



CSR INTERVENTION

Gujarat Alkalies and Chemicals Limited

Near Ranoli Village, Karachiya, Vadodara, Gujarat-391346

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Gujarat Alkalies and Chemicals Limited : profile

GACL, located in Vadodara and Dahej in Gujarat is the single largest producer of Caustic Soda in India. Set up in the year 1973, GACL have witnessed recession, inflation, increased competition and changing governments. Along with all these, the company's stern resolve to manufacture quality chemicals and trek customer satisfaction to a new height has yielded unbelievable results.



Corporate Social Responsibility Policy

Ever since its inception, GACL has been, as a conscious corporate citizen, serving the community around its business locations and much before the concept of CSR got clad into legal frame-work through Companies Act, 2013, there existed a CSR Department to carry out the social services to the community at large in a systematic way.

Vision:

In alignment with the vision of the company of being recognized as a dynamic, modern and eco-friendly company with ethics and values, GACL, through its CSR initiatives, shall continue to enhance value creation in the society and in the community in which it operates, through its services, conduct and initiatives, so as to promote sustained growth for the society and community, in fulfillment of its role as a Socially Responsible Corporate Citizen with environmental concerns.

The Ultimate Objective of CSR activities at GACL is to improve the “*Human Development Index.*”

Objective:

To ensure an increased commitment at all levels in the organization towards CSR, to operate its business in an economically, socially and environmentally sustainable manner, while recognizing the interests of all its stakeholders.

To directly or indirectly take up programs that benefit the communities in and around GACL, over a period of time, thus uplifting and enhancing the quality of life & economic well-being of the local people.

To generate community goodwill for GACL and help reinforce a positive and socially responsible image of GACL through its CSR initiatives.

Thrust Areas:

The major CSR initiatives taken up by GACL are:

- I. Education & Vocational Training Programs
- II. Health
- III. Development of neighborhood of existing complexes
- IV. Up gradation of existing sanitary toilets

Implementation

CSR programs will be undertaken by GACL Education Society (GES) to the best possible extent within the framework of the above areas.

CSR work is being focused in the areas adjoining to GACL and few under developed areas surrounding to Vadodara & Chhota Udepur district. The programs identified should normally fall within a reasonable radius from GACL.

Few of the major past and present CSR interventions

MID-DAY MEAL SCHEME:

GACL took an initiative in the year 2009 to adapt on going Mid-Day Meal scheme to be implemented through “The AkshayPatra Foundation” (TAPF). The CAPEX & OPEX for creating the facility and bearing the recurring GACL invested approx. Rs. 7.5 crores for first 5 years.

Initiative benefitted to approx. 1 Lac Government and Government aided school going children.

PUBLIC HEALTH CENER:

GACL took an initiative to construct and repair PHC and MH of Ranoli village which was earlier in mediocre state. Facility availed by quite poor due to which villagers used to face health issue at large.

PROPOSED NTERVENTION:

Organization have joined hands with Health Department of the State; Gujarat Corporate Social Responsibility Authority (GCSRA); an initiative of Government of Gujarat and HLL Life Care Limited, a Government of India Enterprise to cater need of rural hygiene and medications constituting a Joint Venture for creating a manufacturing facility of Sanitary Napkins for rural women

HEALTH & SANITATION:

GACL initiated a project on providing underground drainage network and sewage treatment plant facility for entire village of Dahej.

The phase 1 of creating underground drainage network facility has been accomplished and phase 2 of sewage treatment plant is on the verge of completion.

The facility is created envisaged next 30 years rise in current living souls of Dahej village.

CSR Intervention Model

UDAAN



CSR Intervention Model UDAAN

GACL has always been taking responsibility to actively engage and contribute to the community, the global society and the environment. This project is yet another sincere effort towards the same

With special focus on benefiting the underprivileged, the organization has worked with the team of experts to design a customized indigenous Netbook pre-bundled with innovative content. The vision with this project is to enable the underprivileged children from tribal background to get connected to world of technology.



Main highlights of this Project:

Promoting Technology & its Benefits:

The Program is designed for the tribal children in a manner that they can access e-world through the Netbook (online and offline both). They are given a dongle which gives them access to the internet. The content is created with the pedagogical focus to enable children to directly use the content and learn from it. The Netbook is user-friendly, child-centered, self-paced, interactive and multimedia-based. As called by our Hon'ble Prime Minister, Shri Narendrabhai Modi, this project is the classic example of synergy between Digital India and Rural Bharat.

Uniqueness:

This is first of its kind Project where in an organization has made a complete ecosystem, where, the tribal children will be empowered with wings to take flight to global world (UDAAN). This will ensure the sustainability of the Project from the perspective that these children aren't just educated but will also learn the basic technical know-how of the digital world from the employ ability side.

Make in India:

Since all the machines are indigenous and have been devised in a way which is apt for tribal children, this also promotes the Make In India initiative. These devices also have transliteration support to further make the project and subjects more comprehensible for the children.

Objective of the project:

The Program is designed for the Tribal/Rural children in a manner that they can access e-world through the Netbook (online and offline both).



Need identification

- The fact about e-adaptability amongst young students, irrelevant of status, inspired to hand over netbooks to those tribal students. It is true no one has attended any tutorials to learn android based gazettes. The thought was conceived and after numbers of brain storming discussion within various levels of technical & commercial experts the desire programme was selected. While selection of contents to be exercised by tribal students, academic learning was given least priority and more priority was given to child loving and child friendly programmes. The netbook was thus, customized and pre – bundled with design that was with innovative contents like 2500 pre-loaded comic books in English and 02 vernacular language along with super-script which enable and engaged students while reading.

Pilot Study

As a part of Pilot Study, GES began this project by distributing 40 Netbooks in Ranoli Kanya Shaala and Ranoli Kumar Shaala from standard 4th to 8th.

The pilot study was divided in 2 phases:

Pre – Internet

Post – Internet

Pre – Internet

The Pre- Internet phase was of 1 month. GES had distributed the Netbooks to the school children without Internet Connection. The children were not taught how to operate the Net book.

During this phase, the Project Officer visited the children on regular basis and took feedback from the children. Results of which were very interesting.

It was learnt that the Ranoli Kanya Shaala students clicked pictures, recorded songs from TV, radio, recorded their own voice and read comic books.

Whereas the Ranoli Kumar Shaala students clicked pictures, managed to connect internet through hotspot, connected Bluetooth, transferred pictures, songs and videos and read comic books.

Children gave very interesting feedback in this phase.

Post – Internet

In the post-internet phase, GES distributed MTS Wi-Fi 3G unlimited dongle to all the students. After distributing the 20 dongles, the Project Officer kept a regular check on the activities carried out by the students not only by checking the history but also interacting with the children.

Results at this stage were also interesting. It was found that students of Ranoli Kanya Shaala did not make much use of Internet because of various reasons:

- Introvert nature
- Scared to do something new.
- Fear of Netbook being flawed.

But, the same was not observed at Ranoli Kumar Shaala. GES observed that Ranoli Kumar Shaala students saw videos on YouTube, downloaded games in Netbook, installed applications & saw movies online Like, Bollywood movies and few Gujarati Movies.

With time, GES saw similar changes in Ranoli Kanya Shaala students. We observed that these students installed various useful applications like General Knowledge quiz, Gujarati Su-Vicahro, saw movies online and downloaded songs.

Seeing the innovative ways of Ranoli Kanya Shaala students, it was decided to increase the number of Net books.

With this, GES did a continuous and close monitoring of the Ranoli – Kanya and Kumar Shaala Students. Today, after almost 4 months of distribution of said 40 Netbooks both Kanya and Kumar Shaala students of Ranoli are using Net books with great interest.

With positive feedback and results of the pilot study, GES started distribution of Netbooks in Chhota Udaipur District also.

Monitoring System

Structure: CSR Activities of GACL are carried out by GACL Education Society(GES). GES comprises of Managing Director of GACL as Chairman of GES, CSR Department head of GACL as CEO of GES, CSR Officer and then Project Officers.

Monitoring: The Project Officer visits the children on regular basis and took feedback from the children.

For operation of the project at school level, a student committee is created who takes care of registering, maintaining and monitoring Netbook Usage. This Student committee directly communicates with Project officer.



What Children do in Netbook: They use following features



**Story Reading,
Su-Vichar Reading
& GK Reading**



**Clicked Pictures,
Recorded Songs
& thier voices**



**listening songs,
Watching Videos
& Movies Online
and Offline**



Connected Bluetooth,
transferred pictures,
songs and videos



**Downloading
songs. Games.
Videos & Photos**



Playing game,
Installed
applications



**Calculate Sums.
Connected net
from other devices**



Searching recipes,
mehndis and
other information



**Writing their own.
family and friends
name**

Beneficiaries Views



Varsha D Damor (Std.: 5th)

I got a chance not only to learn many new things but also grasp it. I saw, I wrote, I learnt. When I used the net book, I realized that I know Mathematics. When I was reading stories, some stories were funny and made me laugh. We enjoy calculating sums, taking photos and writing our names. We want to use the Net book again. I got dongle for using internet but it was not working. I got Net book twice and I learnt. Everything.



Akash B Yadav (Std.: 5th)

I enjoyed using Netbook and watching new movies. When I got the net book for the first time, I was very happy. Games should not be there in the Net book.



Jayshree M Padhiyar (Std.: 8th)

I like the Netbook very much. I enjoyed capturing photos, listening to songs, downloading photos from internet. I like to learn English from the net book and also answer general knowledge questions. I like to write names of my friends and family members.



Shital K Parmar (Std.: 6th)

Netbook is very nice. I like to see photos, watch movies, read stories, listened to music and play games. We saw pictures and took photos, calculated sums.



Dipak R makavana (Std.: 7th)

Enjoyed playing games, reading stories. I also downloaded photos, games, videos. Even downloaded songs on Net book through Bluetooth.



Laxmi D. Saroj (Std.: 8th)

Enjoyed reading stories, clicking photos, listening to songs, downloading songs from other device, recording videos, playing games and using internet.

Children of Kumar Shaala & Kanya Shaala of Ranoli Village.

Views of Parents, Teachers, Beneficiaries & Community

We could not use technology, but our children are using it & learning it and we are happy. They also teach us how to use Netbook.

Most of children plays games, so instead of games Netbook should have some academic things to read like, syllabus of math and science.

The children were busy playing games most of the time. Device should be updated in such a way that it is used for educational purposes. Educational software should be installed to help them increase their overall imagination and learning.

Along with the knowledge of technology, the company should provide safe drinking water, clean toilets, behavior change and proper infrastructure

A technical person should be appointed to maintain the net books and help solve queries related to IT to the students.

The Project is good. Need to improvise. It should not be stopped.

Issues in Implementation & Critical Factors to success:

Netbook should be technically Sound

Sufficient number of Netbooks Should be provided to get effective outcomes.

Timely maintenance.

Proper Monitoring and guiding.

Tutor to solve students' doubts and questions.

Evaluating usage frequently and taking corrective steps accordingly.

Learning from the intervention

- Rural/Tribal children are more interested in their personality development.
- Students can easily & quickly adapt to technology, given an opportunity.
- E-learning is more as students find it easy to adopt.

Contact Details

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