

GROWTH ZONE



When it comes to chemical industries, the importance of CSR activities is greater. We take a look at the companies in Manali industrial area which continue to enjoy the confidence of locals

have formed committees and our CSR projects are evaluated by Tata Institute of Social Sciences. Under our programme, Indian Oil *Sachal Swasthya Seva* which means mobile healthcare service, we brought together two concepts of 'healthcare for poor' and 'rural no-frill petrol/diesel stations'. For this initiative, villages lacking access to primary healthcare services have been selected as beneficiaries. We have stationed mobile medical units to provide free primary healthcare and free medicines to the needy," says a representative of Indian Oil

emission levels and how we deal with it to match industry standards. Kumar adds, "The emissions at Manali are carefully monitored by the Pollution Control Board headquartered in Guindy and all our companies ensure that they follow the emission standards strictly. People can very easily go through our emission levels as we share it publicly and they are free to raise an alarm when they see any glitch." He agrees they need the society's confidence to thrive and prosper which they can achieve only by being responsible towards them.

YOURS RESPONSIBLY

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Located in the Northern part of Chennai, the Manali Industrial area has carved a name for itself with time.

Since its inception, Manali has evolved as a sophisticated industrial neighbourhood and is home to numerous industries. This in turn has boosted social infrastructure around the region. With rapid development pressure on the environment and local resources can be immense. It is necessary that the industries understand their responsibility towards society. It is here that the corporate social responsibilities of the companies come into play.

As per Business Dictionary, CSR is "A company's sense of responsibility towards the community and

environment (both ecological and social) in which it operates. Companies express this citizenship through their waste and pollution reduction processes, by contributing towards educational and social programmes and by earning adequate returns on the employed resources."

It is not a secret that the number of chemical industries in Manali is high. This adds to the level of responsibility of the area towards the environment, local people and the society as a whole.

S Ilanahai, managing director, Cetex Petrochemicals, says, "We as an organisation understand the importance of CSR activities and take it seriously. We have been planting trees in and around the plant area since a long time now. Apart from this, Cetex is helping unprivileged children com-

plete their education. We recently donated money to help people on probation." He explains that as a chemical industry the risk factor is always there but what is important is to educate the people in case of emergen-

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cies. "Recently, we conducted a mock drill which included nearby people, where we informed them about what to do in case of a chemical leak. Such exercises have increased the level of awareness among the locals," he informs.

The use of biomass fuels has minimised emission of pollutants. "In addition, Cetex has an in-house sewage treatment plant which ensures that no waste goes out of the plant."

Indian Oil Corporation Ltd has integrated economic, environmental and social considerations into its CSR initiatives. "We take care to ensure that the highest standards are maintained, and that is the reason why we

Corporation Ltd. In addition, the company also organises regular free health camps around the state.

Manali area secretary, Senthil Kumar explains, "Being a petro-chemical industry, there is always an anticipation of pollution. We ensure that all the companies contribute their bit towards the environment for the greater good of the society. Our companies make donations in many primary schools and hospitals and even help them in gathering minimum infrastructure. We even plant trees on a regular basis." Kumar maintains that it is their responsibility to create awareness among the people living around Manali. "We brief the locals about the

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Chennai Petroleum Corporation Limited is running two community health centres for the benefit of people living around Manali area and Thirunillai, where there is no primary health centre. CPCL is also running one community health centre at Muttam Nagapattinam. In addition, CPCL offered scholarships to meritorious students of 18 educational institutions and CPCL Polytechnic College in Manali. We also sponsored job-oriented skill development training programme on 'Computer Accounting and Fundamentals' for 100 unemployed youth from Nagapattinam

A representative of CPCL



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CSR ACTIVITIES

Coromandel Public Health Care Centre - Ennore

- Coromandel Public Health Care centre-Ennore was started on 14th November 2011 at Ennore Kathivakkam Municipal Complex-easily accessible through Bus & Rail. This was started after a complete research study in the community. It is for the benefit of in and around people of Ennore. The centre functions with a Permanent Outpatient facility with qualified Doctor, Nurse, Pharmacist & Lab technician.



- The medicines prescribed by the Doctor in the Center will be dispensed in the licensed Pharmacy attached with the Centre.
- The medicines dispensed at the Center's Pharmacy will be at Cost on a "No Profit" Basis.
- No administration charges for IV fluids, Injections, Dressings and Nebulization.
- Even people from faraway places like Gummidipondi, Redhills etc, are also approaching the centre for taking treatments, as they have heard the goodness of the centre. We feel proud to say that as on February 2015 we have served 20615 new patients and 50,000 + regular patients.

Personality Development Program:

- As part of our CSR activity and to design sustainable development program, Coromandel-Ennore has organized 'Self-Motivation workshop' for 10th std students of Kathivakkam Govt. higher secondary school, Ennore on 17.10.2013 and the number of beneficiary was 280.
- Next to this we organized Attitude Building workshop for 10th std male students of Kathivakkam Govt. Higher secondary school, Ennore on 27.11.2013.

Motivation Workshop:

- Around 150 students participated in the workshop held on 17.10.2013. Similar session for the year 2014-15 was conducted on 17.02.2015 and around 140 students benefitted.

Parenting Skill Development:

In order to highlight the importance of parenting, a training program on parenting skill was organized to the parents of the nearby school children, to make them realize that they have greater responsibilities in growing their children's with good values.



GROMOR

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Industrial Revolution

In the heart of the city lies Manali, an industrial area which has been providing employment and resulting in development in the nearby areas

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Secretary of Manali Industrial area, Senthikumar believes that the region has boosted the growth of manufacturing industries in the state. With an abundance of raw materials from Chennai Petroleum Corporation Limited, the industrial pocket has grown as a major chemical industrial area in the country. "Chennai Petroleum and Madras Fertilizers were the two major plants at the beginning. The area grew tremendously during the late 70s and early 80s and today is home to more than 15 petrochemical companies. The fact that Chennai had a natural harbour made the movement of raw materials and finished products easy from the beginning," shares Kumar.

He maintains that the level of employment in the region has increased three to four times in the past 25 years. With a combination of small and big units, the area has generated a lot of employment. Due to the increasing job opportunities, Manali saw development of many neighbourhoods. "The sheer number of companies ensures that there are new projects every other day which require man force and labour. Even the



rate of indirect employment based on projects is really high. Also, as most of the plants are automated, there is a constant demand for skilled man power," says Kumar.

In spite of such increased influx of people, the social infrastructure around Manali is not up to the mark. "The government has done its bit to improve the condition of roads but I believe that there is still more to be done in the direction of medical infrastructure. We are majorly a chemical industry and there is always an element of risk involved. There is no major hospital in the vicinity which makes it very difficult for us to deal with emergencies. Plus, the traffic bottlenecks on the road make it difficult to get medical help in time. These aspects are enough to create panic among the workers," says Kumar.

Kumar welcomes the idea of Manali getting a special status in the time to come. "It is high time Manali attains an industrial status.

Though we have many industries and large workforce, we are yet to be recognised as an industrialised zone which prohibits us to enjoy many privileges. I hope that we will be able to attain it soon. He believes that the faith and confidence of the local people is necessary for the growth of any industrial area. "Without the confidence of locals, the sustainability of such an industrial area is impossible. As a family of chemical industries, our major concern is the safety of the people which has instilled faith for us in the hearts of the local people."

The path Manali takes from here goes only upward. "The industries of Manali are growing leaps and bounds each year. There is no dearth of raw materials and the market is growing." He hopes Manali's industries will continue to provide employment, generate revenue and maintain their standards of operations in years to come.