

A Constructive Company

Punj Lloyd Group is a diversified international conglomerate offering EPC services in Energy and Infrastructure along with Engineering and manufacturing capabilities in the Defence sector. With a turnover of US\$ 1.8 billion, the Group's three brands - **Punj Lloyd** and **PL Engineering** headquartered in India and **Sembawang Engineers & Constructors** in Singapore, each with its own subsidiaries and joint ventures, converge to offer complementary services, rich experience and best practices from across the globe. 21 international offices and entities across the Middle East, the Caspian, Asia Pacific, Africa, South Asia, China and Europe, have established Punj Lloyd as a proven and reputable Group.

Being involved in projects across the globe, Punj Lloyd comes in direct contact with different communities around the sites. And at Punj Lloyd, there are continuous efforts to build bridges and enhance the lives of these local communities. Consequently, majority of the CSR activities are initiated at the project sites itself. The target of these activities is to benefit the local community by providing better employment opportunities, teaching them new skills, improving local infrastructure by building roads, providing water facilities and organising free medical check-up camps. These are efforts for developing basic amenities for the communities with whom the Company engages in its course of work. And, most of these programmes are integrated into the regular project activities of the Company.

Enriching Lives @ Construction Sites

Construction workers are the mainstay of Punj Lloyd's projects. Many of them are migrants, socially displaced and economically challenged. Often government health programmes do not reach these people because they are constantly on the move in search of work. Punj Lloyd took upon itself to address the challenge of health and safety of the migrant workers at its construction sites in India through its Life Enrichment Programme.

Life Enrichment programme was launched in February 2007 at Medicity, a multi-speciality medical institute that was



being constructed by Punj Lloyd in Gurgaon, India. The project was initiated as a sustained programme of securing safe health practices for Punj Lloyd's workers/employees at all levels at the site, with focused action on creating an enabling environment for the prevention of HIV/AIDS. It was a pioneering initiative in the private sector, towards combating HIV/AIDS in India. The initiative was targeted at the high risk community of migrant construction workers. Initial experience at the time of the launch revealed reluctant participation from construction workers, due to the stigma associated with HIV/AIDS. Consequently, the scope of the initiative was made more holistic. Besides HIV/AIDS, other problems were addressed like health ailments,



Social & Economical

Punj Lloyd surveyed the three villages of Baripur, Narepar and Bankat in Badohi district, Uttar Pradesh and identified families below the poverty line, providing them with unique ID cards. These Unique cards entitled them for free food-grain every month. As many as 1300 families each are provided 11 kg grain every month, including rice and pulses. Another significant initiative by Punj Lloyd in the village is the community weddings at a mass level. Every year, Punj Lloyd organizes mass weddings for 30 underprivileged poor couples. It is through the medium of mass



weddings that Punj Lloyd attempts to address the concerns of the youth in the population. Counseling sessions are arranged at two levels for the prospective couples - from the priest who inculcates in them the sanctity of marriage and separate counseling sessions for both men and women, by medical experts on family planning, sanitation and hygiene. In an endeavour to assist the young couple take stock of their new life, basic items like beds, mattresses, utensils, clothes, a stove, cycle and a sewing machine are provided to the young couple.



problems of hygiene and sanitation, safety, living conditions of workers.

The programme also included health counselling, through blood tests, free medical check-ups, free distribution of condoms and various educational tools to make them aware about a safer and healthier lifestyle. Street plays, opening a medical clinic at site and focus group discussions were used to drive the initiative.

The one year project covered 1,400 unskilled and semi-skilled, marginally literate migrant workers employed by Punj Lloyd in the range of 18-30 years. Life Enrichment Phase I was a great success, with the result that those who were involved in the programme have now become the core group who



disseminate and propagate their learnings at other sites.

A Proud Moment for Punj Lloyd

Punj Lloyd subsequently extended the Life Enrichment programme to its second phase which covered three refinery sites of its prestigious client, Indian Oil Corporation (IOC). The three sites were at Panipat, Haryana in the North, Vadodara, Gujarat in the West and Haldia, West Bengal in the East. It was a proud moment for Punj Lloyd when International Finance Corporation (IFC) Washington appreciated the Life Enrichment programme and offered to support the programme in Phase II. The eighteen-month programme targeted at the overall improvement in health-seeking behaviour of 4,000 construction workers.

The programme included providing on-site medical facilities, intensive communication and counselling, courses on nutrition and yoga, condom promotion and the adoption of a peer educator model to provide education on important health issues such as substance abuse, sexual and reproductive health, including HIV/AIDS, malaria and tuberculosis.



Mentors and Ambassadors were identified from among the management personnel at each site, while Peer Educators (PEs) and Peer Coordinators (PCs) lead the communication and behavioural change.

The programme was also independently evaluated by the Population Council of India, which covered both qualitative and quantitative research approaches for measuring the programme impact.

The evaluation results indicated that there were significant improvements in knowledge about safety, hygiene, health, and sexually transmitted infection, after exposure to the Life Enrichment programme. It also showed reduction in the incidence of accidents within the workplace, occurrence of sickness, and risk behaviour. The factors responsible for the programme's success were largely attributed to the active participation of Punj Lloyd's management and the social recognition of the workers, who actively participated in the implementation of the programme.

Punj Lloyd's Life Enrichment programme has also been referred to in the policy document of National AIDS Control Organisation's (NACO) on HIV Intervention on Migrants.

Institutionalising the Programme

Punj Lloyd has now extended the Life Enrichment Programme to the next phase where the focus is on institutionalising the programme. With this objective, Punj Lloyd will take it to other sites while simultaneously working on involving its supply chain, ranging from clients, vendors to subcontractors in the implementation process. The programme in its third phase has been launched at the three project sites at Cuddalore Refinery in Tamil Nadu, Mangalore Refinery in Karnataka and Dahej in Gujarat.

Community Development at Sitamarhi, Uttar Pradesh

Punj Lloyd has pioneered many initiatives for better and enriched living of society at large. One such initiative is that of the holistic development of Sitamarhi in Sant

Ravidas Nagar, Bhadohi district of Uttar Pradesh, India, where Punj Lloyd has almost exclusively adopted three villages Baripur, Narepar and Bankat. Punj Lloyd launched a development initiative in these villages that covers a range of needs - religious, education, health, economic and social.

Education

Realising that education was the first step towards the holistic development of this district, Punj Lloyd set up Dayawanti Punj Model School, affiliated to All India Central Board of Secondary Education (CBSE). Apart from the regular curriculum that works on improving literacy levels, the school fights issues related to gender bias and social evils, inculcating good values in the children of the region. The school, since inception was built with a vision to be comparable to the best in the country, where the young village children would get the best opportunities to learn and prepare for their career in future.

Today, the school caters to over 1,400 students every year. In the initial phase the villagers were not open to the idea of education of the girl child. Battling with this challenge, teachers from the school went from door to door, convincing families to send their children, highlighting the provision of free education for the girl child. Slowly the message spread, with girls taking their first step towards education. In days to follow, the village community opened its mind to not only education but also towards skill development for girls.

The school has sound infrastructure, with a high quality school building, a large hi-tech stadium, with an acoustic curtain using German technology for events, a well stocked library, a highly advanced computer room, swimming pool and even a science centre.

Punj Lloyd also constructed high quality accommodation for teachers, encouraging them from places beyond Sitamarhi to come to the village and teach the children. Children coming to the school belonged to underprivileged families with no access to either nutritious food or a regular supply of power, both of which were serious deterrents to their growth and learning. To liberate the children from their family pressures, Punj

Lloyd set up a hostel for those children whose families were either too far to send their offspring to school or too poor to sustain their education.

To support the youth of this village in securing employment, Punj Lloyd established a B. Ed College affiliated to the NACTE (National Council for Technical Education) in Sitamarhi. The college is recognised by the State Government, and is affiliated to Mahatma Gandhi Kashi Vidyapith College in Varanasi. It has a capacity of 100 students, with 11 full time teachers on board.

The teachers are appointed with the approval of the State Level University Council Committee and paid salaries in accordance with the UGC Sixth Pay Commission. They are provided with excellent facilities for accommodation and boarding. The college aims at creating high quality teachers who can be nation builders and reformers in their own capacity.

Health

Punj Lloyd runs a Mobile Health Clinic within a radius of 12 km from Sitamarhi, where weekly announcements are made to villagers, about the organisation of free medical camps.

The clinic makes its weekly rounds, from village to village, with a general practitioner, a gynecologist, an ophthalmologist, and free medicines. Apart from the free monthly medical camps, Punj Lloyd is also setting up a 24 hour hospital in the village. The hospital, with an initial capacity of 20 beds, will be equipped with the latest medical facilities including ultrasound, ECG, X-Ray, laboratory for diagnostic tests, operation theatres, among others. ♦



National Bal Bhavan

To provide the village adolescents with vocational training in art, music, dance, drama, photography, Punj Lloyd next launched the Pt. Kanahya Lal Punj Bal Bhavan, in affiliation with the National Bal Bhavan. Established in 2008, Bal Bhavan sees participation from almost 1200 youth and children. The institute runs almost 25 courses ranging from computer training to training in musical instruments, sports education, beautician's course, stitching, embroidery, art & craft, painting, clay work, dance, cooking, swimming, among others. Certificates are awarded to students on completion of their course. The fees charged to the girl students are returned on completion of the course to encourage admission of more girls. Bal Bhavan has been of great benefit to the village girls, who were provided skill training which could be a source of income to the family. Bal Bhavan also introduced a short term free course of three months in Italian lace making for the



village women. This was organised in collaboration with the SAARC Chamber Women Entrepreneurs Council. With its wide range of activities, Bal Bhavan aroused interest among the adults of the village. Given their enthusiasm and spirit, Punj Lloyd included them in the Bal Bhavan along with the children. The Music and Computer education courses have the maximum number of adult students. Bal Bhavan's success is evident not just in the change in mindsets of the locals but also in the developmental and economic outlook of the area.