

Impact Assessment of CSR Activities of Hindustan Zinc Limited

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Zinc Kaushal Project

Zinc Kaushal Project

Project Outline - Zinc Kaushal program is an initiative to provide short-term placement linked, quality training to youth of Rajasthan through establishment of full-fledged training centers.

The main objectives are – Provide skill based trainings through acquisition of skills relevant to industry, leading to employment or entrepreneurship. Strengthen quality of delivery of skill development program with quality content, efficient processes, technology innovation that lead to clear outcomes.

Implementation - The program has been implemented in a meticulous manner, care being taken to address each and every aspect of skill development training to make it a beneficial for the participants and to achieve its objectives.

Zinc Kaushal Project

Observations -

- In order to provide market-relevant skill-based trainings to rural youth, Zinc Kaushal, HZL's prime skill development program, is committed to accomplishing this. It aims to train students in a number of different trades, including general duty assistant, unarmed security guard, micro finance executive, domestic electrician, data entry operator, retail sales executive, BPO, etc.
- The program offers affordable, quality education without any discrimination and provided training and placement of especially abled youth, EDP Batch for women Entrepreneurs.
- Students are being trained in trending subjects like general duty assistant, unarmed security guard, micro finance executive, domestic electrician, data entry operator, retail sales executive, BPO, etc.
- E-Dukaan concept of Zinc Kaushal Kendra Kayad is a very unique approach to enable self-employed trainees. This training supports around Rs. 6000/- to 7000/- to invest in digitalization. It's good that the institute trained them using a digital platform.
- The programme has put best practices initiatives in place, including free electrical maintenance camps, Maa Ka Samman, and Meri Kaam Meri Pehchan.

Zinc Kaushal Project

Impact measurement

- 4595 youths were trained and 3845(83.6%) youths have either been placed at participating companies or have become entrepreneurs.
- It has been analyzed that approximately 22% - 43% female participants are enrolled for various trades available at the different training centers.
- The average salary for the trainees of Zinc Kaushal is INR 11500 per month.

Recommendation

- The Zinc Kaushal program of a similar nature should be of a longer duration in the future.
- The initiative should also provide the stipend to the students.
- The project conducts post placement tracking which provides support to candidates post training and helps in sustaining the impact for long-term. This sustainability plan can be furthered strengthened by forming and involving alumni groups of trained candidates.



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Unchi Udaan Project

Unchi Udaan Project

Project Outline - The Unchi Udaan initiative provides a platform for the young talented aspiring minds from the marginalised segment of the society to pursue quality higher education from renowned Engineering Institutes of National repute.

Objective - The objective of program is to identifies talented students who aspire to pursue higher education particularly in the field of Engineering and provide them with the platform to pursue quality coaching for IIT entrance exam. HZL facilitates pursuance of such aspirations by providing the selected students with free of cost residential facilities along with IIT coaching by the teachers from the top-notch IIT Coaching Institute of Udaipur.

Implementation - The program has been implemented in a meticulous manner, With multi stakeholder partnership, HZL has strengthened Unchi Udaan program by partnering with Vidya Bhawan Society and Resonance Coaching Centre. The eligible meritorious students are selected from Government schools in communities around HZL's operational areas in Udaipur, Rajsamand, Bhilwara, Chittorgarh, Ajmer districts of Rajasthan and from Pantnagar district of Uttarakhand. The selected students are trained for four years from 9th standard onwards.

Unchi Udaan Project

Observations -

- Top placements for Batch 1 & 4 have been done with good annual package.
- Two students have been selected for IITs/NITs, 22 student's state government collages and 6 has dropped out and retained for the next year examination.
- Expecting number of qualifying students from batch 4 -14, batch 5 -16 and batch 6 -21 for IITs/NITs.
- Program is focused on selecting candidates for the JEE Mains second attempt based on internal performance and the outcomes of the first attempt. Topic-by-topic and the full curriculum are examined online on the main pattern through the Abhyaas portal, with regular evening doubt classes.
- Eligibility criteria for students is being followed through objective test and personal interview from all nearby schools in HZL locations Debari, Dariba, Zawar, Agucha, Pant Nagar and Udaipur, Model Schools & Navodhaya Vidyalaya.

Unchi Udaan Project

Impact measurement

- 42% of the selected students belong to the economically weaker segment with their average monthly household income ranging between INR 5000/- to INR10,000/-. Another 7% of the students belong to highly economically weaker segment with their average monthly household income being below INR 5000/-.
- 68% respondents have expressed their absolute satisfaction pertaining to the educational facilities being provided to them.
- The number of girl students enrolled has increased from being 33.33% in the first batch to 50% in the 7th batch.
- In the first four batches that have passed out there are 9 students who have managed to get selected in the IIT/NIT. 72 students out of total 102 have managed to get selected in Government Engineering Colleges. 79% of the total enrolled students have been selected in the engineering institutions of national repute.

Recommendation

- Improvement in the Computer accessibility and Internet facility.
- Social behavioral change programs have long-term effects, establishing linkages between cause and effect should also include in program.



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Drinking Water Project

Drinking Water Project

Project Outline - In all of the nearby plant locations, Hindustan Zinc has been actively working on water management and conservation. The main goal of this project is to support the surrounding communities by giving them the assistance they need. In order to promote the supply of safe drinking water to homes, HZL has started supplying water through tankers across plant areas, which will reduce the number of waterborne diseases among rural residents.

Objective - To make village self-sustainable in terms of water availability and accessibility with improved amenities.

Implementation - HZL has partnered with the stakeholders to ensure water security among communities in its operational areas.

Drinking Water Project

Observations -

- Local communities in HZL operational areas and nearby plant areas are benefited by this programme. Safe drinking water is now delivered at the doorstep of villagers via tankers
- Almost 31% of the beneficiaries belong the economically weaker section of the society.
- Almost 65% beneficiaries reporting that there is severe shortage of potable water during summers.
- As per most of the beneficiaries, the water ATM/RO Hub/Water tankers are easily accessible and they do not have to travel to far of distances to get potable drinking water.
- The beneficiaries shared that there has been a marked decrease in the water-borne diseases like typhoid, cholera, jaundice, dysentery etc. after the availability of the potable drinking water.

Drinking Water Project

Impact measurement

- The supply of potable water through RO+ATM continued to covering 48 villages to benefitting the villagers more than 0.30 Lakh KL water per year and supply of potable water through water tanker in 16 villages more than 2.50 Lakh KL water per year.
- 68.3% beneficiaries are aware that the maintenance and repair activities pertaining to the RO Hub and Water ATMs were being taken care of by the HZL themselves and most of the beneficiaries expressed their satisfaction over the maintenance
- The beneficiaries availing water facility from the RO Hub/Water ATMs shared that they pay INR 5-6 for 20 litres of water.

Recommendation

- Considering that water is crucial for sustenance of life, it is important that measures be taken up to restore the natural water body sources available in the vicinity to reduce the burden of expectation that HZL has to provide the safe potable drinking water facility. Activities like laying of pipelines, natural water body restoration, pond restoration etc. will provide the alternative source of potable water. This activity will serve the dual purpose as the stakeholders can be involved directly in the restoration and conservation process, thereby improving the stakeholder connect of the organization as well as providing a permanent alternative source of potable water.



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Sakhi Micro Enterprises Project

Sakhi Micro Enterprises Project

Project Outline - HZL is invested in project 'Sakhi' to mobilise rural women to come together and form Self Help Groups (SHGs) in order to benefit from our women empowerment programmes that focus on:

- Enhancing the leadership skill
- Develop the skill to become successful entrepreneurs
- Support to improve their economic and financial well being
- Their holistic growth

Objective - The objective of project is mobilizing the rural women into Self-Help-Groups (SHGs) and developing capacities around leadership, skill development, savings and entrepreneurship.

Implementation - The program has been implemented in a meticulous manner in partnership with Manjari Foundation. The project is implemented over Rajasthan and Uttarakhand - Bhilwara (Agucha), Rajsamand (Dariba), Chittorgarh (Chanderiya), Udaipur (Zawar&Debari), Ajmer (Kayad), Rudrapur (Pantnagar).

Sakhi Micro Enterprises Project

Observations -

- Women seem to be capable of making their own decisions and running their households' businesses either independently of or with the assistance of the male household members.
- In all of the plant sites, beneficiaries felt that the Sakhi project had provided uneducated women the chance to work and helped them to make a decent living, encouraging them to become financially secure.
- Beneficiaries in Chanderiya, Debari, and Panthnagar claim that the Sakhi Program has given the women a chance to express their issues by teaming up with them and overcoming obstacles and these programmes have given the women in the villages the identity, ambition, empowerment, and increased awareness of their potential.
- Improving the financial status and self-confidence of women
- Promoting women's empowerment through creating sustainable employment opportunities

Sakhi Micro Enterprises Project

Impact measurement

- 2153 SHGs were formed garnering a membership of 26,942 women from 6 districts and 7, 2072 women-led federations, having a legal entity each, continue to sustain successfully.
- 6 Sakhi Marts - small & family-based enterprises were set up by SHG women.
- 49,241 women were benefited by various government schemes like Mukhyamantri Chiranjeevi Health Insurance Scheme, e-Shramik Card, insurance, widow pensions, old age pension, etc.
- 1309 SHG women got entrepreneurship and 32 Business Sakhis are actively working to promote sales of products manufactured in operational villages
- Under individual micro enterprise, over 6779 women were trained at the project centres. They are now exhibiting and selling their products at local markets and at various other platforms.
- Project Sakhi has federated the women artisans under the brand Upaya by Sakhi. “UPAYA” stands for “Fashion for Development”- a platform that promotes women artisans to hone new skills and links them with the market, building a self-reliant social enterprise.
- Gender training was imparted to each and every SHG member.
- More than 6779 women from 6 districts were trained.
- 2 Sakhi Haats and 6 outlets were launched employing more than 6779 women.
- 11 microenterprises were launched employing more than 250 women.
- Business Sakhis participated in various entrepreneurial interventions program.

Recommendation

HZL should give more emphasis on personality development and leadership skills along with other technical skills and industry exposure would be beneficial for women empowerment.



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Zinc Football Academy Project

Zinc Football Academy Project

Project Outline - The Zinc Football Academy was founded in 2017 and focuses on timely technology intervention and data-driven analysis to help the country's grassroots football programme flourish and then take Indian football to the next level.

Objective - Establishing the HZL Football Academy and Community Football Centers in areas near HZL operations will help strengthen community ties at the grassroots level. Talented young footballers from Rajasthan will be identified and trained using latest methodologies and technological innovations to produce future stars of Indian football.

Implementation - The Football Link, a pioneer in India of Football for Development models, and HZL has worked together to develop this initiative.

Zinc Football Academy Project

Observations -

- The F-Cube Technological Excellence Center at Zinc Football tracks and assesses the development of academy players.
- This program successfully achieved its intended results by fully managing relevant resources (investments, competence, effort, etc.)
- HZL established a state-of-the-art residential academy at Zawar near Udaipur for young footballers.
- The academy works on a student-athlete model and implements technology-led high-quality coaching along with an excellent support staff.
- Zinc Football team won the Elite Youth Cup
- The team represented SGFI State Champions 2021-22 in three age categories, viz., U-14, U-17 and U-19

Zinc Football Academy Project

Impact measurement

- The sports tournaments played in the district players have been registered more than 4000 students till now and percentage growth on the previous year's registrations has been increased.
- The program also helps nearby communities by establishing two community centers in Tidi and Singhatwada, Rajasthan, to encourage girls and underprivileged children to participate in sports and till now 104 youth has been trained in community center.
- According to the current impact assessment, the vast majority of the beneficiaries (90%) stated that the initiative had provided them with high to medium benefits. According to this, 20% claimed to have benefited significantly from the program, and the majority (80%) reported having good results.

Recommendation

- Improvement or making in overall facilities to play Football such as Swimming Pool & Grass turf.
- Programs and initiatives might be taken up for catering to the mental wellbeing of the students like practices of meditation, counselling sessions etc.