

# IMPROVING LIVES FOR A BRIGHTER TOMORROW

MUTHUCHARAM

EDITION 3



# CEO MESSAGE

## INTRODUCTION

The strong foundations on which Sterlite Copper has grown and developed over the past two decades have been supplemented by our endeavour to continuously align our business goals with the overall development of our communities.

Consequently, every step we undertake is guided by a deep introspection on its long-term ramifications on the people living around us. Therefore the wellbeing of our communities has become the wellbeing of our business.

In the third edition of our quarterly publication, 'Muthucharam - Improving Lives for a Better Tomorrow: For the People of Thoothukudi', we would like to take you through the gamut of support provided to our partner communities despite the challenging conditions presented by the Coronavirus pandemic. We would also like to share with you a quick update on the other community & CSR interventions undertaken over the past few months.

Through the myriad projects featured in this brochure, we hope to give you a brief glimpse of our efforts to support and strengthen a resilient Thoothukudi.



“In these extremely challenging times, I would like to share our heartfelt support and solidarity with you and your families.

At Sterlite Copper, the health and safety of our colleagues, customers, partners and the communities in which we operate have remained our number one priority and we have been undertaking several initiatives to support them. Given the current scenario, we have taken a conscious call to pool together all our resources and refocus them on alleviating the hardships caused by the pandemic.

While the Muthucharam projects have been temporarily scaled-down and efforts instead focused towards helping mitigate the ongoing disruption, we have no doubt that we will be able to take up our projects with renewed fervour once the situation is under control.

We are inspired by the kindness, humanity and determination demonstrated by those around us, and pledge all efforts to rebuild and renew our collective hopes and aspirations.”

**Pankaj Kumar,**  
CEO – Sterlite Copper





**Disinfectants** such as Sodium Hypochlorite and Bleaching Powder along with appropriate disinfecting tools have been distributed across villages, positively impacting around **2 lakh people**.



## COVID-19 SUPPORT

In May, INR 15 lakhs was raised to support health and sanitation workers in Thoothukudi. The amount was raised with the help of our employees, who volunteered to donate their one-day's salary.

INR 5 crores was contributed to the Tamil Nadu Chief Minister's Public Relief Fund to help fund COVID mitigation measures across Tamil Nadu.

**400 sets** of Personal Protective Equipment (**PPEs**) were donated to the Thoothukudi Medical College Hospital and Tirunelveli Medical College Hospital.

**Masks and personal hygiene items were manufactured and distributed across 20 villages** in Thoothukudi by partnering with 10 Self Help Group (SHG) comprising 150 members.

**More than 30,000 masks, 1,300 litres of liquid hand wash, 13,000 bars of soap and 1,000 bottles of hand sanitizer** have been distributed to **5,200 households in the district** and also to truck drivers operating in the district.

**Provision kits** comprising of essentials items were distributed to **12,000 families** living in 18 villages.





These efforts are but drops in the torrent of support that has flowed in from all quarters. This pandemic has been a strong reminder of how interconnected we are as a society, and how a coordinated approach always works best.



### Sterlite Copper donates ₹5 cr to TN CM's Public Relief Fund

Chennai: Sterlite Copper, has donated ₹5 crore to TN CM's Public Relief Fund. Besides, it has raised ₹15 lakh by voluntary donations from employees. The company has also tied up with SHG to manufacture and distribute masks and personal hygiene items across 20 villages in Tuticorin, towards implementing proactive safeguards against the virus. **TNN**



**கொரோனா தடுப்பு பணிக்கு  
ஸ்டெர்லைட் ரூ.5 கோடி நிவாரண நிதி**

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As an organisation, Sterlite Copper continues to be at one with the world, with the nation, with Tamil Nadu, and with you. Together, overcoming this pandemic is just a matter of time.





We focus on enhancing the green cover in the district.

-  **68,453** avenue tree saplings
-  **5,274** fruit saplings and sapling-shelters
-  **10,000** palm seed saplings
-  Distributed across 17 villages



We aim to empower more than 5,000 women in and around Thoothukudi.

Participants from more than 20 villages have attended the training sessions on Tailoring, Bag stitching, Mushroom cultivation, Beekeeping and Sanitary Napkin production.

Over **1,170** women have benefitted from the training program. Currently, **150 women** are engaged in various income generation projects, earning incomes that range between INR 3,500 and INR 5,000 per month.



We aim to provide safe drinking water to families from **22 villages** in and around Thoothukudi.

More than **2,300 families** have received support through this project so far. However, in order to cater to the increased water requirements during summer, we increased the quantity supplied from **36 to 54 litres per family** on every alternative day.



We are providing free health consultation & medicines to the residents of **20 core villages** around Thoothukudi.



Financial support with a sum of INR **6 lakhs** was provided to hospitals in Thoothukudi and Madurai. Sterlite Copper met the medical expenses of 3 people suffering cataract issue, enabling them to undergo Cataract surgery at Aravind Eye Care Hospital, Thoothukudi.







## Community Engagement

- As part of our initiatives to support fishermen affected by the pandemic, **3,085 ration bags** were distributed to **7 fishermen communities**. They included Toor Dal, Palm oil, Turmeric Powder, Iodized Salt, Sambar Powder, Coriander Powder, Chilli Powder, Cumin seeds and Rice.
- Construction of a shed with paver blocks flooring at the Hanuman Temple in Deivaseyal Puram.
- **Distribution of safe drinking water** to more than **400 residents** at Samirvyas Nagar and Saweriarpuram.
- Provision kits were distributed to the **600 drivers** part of the Thoothukudi Lorry Owners Association.