An Initiative of Ministry of Corporate Affairs to recognise the excellence in CSR in India
The National CSR Awards, instituted by Ministry of Corporate Affairs (MCA), Government of India, are the apex recognition for CSR initiatives in India. The award seeks to infuse excellence in CSR initiatives undertaken by corporates in pursuance of Section 135 of the Companies Act 2013.

This award is bestowed to not only recognise the contribution of corporates towards the communities but also to appreciate the ways undertaken to make it more effective. The premier think tank on corporate functioning, the Indian Institute of Corporate Affairs (IICA) has been given the responsibility to execute the awards ceremony on behalf of MCA.

This booklet is a sectoral compilation of entries shortlisted for the National CSR Awards 2019. It provides information to various stakeholders, regarding the sectoral outcome of CSR initiatives of companies in compliance with Section 135 of the Companies Act 2013.
Going Extra Mile To Provide Healthcare

The healthcare sector in India needs a lot of innovation and community engagement besides funds, to serve most of its citizens. Lack of access to medical facilities and trained resources in remote and rural area result in high maternal and infant mortality, as well as spread of epidemics. Though the government has been doing a lot to provide last mile healthcare facilities to the citizens, but its efforts need a lot of support from other stakeholders too to make a real success. This has been noticed by the Indian corporates and today about 24% of the total spend on CSR is focussed on healthcare.

Recently the corporate houses have been showing a lot of innovations in its CSR initiatives including community engagement, capacity building at local level, improved technology and better services, which would be more beneficial to the citizens, especially in the rural areas. Few such CSR initiatives got shortlisted for the National CSR Awards 2019 as well.
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Andhra Pradesh Mineral Development Corporation Limited

The Problem
In India, most deaths caused by diseases such as Malaria, Dengue, and Japanese Encephalitis, occur in remote areas due to delays in detection and the lack of access to good treatment. APMDC has affected a significant reduction in the diseases prevalent in tribal areas and improved overall healthcare levels.

The Initiative
Mobile Medical Units (MMU), the CSR initiative of APMDC, is able to tackle these challenges and provide quality healthcare in remote regions. The key objective of the MMU is to reach populations in remote tribal and inaccessible areas with a set of preventive, promotive, and curative services, which are free at the point of care.

The MMU is a fully functional bus which travels to interior parts and remote villages, where there is little access to conventional healthcare facilities due to lack of infrastructure, unavailability of doctors, long commutes to a hospital (10-15 kms), unaffordability of hospital visits, and lack of awareness regarding healthcare. The MMU is able to tackle these challenges and provide quality healthcare in the remote regions, including timely diagnosis and immediate prognosis.

Currently, this project can be sustained for a period of 10 years with the funds from APMDC Foundation. The Foundation has signed an MOU with BPCL for resource pooling, to scale the MMU operations to other districts where medical facilities are scarce. The model is also being followed by other state PSUs such as APTRANSCO and APGENCO in rural regions.

The Impact
So far, over 37000 patients across 800 interior villages have been treated by MMU. Screening facilities have enabled early detection and better treatment of diseases such as Malaria, Dengue, Japanese Encephalitis, etc. Increased access to medical help for pregnant women has reduced infant and maternal mortality rates and occurrences of low birth weight. Increased awareness regarding preventive measures and hygiene has also reduced occurrences of communicable diseases.

The Company
APMDC is a fully owned undertaking of the State Government of Andhra Pradesh. It primarily focusses on the development of mineral resources by exploration and mining infrastructure in the state of Andhra Pradesh.
The Problem
Remote areas of Jhabua district in Madhya Pradesh have very poor medical facilities, which has been a cause for concern for rural healthcare services. GAIL launched an integrated project – Arogya – which has had a positive impact in the area.

The Initiative
Project Arogya broadly focusses on the areas of nutrition, health and sanitation, and drinking water. GAIL has identified 17 districts to implement its CSR initiative, with a focus on the most neglected and highly vulnerable sections of the district. The project developed 4 Mobile Medical Units (MMUs) for Jhabua district, to deliver healthcare services to people living in inaccessible and remote areas.

Arogya is a programmatically sustainable model for rural healthcare, which can be replicated depending on the needs of the particular community and region.

The Impact
The project has 26 MMUs operating in 17 districts across nice states. Each MMU serves 25000 patients annually across the various locations. The project shows a positive impact with almost 98% people cured after treatment.

The Company
GAIL is India’s largest natural gas company. GAIL possesses over 11,400 km of natural gas pipeline transmission network. GAIL believes it is responding to the needs of the people, benefitting communities by taking care of their health needs that will ultimately determine the sustainability of continued progress in CSR. GAIL CSR covers 10 States, 17 cities and 20 lakh community members.
The Problem
The sanitation standards of Dulhapur Railway Station in Ghazipur district of Uttar Pradesh were very poor, as people did not have access to toilets or clean drinking water. IRCON has now constructed toilets and provided water purifiers to help the locals using the station.

The Initiative
IRCON, through its CSR initiative, constructed two community toilets in Dulhapur. The project constructed three units of toilet complexes comprising six seated community toilets for male and female. Drinking water facilities were also developed for the commuters, shoppers, and shopkeepers.

Financial sustainability is attained through nominal user fees, and behavioural change can ensure environmental sustainability. IRCON is planning to replicate the project in other areas in the district after the successful implementation.

The Impact
The project benefits around 1000 travellers, shoppers, and shopkeepers. On an average 200-250 people have benefitted from the toilet complex on a daily basis. Two major outcomes of this initiative have been – the improvement of women safety, and behaviour change of the local population towards making the region open defecation free.

The Company
IRCON is an engineering and construction company specialising in transport infrastructure, primarily in the construction of railway projects in India and abroad. The company has diversified into other transport and infrastructure segments and with its expanded scope of operations around the world. IRCON is well known for undertaking challenging infrastructure projects, especially in difficult terrains and has completed over 1250 major infrastructure projects in India and over 200 projects in more than 31 other countries.
Mineral Exploration Corporation Limited

The Problem
Lack of access to clean drinking water and sanitation issues in Korba district of Chhattisgarh resulted in frequent health issues. To counter this, MECL made provisions for clean water tanks for the residents.

The Initiative
MECL’s CSR activities in Korba, has driven people in the area towards using in-house toilets and prevent open defecation in the villages. The project includes construction of toilets around the exploration sites and villages, installation of ROs and potable drinking water arrangements at government schools, distribution of study materials and cycles to students in schools, and skill development programmes for youth and women in collaboration with National Skill Development Corporation (NSDC).

CSR activity by MECL is done in 3 villages in Korba district covering 481 households and other beneficiaries of drinking water, cycle and other education material.

The Impact
Currently the project is operational in three villages of Korba district, covering over 481 households. The project also strives to generate awareness among people about sanitation and safe drinking water.

The Company
Mineral Exploration Corporation Limited (MECL) is a public sector company under the administrative control of Ministry of Mines, Government of India for systematic exploration of minerals, to bridge the gap between the initial discovery of a prospect and its eventual exploitation. It is into Exploration and Survey of Minerals in the country.
The Problem
The region around Sivasagar in Upper Assam did not have good medical facilities. ONGC invested in the creation of a 300-bed Super Speciality Hospital in Sivasagar, to ensure proper healthcare services for the people of the region.

The Initiative
The proposed establishment of the 300-bed Multispecialty Hospital at Sivasagar will take place in three phases, with an expenditure exceeding 300 Crores. The hospital would have facilities for Internal Medicine, Paediatrics, General Surgery, Pulmonary Medicine, Ophthalmology, ENT, Orthopaedic, and Gynaecology & Obstetrics, with facilities such as an operational blood bank and dialysis. The charges for treatment will be as low as 70% of the market price.

The company has conducted various awareness generation health camps in nearby areas to enhance the utilization of created healthcare services. The project is run by BAV qualified staff who have the experience of running a charitable hospital in Aurangabad district of Maharashtra. ONGC will provide infrastructural support, and BAV will run this project on its own by generating the revenue from affluent people and using that revenue for providing subsidised healthcare services to poor people for which they have been successful in the past.

The Impact
The beneficiaries are local people who have started utilizing the health care services through OPD. Till date, over 750 people have been treated in the OPD section.

The Company
Oil and Natural Gas Corporation Limited (ONGC) is a global energy holding company, engaged in the oil exploration, development, and production of crude oil and natural gas. Its segments include Exploration & Production (E&P), and Refining. ONGC’s ongoing upstream exploratory efforts are an important segment of its core E&P Business in India with the responsibility of finding and accreting oil and gas reserves. It has three facets of hydrocarbon exploration activities viz. Deep Water, Shallow Water, and Onshore exploration activities.
The Problem
Like many other backward and remote parts of the country, Araku valley in Andhra Pradesh is also struggling with high levels of maternal mortality. To counter this, Piramal Foundation rolled out the ASARA project in tribal dominated areas of Vishakhapatnam district.

The Initiative
The ASARA project has been implemented in 181 villages reaching out to nearly 50000 beneficiaries with an aim to decrease maternal mortality among tribal people. It seeks to improve maternal, child and adolescent care in tribal and high priority districts, in order to reduce the maternal mortality ratio and infant mortality rate in chosen communities by 30% and 20% respectively, to promote 100% institutional deliveries, and to create Electronic Health Records with Unique identities.

Although there are difficulties in implementation, given that it is in the tribal belt, replicability, sustainability and scalability of the project is possible with the due involvement of other corporate entities.

The Impact
Close to 1179 people have been benefitted so far. The positive impact of ASARA project is evident as per the reports from Anganwadi workers, district level health officer and project officer.

The Company
Valued at US $ 10 billion, Piramal group is a global business conglomerate with diverse interests in Pharma, Financial services, Information management, Real estate and Glass packaging. The group has offices in over 30 countries and a global brand presence in more than 100 markets.
The Problem
The backward areas of Jharkhand had a very high number of infant and maternal mortalities. TATA Steel invested in the Maternal And Newborn Survival Initiative (MANSI) to reverse this trend in these regions.

The Initiative
The MANSI project aims to reduce maternal and infant death rates in backward districts of Odisha and Jharkhand. The project employs Sahiyas (government health extension workers) and builds their capacity. When the project phases out, these workers will work with their improved capacities and newly developed work culture. No additional financial burden will be realized by the government, and it has potential for scaling up.

Initially, the project was implemented in two blocks of Saraikela district. Now it is being implemented in all 10 blocks of two districts. The company has replicated this project in Odisha as well.

Tata Steel has been working on the project of capacity building of Sahiyas since 2009. Therefore, the project was conceptualized before CSR regulations were brought in 2014. The project addresses a very important aspect of human development which is also a national policy priority. It provides a relevant model to be adopted by the Government and other stakeholders.

The Impact
As per the impact evaluation reports neonatal mortality in the area has reduced by 46% while 39% reduction in infant mortality and around 44% reduction in under-5 mortality has been documented.

The Company
Tata Steel (established 1907) is among the top global steel companies with an annual crude steel capacity of 27.5 Million Tones/annum with an end-to-end value chain from mining to finished steel goods. The company offers products and services in 150 countries with operations in 26 countries and commercial presence in over 50 countries.