



SIPCOT Industrial Complex, Madurai Bypass Road,
Thoothukudi, Tamil Nadu 628002

IMPROVING LIVES FOR A BRIGHTER TOMORROW

MUTHUCHARAM
FOR THE PEOPLE OF
THOOTHUKUDI



Muthucharam

At Sterlite Copper, we believe community comes first and then business follows. Our primary objective as a corporate has always been to serve our community to the best of our abilities which has earned us the reputation of a people-centric company. Our initiatives have been benefiting thousands of individuals and families in Thoothukudi for over 20 years now.

The initiatives under Muthucharam were born out of a CEO Community Connect program called 'Ungaludan Naan, Ungalukkaga Sterlite' - a stakeholder engagement program launched by Sterlite Copper. In December last year, over 1500 members of the local community interacted directly with our CEO and put forward numerous suggestions for community projects. Based on their inputs, we moved ahead with the launch of projects after consultations with local community leaders.

Ever since the launch of all the Community Connect initiatives in April 2019, Sterlite Copper has invested a total of INR 697 lakhs. We strongly believe that this is just the beginning and we have a long way to go in our journey towards making Thoothukudi a truly remarkable district.

Pasumai Thoothukudi



Initiative

Through this project, we aim to plant 1 million trees across Thoothukudi district, towards bringing about rapid positive environmental changes.

Investment

The initiative is valued at a cost of INR 6.5 crores out of which we have spent INR 71 lakhs from April 2019 up until now.

Implementation

The initiative has covered 9 villages so far by distributing 14500 saplings and sapling-shelters to villagers. The species of the saplings were chosen keeping in mind the geography and topography of Thoothukudi. Since it is a low rainfall area, the choice of saplings was made based on their ability to withstand heat and survive without a constant supply of water.

The Road Ahead

We now intend to plant 15000 saplings every month. An order has been placed with a local vendor to supply saplings. Sterlite Copper will care for all the saplings for a period of 2 years until they can grow unsupervised on their own. Our objective is to plant, care for and maintain 1 million trees in Thoothukudi district.





Tamira Vidhyalaya

Initiative

Through this project, a smart school will be built in Thoothukudi, which will aim at providing quality education to the children in our core villages and also to the children of our contract employees.

Investment

A total of INR 3.2 crores have been spent on the initiative starting from April 2019 until now.



Implementation

As a precursor to the project, 7095 students have been given scholarships through this initiative to encourage them to stay in school and pursue their education. Over INR 4 crores were distributed as scholarships to the students. Educational aids in terms of bags and stationery were also provided.

The Road Ahead

The location for the smart school has been finalized and the technical scope for the same has been signed-off and completed. The Letter Of Intent (LoI) for an engineering consultant has been signed and currently, the preparation of the concept plan is in progress.

Tamira Surabhi

Initiative

Access to clean drinking water is an inalienable right of every human being. Being a coastal region, the groundwater in Thoothukudi tends to be brackish. We have therefore initiated this project to provide RO treated clean drinking water to the 22 villages in Thoothukudi.

Investment

Ever since the launch of the project in April 2019, a total of INR 9.5 lakhs has been spent. Furthermore, there is a planned spend of INR 1.5 crores on this initiative alone.

Implementation

Under Tamira Surabhi, we supply 36 litres of clean drinking water on alternate days to each family in the villages covered under the project. Since launch, over 15.81 lakh litres of water have been supplied to over 20,000 people across 16 villages so far.



The Road Ahead

We are in the process of setting up a water re-mineralization plant wherein each beneficiary will receive an average of 50 litres of water per day throughout the year, irrespective of seasonal impact. Our primary objective is to eliminate the drinking water crisis that affects our core villages.



Sakhi - Women's Resource Centre

Initiative

The Women's Resource Centre was developed with the objective of empowering women through entrepreneurship. 5000 women are set to benefit from the initiative through various entrepreneurial development programs.

Investment

Ever since the launch of the project, a total of INR 5.5 lakhs has been spent and there is a planned spend of INR 1 crore for the initiative.



Implementation

Training sessions on Bag stitching, Mushroom & Bee Cultivation and Sanitary Napkin Production have commenced. 100 women completed their training and 79 are still in training. After the successful completion of Phase 1, 49 women have been engaged in income generation projects. Seven members have started their own bag stitching unit in Sankeraperi Village. One lady has started a mushroom cultivation unit and 2 tailoring trainees have graduated to become trainers themselves.

The Road Ahead

In alignment with the objective to empower women, we plan to identify partner NGOs that will help us reach out to more women and assess their areas of interest. We aim at empowering at least 500 women to become successful entrepreneurs over the course of this year.



Tamira Muthukkal - Youth Resource Centre

Initiative

The Youth Resource Centre was conceptualized and instituted to provide assistance to the youth of Thoothukudi. The objective is to equip them with skills that will guarantee employment and allow them higher salaries.

Investment

The initiative commenced in May and has seen an investment of INR 3.9 lakhs till date against the planned INR 1 crore for the current financial year.

Implementation

Over the past quarter and a half, summer courses in Basic Computer Operations and in Tally Financial Software was provided, free of cost, in association with Seetha Skill Centre, a Coimbatore-based Skill Development Agency. The training was conducted in 2 batches with interested beneficiaries being identified from the core 20 villages around Sterlite Copper.

The Road Ahead

The long-term objective of this initiative is to provide quality training in various vocation-based skills. This is to encourage the youth to cultivate and hone their interests. We have identified a partner agency that will help us achieve our objective of reducing the rate of unemployment in the district and providing jobs to at least 1000 youths per year.





Health Initiatives

Initiative

Healthcare on Wheels is our initiative wherein we provide free health consultation and medicines to the residents from 20 core villages of Sterlite Copper plant.

Investment

From April 2019 till date there has been an investment of INR 3.3 lakhs in healthcare initiatives.

Implementation

The initiative provides free consultation and medicines for 2000 beneficiaries. The bus is staffed with a doctor, a nurse, a lab technician and a pharmacist. They visit the villages during a fixed time which will be communicated to the villages in advance so that the service can be availed of by the villagers.

The Road Ahead

We are striving to make quality healthcare available to every single person in Thoothukudi, as we believe that every person has the right to a healthy life. Keeping that objective in mind, the location for the Tamira Multi-speciality Hospital has been finalized and the technical scope has been signed and completed. A Letter of Intent for an engineering and design consultant has been placed and the preparation of the concept plan is in progress.



Community Connect January – August 2019

Community Connect is a platform that was instituted for the villagers and community residents to have direct conversations with our CEO and senior management.

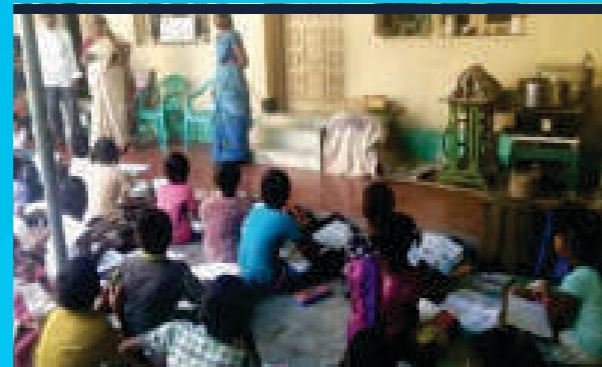
It is a platform where they can voice their concerns and put forth their requests for support. Initiatives such as evening study centres, tailoring machines and iron boxes distribution, drinking water support, religious place constructions, etc. were born out of this initiative.

It serves as a space where the company can directly address and serve the needs of the community members.





- Sponsored 2 classrooms, renovated the school stage and levelled the school-ground at Bishop Caldwell College.
- Sponsored benches, desks and computers at Hindu Middle School, Saminatham.
- Sponsored school furniture, including desks and tables at Rahale Primary School, Davispuram.
- An evening tuition center was opened to augment the educational needs of the students at Sillanatham village. The long term plan is to open more such tuition centres in various villages to ensure students get the much needed personal care that education demands.
- In addition to the above, Sterlite Copper was also the official sponsors of the annual Technological and Research Festival at IIT Madras, Mechanica 2019.



- Installed an RO water system at Bell School and Corporation School, Thoothukudi. The drinking water system has a capacity of 250 litres per hour and 85 litres per hour, respectively.
- Similar installations are in progress in 9 other schools in Thoothukudi. The installations will be completed by the end of September 2019.
- Toilets are being constructed at Eben Primary School, P&T Colony. Toilets in 3 core village schools are also being renovated.

- 150 vendor-cart umbrellas, sewing-machines, hearing aids, tri-cycles for the physically disabled, fishing nets & gear and over 122 iron boxes were distributed to community members.
- 300 jute bags were distributed to the teaching and non-teaching staff in several government and government-aided schools located in Thoothukudi.

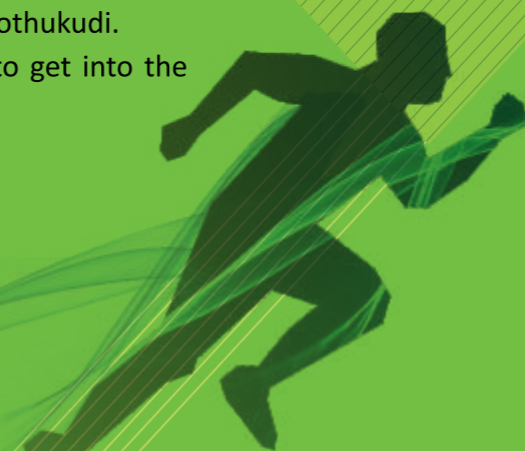




- Sponsored cricket materials to Kayaloorani Cricket Club and Kabaddi kits to Ethaya Nila Kabaddi team.
- Organized a village-level Cricket Tournament for Thoothukudi youths.
- 4 – Day Summer camp organised for children from nearby villages.
- Water Channel Cleaning in Saminatham Village and Kadambakulam Village
- Sponsored Lab Equipment at CSI Diocesan Mission Hospital, Thoothukudi.
- GP rating course sponsored for aspiring students who want to get into the Maritime Industry.



- Distributed uniforms to students from the Muslim Community.
- Environment-friendly Solar Energy Systems with UPS were installed and inaugurated at Chidambara Vinayakar Temple.
- Aided the temple construction work at Sri Vijaya Vishnu Durga Temple, PSN Nagar, renovated the Sri Santhanamari Amman Temple and also constructed the compound wall at Vadakku Kalamman temple.
- A tree plantation drive was organized at SDA Church. A bore well was also dug on the premises for the benefit of the local community.
- Contributed towards the milk pot procession and lunch for 'Maha Shivarathri' & 'Maasi Thiruvizha' function at Sri Ankala Parameswari temple, Rajiv Nagar - Ashok Nagar.





- Helped in the construction of the Anna-dhana Mandapam at Perunkulam Adheenam Mutt.
- Bhoomi Puja carried out at Sengol Adheenam Mutt for renovation of the pond and construction of the Anna-dhana Hall.
- Cloth bags sponsored at Vardha Vinayakar Temple, Thoothukudi district.
- Construction of Madathupatti Temple along with painting, infrastructure work and lunch sponsorship on the day of consecration at Vadaku Silukan Patti Panchayat.
- Support was extended to aid the preparations for the annual Dussehra celebrations at Kulasekharapatnam in Thoothukudi district. Activities which include clearing of bushes and making a parking yard for the benefit of the devotees who visit every year were carried out. More than 15 lakh people are expected to take part in the multi-day celebrations.

