



HINDUSTAN PETROLEUM

HPCL as a responsible citizen has been caring for society by enabling collaboration between individuals and organizations, providing access to essential services and services that help to promote economic empowerment and improve the delivery and quality of childcare, healthcare and education to underserved communities. Guided by its vision and with dedicated efforts of top management over the period, HPCL CSR has been able to contribute effectively and bring visible change in the lives of people. The commitment and involvement of top management and senior officials of the corporation have resulted into effective mechanism of service delivery on CSR front.

Our social investment strategy prioritizes the areas where we believe business and society are interdependent and success of one depends on the progress of other. We also believe that business has biggest potential to multiply impact and achieve scalable and sustainable solutions to various social problems. In the last few years, aligning ourselves with the world trend, HPCL too has moved away from a philanthropic charity mode of engagement to a more pro-active and participative engagement with beneficiaries. Intervention models which have the potential to sustain its outcomes and create a long-term impact on not only the beneficiary, but also on the root social factors, are given utmost support and encouragement. Our experiences have also convinced us that initiatives which identify the gaps in the existing system and thereby strengthen the existing systems are more rational than creating an entirely new parallel system.

HPCL supports projects that bring people together through collaborative efforts, improve education and healthcare, and create economic opportunities for people in the nation. Creating more prosperous and healthy communities benefits people and our business. We aim to make a lasting difference and partner with organizations that are dynamic and committed to social development in their respective fields.

Initiatives of our corporation are broadly classified under Focus Areas: Child-Care, Education, Health Care, Skill Development and Community Development. Interventions in these areas make a meaningful and long-term impact on the community.

• CHILD CARE

HPCL believes that society can and should never ignore the needs and rights of its children and hence has been engaged in interventions for children in difficult circumstances, children with special needs and those groups of children of the society which need a little more

attention and support.

Nanhi Kali

Encouraging girl child education and building gender equality among communities is one of the challenges of our society. Our intervention to this growing issue includes providing material support to first generation girl child learners from communities which are educationally and economically backward. The major important component of the project is to provide academic and social support to girl child to continue education and to meet challenges of modern era educational setup. The social barriers of education for girls are removed through constant engagement at family and village level and a support network for girl child is created which enables her to start and continue her education. The support in schools develops leadership quality and peer support network by engaging students in BalPanchayats where students themselves make the rules and regulates them for smooth conduction of academic support system. Through this planned intervention we have been able to reduce the dropouts of girls, prevent child marriages and promote higher education for girls.



Children with Special needs (ADAPT)

Disability is probably one of the least understood and accepted conditions in the society which believes that everything not normal is abnormal. Guiding ourselves to see the ability beyond the disability and ensure equal opportunities and dignity to Persons With Disability unfortunately requires effort, awareness and mobilization beyond just the addressing their medical needs. It is in the spirit of this endeavour that HPCL through this program supported the Inclusive Education, therapeutic needs and vocational training such children.



Childline

1098 – the very popular helpline number for children which has become synonymous with the rescue of children in distress in India. By supporting rescue vans in three major metropolitan cities in the country – Delhi, Kolkata and Mumbai, we have been able to enhance and ensure the impact of the project in rescuing groups of children in risk situations like trafficking, child labour, dangerous circumstances, etc.

• SKILL DEVELOPMENT

Skill Development is yet another area which has been given much focus and attention in the 12th Five Year plan. The current demographic status of our country shows that almost 64% of the population is in the working age group. Ensuring the employability and employment opportunities for this population is of prime importance not only for the growth of the nation but also to contain breeding grounds for anti-social ailments and activities. HPCL through various partners have also been exploring diverse options to build the capacity and employability of these youth, especially the underprivileged.

Swavalamban

Different locations have different and diverse labour demands and needs depending on the opportunities like infrastructure and industries available in these locations. It is in line with these demand based needs that diverse training skills like electrical, welding, hospitality, driving, tailoring, beautician course, etc. are identified and imparted to underprivileged youth in these areas through our Swavalamban program. The module also provides other capacity building and soft skills required for these youth to sustain their employment and earn a livelihood for themselves and their family.

• HEALTH CARE

Health, which is one of the important focus areas of the 12th Five Year Plan, and now being discussed as a matter of right, is still unfortunately inaccessible to many sections of the society due to several reasons like unaffordability, unavailability, lack of awareness etc. Through some of our initiatives we have tried to address these issues through diverse intervention strategies, targeting the most needy and vulnerable groups of the community.

Dil without Bill

Sai Heart Hospital is one of the very few medical institutions in the country which can boast of heart surgeries being performed every single day. What makes this achievement stand apart even still is the fact that these are conducted at free of cost for all patients with a monthly family income of less than Rs 10,000,

giving preference to children. Awareness and follow-up camps conducted at various cities and towns, during the year is also an initiative to reach out to the neediest patients.

Suraksha

Long Distance Truckers (LDT) are among the high risk category for AIDS as identified by the National Aids Control Organization and this very target group is one of the most vulnerable stakeholders in the supply chain of HPCL. Therefore our interventions through the Khushi Clinics set up at various retail outlets on the highways has been but an obvious and a rational engagement for us. The Khushi Clinics apart from providing basic medical facilities which are scanty at the highways, also provide AIDS awareness, STI treatment, social marketing of condoms, counselling, etc. to ensure the health and well-being of the truckers.



Sushrut Hospital

Sushrut hospital a Multispecialty hospital and charity institute at Chembur, Mumbai is being supported by HPCL for the past many years.

Rural health

Healthcare is the right of every individual. However it is marked by lack of quality infrastructure, dearth of qualified medical functionaries and non-access to basic medicines and medical facilities in rural India. The deplorable condition of health facilities in rural India, where majority of Indian population lives, makes the situation grave. To address the critical situation of health requirements and to provide basic medical facilities to people in need at remote rural areas and far flung villages, HPCL CSR partnering with ground-level NGOs are running three Mobile Medical Vans in states of Odisha, Bihar and Rajasthan. These Vans provide basic medical attention to rural populace in 75 villages caring to a population of 1.34 Lakhs. Through this partnership HPCL has ensured medical facilities at the doorsteps of villagers providing basic treatments for common ailments, health awareness and make necessary referrals for major ailments.



• Education

HPCL's initiatives in the field of education have been manifold with a larger impact on various sections of society. The approach of HPCL has been to address the root causes that impends the process of education for all. HPCL in field of education primarily focus on Girls education and education for under privileged section. HPCL projects in field of education caters from the basic need of students viz. academic kits, mid-day meals and hygiene kit to the higher need of academic and social support. A holistic and long term strategy is in place to address the education needs of part of society. The uniqueness of these projects is the fact that through partners they cover the children from marginalized sections of Urban, Semi-urban and Rural populace.

Mid-Day Meal Program

Hunger and Malnutrition has been considered as one of the prime factor hampering the education process in this country. Hunger and malnutrition is hardly a positive environment for learning. It is realization of this fact that has rolled out the Mid-Day Meal Program. HPCL CSR is bridging the gap by providing hygienic and nutritious food to students from rural areas of Visakhapatnam and Guwahati through specialized agencies. This program has addressed a vital requirement of young children from rural areas belonging to economically marginalized section. The intervention through this program has resulted in higher enrolments and negligible drop-outs from schools. This has also converted education into quality education by bringing smiles to little faces and contributed to overall results of such schools.



Unnati

In today's scenario where e-literacy has become as important as literacy itself, HPCL too, has partnered with specialized agencies to provide computer awareness and basic education to first generation computer learners of Class VI to Class IX in semi-urban and rural areas. Beyond just providing classroom-teaching, the sustainability of the project is also ensures by following the "Training the Trainer" Model wherein the school teachers are also trained. Further, ten computers each are also installed at each of these schools where training is imparted, so as to ensure continued practice for the students. This program has widened the horizons of education as well as future employability for these underprivileged children.

The CSR activities at locations around HPCL installations have enormously contributed to

community development wherein support in health care has saved rural lives, provision of drinking water has ensured right to life, educational support to rural schools have given a ray of hope to little children whose futures were perceived as uneducated mass and specifically contributed to the empowerment and self-dependency of the people whose existence has been overlooked by society over time - people with disability and people with special needs.

None of the initiatives of the corporation can sustain if each and every employee of the corporation is involved with complete dedication in it. Senior Officials in HPCL has been the part of CSR major projects as Project Leaders and Assistant Project Leaders and owned them, Field Officers has taken several CSR activities and Corporation as a whole taken initiatives to enrich employees on CSR philosophies by involving them in various activities. Some of the Awareness Generation initiatives of HPCL CSR are:

- Standard Chartered Mumbai Marathon – This year HPCL associated with Mumbai's biggest sporting event with about 60 employees of the corporation participating in the event. While some of our employees escorted children on wheelchair for over a distance of 2.5 km in support of ADAPT, an NGO working for disability rights and action, some more participated in various race categories in support of Isha Foundation to help them raise funds for schools in rural parts of South India.
- Toy Distribution among Less-Privileged Children – A toy collection drive by employees in Mumbai was conducted and the same was distributed to about 450 less privileged children in the Mankurd Children's Home. The enthusiasm and co-operation exhibited by our colleagues in made the initiative such a success and brought smiles on little faces.
- Rahat FLOOD - HPCL has not only responded to visible social need but also the needs which arise out of the furore of the nature and are quite momentous. HPCL and every part of it have been responding to natural calamities providing support in cash and kind to affected people of calamities. During the Uttarakhand Disaster employees across the corporation donated cash and kind to provide immediate support to people facing the wrath of disaster.

The strategic approach to develop the communities located in the business vicinity and the goals to create a healthy stakeholder approach has taken the shape of major projects, community development activities across locations with focus on marginalized sections of the community and the initiatives of health care for supply chain.