

MAKING A DIFFERENCE



Even as we in India have made a mark on the globe as a reservoir of intellectual capital, as a Nation we are grappling with "quality of life" challenges. More so, in the hinterland, where poverty is a ground reality.

To address these larger issues, we work in tandem with the Government. In over 3,700 villages, we reach out to 2 million people, in proximity to our plants. Our 150 strong team endeavours with missionary zeal to raise literacy levels, take health-care to the hut-step of the villagers, train them to eke out a sustainable livelihood, empower women, provide basic amenities and espouse social reform.

Very recently, the Asian Institute of Management, Centre for Corporate Social Responsibility, conferred the prestigious Asian CSR Award on Hindalco, our Group's flagship Company, for its "Integrated Rural Poverty Alleviation Programme". The Asian CSR Award is Asia's premier awards programme on Corporate Social Responsibility. Their distinguished jury chose Hindalco's work, over that of 142 projects, submitted by 80 organisations from 11 countries.

In their view, our work has been outstanding. That, slowly and silently our Group is trying to change the face of villages. From abject poverty to meeting the necessities of life. From dependence to freedom. From backwardness to progress, in more ways than one.

There is a palpable difference. Tens of thousands of villagers now seem self-assured, confident and happy at being able to move towards a sustainable livelihood. There is a new found dignity among them.

For us this is a way of living our values. A way of transcending the conventional barriers of business to send out a message that "we care".

