

# VALYOU

A VEDANTA ALUMINIUM NEWSLETTER

JULY 2010



Sand sculpture by  
Sudarshan Pattnaik



World Environment Day at Lanjigarh  
and Jharsuguda



Jharsuguda Hospital: A boon for  
Western Orissa



Vedanta recognized as the  
'Green Leader'



First boiler of 2400 MW Independent  
Power Plant ignited



“ CEO SPEAK ”

The long awaited monsoon has arrived in Orissa bringing with it fresh showers of hope and renewed vigour. Parched trees have taken on a hue of green again.

To spread public awareness about conservation of the environment among the people of Lanjigarh, Vedanta employees celebrated 'World Environment Day' on 5th June 2010 with celebrities through awareness campaigns and planting of saplings. We are thankful to the celebrities of Orissa who graciously joined hands in this endeavour.

We have also abided by our commitment and begun construction of a multi-specialty hospital at Jharsuguda, which we believe will go a long way in providing specialised health care to the people in the area and the districts around it. Additionally, we have plans to set up a branch of the Delhi Public School at Jharsuguda to meet the demand for high quality primary and secondary education.

On the project front, we are pleased to have received the approval of the State Level Single Window Authority (SLSWA) for the expansion of various projects of Vedanta in Orissa.

We are also delighted that the first boiler (600 MW unit) of Vedanta's 2400 MW Independent Power Plant at Jharsuguda has been ignited. The phase wise commissioning of the remaining 3 units of 4 x 600 MW IPP will be completed soon. This initiative along with our existing Captive Power Plant of 1215 MW will position Jharsuguda as the single largest power generating location in the country.

We are obliged to the Government of Orissa for extending continued support in our efforts in turning this dream into a reality.

Finally I wish you all a very Happy Ratha Yatra. May the blessings of Lord Jagannath bring prosperity to Orissa and its people.

M.Siddiqi



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### Cover Photograph of Sand Sculpture, courtesy Mr. Sudarshan Pattnaik. A brief profile of the Artist:

Sudarshan Pattnaik, a renowned sand artist is also associated with Vedanta. His skills as a sand sculptor brought him international fame. He has won numerous awards, including the First Prize at the prestigious Berlin World Sand Art Competition in 2008.





## VEDANTA CELEBRATES WORLD ENVIRONMENT DAY

### Lanjigarh:

Environment has always been of primary concern with Vedanta. Hence Vedanta Aluminium Ltd. celebrated World Environment Day at Lanjigarh with great enthusiasm, in order to create awareness among the people about the earth and to emphasize on the importance of conservation of the environment. The event was named "Sankalp"

Leading Oriya actors Anubhav Mohanty, Kajal Mishra and television artists Prithviraj and Sukant walked with more than 6000 people from Lanjigarh and adjoining areas to make the event a grand success. About 500 Dongria Kondhs also participated in the rally with messages for environment and development.

Former Minister, Balabhadra Majhi; former MP, Subas Naik; Block Chairperson, Srimati Majhi; local Sarpanch, Saraswati Munda; were also present on the occasion. The program was organized in association with Lanjigarh Yuvak Sangha. The people pledged with cine star Anubhav Mohanty to plant at least one tree on Environment Day. He thanked Vedanta for its efforts in preservation of the environment. The guests later presented trophies to the winners of the drawing and slogan competition.



### Jharsuguda:

At Jharsuguda, several programs were organized to mark the occasion. "Many species, one planet, one future" was the official theme for the occasion.

It was followed by a seminar in which environment and CSR personnel participated along with the employees of other departments. Speaking on the occasion, Additional District Agriculture Officer, K M Rao Dora suggested ways to improve the green cover on VAL premises. He stressed on the need for industrial efforts to make plantation a success. Reiterating VAL's commitment towards improving quality of life, Senior VP of VAL, Mr D K Singh informed that VAL has taken concrete measures to relieve load on the environment by ways of optimum resource utilisation. He emphasised on the prevention of use of plastic and creating a paperless office in Jharsuguda. The celebration also involved distribution of prizes to students who had won various competitions held earlier in peripheral schools based on environmental themes.





# VEDANTA'S STATE OF THE ART HOSPITAL AT JHARSUGUDA



Jharsuguda has always been in need of a quality hospital. Keeping this in mind Vedanta Aluminium Limited is setting up the first ever world class hospital at Jharsuguda. The 100 bedded hospital, with ultra-modern facilities, will cater to the healthcare needs of the people of Jharsuguda, and the whole of Western Orissa. It will also serve the medical needs of the thousands of employees of VAL, for whom a world-class township is being set up by the company.

The hospital will be set up on an area of 9000 sq meters and will provide facilities to cater to patients with diverse ailments. Construction work has begun according to the plan submitted by renowned hospital designing company HOSMAC. The company has also appointed the Fortis Group, a premier hospital management company, for the overall management and functioning of the hospital.

The different facilities that will be available in the hospital include Diagnostic Services, Surgical Suite, Emergency Services, Critical Care Units, Ambulatory Care Services and the Inpatient Department. While the Diagnostic wing consists of Radiology and Imaging Services, Laboratory Medicine, Cardiology, Neurology, Dialysis, Transfusion Medicine and Endoscopy, the Surgical Unit will have Operating Rooms, Delivery Suite, Pre-Op Unit and Post-Op Unit. The Critical Care Unit will house ICU, NICU and SICU/ Burns ICU to provide intensive care to the patients in critical conditions.

The hospital will be a Not - for - Profit enterprise providing curative and preventive healthcare solutions to the community with emphasis on the underprivileged. Its state of the art medical services will benefit to all sections of the society.



## Facility Mix:

- Diagnostic Services
- Emergency Services
- Surgical Suite
- Ambulatory Care Services
- Critical Care Units
- Inpatient Department

## VAL'S EXPANSION PLAN GETS STATE GOVERNMENT'S NOD.



On 23rd June, 2010, the Government of Orissa gave the green signal for capacity expansion of Vedanta Aluminium's alumina refinery at Lanjigarh from 1 mtpa to 6 mtpa. VAL's proposal to expand its smelter plant at Jharsuguda from 0.25 mtpa to 1.6 mtpa also received the nod from the State Level Single Window Authority (SLSWA). The company will invest Rs. 37,440 crore in the two projects.

The approval was given at a meeting of the SLSWA, chaired by Chief Secretary Mr. T. K. Mishra. The approval will now be referred to the High Level Clearance Authority (HLCA) chaired by Chief Minister Naveen Patnaik,

With this, Vedanta's Aluminium Smelter at Jharsuguda is headed to become the largest in Asia. Vedanta is also planning to expand its IPP to 2400 MW and will have the capacity to generate maximum power from a single location in the entire country.



Recently, a significant achievement has been made by Sterlite Energy Ltd. (SEL), a flagship company of Vedanta Resources. The company has successfully ignited its first boiler of 600 MW Independent Power Plant (IPP) at Jharsuguda, Orissa. Power generation from this unit will commence from September, 2010. The company has also worked out a subsequent plan for phase-wise commissioning of the remaining 3 units, which will result in making the 4 x 600 MW IPP fully operational by August 2011.

The 4 x 600 MW coal-based Independent Power Plant at Jharsuguda is the first initiative of SEL for advancement of power infrastructure in Orissa.

## FIRST BOILER OF 2400 MW INDEPENDENT POWER PLANT IGNITED



## VEDANTA SIGNS MOU WITH IMMT FOR ZERO WASTE OPERATION.



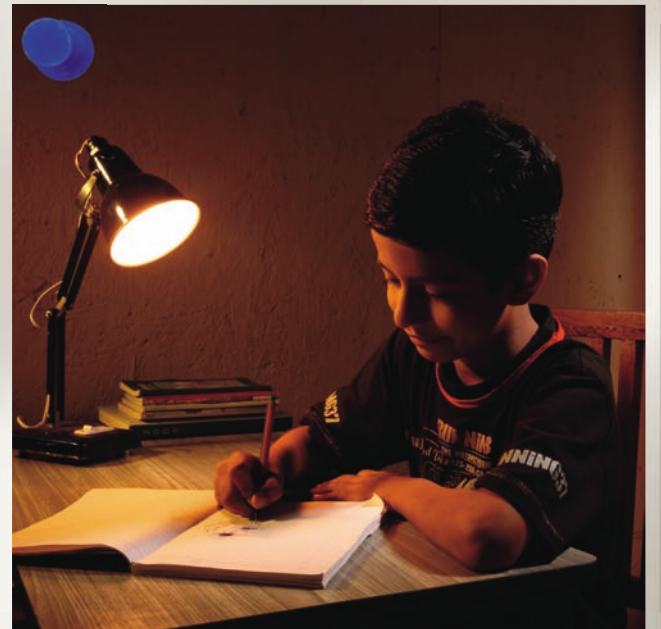
VAL signed an MOU with Institute of Mineral and Materials Technology (IMMT), a leading research institute of Orissa, to develop technology for waste utilization and recovering valuable materials from waste generated in alumina refinery. The MoU was signed by Dr. Mukesh Kumar, Chief Operating Officer of VAL, Lanjigarh, and Dr. Srikant Sharma, Head of R&D Planning, IMMT, in the presence of Prof. Barada Kanta Mishra, Director, IMMT.

After successfully implementing Zero Discharge System at our Lanjigarh refinery, now VAL aims at a Zero Waste Plant. "Our partnership with this leading research institute would help us in realising our vision to make the refinery a Zero Waste Plant," said Dr. Mukesh Kumar.

In any mineral based manufacturing unit, a lot of waste is generated and this gets accumulated over a period of time contaminating the environment and resulting in potential loss of valuable resources. These wastes can become useful resource when we unlock their untapped potential and create some value added products out of them.

"The partnership between Vedanta and IMMT would further strengthen the interface between industry and institutions," said Prof. Baradakanta Mishra, Director, IMMT. This will not only help in improving environmental performances but also help in optimum utilisation of the natural resources.

IMMT will provide R&D support for process and product development with special emphasis on conservation and sustainable utilization of natural resources.



The need for electricity is no longer limited to the urban areas. Acceleration of socio-economic development in the remotest part of the country is impossible without uninterrupted supply of power. The Govt Of Orissa in its multi dimensional responsibility in addressing the development needs of the people in rural and semi urban areas is buying electricity from different sources to cope with the current power shortage.

As a responsible corporate citizen of the society, Vedanta has contributed 547 million units of electricity to the state from its captive power plant, benefitting over 10 lakh households across Orissa. But what brings us more happiness is the fact that very soon we will be in a position to contribute more to meet as much as 20% of Orissa's power needs.

## VEDANTA PARTNERS WITH THE GOVERNMENT TO REDUCE PLANNED POWER CUTS

## Vedanta's Initiatives in other states

# RAY OF HOPE FOR CANCER PATIENTS

Changing lifestyle in the modern age has seen an alarming increase worldwide in the dreaded disease "Cancer". Going by the reports of the Cancer Foundation of India, it is estimated that at any given time there are 2.0 to 2.5 million cancer cases requiring treatment in India.

In view of the urgent need for adequate number of specialized hospitals to meet the growing challenge from this killer disease, the "Vedanta Medical Research Foundation" is setting up a state-of-the-art Cancer Institute by the name of "Vedanta Cancer Hospital and Research Centre"," at Raipur,Chhattisgarh. This hospital has been conceived by Vedanta Group Chairman Mr. Anil Agarwal and has received the constructive support of Dr. Raman Singh, the Chief Minister of Chhatisgarh.

The vision behind this hospital is to make world class cancer treatment available in Chhatisgarh and Eastern India.

The hospital project, initiated in February 2008, is taking shape with feedback and supervision of renowned doctors and specialists, ensuring use of best technology and treatment in a collaborative manner. The project is being headed by Dr. Praful Desai (former director of Tata Memorial Hospital, Mumbai).

The first phase will cover construction of a 100 bed hospital which will be subsequently expanded to 360 beds in the next phase with over 100 doctors and 300 nurses. The Centre will have surgery, chemotherapy and radiation equipments at par with global standards and will provide research facilities to medical students. It will also have five satellite centres at strategic

locations covering 16 districts of Chhattisgarh alongwith medical vans which will travel to all the corners of Chhattisgarh, conducting medical checkups at different areas periodically to cover a large number of people for screening and for further treatment.

*"The Vision behind this hospital is to make World Class Cancer treatment available in Chhatisgarh and Eastern India."*

The hospital is being built on self-sustainable basis with special concession and facilities for the poor with 20%of the bed space to be reserved for the underprivileged in the area .Assessing the magnitude of rising cases, the Vedanta Group has already started organizing voluntary camps in remote villages and special mobile vans with ultra modern equipments are screening suspected patients on a regular basis.So far about 40 such camps have been conducted in 500 villages covering 160,000 people in 20,000 house-holds.

An area of 50 acres in the new capital area has been acquired for the hospital campus.In the first phase, the hospital is expected to cater to 4,000 - 6,000 patients and once fully operational to about 15,000 patients.

This state- of- the- art "Vedanta Cancer Hospital and Research Centre " will be the first of its kind in the area and will come as a great relief for patients, medical practitioners and research scholars.







## SHARED SERVICE CENTRE:PROJECT PRAGATI

Vedanta Aluminium Ltd. has partnered with Wipro Consulting Services to develop a Shared Service Center (SSC). The project named "PRAGATI" has been initiated by the Finance Team, VAL, in April 2010.

Functions like finance and accounting, procurement, logistics management and employee salaries and expense reimbursement support the business' efficiency and help deliver high quality output. The Shared Service Center brings all these support functions under one roof wherein the activities are streamlined, consolidated, specialized and then designed to

cater to the entire business as one single unit rather than multiple units.

An SSC helps standardize processes, brings about an increase in speed of service delivery, promotes scalability and allows for increased transparency and control. It also allows the organization to identify the synergies between different functions and utilize the same services to reduce duplication of work. Besides, having a centralized provider of internal services, helps promote business process automation and activity standardization so that services become more efficient.



## VEDANTA VIDYARTHI VIKAS YOJANA (VVVY) SCRIPTS SUCCESS IN JHARSUGUDA

To improve the quality of education in vernacular schools from standard 8th to 10th, Vedanta Vidhyarthi Vikas Yojana (VVVY) was introduced in peripheral villages of Jharsuguda like Bhurkamunda, Katikela, Brundamal, Kurebaga, Banjari and Bhagipali

The project VVVY was implemented on a pilot basis with 159 students with the support of education expert NGO AJKA in which 15 experienced teachers were engaged. Apart from regular morning classes, parents teachers meeting, orientation of students, vocational training to students, parents counseling, monthly unit test etc. are being conducted with defined indicators and deliverables.

As a result, of this effort 23 students who appeared this year's High School Certificate Exams (HSC) a record number of 18 students have passed successfully.

### TRAINING CAMP ON FLORICULTURE AND VEGETABLE CULTIVATION AT VAL, JHARSUGUDA.

For the empowerment of women in Kirmara and Laikera village of Jharsuguda, VAL is supporting various livelihood programmes through VEDANTASHA.

Under this project a two days workshop was organized on floriculture and commercial vegetable cultivation. This programme was inaugurated by Zilla parishad member Bhupal Behera. In this workshop 53 members from various SHG groups had participated.

Another workshop was also organized in Beheramal school of Kirmira Block where around 50 ladies participated.



### VEDANTA PIONEERS SPECIAL PROJECT ON EYE-CARE AT JHARSUGUDA.

Vedanta Aluminium Ltd., as a part of its sustained endeavor to uplift and promote general well being and health among its community, has initiated a series of 'correction of refraction of vision' camps under its pioneer project "Drishti" in partnership with a local NGO, Grace Vision, which is a partner agency of District Blindness Society Jharsuguda.

This Eye Care initiative will cover all peripheral villages of VAL project area and so far has covered Brundamal, Burkhamunda, Katikela, Kurebaga. The initial camp at Katikela & Burkhamunda saw treatment availed by over 100 patients and till date more than 500 patients have been benefited. This initiative aims to screen 5000 people for refractory error in the first phase.

This initiative has been widely welcomed by the village community across all age groups. Tribikram Singh, Sarpanch Brundmal, expressed his deep gratitude for this health care initiative.

### VEDANTA SPEARHEADS DRINKING WATER DISTRIBUTION IN JHARSUGUDA AND BHAWANIPATNA.

During summer, Vedanta Aluminium Limited extended its support to the District Administration of Jharsuguda for Drinking Water Distribution Programme, keeping in view the water scarcity in the region due to intense heat. Vedanta Aluminium provided the Block Office of Jharsuguda with another tube- well repair van to make good the defunct tube-wells of the block areas.

Besides these, Vedanta handed over four drinking water tankers to the Municipality for the supply of potable water by PHD to twelve critical areas as requested by the civic body and nine tankers were provided to facilitate distribution of drinking water in its core peripheral villages. Over 35 temporary potable water kiosks were installed in different areas.

VAL also joined hands with Bhawanipatna District Administration for supplying drinking water in the water scarcity areas of the town. As part of the CSR initiative, potable water was provided through two tankers in different water stressed areas. In addition to this, VAL is also providing drinking water through 22 kiosks in villages around its alumina refinery at Lanjigarh.







## BLOOD DONATION CAMP ORGANIZED AT VEDANTA CAMPUS, LANJIGARH.

Thirty-three people working at Vedanta Aluminium Limited, Lanjigarh donated blood during a voluntary blood donation camp organized in the campus on June 20, 2010 by Chennai Radha Engineering Works, a partner company of VAL. The company provided all support for organizing the camp, which was inaugurated by Dr. Mukesh Kumar, Chief Operating Officer. Addressing the Donors, Dr. Mukesh said, "The successful conduction of this camp shows commitment of Vedanta and its associate companies for helping the society".

## CAPACITY BUILDING PROGRAM FOR FIELD WORKERS

Vedanta Foundation organized an Orientation Program for 114 Field Workers of its Vedanta Bal Chetna Anganwadi (VBCA) Program in Rayagada and Kalahandi district. For field workers of Rayagada district, it was organized at Muniguda on July 19 and 20, 2010. The program was inaugurated by Ms. S. Pandia, CDPO, Muniguda. Total 64 cluster coordinators, 5 chief coordinators and 5 coordinators of partner NGOs attended the two day program.

For field workers of Kalahandi district, the program was organized at Bhawanipatna on July 21 and 22, 2010. Around 40 cluster coordinators and 4 Chief Coordinators participated. It was inaugurated by Swarnalata Mohanty, Principal of Anganwadi Training Institute, Bhawanipatna.

Participants were trained in organization and arrangement of Anganwadi Centre, pre-schooling, psychosocial development of children and early childhood care. Mr. Balakrushna Rath, State Coordinator of Vedanta Foundation facilitated the training programs.



## HEALTH CAMP FOR THE TRIBALS AT LANJIGARH.

On April 29, 2010 Vedanta Aluminium and the Government Hospital, Lanjigarh conducted a free health camp in collaboration with Government Health Department, which benefitted more than 72 tribals in the area. Tribals from nearby villages such as Phuldumer, Khemdipadar, Tadijhol, Palberi, Kunakadu, Trilochanpur, Tidingbhata attended the camp. Dr. Nagendra Raj Samant, Medical Officer, Lanjigarh Hospital and Dr. Akshaya Sahoo, Sr. Medical Officer, VAL managed the Camp. Medicine was provided free of cost. In addition to health check up, special effort was made to improve awareness about health and hygiene among the tribals.

With the success of the program, another Mega Health Camp was conducted on May 21st 2010 by VAL, with the objective of creating health awareness and providing medical check-up to villagers. More than 450 villagers benefitted in the health camp. In addition to regular health check up camps, the CSR Team also runs mobile medical units to provide basic health services. This health programme covers around 112 villages in the area.



## FOUNDATION STONE LAID FOR CONSTRUCTION OF BRIDGE AT LANJIGARH.

The foundation stone for construction of a High Level Bridge over Banshadhara River has been laid at Lanjigarh by Dr. Mukesh Kumar (COO –VAL, Lanjigarh and Director, LPADF) on May 10, 2010. The long-awaited bridge is being constructed by Lanjigarh Project Area Development Foundation (LPADF) – a Special Purpose Vehicle formed by Government of Orissa, Orissa Mining Corporation and Sterlite Industries. Mr. Sridhar Pesnia, former Vice-Chairman, Lanjigarh; Mr. Chandradhwaja Pesnia, former Sarpanch, Lanjigarh; Mr. Trinath Mahakud and Mr. Bibhuti Bhushan Kumar were present during the occasion.

The project worth Rs. 66 lakhs will connect Lanjigarh with Jagannathpur and other tribal villages in the locality. This development has been welcomed with joy by the people of the area, as this will go a long way in improving the lives of the people in the locality by facilitating communication.



## DAV VEDANTA INTERNATIONAL SCHOOL CELEBRATES ANNUAL FUNCTION – 2010

DAV Vedanta International School, Lanjigarh celebrated its 3rd Annual Day on 16th April 2010. Dr. Mukesh Kumar (COO) VAL - Lanjigarh, graced the occasion as the chief guest. Mr. HK Mohanty, Regional Director, DAV Institutions were also present on the occasion.

Addressing the audience, Dr. Mukesh Kumar, commended the high standards maintained by the institution and its contribution in grooming children in a tribal dominated area like Lanjigarh.

Scholarships with free books were announced for toppers of class VI, VII, VIII and IX. Prizes for excellence in various activities were given away by the guests and a newsletter of the school was inaugurated.

Children entertained a gathering of about 1000 people with songs and Sambalpuri Dance, Odishi Dance, Goan Dance etc. They also performed a short play – 'Jaago Bharat' to spread the message against terrorism.

The DAV Vedanta International School is the only English medium school in Lanjigarh region with 269 students. The school has benefited a number of tribal students in the periphery.





### 3Ps MARATHON.

VAL- Lanjigarh organized a 3Ps Marathon on 10th April, 2010 where the 3P's stood for Peace, Passion and Progress.

Peace and Harmony within  
Progress towards an Enlightened Future  
Passion for Excellence

Employees and partners participated in the marathon with great zeal and vigor. The event, marked by lighting of "The Torch" was followed by the Marathon, a race towards a greener, peaceful and progressive future.



### ART OF LIVING TRAINING AT JHARSUGUDA.

A specialized Corporate Program "The Art of Living on Achieving Personal Excellence (APEX)" was organized at VAL Jharsuguda from 24th-26th June'10.

APEX program modules are structured to bring deeper levels of understanding and experience that harmonize all the seven levels of an individual's existence – body, breath, mind, intellect, memory, ego and the self. APEX creates benefits that are sustainable by offering practical tools that begin the process of transformation at the deepest level. It touches the inner core by using the Sudarshan Kriya® - a powerful breathing technique that impacts body, mind and spirit. This creates an inspired individual ready to explore, open to change and willing to take responsibility through ownership.

#### BENEFITS EXPERIENCED BY PARTICIPANTS

- Sustainable and practicable techniques
- Effective communication, problem solving and team building
- Harmonizing crucial equations between home and work, amongst colleagues across hierarchies and culture
- Enhanced creativity and improved capability
- Improved physical fitness, clarity of mind, and dynamism

## FOSTERING A BETTER LIFE THROUGH SUSTAINABILITY INITIATIVE.

Success story of Vedanta Aluminium Limited, Lanjigarh, Kalahandi.



By Dr. Mukesh Kumar  
COO, VAL-Lanjigarh

Kalahandi is one of the under-developed districts in India. People don't have access to basic amenities like drinking water, nutrition, health and education. Things began to slowly improve after Vedanta decided to set up a 1 million TPY Alumina refinery at Lanjigarh. Although, the Alumina refinery is located in Kalahandi district; Bauxite Deposit is located in one of the hill of Niyamgiri hill ranges just few kilometers from Alumina Refinery on the border of Rayagada and Kalahandi district. There is no habitation or cultivation on top of the hill where mining activities is going to be started for supplying Bauxite to Alumina refinery. The area is inhabited by the tribals; Dongaria and Kutia Kondha and lacked even the basic necessities like health facilities, educational facilities and livelihood opportunities. Tribals were apprehensive and hesitant of the visitors. Subsistence agriculture with shifting cultivation and wage labour was primarily the source of livelihood. Poor infrastructure made the area almost inaccessible. But now the face of Lanjigarh block has changed. The situation has changed drastically in just last 5-6 years. Today, most of the areas are having connectivity, having access to health system, attendance in schools has increased manifold, vegetable cultivation fields are mushrooming in entire Lanjigarh block, per capita income has increased manifold, and today Lanjigarh along with its surrounding areas are coming up as one of the developed industrial area. Vedanta has brought a quantum shift in the region through its community development initiatives in the area of health, education and livelihood. Vedanta aspires to change the story of unbridled poverty and penury and bring the district on the industrial map of the State and the country.

### Our CSR Initiatives:

To create partnerships with stakeholders, VAL Lanjigarh under its Corporate Social Responsibility (CSR) has taken up initiatives on four-focus areas- Education, Health & Sanitation, Sustainable Livelihood and Infrastructure Development. The purpose of the CSR is to bring qualitative improvements in the lives of the community residing in the vicinity. In addition to this, VAL focused on sports and youth development programme, environment protection drives and executes infrastructure development projects. Recently, Lanjigarh Project Area Development Foundation (LPADF) has been formed to undertake developmental projects within 50 km radius of the project area. VAL has already contributed more than Rs.30 cr for various projects to be undertaken. Besides this, it has already spent more than Rs.60 cr in various CSR activities in the last four years. It will keep on contributing 5% of its profit or Rs.10 cr whichever is more

towards overall upliftment of the area. The activities being undertaken under each focus area are as follows:

### Education:

In order to spark the desire for children's education amongst the rural community, VAL supports them through Child Care Centers (CCC) under its Education initiative. Children of the age group between two and half year to five years undergo pre-school



education in these centers besides regular health check up and nutritious food. VAL has opened fifty (50) Child Care Centers wherein more than 1500 children are enrolled and getting opportunity for all round development. Student's attendance rate at VAL's intervened centers enhanced by 90%. Vedanta under its Public Private Partnership has adopted 400 Anganwadi centres in Kalahandi district and 600 in Rayagada district, to strengthen pre-school education in the Anganwadi Centres and provide children with additional nutritious food and regular health check up to combat malnutrition and de-worming among the children. The initiative has received applaud by the district administration and the community for the difference it has created in bringing quality to the centres. The project has created engagement opportunity for the educated youths in all the 6 blocks of Kalahandi district. Our vision is to promote meritorious students to aspire for higher studies so that they may contribute to the development of the district. VAL has taken up an ambitious Adult Literacy Programme at Rehabilitation Colony to educate the illiterate adults of the Rehab Colony. The objective is to create awareness among the adults towards education and will cover 118 adults.



Vedanta DAV International School at Lanjigarh is the only English Medium School in this region equipped with latest teaching aids. Over a short period of 3 years, the school strength has increased to more than 250 and today it is serving to nearly 25 Km area covering Muniguda, Ambodala in Rayagada and surrounding villages of Lanjigarh like Biswanathpur, Champedipur, Trilochanpur, Lanjigarh etc. Dedicated transport services are provided in all the areas.

Vedanta through LPADF has identified a large number of Tribal schools in the areas for upliftment of their infrastructure as well as basic amenities in those schools.

#### **Health & Sanitation:**

With a view to facilitating the community people to maintain better health status VAL runs dispensary at the Rehabilitation Colony i.e. Niyamgiri Vedanta Nagar. VAL provides Health services through Mobile Health Unit at the door step to more than 115 villages under its Health & Sanitation Initiative. Health Camps, Awareness Camp, Malaria Control Drive, Sanitation Drive and Family Planning Operation Camp are organized on regular basis. VAL also supports for the sanitation work of District Hospital, Bhawanipatna. VAL intervention has reduced the incidence of malarial cases from 80% to 20% particularly in Lanjigarh area. MMR rate has reduced from 1.1 % to 0.8%.

Vedanta has started 110 bedded Hospital at its Rehabilitation Colony to provide round the clock health services for its displaced as well as surrounding villages. Besides, Vedanta has signed a MOU to run Lanjigarh Hospital under Public Private Partnership mode to provide better health care system in this most back ward area of Kalahandi.

#### **Livelihood:**

Vedanta started 'Sasya Silpa Abhijan' an initiative of Commercial Vegetable Cultivation, run in collaboration with the 'Asian Institute of Sustainable Development' to give a boost to agriculture in the

area by forming Self Help Group. 861 farmers are benefitted through Commercial Vegetable Cultivation under Sustainable Livelihood initiative. VAL has also started 'Strawberry Cultivation' in 5 villages with 13 farmers. 70000 runners planted in 3.5 acres of land as a pilot project. It is first time in Orissa; farmers have started to cultivate Strawberry. Agricultural Working Days increased from 120 to 250 days and Surface Irrigation increased by 35% through intervention of VAL.

Looking into the backwardness of Dongria Kandha dominated areas, Vedanta has taken initiatives to start some livelihood programmes in those areas like leaf plate making, pineapple and bamboo farming, safe drinking water etc so that their dependency on shifting cultivation can be minimized and forests can be saved which are getting depleted due to the practice of shifting cultivation.

#### **Infrastructure Development:**

It is well realized that development of infrastructures provides base to any development program for achieving its objective. So VAL executed infrastructure development projects such as development of concrete drains, installation of hand pumps for clean and safe drinking water, installation of street lights, construction of temples, the Dharani ghars, construction of school buildings, high level bridges, black top roads etc. There is a huge increase in accessibility to basic facilities like school, college, hospital, market etc. through the Infrastructure Development initiative of VAL. Till date, VAL has developed more than 50 km of roads in various areas besides providing internal concrete road and community hall in large number of villages. It has also provided electricity to around 15 villages and solar electrical systems in some of the tribal villages. VAL is providing support for various cultural programmes like Rayagada Mohatsav, Kalahandi Mohatsav, Nuapada Mohatsav, Gopalpur Festival besides sponsoring number of festivals, schools annual functions, sports meets etc to promote sports and cultural development in the area.

#### **The way ahead:**

VAL along with Nandi Foundation has set up a Centralized Kitchen at Lanjigarh to provide Mid-Day Meals to more than 15000 children covering around 300 schools in Lanjigarh block. In addition to the activities already undertaken, VAL is taking up more activities to provide a better quality of life to the people of Kalahandi and Rayagada. Under its Livelihood initiative, Wadi & Watershed project in association with NABARD and BAIF is being taken up to provide a better Sustainable livelihood to the people of this area. In the field of Health & Sanitation, VAL aims to take up Lanjigarh Hospital under Public Private Partnership scheme of NRHM to provide better health services to the local community. VAL is also planning to start Apollo reference clinic at Lanjigarh for which infrastructure has already been developed.





## TAX PLANNING.



By **Mr. Rohit Saboo**  
Associate Manager  
Finance, VAL

In India, most people still don't know much about tax planning. They start thinking about tax saving investments only around November or December. So is it okay to think about tax planning at the end of the year?

### **Situation at the end of the year**

During November to January, all the insurance and mutual fund companies launch new products. Why? Because, while people simply invest without planning, insurance agents also miss-sell the products for higher commissions and ignore the buyers' benefits. Life Insurance companies launch over 80% of their new products and get about 75% of their annual sales during December to March of any year.

### **Charges forgotten in the rush**

Often, the investor forgets to check the kind of charges applied for the investment. One banker sold an insurance product for tax

savings that carried a 100% charge in the first year. The investor lost the entire 1 lakh that he had invested.

### **Cost averaging lost**

Instead of making one big investment in, say January, it is better to make a series of 12 investments starting from April itself. This gives two benefits—cost averaging as also the burden on the wallet is lesser. It is easier to make one investment of Rs 12,000 or a monthly payment of Rs 1,000.

Tax planning investments at the end of the year, negate the very purpose of investment. Hence, it's prudent to plan at the beginning of the financial year to make the best of benefits.

Regular investment on a monthly basis is the best bet to tap the benefit of cost averaging. Regular investment makes the investor a winner.

### **Advantages of tax planning at the start of year**

**More time for planning** - Planning at the beginning of the year will give one enough time to analyze the products and make wise decisions. having the same product.

**Products that match requirement** - Having identified the product category, one needs to compare different products that are available in the market from different companies. We have a full fledged basket of different products for every individual's need like; new born baby plan to the retirement plan; ULIP's with 100% charges to Nil Charges; ULIPs which offers highest NAV guaranteed returns with varying terms and conditions.

### **Cost averaging benefit & reduced burden on wallet**

Tax planning and financial planning can never be done overnight. It requires proper planning, knowledge or product availability as per need. Making investment decisions during at the eleventh hour does not give us time to search for the best products/price. Thus, we end up buying what insurance agents have to offer us. Isn't it?







## VEDANTA RECOGNISED AS 'GREEN LEADER' IN MINING AND METAL INDUSTRY.

Vedanta Aluminium Limited has been awarded the prestigious "The Financial Express – Emergent Venture India (FE\_EVI) Green Business Leadership Award" in mining and metal Industry in the environment segment. This award has been given to the company's Lanjigarh unit for its commitment and continuous improvement in environment protection, minimizing greenhouse gas emissions through selection of state-of-the-art technology and bringing awareness about climate change as

per the guidelines prescribed by the organiser.

The award was presented by Dr. Farooq Abdullah, Minister for New and Renewable Energy (MNRE) at a function organised in Delhi on World Environment Day. The event was attended by other corporates and eminent personalities like Dr. R. K. Pachori, Director General, TERI, besides Chairman of Navratna PSU's like ONGC, Coal India Ltd.

## INTERNATIONAL SAFETY AWARD FOR VEDANTA LANJIGARH REFINERY.

The Vedanta Alumina Refinery at Lanjigarh has been awarded International Safety Award by one of the world's leading health and safety organisations - British Safety Council, London. Dr. Ram Chandra Rout, Head (HSE) received the Award from Nina Wrightson, OBE, Chairman and Julie Nerney, Chief Executive, British Safety Council. The company won the accolade after rigorous assessments of the refinery's health and safety policies and procedures. The company adopts an integrated health and safety policy that shows a clear commitment to health and safety from the board room to the shop floor. Vedanta Aluminium, Lanjigarh strictly follows the OHSAS-18001 standards for its operations. In 2009-10, the company has shown excellent performance in the area of Safety. With zero Lost Time Injury Frequency Rate (LTIFR), the company had 5.7 million accident free man hours..



## ORISSA PROGRESSES

The lives of numerous individuals have been influenced by Vedanta in a positive way. By way of providing education, employment and sustainable livelihood and also by increasing economic opportunities in the areas where the company is present. This campaign tries to capture some of these individual success stories and testimonials, whose lives have not only been transformed, but also continues to inspire others.



**“Self help is the best help.**

**That’s the confidence I offer to the women in my village.”**

Phulmani Bag, Gram Panchayat SHG Leader, Bhimjore Village

Fostering a better life.  
For the people of Orissa.



**“You don’t have to be young to be a student.**

**Nor old, to be a teacher.”**

Pinky, 18, Community Teacher, supported by Vedanta

Fostering a better life.  
For the people of Orissa.



**“From rearing cattle to operating sophisticated machines, I have come a long way.”**

Chandramani Banchchor, Machine Operator, Vedanta

Fostering a better life.  
For the people of Orissa.





## CREATIVE BOX

### Talent Showcase

The Creative Box is a special section of VAL & YOU, to showcase in-house talent and interests. Please send in digital photos of the talent/hobby that you pursue, be it embroidery or pottery or photography. We will display your creative work here. Email your contributions to: [communications@vedanta.co.in](mailto:communications@vedanta.co.in)

Also email details about yourself (Name, designation and location) along with your passport size photo.

Chosen entries will be published in the next issue of VAL & YOU. Watch this space for more.

## LETTER TO THE EDITOR

*Dear Editor*

*Thank you for sending me the copy of the new version of your Newsletter "VAL & YOU".*

*I appreciate this initiative of Vedanta Aluminium. The magazine is extremely informative in providing detailed activities of the company as well as inspiring stories about the Vedanta Group's valuable contribution for the benefit of society at large. I personally think Inculcating a pro-industry mindset in the people is the biggest challenge in Orissa, without which no sustainable development is possible.*

*The presence of Vedanta in Jharsuguda has really transformed the town in a big way. This will certainly provide impetus for the growth of downstream industries, and put Jharsuguda on the world industrial map.*

*Your magazine must include success stories of individuals who are rewriting their destiny by being a part of this transformation.*

*Your initiatives in providing improved healthcare to the people in remote areas and for bringing electricity to the tribal people are indeed commendable. More work also could be done in the area of education. I congratulate Mr. Siddiqi, CEO VAL for getting global recognition for ethical practices. This augurs well for the company.*

*Yours sincerely*

*Via Email*

*Pratap Kumar Pattnaik  
(New Delhi)*



Photographs by: **Deepali Sharma**  
Associate Manager - Commercial,  
VAL Lanjigarh

# VAL&YOU



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Vedanta Aluminium Ltd.

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