

Friday
WE CARE

Corporate Social
Responsibility Initiatives



GAIL (India) Limited





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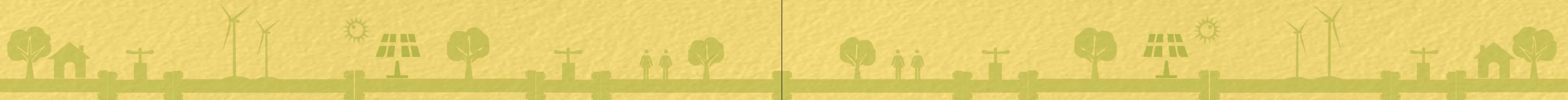
GAIL (India) Limited, with a turnover of 7.2 billion US \$ (₹40281 crores) is India's largest natural gas company and ranked as the top gas utility in Asia. Recently, GAIL, has been conferred with Maharatna status, an honour which is recognition of GAIL's commitment to its values and a privilege enjoyed only by six other organisations in this country. But GAIL is more than just a gas company. As a corporate citizen of the world, we carry greater responsibilities and have even greater opportunities to make a real difference. We believe that it is responding to the needs of people, benefitting communities, and protecting the environment that will ultimately determine the sustainability of our continued progress.

For us, corporate responsibility is an ongoing journey and not just a destination.

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Chairman's Message

"A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history."

These words by Mahatma Gandhi are as relevant today as they were in the context of India's freedom struggle, with reference to the country's inclusive and sustainable development. As the youngest Maharatna Public Sector Enterprise, GAIL believes that it has a responsibility to fulfill; towards the people and the environment in shaping a better future for the nation. I have no doubt that our commitment, faith and sense of purpose will enable the company to discharge this responsibility effectively.

GAIL's CSR programme has endeavoured to provide greater impetus to the state's ideal of inclusive and equitable social development, in the wake of growing national aspirations of a rising India. CSR and sustainable development form an

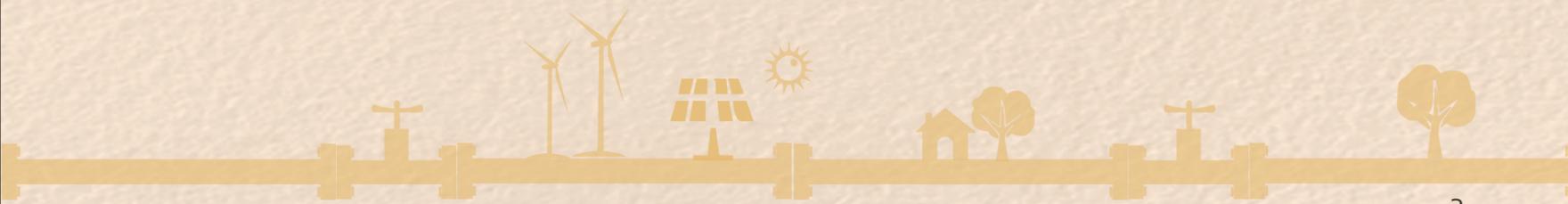
integral part of GAIL's corporate governance frameworks. Every year, we set aside two percent of our Profit After Tax (PAT) for CSR programmes that are structured to result in effective outcomes. Through an integrated umbrella of creative thinking, strategic blueprints, prudent partnerships and resource allocation, GAIL's CSR interventions have made a tangible impact on the lives of a large number of disadvantaged citizens.

I feel proud to share that our pioneering programme **Aarogya** in healthcare sector has already benefitted more than 2.5 million rural Indians and we hope to take it to 25 million citizens by 2017. The **Padho aur Badho** programme has mainstreamed almost 9000 out-of-school slum children into the formal schooling system. Similarly, our flagship

programme **Utkarsh** has made the dreams of almost 200 underprivileged youth come true by securing admission in top engineering institutions. The skill development and empowerment initiatives introduced in several rural areas have helped more than 7000 youth and 1400 women in finding employment. We believe that this is only a beginning for GAIL and we intend to replicate and scale up such initiatives.

This booklet is a humble effort to capture our CSR endeavours and we look forward to your feedback on our way forward.

B.C. Tripathi
(Chairman and Managing Director)





GAIL's community outreach initiatives bringing smiles

Making a difference

GAIL cares. As a conscious corporate citizen, the organisation believes that it has a social purpose. The rigour and strategic thought that drives GAIL to be consistently ranked among the top gas utilities in the world, also drives its CSR initiatives. Today, it is acknowledged among Indian Inc. as a pioneer for its sustainable impact, its CSR projects have had on the lives of the marginalised communities it has sought to support.

Two percent of GAIL's annual Profit After Tax(PAT) is reserved for its CSR programme to ensure sustainable results. GAIL follows global best practices in identifying, implementing, sustaining and monitoring its CSR projects to maximise sustainability, scalability and transparency. A cross-functional committee comprising heads of various functions and a Board-level sub-committee review and monitor governance of GAIL's social performance. CSR performance parameters have been included in the Memorandum of Understanding signed with the Ministry of Petroleum and Natural Gas, under whose aegis GAIL operates.

Broadly, GAIL's CSR initiatives can be categorised as: outreach and development projects aimed at communities living close to its work centres; and flagship projects aimed at wealth and value creation committed to capability enhancement and empowerment of the under-privileged.

Specifically, GAIL has identified seven thrust areas:

Education / Literacy Enhancement, Skill Development /Empowerment, Healthcare/ Medical facility, Community Development, Drinking Water & Sanitation, Infrastructure Development and Environment Protection / Horticulture – under which projects are executed.

“Businesses have a responsibility, too.”

- Barack Hussein Obama





A peep into a village school in Vijaipur, Madhya Pradesh



Literacy Enhancement & Education

GAIL, through its Education/Literacy Enhancement programmes, is engaged in changing the world for children and young adults who have been deprived of the opportunity to acquire knowledge and education due to acute poverty. A slew of projects have been implemented to address critical issues such as school drop-out rate, literacy rate, education for out-of-school children, equipment and infrastructure for schools among others. To facilitate access to quality education by the less privileged children, the GAIL Charitable and Education Trust was set up in 2009, with a corpus of INR 500 million to award scholarships to meritorious poor students.

“Education is the most powerful weapon which you can use to change the world.” - Nelson Mandela



A
B





GAIL's inclusive development philosophy makes education for children with special needs a possibility

96 students

qualified for admission to premier engineering colleges in 2012 under project *UTKARSH*

8938 children

mainstreamed into government schools, out of 10,724 enrolled in 200 non-formal education centres in the NCR region under project *PADHO AUR BADHO*

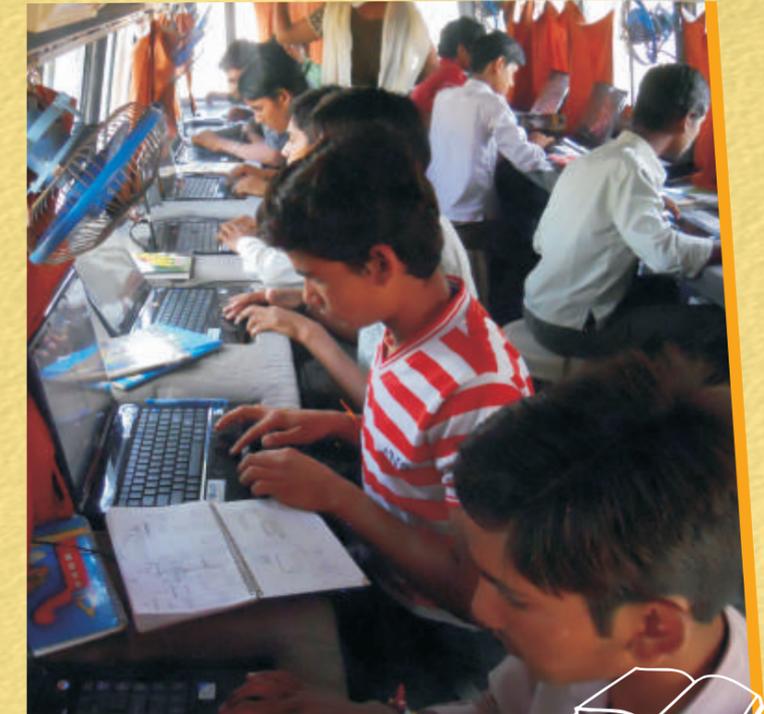
4,500 students

provided access to computer education under project *E-Shiksha*

One of GAIL's earliest and innovative interventions in the education sector was the introduction of the *E-Shiksha* programme. As part of this project, computer labs were set up in a power equipped mobile vehicle along with one qualified instructor and teaching aids. The programme initiated in 2008 as a pilot project in Vijaipur, has benefitted close to 4500 students. The programme has helped in making computer education accessible to government schools and facilitated students to accomplish their regular computer school curriculum through the mobile computer aided lab. After school hours, the computer vehicles were available to the villagers of Vijaipur for the adults to take up a course in typing and basic computer literacy. *E-Shiksha* till date remains one of the most effective and successful interventions.

To further boost the outreach of education among the lesser privileged, GAIL has contributed for creation of infrastructure, provision of equipment, furnishing and stationery to schools to enhance creativity and independence among students and improve attendance of children in schools. GAIL has also provided support to special children through provision of hearing aids, computer-based visual speech training equipment, audio-visual projectors and computer with special software for visually challenged school children; to help such special children join the mainstream.

By far the most inspiring and enriching initiatives, for the beneficiary children and GAIL, have been two flagship projects- *Utkarsh* and *Padho Aur Badho*.



Utkarsh Aiming for Excellence

Utkarsh is aimed at securing the future of brilliant students whose dreams may otherwise perish due to lack of finances. This pioneering project provides all-expenses paid, specialised residential coaching/intensive mentoring so that bright children of underprivileged families can compete for engineering entrance examinations such as the Indian Institutes of Technology Joint Entrance Examination (IIT-JEE). Beneficiaries are selected through a stringent written examination held at six centres in North India. Once these children qualify, GAIL also subsidises their academic expenses for the engineering course. Thus, not only does GAIL put these deserving students on the path to sustainable professional and personal success, but also creates human assets for the nation. Over 15 years of **Utkarsh**' implementation, it is estimated, almost 1,500 trained engineers will enter the industry. The success of **Utkarsh** is evident from the fact that the intake of the students has increased from 30 in the first year (2009) to 100 from 2011-12 onwards. In 2009, of 23 students, three qualified for the IITs and 14 for the National Institutes of Technology and other institutions. In 2010, 11 students made it through the IIT-JEE while three qualified for the highly competitive Indian Space Research Organisation (ISRO) entrance examination and 41 for the All India Council for Technical Education(AICTE)/Uttar Pradesh Technical University (UPTU) examination. Of the 100 enrolled, a total of 95 children



Beaming future engineers of the nation benefitted by GAIL's **Utkarsh** initiative

appeared for various engineering entrance examinations in the year 2012, achieving path breaking success. 94 were selected in IIT- JEE (14), AIEEE (17), ISAT/ISRO (3) and UP Technical University (49). The success story of **Utkarsh** has inspired other PSEs to emulate this project and has infact been adopted by IIT Kanpur as a case study in their curriculum.

Padho Aur Badho Advancing through Education

Urban slums can wreak devastation on childhood. As the struggle for survival takes precedence, children living in urban slums are deprived not just of opportunities to study but also of the joys and pleasures of childhood. GAIL's **Padho Aur Badho** project strives to bring some degree of succour to these children by fulfilling their dreams of getting an education. Since 2009, the project has been instrumental in setting up 200 Non-formal Education Centres in the slum areas of Delhi. These centres provide flexible and non-structured education that is geared to cater to the children's time, age and learning needs. So far 10,724 slum children, mainly rag-pickers, have benefitted from this project and more than 8,900 have been mainstreamed into the government education system. In 2012, the number of centres has increased to 250 covering 7,500 children residing in urban slums of Delhi/NCR. The project has also been selected as a case study by the World Bank.



Young children residing in slums of Delhi/NCR discovering the world of alphabets and crayons





A tribal woman in Jhabua, Madhya Pradesh covered by Project **Anhad Gram**, shows off her embroidery skills

Skill Development/ Empowerment



Enabling and empowering the underprivileged so that they become agents of change, lies at the very heart of GAIL's CSR initiatives. The organisation seeks to address the crucial issue of unemployability by providing skills to the disadvantaged so that they gain sustainable employment as well as social respect, self-reliance and self-confidence. Empowerment of the differently abled and physically challenged is another area where GAIL is proactively involved through the provision of essential medical aids, equipment and infrastructural support.

GAIL endeavors in this direction include: distribution of specialised motorised vehicles to the physically challenged to promote their self-reliance; the GAIL-AROH Foundation skill resource training centre, operated as a Public Private Partnership (PPP) project in collaboration with the Ministry of Rural Development under the *Swarna Jayanti Gram Swarajgar Yojana* (SGSY) Scheme support to the District Disability Rehabilitation Centre, Jhabua (Madhya Pradesh) through various projects over the last decade and the establishment of an information technology training/employment centre in Haryana for the visually impaired youth.

“We must become the change we want to see.” – Mahatma Gandhi





5,417 youth from poor families trained in collaboration with the Ministry of Rural Development under the Swarna Jayanti Gram Swarajgar Yojana (SGSY) Scheme

1,900 youth have been trained and 1400 provided placement assistance- project Swavalambh

200 motorized vehicle distributed to persons with disabilities during the last 7-8 years.

Village women in Vijaipur, Madhya Pradesh find income generation avenues through tailoring/sewing skills/jewellery making/ organic spices

Swavalambh Promoting Self-reliance

Rural India, especially remote villages, often offers few opportunities for young women and men to acquire employable skills and therefore sustainable livelihoods; a situation that serves to force their families into abject poverty. In a bid to create livelihood opportunities for unemployable youth and facilitate forums for their effective empowerment and self-reliance, GAIL established the GAIL-IL&FS & multi Skill School in District Guna, Madhya Pradesh, in 2010-11. The success of this pilot project led to GAIL partnering with IL&FS Skill Development Corporation to set up two new centres in the tribal regions of interior Gujarat and Andhra Pradesh. More than 1,900 youth have been trained and provided placement assistance in the retail, trade, hospitality, BPO service and facility management sectors. In 2011- 12, over 950 youth were trained and more than 720 were provided placement in well-known companies in various sectors. The integrated 'Backward and Forward' linkages, in training and employment, provided through these schools make them unique in their approach towards creation of sustainable livelihoods.



Garima Empowerment through Skills

GAIL, in association with the AROH Foundation, has sought to empower the mothers and sisters of the children associated with its *Padho Aur Badho* programme. These women are motivated to learn skills that can help them earn and enhance their family's income through project *Garima*. The women are provided training in skills such as cutting, tailoring, embroidery and handicraft-making and assisted with developing market linkages for their skills and products. This initiative has contributed significantly in enhancing the women's ability to earn as well as their self-respect and confidence. More than 1400 women have already been empowered through GAIL's self employment initiatives.





A farmer in Jhabua, Madhya Pradesh, reaping his rich harvest after using organic vermicompost, covered by Project Anhad Gram

Anhad Gram Finding Viable Solutions

Aimed primarily towards enabling self-reliance and providing livelihood opportunities for the disadvantaged tribal population; concentrated in the Jhabua district of Madhya Pradesh; Anhad Gram is a project that provides skill based training, better technology and market access for the local produce, to provide an alternative and sustainable livelihood. The project area is inhabited by the indigenous tribe *Bhil adivasis* and its sub-tribes *Bhilala*, *Patela* and *Mankar* who comprise almost 87% of the population. These tribes who survived at subsistence levels through shifting cultivation and other primitive means of earning livelihood, have over a period of time become economically and socially marginalised, owing to several events partly historical and partly cultural. The project currently implemented in 25 identified villages (identified through a baseline survey) encompasses development of organic farming, agro and bio waste briquette as low cost fuel, animal husbandry, and water management in the selected beneficiary villages, for a holistic development model. Through formation of Self Help Groups and thereby promoting Micro Enterprise Creation among the population, the programme aims to check migration to urban spaces and instead promote the rural spaces as hubs of sustainability.



Eco-friendly and cheap cooking gas fuel made out of agri and bio waste under Project Anhad Gram





Access to potable drinking water made possible by GAIL's endeavours in the area of Healthcare/ Medical Facility

Drinking water & Sanitation



“When the well is dry, we know the worth of water.”

- Benjamin Franklin

Worldwide, one in six people have no access to even 25-30 litres of safe water a day to ensure their basic needs for drinking, cooking and cleaning. Even more horrifically, very 20 seconds, a child dies as a result of poor sanitation. These terrifying statistics also play out in the areas around GAIL's work centres across the country. Scarcity of water and lack of sanitation facilities are problems that people face every day, especially in the water-deficient states of Rajasthan, Uttar Pradesh and Madhya Pradesh.

GAIL, with the goal of providing sustainable water supply to villages and towns located near its operation centres, has facilitated the installation of bore-wells, tube-wells, hand-pumps, overhead tanks, submersible pumps as well as storage facilities. GAIL has also promoted rain water harvesting and check dams/irrigation systems in villages. This has not only resulted in an assured water supply, awareness about sustainable measures to save and use water, but also supporting agriculture which in turn enhances incomes and helps stem migratory movement of farmers.

In the area of sanitation, GAIL has collaborated with *Sulabh* Sanitation Mission Foundation to drive a long-term project in selected villages of Guna (Madhya Pradesh) and Auraiya (Uttar Pradesh) to sensitise villagers on the importance of sanitation. The organization has also initiated projects that contribute to improving local hygiene and sanitation practices through construction of *nallahs* and pipelines and reconstruction of drainage systems in rural areas near its project offices.





Village Devrai Ka Purwa, Auraiya Addressing Health and Hygiene

Lack of sanitation facilities and management of solid and liquid waste resulted in open defecation, rampant ill-health, high school dropout rates, especially for girls, and general degeneration of *Devrai ka Purwa*. GAIL stepped in to improve sanitation and hygiene practices of the village by addressing the issues of health, education, agriculture and livelihoods. The first step was to build awareness among the villagers on sanitation and hygiene and the need to participate as a community in the development of the village. Linkages were built with government departments to procure a safe drinking water facility for the village as well as to ensure that government services were available to the villagers. Training in agricultural know-how as well as employable skills was facilitated. In collaboration with *Sulabh Sanitation Mission Foundation*, eco-friendly toilets were constructed and villagers trained to manage liquid and solid waste. As an outcome of the project, school and *Anganwadi* toilets are being maintained, resulting in a decrease in the dropout rate and children are practicing hygienic habits such as washing hands with soap. 16 families have constructed individual household toilets and 25 compost pits are been used for organic waste disposal. In addition, the village's drainage system has been cleaned with the community's participation. Today, the villagers cooperate with each other, are better equipped to earn their livelihoods and are optimistic about the future of the village.



Dropout rate of adolescent girls from schools has decreased in the villages of Pata, Uttar Pradesh, because of availability of better health and sanitation facilities





Afforestation initiatives of GAIL has resulted in restoration of habitats of avifauna

Environment Protection

“We must teach people that conservation directly aids our survival.”

- His Holiness the Dalai Lama



GAIL's commitment towards the Environment forms an implicit part of its Vision statement and through its CSR initiatives it has promoted this cause through specific environment-friendly programmes. Projects related to Rain water harvesting, water Recharging and Ground water reuse system have been supported aptly by GAIL. Environment conservation initiatives include a Gas based Crematorium at New Delhi, Bio Gas Plants and development of Environment Parks for thousands of poor labourers' living in slums. GAIL's support to the wildlife has contributed towards conservation of animals of rare species and protection of forest trails. GAIL has been supporting wildlife through support to Mobile Veterinary Services (MVS) units in the North-East.





A link road in Pata, Uttar Pradesh, constructed by GAIL under the Infrastructure Development thrust area

Infrastructure

“Man becomes great exactly in the degree in which he works for the welfare of his fellow-men.”

- Mahatma Gandhi

GAIL has among other interventions also lent a helping hand towards boosting rural infrastructure, albeit in a small way. GAIL's investment in rural infrastructure is driven by the welfare of communities that live close to its work centres. These include projects improving connectivity between villages and/to towns and cities through construction of village approach roads, village adoption programmes, construction of community centres, community toilets, *anganwadi* buildings, school buildings and libraries to benefit the community at large. The construction of check dams and water catchment areas in the villages adjacent to the GAIL plant in Vijaipur, Madhya Pradesh, has successfully transformed farming practices and farmers' lives. The project promotes re-use of water, providing a much needed fillip to agriculture and pisciculture. Prior to the construction of the check dams, farmers relied on the monsoon for growing crops and often had to migrate to nearby towns and cities to eke out a livelihood during the rest of the year. With the construction of the check dams and percolation tanks, they now sow two to three crops in a year as well as maintain an increased livestock. Village youth are no longer forced to migrate during the non-monsoon months and are able to pursue regular education while supporting their families. More than 30 farmers in these villages are using the water from check dams for farming and animal husbandry.





An aurally impaired (hearing disability) village person attends a screening camp organised by District Disability rehabilitation Centre in Jhabua, Madhya Pradesh. This centre set up by GAIL in collaboration with the District Administration has received much laurels and has been appreciated as one of the best government run physiotherapy centres in the country.

Health/Medicine



“Of all the forms of inequality, injustice in healthcare is the most shocking and inhumane.”

- Martin Luther King Jr.

Inequity in access to quality healthcare is a wide-spread problem in India, especially in rural areas. Bad road conditions and limited transport facilities make even primary healthcare facilities inaccessible. Very often the rural population resort to quacks and witch doctors due to reasons of illiteracy and superstitions.

Since most of the GAIL's operational plants and pipeline stations are in rural India, the organisation has devised and implemented projects to bring health care facilities to the doorsteps of local communities.

Recognising the significance of expert advice for accurate medical diagnosis and treatment, the Telemedicine Centre in the Government Hospital in Auraiya District, Uttar Pradesh, has been upgraded; wherein the patients and the doctors can seek expert advice from the most reputed hospitals and medical experts of the country. The District Disability Rehabilitation Centre established by GAIL in collaboration with the District Administration in Jhabua, Madhya Pradesh is one of a kind initiative for promotion of health of the people with disabilities and has been lauded as one of the best government run physiotherapy centres of the country. Besides the above mentioned initiatives, GAIL has provided ambulances, diagnostic equipment, computerized ECG equipment, bio-chemistry analyser and other medical equipments to various hospitals around the country. GAIL also regularly conducts health camps covering a wide range of ailments and diseases such as Cancer/Thalassemia, T.B. detection, etc. As part of its routine healthcare programmes in communities around its townships and projects, GAIL has undertaken several healthcare projects. Better care has been extended to over 500 persons living with disabilities in the form of Operative and Reconstructive surgeries. Specialized Health care and awareness has been extended through cataract surgeries with IOL implants, Eye Check Up Camps, Family planning Camps, Thalassemia and Cancer Screening Camps etc., T.B. eradication programmes, malaria camps with treatment and free medicines, family planning and other health check up camps.





3000 surgeries
for cataract, IOL implants and eye checkup.

500 PWDs
(Persons With Disabilities) provided with operative and reconstructive surgery.

3,00,000 people
provided with healthcare facilities.

Project Aarogya Extending Healthcare Outreach

GAIL's Project *Aarogya* is a unique programme wherein Mobile Medical units travel door to door for providing basic healthcare services covering Awareness, Diagnosis and Cure (in the remote areas of Pata and Vijaipur). GAIL has tied up with M/s Wockhardt foundation for providing this service and each van is equipped with a MBBS Doctor, Driver, Van Coordinator/Pharmacist and GPS technology for remote monitoring of the van movement. Each van has a fixed journey cycle of covering 23-25 villages per week. Since the initiation of the project, about 240 villages have received primary healthcare service at their doorsteps. Through this intervention basic healthcare has been extended to over 3 lac people in around 240 villages of Madhya Pradesh and Uttar Pradesh. This flagship project aims to roll out 1,000 MMUs in rural India to reach out to 25 million Indians by 2017.



A doctor examines a young patient in a village in Pata, Uttar Pradesh. GAIL's Mobile Medical Units set up in collaboration with Wockhardt Foundation provide basic healthcare in remote villages near Pata in Uttar Pradesh and Vijaipur in Madhya Pradesh





A young boy inside a poultry farm holding a chicken! GAIL's employment generation initiatives have helped the community to be self sufficient and reduce urban migration



Community Development

“For a community to be whole and healthy, it must be based on people's love and concern for each other.”

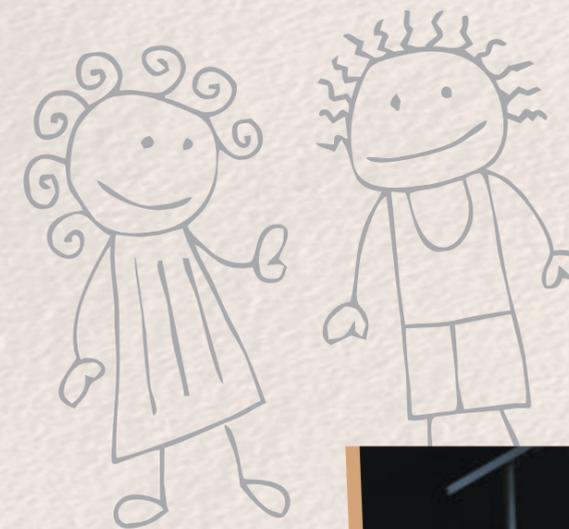
- Millard Fuller

For sustainable and holistic development, GAIL is guided by the triple bottom line i.e. people (community), profit (business), planet (environment) and clearly recognises that society's economic competitiveness is interlinked to its social and environmental health which is feasible only by strengthening it at the grassroots level. Its interventions in this area are therefore aimed at providing and enabling an environment that contributes to the betterment of a community's living conditions. GAIL has extended its support for reconstruction & renovation of various public utilities/ buildings resulting in improved conditions of living for not only a person or family but whole villages where such projects have been implemented. Construction of village roads, boundary walls for ponds, installation of solar lights, and provision of clean drinking water through handpumps, borewells has been executed under this important thrust area. For sustainable development of the whole community GAIL is also supporting livelihood programmes in villages especially for small and marginal farmers. In addition, GAIL along with other Oil PSUs is contributing towards provision of LPG connections to BPL families under *Rajiv Gandhi Gramin LPG Vitrak Yojana*.





Merrymaking tribal women in Jhabua, Madhya Pradesh, enjoy themselves in a local festival. GAIL's community based endeavours have brought sunshine and happiness to people.



Lack of electricity poses severe limitations in remote villages, on people's capacity to earn. GAIL has collaborated with TERI, TATA BP and other organisation to provide solar lighting in villages around its work centres in Pata, Uttar Pradesh and Vijaipur, Madhya Pradesh. This initiative provides improved, clean, affordable lighting through the dissemination of customised solar lanterns and solar charging stations. Six villages around Pata and eight near Vijaipur have been covered by this initiative. As a result of this endeavor the livelihood potential of the villages has been considerably enhanced. It is estimated that with the implementation of this initiative, a saving of around 1,26,000 Litres of kerosene in ten years will be done.



Rural electrification remains a distant dream. GAIL's solar lighting initiative has helped remove darkness from people's lives, if not totally atleast partially.





A young beneficiary touched by GAIL's community outreach initiatives



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