

**THE MADRAS ALUMINIUM CO.LTD**

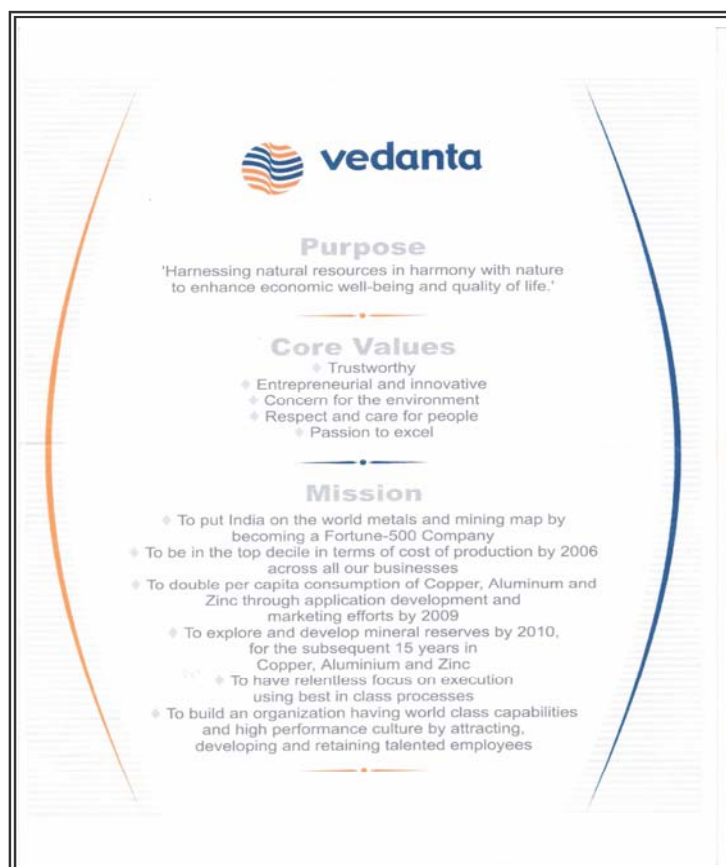
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**The Madras Aluminium Company Limited (MALCO)****Communication on Progress****“Contributing to the Future”****Global Compact Principles**

MALCO is among the few companies in India to be registered with United Nations (UN), resulting in a compliance with the following Global Compact Principles.

- 1. Protection of human rights:** We are committed to protect human rights and ensure every human being is treated equally in all aspects. MALCO is an equal opportunity employer. MALCO is part of Vedanta Resources Plc., London listed metal and mining major. One of the core value of Vedanta and MALCO is ‘**Respect and Care for People**’, which underlines our commitment to human rights.



### **MALCO Sustainable Development Policy**

Sustainable Development at MALCO is reflected in its “Triple Bottom Line” approach wherein the company’s performance on the Safety Health & Environment (SHE) front viz., conservation of natural resource, emission norms, solid waste management and Corporate Social Responsibility (CSR) community development initiatives, viz., healthcare, education and livelihood assumes significance are measured in addition to its financial performance. It’s an ongoing initiative and your Company will continue to work in this direction.

“We believe in Sustainable Development and are committed to raise the quality of life and social well-being of communities where we operate”.

### **Corporate Social Responsibility**

Transcending business, MALCO reaches out to the economically weaker sections of the society. We believe that it is our collective responsibility to narrow the inequities that exist in our country.

MALCO’s business is subjected to several risks and uncertainties which is due to the business environment in which we operate. As a responsible Corporate Citizen we believe that it is our duty and social responsibility to work for the communities where we operate. Community goodwill and harmony mitigates risk of interruptions to the business, enhances reputation as a responsible and caring employer, and help to position us as the company of choice locally.

In line with above our social projects address issues of deep relevance to human society through sustainable development and livelihood processes, healthcare, education, societal change and infrastructure development.

Your company works in 25 villages over 2 Districts (Salem and Namakkal in Tamilnadu) reaching out to over 20,000 people.

### **CSR Vision**

To contribute to improving the quality of life of our workforce, their families and the communities around our operations.

### **Community Need Assessment programme:**

Our Community Development Programme is starts and is based on assessment of the local needs of the people around us. In line with that your Company engaged the Department of Social Work, Loyola College, Chennai to conduct scientific assessment of the needs of the communities in all the 25 villages at Mettur and our mines in Yercaud (Salem District) and Kolli Hills (Namakkal). The report mapped the socio-economic

profile, education, health, water and sanitation needs of the people. The study helped in the formulation the road map for MALCO's CSR paving way for long-term projects.

### **Engagement with Government and local bodies:**

Your Company is engaged in periodical reviews with the Government and local bodies like the Panchayat leaders and opinion makers to participate in the schemes for community development.

### **HEALTH:**

**MALCO has created infrastructure and facilities for providing basic healthcare. MALCO works in the following areas under its health care program:**

- **MALCO Clinic:** MALCO Clinic providing quality health care to over 2300 people. The clinic functions every evening under a qualified doctor providing general consultation and treatment to the people.



- **DOTS Centre :** MALCO Clinic is one of the Government authorized DOTS (Directly Observed Treatment Short Course) Centre. This was set up under the Revised National Tuberculosis Control Programme (RNTCP) in partnership with the District Tuberculosis Office, Salem and the Government General Hospital, Mettur Dam. About 32 patients treated under the DOTS regimen.



- **Safe Delivery Programme:** In Kolli Hills, where we operate our mines, there is still a practice of delivering the birth of the child at home. MALCO has created awareness amongst the people of Kolli about the perils of childbirth at home. MALCO's institutionalized delivery programme instituted a gift package for the women who come to the primary health center for delivery. This programme has catered to 243 women.



- **Medical Camps:** The interior villages of Kolli do not have accessibility to basic health care. MALCO bridges this gap through its mobile medical camps organized every week providing treatment for common illnesses like fever, cold and other respiratory problems. Around 1500 people were benefited.





**Mobile Camp in Kolli Hills**

- **Multi Specialty Camps:** Multispecialty camps are held for Cardiology, skin and stomach related ailments. MALCO has been able to reach around 1200 people reached through these camps.
- **Special Eye Camps:** Two Special eye camps were organised in partnership with a local Eye Hospital benefiting around 3000 people. Of these, 14 patients were operated upon and fitted with intra ocular lenses.
- **World Aids Day:** Observed World AIDS day with awareness campaigns where 1200 school students participated. Our major targets were truck drivers who transport bauxite and raw material from our mines and other places to our factory.

## **EDUCATION:**

- **Evening Centre:** Nine evening study centers covering 305 students are being run. Students have shown significant improvements in the quarterly and half yearly examinations. Regular Parent-teacher meetings are held to review and monitor the progress of the students. The purpose is to support students to continue there studies.



**Evening Study Centre in Mettur**

- **Adult Literacy Programme:** Adult Literacy Program at Kolli is being conducted to provide basic education to tribals under the aegis of the TCS program. 140 women have benefited



**Adult Literacy Programme**

- **OTHER INITIATIVES TO SUPPORT EDUCATION:**

- ✓ Three Government schools were provided with 108 desks and 68 benches to support infrastructure.
- ✓ More than 500 students of MALCO Vidyalaya were trained on Personality Development and Communication skills.
- ✓ Around 100 teachers were trained in effective teaching methods.
- ✓ Upgradation of Middle to High school benefited 450 students at Kolli.

## **LIVELIHOOD:**

### **VISION of the programme**

This programme envisages organizing women into groups, inculcating a habit of savings into their lives, developing individual entrepreneurs and improving the status of tribal women.

### **Target**

- To form 12 SHGs (self help groups) in and around of 12 villages at Kolli Mines.
- To enroll a minimum of 150 tribal women in these SHGs.
- To develop around 120 individual entrepreneurs from these SHGs.

### **Process**

Doctor Typhagne Memorial Trust (DTMC) – an NGO from Salem, Tamilnadu, already working in Kolli Hills was approached and a project proposal was drawn up. An MOU between your Company and the NGO has been signed. The project was drawn up for 15 months.

## Activities Involved

- SHG formation and linkage with bank.
- Training on Mushroom cultivation/Vegetable cultivation/Vermicomposting, Embroidery & Garment making and Knitting with machines & handicraft.
- Developing individual entrepreneurs and market linkages.

\*Above mentioned activities were selected as livelihood programs based on the following criteria.

- Mushroom is part of the nutritious food promoted by Govt. of Tamilnadu in hilly areas and it the climate is also viable for cultivation. Its Cost of production is less and the yield is more.
- Since majority of the people are farmers, there is a huge demand for vermicompost and also production process of this agro fertilizer is technically less complicated.

## CASE STUDY

DTMC has a full-fledged tailoring unit at Kolli Hills. A total of 16 women are enrolled based on their interest. This training is provided by Ms.Manjula who handles tailoring and handicrafts training. This is a one-month course and a certificate is provided at the end of the training period. A group of women who attended the training came together and started their own enterprise. The government recognizes this training and provides free tailoring machines. So far 5 women have received the machines and they are supplementing their family's income by earning Rs.50 – 100 per day.

Vasuki and Givitha are neighbours. They are the youngest members of their group. They have completed 9<sup>th</sup> standard but could not afford to continue their studies. They enrolled themselves into the handicrafts training programme.

*Vasuki says, "I was wasting my time sitting at home and doing nothing. My father is farmer. We grow tapioca and pineapple in a patch of land behind our house. I have 2 sisters and 1 brother. They are all going to school. My father found it very difficult to make both ends meet. I heard about the handicrafts training programme. After I enrolled myself, I found that I could make wire bags very easily. After we were trained, MALCO gave us an order of 240 bags. This was to be distributed to the students of their evening study center. We were paid Rs.75 per bag. I feel proud to contribute to my family's income. I can fulfill my siblings' wishes with the money I earn. I thank MALCO and DTMC for providing me this opportunity"*

### A ray of hope ...

Mrs.Chellammal lives in Thinnanurnadu panchayat, Kolli Hills. Her husband is a farmer and they grow only rice and sometimes during the season, pineapples. She has two sons who are also into farming. She underwent mushroom cultivation training and was interested in doing business of her own.

She put up her own shed and the initial seeds were given by DTMC. Mr.Periyasamy, Agriculture Officer, monitored the growth and the first yield was 400 grams. There

is a demand for mushrooms at Kolli and Chellammal sells 100 gms at Rs.40/- she is able to grow around 400 – 800 gms per yield.

“It was extremely difficult for us to meet both ends meet. It was a godsend that I enrolled myself into the training programme. I was also able to put up my own unit. I could never have imaged that could also do something constructive and at the same time supplement my family’s income. Many a times when my children demanded little things, we could not fulfill their needs. But now I’m able to fulfill their needs”, says an emotional Chellammal.

### **Way Forward 200 -09**

Way forward your Company will continue to focus on HIV/AIDS care and support programme, formation of SHG’s and Entrepreneurial skill training, supporting Government schools with aids and appliances, partnering with the Government agencies for Community Development Schemes, organic farming, setting up village libraries, teacher training and model village development.

#### **2. No human right abuse:**

At MALCO all employees are treated equally with dignity and equality without discrimination across race, colour, sex, language, religion, political or other opinion, national or social origin. MALCO is having employees from all over the country and also from the minority and backward communities which reflects our commitment to treat all equally and with dignity.

#### **3. Freedom of association and collective bargaining:**

MALCO has entered into a long-term settlement with workmen by collective bargaining, thus ensuring zero loss of man hours. The landmark upgradation of 130 workmen to Management Cadre in the year 2007 further reflects our commitment in this direction.

#### **4. Elimination of forced and compulsory labour:**

We do not employ any forced labour or child labour directly or indirectly.

#### **5. Abolition of child labour:**

No one under the age of 18 is employed at MALCO.

#### **6. Elimination of discrimination (employment and occupation):**

We provide equal opportunity without distinction. Women hold key positions across the organisation and are encouraged to achieve excellence. Same is reflected in one of recruitment advertisements inviting women professionals to join us.





**vedanta**  
Accelerated Global Careers



## A chance for women professionals to prove a point...

Vedanta Resources Plc, a London Stock Exchange listed and FTSE 100 metals and mining global major has interests in aluminium, copper, zinc, gold, silver and lead with operations in India, Australia, Armenia and Africa. With a talent pool of about 25,000 employees globally, the Group has a clear focus on achieving and sustaining global leadership in the non ferrous metals business.

The Madras Aluminium Company Ltd. (MALCO), a member of the Vedanta Resources Plc. is the Primary Aluminium producer in South India with operations encompassing mining, refining, smelting and power generation. MALCO is surging ahead to achieve global recognition in Aluminium production.

We at MALCO, require women professionals with excellent academic track records, who dare to prove their mettle, to fill up executive and managerial positions in Operations, Power Generation, R & D, Finance, Information Technology, Commercial, Legal, Marketing, Human resources, Public relations and Corporate Social activities.

So if you think you have it in you to be a leader and prove that you are less than none step right up and email your resume to : [maorgdev@vedanta.co.in](mailto:maorgdev@vedanta.co.in) or mail it to:

Associate General Manager - Human Resources  
The Madras Aluminium Company Ltd,  
P.O. Box No: 4,  
Mettur Dam - 636 402, Salem District.  
Tamil Nadu.

We have excellent work environment which is conducive for women professionals. Adding to this is an attractive compensation package and an ambience which encourages 'ownership culture'. So it's time to prove a point.



The Madras Aluminium Company Ltd. (MALCO)

Join us

Vedanta - an equal opportunity employer

Vedanta - builds ownership culture

### 7. Precautionary approach to environmental challenges:

We have taken up precautionary measures to environmental challenges by commissioning the dry Scrubber unit, in place of a Wet Scrubber for effective treatment and recovery of Fluorine at a cost of around Rs. 155 million, in 2006-07. Besides, we have already taken action towards achieving 'zero-discharge', after bringing down the effluent waste by 50%.

atropha plantation on red mud has been taken up at a large scale during the year and morethan 3,500 saplings have been planted. Considerable efforts have been taken to dispose the Bottom ash generated in the Captive Power Plant, for use in brick manufacturing units and the initial trials have found to be successful.



**Jatropha plantation**



## **8. Initiatives to promote greater environmental responsibilities:**

We are fully committed to the adoption of the Kyoto Protocol. As a first step, the Clean Development Mechanism projects have been identified and taken up in the areas of reduction in PFC and other green house gas (GHG) emissions. Appropriate steps have been initiated to preserve the natural resources for long term availability, by reducing the specific consumption of coal and beneficiation of bauxite reserves. We have also ensured that rain water harvesting is fully operational in the plant and colony premises.

MALCO has made significant contribution through the following initiatives:

- Marching towards achieving zero discharge.
- Waste Management – Disposal of e-waste for the first time to a registered recycler.
- 100% disposal of Fly Ash to cement industries and hollow block manufacturers.
- Disposal of solid waste, i.e., Red Mud to cement industries.
- Disposal of spent spot lining to registered recycler for reuse as fuel.
- atropa plantations

## **9. Development and diffusion of environment-friendly technologies:**

We have taken up environ-friendly initiatives like installation of dustless loading spout to arrest fugitive emission while loading fly ash into bulkers, ultra-filtration

for demineralization plant feed water, dry mud stalking, coal movement through closed conveyor system from railway yard to coal yard instead of using trucks and installation of back pressure turbine to utilize the potential energy of steam meant for process consumption. Efforts are on to change the existing Smelting technology from VSS to pre-baked version and a detailed feasibility report is awaited.

#### **10. Anti-corruption and bribery:**

MALCO has an extensive “Business Ethics and Code of Conduct (The Code)” which is applicable to all employees including Senior Management and Directors of the Company. The Business Ethics and Code of Conduct are strictly adhered to by all the employees as a core value in true spirit. All employees are The Company also has a whistle-blowing policy.

The efforts of MALCO have been recognized by various forums.

#### **Awards and Accolades**

- Winner of **TERI Award** for leadership efforts towards Environmental Management and innovative initiatives for the year 2004-05.
- Best **Social Work Award** received from the Minister of Social Work, Government of Tamilnadu for the Social activities carried at Yercaud Lake.
- Accolades from the **Deputy Director – Rural Health services, Salem**, expressing that, MALCO Clinic as the only private authorised DOTS centre in Salem District.
- Memento from **Namakkal District Collector for social activities** carried out in Kolli.
- Winner of **Golden Peacock Award for Innovation 2006**
- **Golden Peacock Finalist Award for Excellence in Corporate Governance-2006**
- **Golden Peacock Finalist Award for Excellence in Environment Management-2006.**
- Member in good standing by **Shristi - Good Green Governance Award 2006.**
- **State Safety Award** received in **September 2006**
- **CII Commendation Award** for strong commitment towards Sustainable Development.
- **CII Leadership & Excellence in SHE (Safety Health & Environment)-2005, Southern Region.**
- **ICWAI National Award for Cost Excellence-2006 – 1<sup>st</sup> Prize in Private Sector-Manufacturing Unit Category.**



*At MALCO the Journey Continues .....*