

Making a difference with  
**Muthucharam**

*Transforming Elements  
Transforming Lives  
Restoring Livelihoods...*

*in Thoothukudi Town and District*  
2019 - 2023





*“We have a deep-seated belief that businesses must give back to the society and help people prosper and we strongly believe in growing with the communities.*

*We aim to take this mission ahead and achieve the dream of creating strong and resilient communities in India.”*

**Anil Agarwal**

*Chairman, Vedanta Resources*



**Transforming Communities**



**Transforming the Planet**



**Transforming the Workplace**



## COO's Message

Dear Stakeholders,

At Sterlite Copper, our endeavour is to work with communities and planet. This is best summed up by our Chairman, Shri Anil Agarwal's vision and belief.

As one of India's top 10 philanthropists, as an industrialist committed to transforming elements, he has also helped transform lives, restore livelihoods and usher in sustainable development in and around communities where we are engaged in mining, manufacturing, power generation and more.

I can state with pride and humility that Sterlite Copper's commitment to ESG and CSR projects at Thoothukudi Town and District under 'Sterlite Cares,' is a reflection of the efforts of Vedanta Resources Limited at the national level. Despite closure of the Plant, CSR activities continue with the same commitment and zeal, and our projects have touched the lives of more than 38,000 beneficiaries in the last four years.

To provide a bird's eye view, we have put together information on specific activities.

There is much more to be done. If as a concerned citizen, you observe a societal or economic need, please bring it to our attention and we will be happy to initiate a project for the greater good.

### **Sumathi Angusamy**

Chief Operating Officer, Sterlite Copper, Thoothukudi



# Making Holistic Development a Reality

Sterlite Copper, through its ESG initiative “Sterlite Cares” puts people and planet on top of its agenda. Its country and community related activities are related to United Nations’ Sustainable Development Goals (SDG).

With healthcare, infrastructure building, talent nurturing, women empowerment, scholarships for education, and empowerment of entrepreneurs as key objectives, we have scaled new peaks at Pearl City and surrounding areas.

Over the years, our flagship CSR project titled **Muthucharam** (string of pearls), has benefited over 38,000 people in Thoothukudi Town and District.

Initiatives under Muthucharam include:

- Pasumai Thoothukudi
- Tamira Vidyalayam
- Tamira Surabhi
- Sakhi
- Tamira Muthukal
- Tamira Hospital



**sterlite cares**  
people . planet . possibilities

# Tamira Vidyalayam

*"Education is the soul of a society as it passes from one generation to another"*

– Mahatma Gandhi

Through this initiative, we strive to improve **Thoothukudi's literacy rate**, currently at 80%. For bright students with academic potential, Tamira Vidyalayam provides **scholarships**.

Over the years, more than **30,000 students** have received scholarships in Thoothukudi district which has enabled continuity in their education.

Investment: **Rs.10.7 Crores till date**.

Through Anil Agarwal Foundation, we will soon set up a smart school infrastructure

benefiting 1500 students Year-on-Year.

Plans are on the anvil to establish a **holistic institution** which provides **quality education** in the region.



# Pasumai Thoothukudi

*"Trees are my guru. They continue to give unconditionally even when you pelt them with stones to take their fruit, even if you cut them down. Trees give life. Let's reciprocate that. Plant more trees."*

**-APJ Abdul Kalam**

Our goal is to make the **environment greener** and encourage green practices. Over the years, we have planted over **1.25 lakh trees** of which more than 13,000 are the Palmira variety and our ultimate goal is **1 million**.

## **Pasumai Thoothukudi Scholarship:**

With an Investment of **Rs. 8 crores** till date, our recent activities include distribution of **5,900 saplings** to students. Those who maintain their sapling are acknowledged and awarded with a scholarship.

A bio-diversity study by **Edwards Environmental Solutions & Services**

has identified flora and fauna in the region, the challenges they face and solutions to resolve them. The outcome of the study will help reach the target of **one million trees** and will ensure their longevity.

As the name 'Pasumai Thoothukudi' indicates, the project will create **a town and district that's clean, green and in harmony with Mother Nature.**



# Tamira Surabhi

*"Ensure availability and sustainable management of water and sanitation for all"*  
**-United Nations Sustainable Development Goal 6 (UN-SDG).**

This project aims to meet potable water requirements of villagers. On an average, we provide 37,000 litres of water to more than 2,100 families every day. Our annual supply exceeds 11 million litres in areas which face a water shortage.

Other projects implemented include:

- **AMC for RO Plant in 4 locations**
- **RO Plant Maintenance over and above AMC**
- **Water connection at Meelvittan Village**

Total Investment: **Rs. 3.8 Crores.** In the near future, the plan is to create sufficient infrastructure and systems to provide clean drinking water to citizens around our plant location.

Water being the essence of life, growth and prosperity, this project is one we are most proud of... partly because it aligns closely with a key SDG of the UN, and partly because of the joy we observe in recipients faces as we create and sustain fresh and potable water sources.



# COVID-19 Support and Oxygen to Nation

Caring for community and commitment to healthcare took a new dimension during the outbreak of COVID-19 with our **Oxygen to Nation** drive. When the pandemic was at its peak, Sterlite Copper re-purposed its smelter to **supply 2368 MT of medical-grade oxygen to 32 districts in Tamil Nadu.**

This was done free of cost and as part of our CSR initiatives.

Further, Sterlite Copper partnered with Self Help Groups to produce and distribute masks and personal hygiene items such as liquid handwash and sanitizer across **20 villages** in the district.

Employees donated one day salary amounting to **Rs. 15 lacs**, and the Company contributed **Rs. 5 crores** to Tamilnadu Chief Minister's Public Relief Fund. Investment in **Oxygen Supply and COVID Support: Rs. 27.40 Crores.**

It is noteworthy that Sterlite Copper volunteered to supply oxygen to patients, and in doing so transcended boundaries of business and entered the realm of humanitarian aid. Our efforts were like a breath of fresh air in a Nation starved of oxygen supply.





# Community Infrastructure

*"Government is focused on Infrastructure Development with holistic vision"*

**-Hon'ble Prime Minister Narendra Modi**

In line with laudable goals of our Nation's leadership, Sterlite Copper aims to equip communities with key assets that help improve quality of life.

Our community infrastructure projects have a dual focus - economic welfare and social welfare.

We have implemented **16 projects** which include construction of a **Sump at Meelavittan**, installing a **Smart classroom** in RC Middle school- **Rajavinkovil**, laying an **approach road** in **Sankaraperi**, and **Temple Mandapam construction** in several villages. Investment till date for infrastructure development for the community is **Rs. 5.47 Crores**.

An immediate goal is to develop a **Model Village** with adequate infrastructure that meets diverse needs of residents. In the long term, we will continue to practice what we have

learnt in the last three decades - for a manufacturing facility to succeed, it must first create a success story of the community around it.



# Livelihood Assistance

*"Feed a man Fish, he eats for a day. Teach him to fish, he eats for a lifetime"*

**-19th century proverb**

Making vulnerable groups self-reliant is the core objective of our livelihood assistance initiative. Till date, more than **200 beneficiaries** have been provided with tailoring machines and other equipment that help earn an income.

**Investment: Rs 195.46 Lakhs.**

We will continue to create socio-economic opportunities – to alleviate

suffering, delink people from a vicious cycle of low income or no income, and foster a **sustainable livelihood.**



# Skill Development

Besides providing equipment for earning a livelihood, Sterlite Copper also provides youth, women and others the necessary skills to improve **employability.**

More than **3,800 individuals** across Thoothukudi have been trained in **computers, forklift operation, tailoring, bee keeping, mushroom cultivation** and other life skills. Total Investment: **Rs 3.83 Crores.**

By involving the community at every stage, Sterlite Copper will create a pool

of skilled individuals who are employable, or can create employment opportunities for others through entrepreneurship.



# Sakhi

*"Feminism isn't about making women stronger. Women are already strong; it's about changing the way the world perceives that strength."*

**-G.D. Anderson**

Through **strategic partnerships with NGOs** such as Bell, Thaayagam, Thulasi Trust & ABLE, women of the local community have been empowered with skills in mushroom cultivation, soap production, phenyl processing, honey cultivation, and tailoring. In addition, micro-financing for starting a business has been provided to these women.

Through the Sakhi Initiative, **more than 3,000 women have become financially**

**independent** and are supporting their families with a source of income.

Investment: **Rs. 1.49 Crores.**

The impact of the scheme is best described by Ms. Babitha, a beneficiary:

*"I am happy to be a part of initiatives like Sakhi that gives me and my friends a good platform to develop our skills. I have been able to stitch more than 1000 bags. It gives me a golden opportunity to be socially and economically self-reliant and I concur with the belief that the most effective tool for development is empowerment of women."*



# Cultural Involvement

“Culture is the widening of the mind and spirit”

– **Jawaharlal Nehru**

Sterlite Copper is of the firm belief that **communities rooted in culture** can grow sustainably. Our participation in various cultural activities strengthens ties with the communities we serve. Investment: **Rs 3.87 Crores.**

When the smelter was in operation, Sterlite Copper's **workforce comprised over 70% recruited** from the **local population.** By employing those part of the cultural fabric, and by working

closely with them, there is a greater understanding of nuances and needs, and their aspirations and dreams, all of which contribute to a happier workforce.

## Tamira Seva Thittam

Sterlite Copper **bridges the gap between the government and their intended beneficiaries** through a partnership with the Disaster Management Trust, an NGO. We create awareness and help people claim subsidies / grants from Govt. schemes.



In many ways, **Tamira Seva Thittam is a one-of-its-kind scheme**, for it bridges an awareness and knowledge gap.

Through this initiative, **over 8,987 beneficiaries** have availed benefits under CM's Comprehensive Health Insurance Scheme, E-Shram, PM Jeevan Jythoi Bheema Yojana, PM Suraksha Bheema, Widow Pension scheme and many other schemes that provide social security. Investment: **Rs 21.90 Lakhs.**

## Community Health and Welfare

Sterlite Copper's commitment to all round development extends to enhancement and maintenance of infrastructure at hospitals and providing

healthcare services. Medical camps conducted in communities have benefitted **5,500 people**. Investment till date: **Rs 1.6 crores.**

Guided by Vedanta Medical Research Foundation, and inspired by the success of BALCO Medical Centre, a state-of-the-art, cancer hospital in Raipur, Chhattisgarh, the Group is working on a blueprint to launch a hospital in Thoothukudi which provides free healthcare to everyone.



# Sports Activities

*“Sport has the power to change the world. The power to inspire, power to unite people in a way that little else does. It speaks to youth in a language they understand.*

**- Nelson Mandela**

A cricket tournament was conducted in **Pandarpatti** – and the event brought the local community together. The tournament had an overwhelming response with participation of more than **500 from the area.**

We have increased sports facilities in parks, and provision has been made in schools and Anganwadis to improve physical and mental health.

Total Investment: **Rs.3 Lakhs.**

Taking a cue from the interest shown by the youth of Thoothukudi in sports activities, the next step is to build a **sports academy** for men and women.



# Family Event Support... and more

While infrastructure building, healthcare enhancement and community development are integral to Sterlite Copper's 360-degree approach to transforming lives, many other schemes and projects contribute to balanced growth. This includes Family Event Support and other projects as below:

Sterlite Copper provides support to needy families through **financial aid** for significant events such as marriage, demise of a family member, birth of a child etc.

Over **400 people** have benefited from our Family Event Support scheme this year. Investment: **Rs 85 Lakhs.**





# Coastal Welfare

Through our coastal welfare initiatives, we **empower coastal communities** with means to improve their livelihood. We have aided repair of boats and distributed **27 ice boxes and 90 aluminium** vessels which have benefited nearly **500 members** of the fisherman community.

Investment: **Rs 50.5 Lakhs.**



# Community Connect Meetings in core villages

Representatives from Sterlite Copper interact with people from surrounding villages to **understand their concerns** and address them through **supportive measures**. Meetings have been conducted in the following villages:

Naduvakkurichi, Sillanatham, Pudurpandiyapuram, Rajavinkovil and Kayalurani, Meelavittan, T.S.Patti, Nainarpuram, Sankaramperi, Ayyanadaippu, Sorispuram and Kailasapuram.

A total of **978 villagers** have participated in the **Connect Meetings**.



# International Day of Persons with Disabilities, Dec. 7, 2022

- Special session conducted on **entrepreneurship opportunities** for people with disabilities.
- Participation by **NGO partners** (Bell, Thulasi, Thayagam) and NGO Thiyagam Women Trust which is established to serve physically challenged women. A stall was set up to feature their handicraft products.
- Felicitated almost **140 beneficiaries** with gifts and tree saplings.





# Pongal Celebrations at Core Villages with NGO Partners

Pongal Festival in January 2023 was celebrated at 31 locations, and with three NGO partners. The villagers took part in games and prizes were distributed to winners. A total of **30 rice cookers** were **donated** to Muthunagar Blind Association.



# Infrastructural Support and Annadhanam

As part of CSR activities, Sterlite Copper provides **infrastructural support to temples** in more than 20 villages in and around Thoothukudi.

**Annadhanam** is frequently offered to devotees at various temples. We have conducted **50+Annadhanam** activities till date.

Investment: **Rs. 8.5 lacs.**



# Inauguration of Fish Net Repairing Center for Raal Meenpudi Thozhilalar Nalasangam at Therespuram, Feb. 18, 2023

Sterlite Copper is committed to providing sustainable and responsible support to the **fishing industry** as part of its commitment to the community.

The initiative of **Fish Net Repairing** at a budget of **Rs. 15 lacs** is expected to benefit over **400 fishermen** in the region, and will help increase income and provide better lives for their families.



# Women's Day Celebration

## March 8, 2023

On **International Women's Day**, Sterlite Copper honored women from local communities.

The event was attended by **3,500+ women** who participated in dance, skit, and musical activities.





# Village Development Center - Inauguration at Sillanatham March 15, 2023

Inauguration of **Tamira Samugamempattu Maiyam**- Village Development Centre - at Sillanatham to provide a platform for community members to access services and resources necessary for their development and well being.

The initiative, at a **budget outlay of Rs. 3.9 lacs**, provides support in education and helps to increase awareness on health, road safety and agricultural development. **Over 1,500 families** have benefited from this activity.



# Caring for Animals and Birds through TACO



**TACO** (The Animal Care Organisation) is an animal welfare project launched by **Anil Agarwal Foundation** to provide world-class infrastructure, veterinary services, training facility, and animal shelters to heal and protect animals.

In line with the vision and **healing efforts of TACO**, Sterlite Copper conducted a **Vaccination Camp** on Rabies Day. More than 80 dogs were vaccinated and fitted with dog collars.

Through the **'Water Bowl Challenge,'** members of the public are motivated to provide drinking water and food to stray animals and birds, especially during summer. The objective is to create awareness for **kindness and compassion towards animals and birds.**



# Muthucharam from Sterlite Copper Propelling growth and prosperity in Pearl City

## **Towards a Brighter Tomorrow**

As a corporate, Sterlite Copper has completed a journey of nearly 25 years in Thoothukudi. The last five years have been challenging in many ways, and it is with our Stakeholders support we have crossed every hurdle along the way.

Sterlite Copper's commitment extends beyond business. Through a series of CSR initiatives, we support education, healthcare, and social welfare, empowering the people of Pearl City and fostering a brighter future. Emanating from this ethos is our unwavering commitment to holistic development and efforts to restore livelihoods. Altogether, our endeavour is to serve as a catalyst to Tamilnadu's growth and usher in a brighter tomorrow.





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