitably, unleashing employee potential and being a responsible corporate citizen adhering to our values. ”

INTEGRITY

COMMITTMENT

PASSION

SEAMLESSNESS

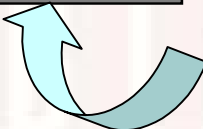
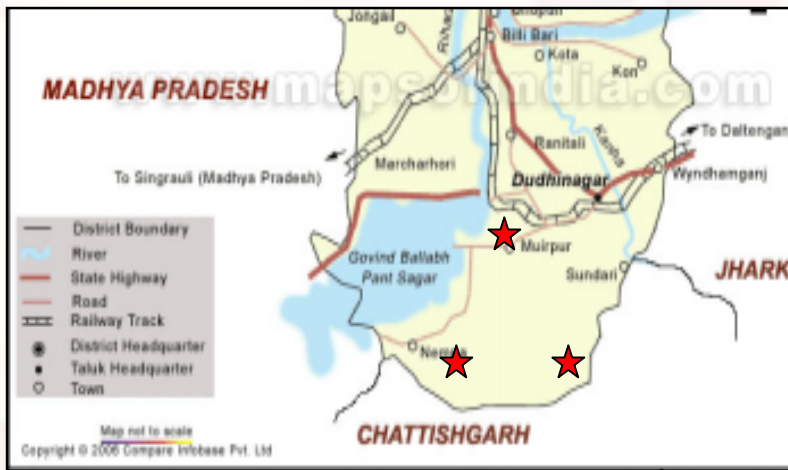
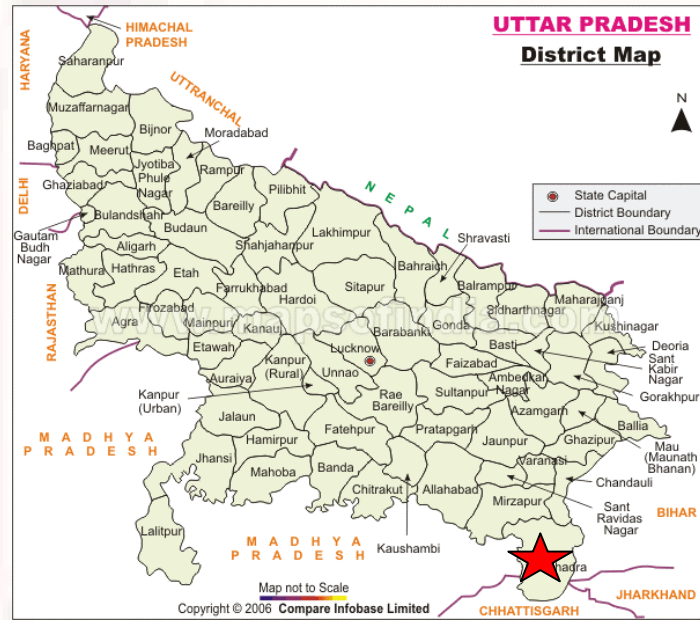
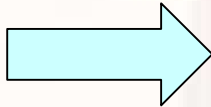
SPEED

Hindalco: An Introduction

- ❖ Largest vertically Integrated Aluminium Company in India
- ❖ Domestic market leader in Aluminium
- ❖ Among the low cost producers globally
- ❖ Sustainable strategic strengths
- ❖ Financial strength to take on emerging global opportunities
- ❖ Sustained delivery of superior shareholder value
- ❖ Fully integrated operations
- ❖ Company Certified under “OHSAS 18001 Certification” and
“A unique WCM model”

***COMMUNITY DEVELOPMENT
INITIATIVES***

Area Map



Our Vision

“ To actively contribute to the social and economic development of the communities in which we operate. In so doing build a better, sustainable way of life for the weaker sections of society and raise the country’s human development index.”

STRATEGIC APPROACH



Area profile

Sl. No.	Locations	Demographic Status of 345 villages		
		Total no. of operational villages	Total no. of families	Population
1	Hindalco-Renukoot (Uttar Pradesh)	200	79800	287726
2	Renupower Division- Renusagar (Uttar Pradesh)	32	13607	81639
3	Mines Division-Lohardaga (Jharkhand)	73	14689	88136
4	Mines Division-Samri (Chhattisgarh)	40	5123	30736
	Total :	345	113219	488237

WATER PROJECTS

RATIONALITY OF THE PROJECT

- **Topography** : **Hilly area**
- **Agriculture land** : **54811 Ha**
- **Multi cropping** : **7483 Ha**
- **Net Irrigated Land** : **2525 Ha**
- **Agriculture waste land** : **5151 Ha**
- **Fallow land** : **9983 Ha**
- **Existing Cropping pattern** : **Paddy, Maize, Bajra, Sawa, Arhar, Groundnut, Urad, etc.**
- **No of BPL family** : **Around 65 %**
- **Uneven distribution of Monsoon period**



Watershed Management – An Introduction

	Narrative summery	Variable Indicator	Means of verification	Important Assumption
Goal	<p>“To make the community Self Reliant with respect to Economic through Land & Water Management”</p>	<ul style="list-style-type: none"> • No of projects implemented • % increase in no of farmers adopting multi cropping • % of irrigated area • Trend of seasonal migration • Sensitized Community • No of project running successfully with the involvement of Village Development Committees 	<ul style="list-style-type: none"> • Visit reports • Fortnightly meeting report with the Village Development Committee • Feedback data from the community 	<ul style="list-style-type: none"> • Ownership of the stake created.
Objective	<p>To increase the earning capacity of 8000 farmers of 30 villages through Land & Water.</p>	<p>% increase in farmers per capita Income % increase in irrigated area % increase in area covered by multi-cropping</p>	<ul style="list-style-type: none"> • Village Meeting register • Door-to-Door survey data • Field verification reports 	<p>Sustenance of the projects themselves.</p>

Watershed Management – An Introduction

	Narrative summery	Variable Indicator	Means of verification	Important Assumption
Output	<ul style="list-style-type: none"> • More than 2500 acres of the land covered by lift Irrigation project benefiting 4165 people • Covered around 8600 acres of the land by Rain Water Harvesting Structures benefiting 6500 farmers. 	<ul style="list-style-type: none"> • % of area covered under the Land & Water Project • % of the projects Completed 	<ul style="list-style-type: none"> • No. of project • Earning capacity • Implementation Calendar 	<ul style="list-style-type: none"> • Sufficient increase in income • Better living standard of beneficiaries
Activities	<ul style="list-style-type: none"> • Data collection • Project Planning through village meetings • Developing Implementation Calendar • Procurement of raw material Construction of water channel • Construction of Rainwater Harvesting Tanks/Ponds & Irrigation well • Installation of Lift Irrigation projects Construction of Check dams/ Chalka 	<ul style="list-style-type: none"> • Work on progress as per schedule Register availability with proper maintenance 	<ul style="list-style-type: none"> • Day to day physical verification • Meeting register • Training register • Field Register 	<ul style="list-style-type: none"> • Availability of Raw material in time • Stability in price of raw material during the project period.

Watershed Management – An Introduction

	Narrative summery	Variable Indicator	Means of verification	Important Assumption
Input	<ul style="list-style-type: none"> • Awareness building of the villagers • Formation and Capacity Building for Village Development Committee. • Capacity Building of Village Development Committee and project staffs on watershed Development & Management 	<ul style="list-style-type: none"> • No of meetings with the villagers • Total existing structures • No. of training conducted 	<ul style="list-style-type: none"> • Tanning register • Field visit report 	<p>cooperation of farmers.</p> <p>Acceptance of the project</p>

Major initiatives

Water Conservation through construction and Renovation

(From April 2004 to March 2007)

<i>Lift irrigation projects</i>	<i>36</i>
<i>Small Check Dams</i>	<i>27</i>
<i>Rain water Harvesting Tank</i>	<i>150</i>
<i>Water Channel</i>	<i>15000 Feet</i>

- *Formation of CBO's (such as Water User Committee), Self-help Groups with clearly defined roles and responsibilities*
- *Capacity Building of CBO's on managing of resources*
- *Sensitized the community to take this project further*
- *Close monitoring and technical support*

Challenges and Constraints

- **Resource Mobilization.**
- **Extreme Poverty resulted in low participation in terms of resources.**
- **Non acceptance of new technology by community**
- **Lack of initial support by the government/ panchayat**

Replicability of the Project

- **Based on the success of the project in district Sonebhadra, the government also constructed a number of Lift Irrigation project with the support of the community.**
- **The same concept was replicated by other Aditya Birla Group companies.**

Programme Impact

Pre Project Situation	Post Project Situation
Incidence of Malnourishment	Reduced by 42 %
Normal food availability	Nutritive food availability throughout the year due to promotion of vegetable and fruit growing
Poor Community Involvement	Improved people participation
High rate of migration	Incidence of migration reduced further to 70 %
Poor Government Involvement	Government erected many hyder towers independently
Monsoon dependent irrigation	An additional 16000 Ha (approx.) of land irrigated through water projects. Around 20655 farmers benefited under this program.
Low agricultural produce	An additional produce of 17850 MT
Intense forest cutting	Reduced by 35 %
Annual income was Rs. 25,000/-	Annual income reached Rs. 40,000/-

Learning from the Project.

- *The involvement of the community is a key to bring the long term result.*
- *The entry point and other supporting activities are very essential to manage the social harmony .*
- *This is a successful project in areas where the land is undulated and where there is low rainfall*
- *If various agencies work together and compliment each others efforts, we can utilize each others areas of expertise and do good work for the communities.*

Photographs



Check dam



Pucca RWH



Chalka



Pond



Irrigation well



Pond

Photographs



Establishing tower



Laying underground pipe



Lifting water



Water Channel

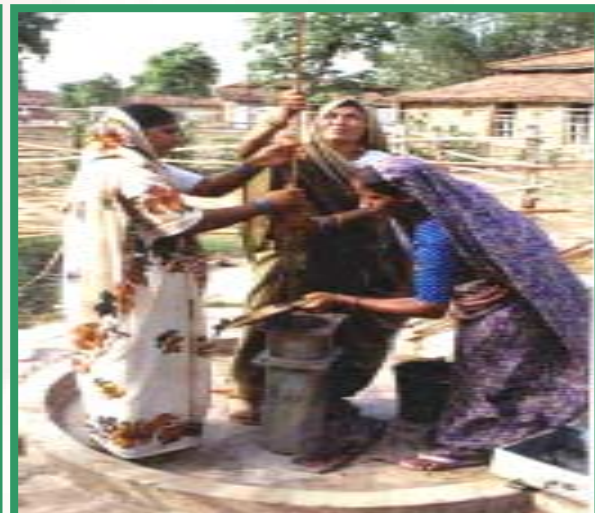


Water Channel

Photographs

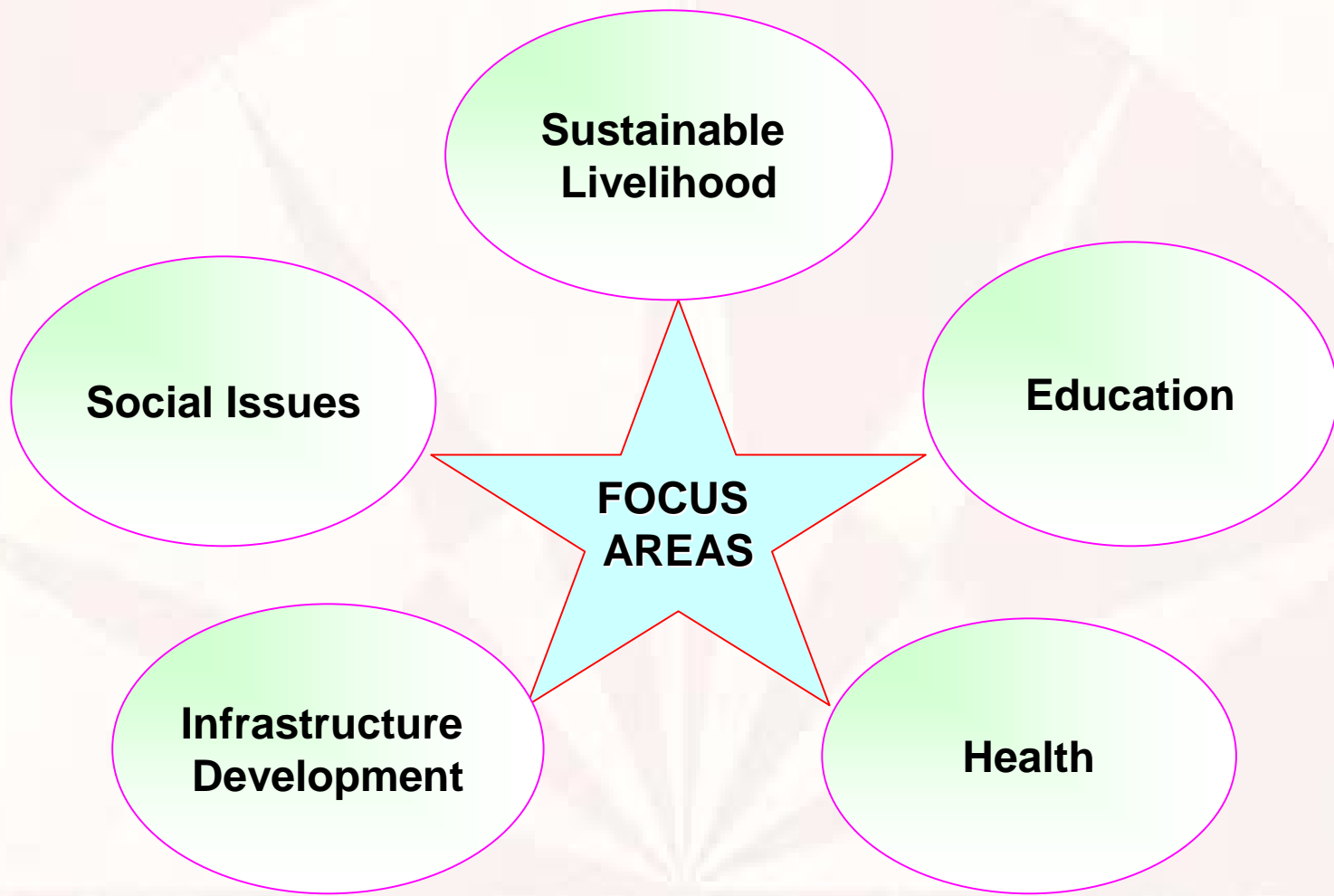


Photographs for Safe Drinking water Program

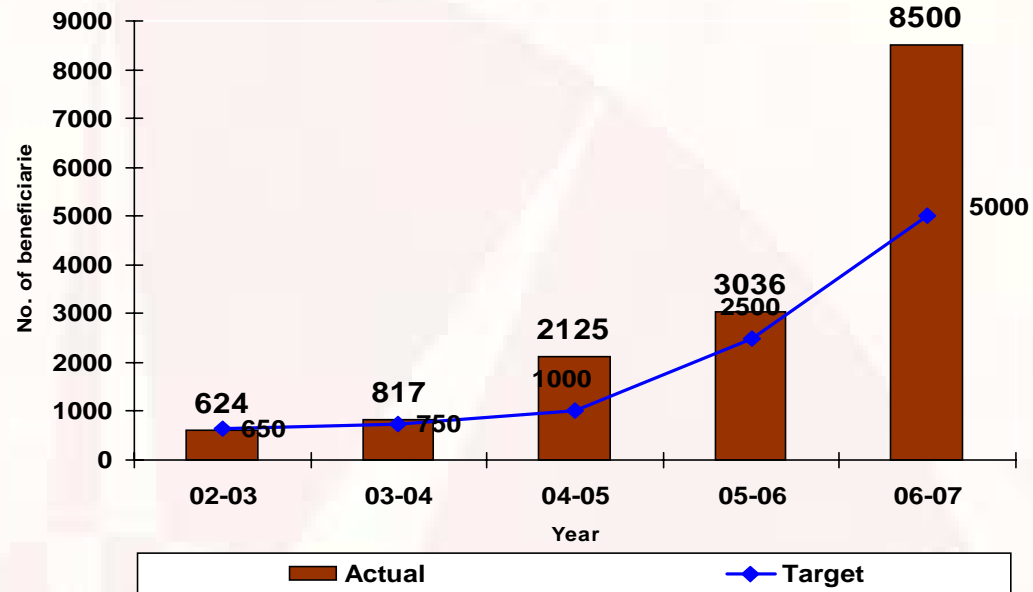


Model village development initiatives

Structured Plan

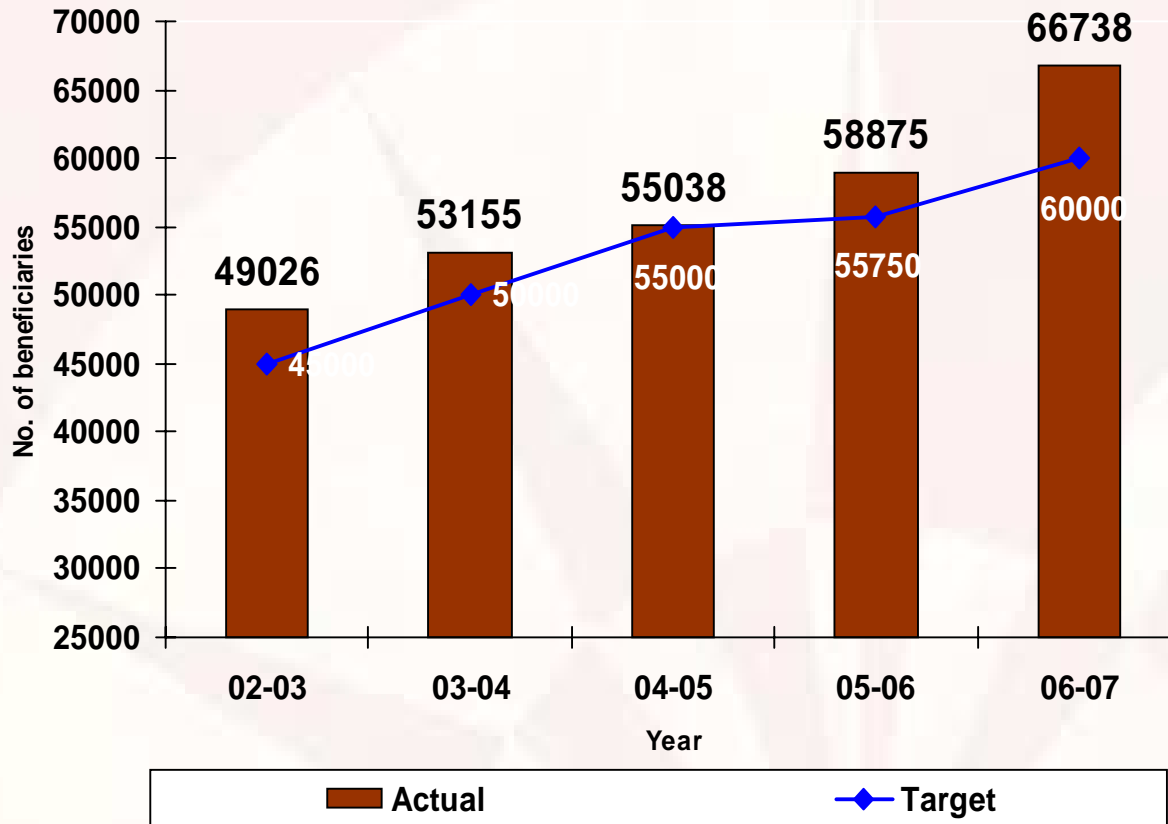


- Running 4 Aditya Bal Vidya Mandir
- Running 4 Balwadi Centers
- Support provided to local Govt. schools
- Distribution of Merit Scholarships



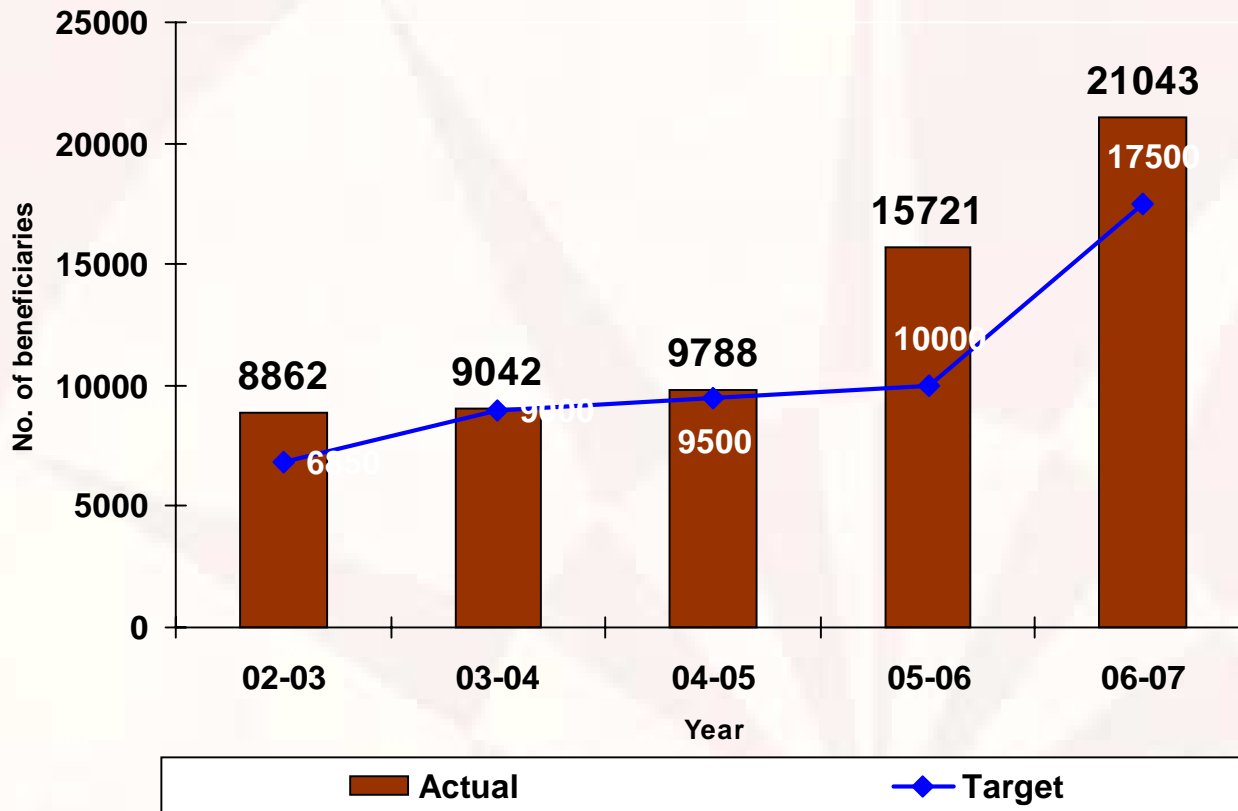
- Running 4 Family Welfare Centers and One Rural Hospital
- Installing and repairing of hand pumps
- Sprinkling bleaching powder in wells
- Pulse Polio Immunization Programme
- Routine Immunization Programme
- Anti Malarial Spraying Programme
- Conducted Rural Medical Camps
- IOL Surgery
- Special Surgery programmes like Cleft lip and palate Surgery, Hernia, Hydrocele, cyst etc.
- Family planning programme/ operations

Health Care



- Agriculture Development Programme
- Land and Water Management Programme
- Vegetable Growing Programme
- Income Generation through Skill Development
- Animal Husbandry Programme
- Promotion of local crafts
- Construction of low cost farming structures

Sustainable livelihood

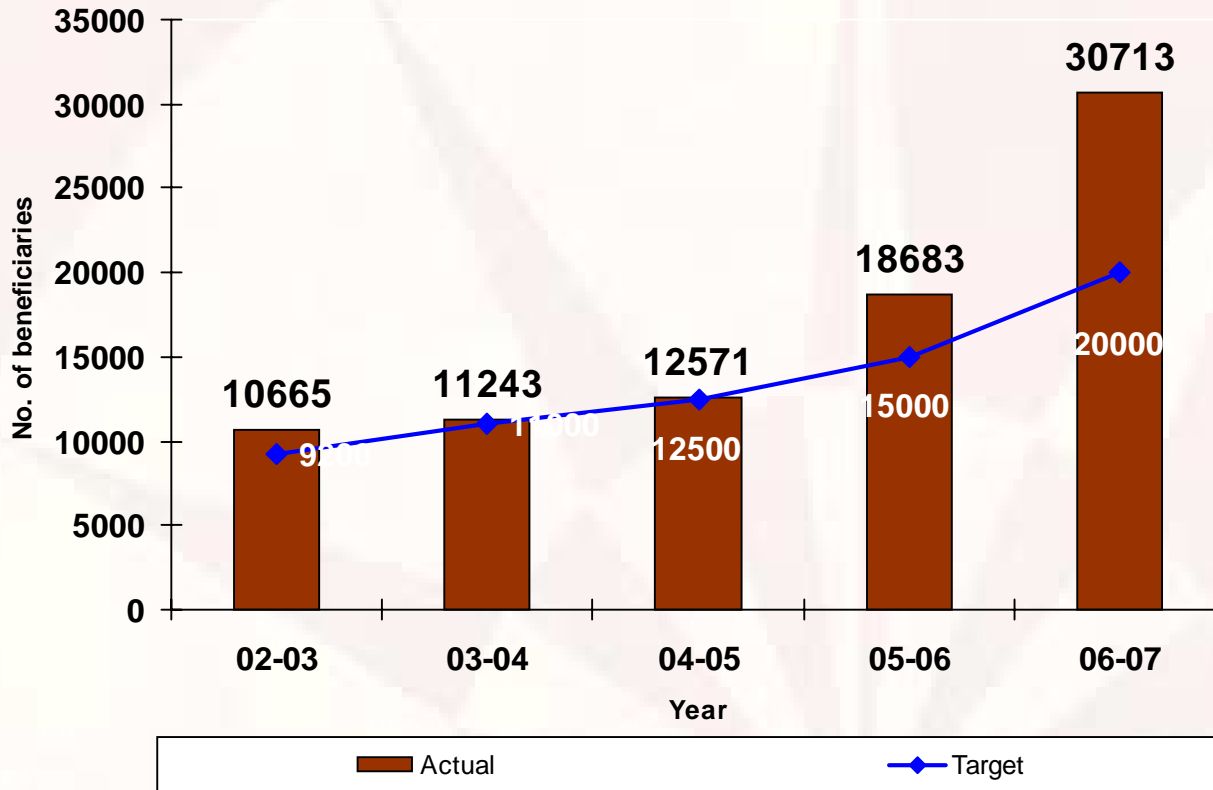


Infrastructure Development

- Construction of Kutcha and WBM roads
- Construction of low cost latrines
- Construction of new houses
- Repairing and Renovation of old houses
- Expansion and renovation of schools



Infrastructure Development



- Organizing Widow Remarriages and Dowry less Marriages
- Formation and strengthening of Self Help Groups
- Organizing Issue based Awareness Programmes





The Aditya Birla Rural Technology Park,

Muirpur

Capacity Building for Sustainable Development

ESTABLISHMENT OF FIVE SECTIONS



*Vocational
Training
Section*

*Rural
Hospital*



*Agriculture
Research
Section*



*Animal
Husbandry
Center*



Capacity Building Center



AWARDS AND RECOGNITIONS



FICCI Award - 2001 - 02



***FICCI Award For Outstanding Work In
The Area Of Rural Development
Year - 2001***



***Good Corporate Citizen Award By Bombay
Chamber Of Commerce & Industry
Year - 1998***



Asian CSR Award - 2003

AWARDS AND RECOGNITIONS



National Energy Conservation Award 2004



National Energy Conservation Award 2005



Aditya Birla Planet Award - 2004



CII National Water Management Award - 2006

Thank You