

Jan-Dec  
2018

A blue-tinted photograph of a group of smiling children, likely students, serving as the background for the central text.

# yatharth

A CSR INITIATIVE BY THE ATHA GROUP

# CONTENT

Topic	Page
Vision & Mission	2
Team CSR	3
About Yatharth	4
Why Yatharth	5
Kolkata & Sub Areas Activity Map	6
Kolkata & Sub Areas CSR Info Table	7
Kolkata & Sub Areas Gallery	8
Barbil & Dhenkanal Activity Map	9
Barbil CSR Info Table	10
Barbil Activity Gallery	11
Odisha & Dhenkanal CSR Info Table	12
Dhenkanal Activity Gallery	13
Solar Site CSR Activities	14
Maharashtra CSR Info Table and Gallery	15
Madhya Pradesh CSR Info Table and Gallery	16
Rajasthan CSR Info Table and Gallery	17
Telangana CSR Info Table and Gallery	18
Karnataka CSR Info Table and Gallery	19
Back Cover	20

# CSR VISION AND MISSION

## Vision

To improve the quality of life & enhance livelihood through planned, economic, social and personal development, through self-sustaining initiatives for the communities that we serve.

## Mission

The Atha group will volunteer all possible resources, to the extent that it can reasonably afford, to sustain and improve a healthy and prosperous environment and to improve to improve the quality of life of the people in the areas in which it operates.



# Team - CSR

## Leadership



**Shri Kishore Kumar Atha**  
Director



**Shri Dilip Kumar Atha**  
Director



**S.K Sarma**  
Group President, CSR.



**IB Mishra,**  
GM (IR & Liason)



**Ranjit Pradhan**  
Senior Manager-  
HR & Admin



**Malaya Panda,**  
Manager – CSR



**Bipin Ghatta**



**Manas Samal**

## Members

# About yatharth

## Meaning and Evolution

Atha Group's CSR Strategy is inspired by its conviction that in any enterprise the society is not just another stakeholder but is intact the very purpose of its existence. Evolving on this concept the wealth created by Atha Group is continuously returned to the people through its community initiatives. Our CSR team is bestowed with the responsibility to continuously strive to work for the welfare of the underprivileged and economically disadvantaged communities living in and around its areas of operations.

Over the years the CSR team has taken initiatives for the provision of healthcare services, employment generation, tribal development, health and education, women empowerment, local rehabilitation, awareness programme, rural upliftment, conservation and beautification of environment,

health and sanitation, water saving, providing infrastructure etc. The CSR Programme is monitored and managed by our CSR Team and Associates who are striving round the year to encompass the culture of social responsibility that not only supports but also enriches the lives of communities it supports. We have always followed a participative model of CSR where we involve people of the respective regions to accept ownership of a respective initiative and then we offer them the resources, expertise, guidance and direction to achieve their targets.

yATHArth is a Progress Report of CSR of the Group and its Foundation. ATHA Group has been involved in carrying out CSR activities in various districts of Odisha and West Bengal. The activities have been in mainly six sectors.



Education



Livelihood  
Capital



Health &  
Sanitation



Environment



Infrastructure &  
Community  
Development

# WHY yatharth

As a noun, yATHArth means Perspective, ATHA Group tries to convey its responsibility and concern towards the society at large. The positive perspective of the organization towards the society is conveyed through this magazine. ATHA Group truly believes that it has a responsibility towards the society, and therefore, through this magazine we showcase our progress report to all stakeholders.







## KOLKATA & SUB AREAS ACTIVITY DETAILS

### MEGA CAMP

ACTIVITY	NUMBER OF CAMPS	PARTICIPANTS	BUDGET (INR.)
Eye Check Up Camp	15	3905	4,89,436
Health Check Up Camp	6	1198	1,40,167
Health & Eye Check Up Blood Donation Camp	2	735	1,00,000
Eye Camp & Honorarium	1	192	60,000
Blood Donation Camp & Blanket Distribution	1	76	44,600
Blood Donation Camp	1	46	21,624
Distribution OF T.C 6 / W.C 1	1	7	39,795

### MOBILE OPD CAMP

ACTIVITY	NUMBER OF CAMPS	PARTICIPANTS	BUDGET (INR.)
Health Check Up Camp	47	1544	54,588

### OPD CAMP DETAILS

ACTIVITY	NUMBER OF CAMPS	PARTICIPANTS	BUDGET (INR.)
Eye Check Up Camp	24	3871	85,280

### ITEM DISTRIBUTION

ACTIVITY	NUMBER OF CAMPS	PARTICIPANTS	BUDGET (INR.)
Tarpaulin & Blanket	2	93	35,148
School Accessories	8	2072	2,66,176

### SUPPORT INITIATIVES

ACTIVITY	NUMBER OF CAMPS	PARTICIPANTS	BUDGET (INR.)
Scholarship Towards Students	N/A	15	9,07,340
Medical Aid & Support	N/A	47	4,62,542

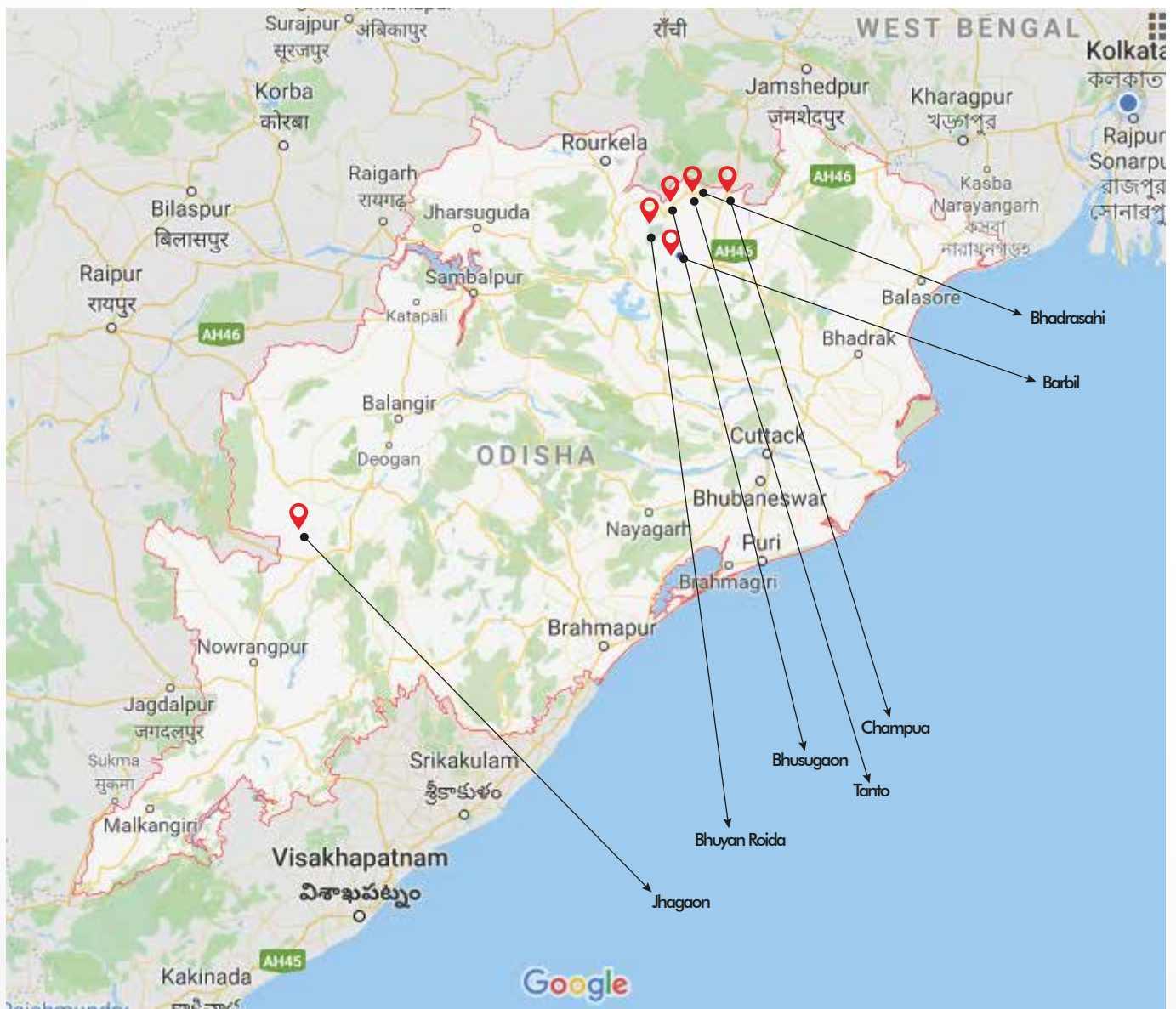


# KOLKATA & SUB AREAS ACTIVITY GALLERY





# ACTIVITIES THAT TOOK PLACE IN BARBIL AND DHENKANAL AREAS



## BARBIL AREA ACTIVITY DETAILS

ACTIVITY	NUMBER OF CAMPS / COVERAGE	NUMBER OF PARTICIPANTS	BUDGET (INR.)
Art Of Living Program For Stress Free Society	36	300	75,000
Dengue Eradication Program	June to September	7300	75,893
Distribution of Blanket	N/A	600	182,247
Educational Grant To Adivasi Vikas Samiti	12	50	60,000
Jalachhatra During Summer Season	2	6000	3,576
Transportation Of School Children	2 buses	60	986,029
Supply of Drinking Water through Water Tanker	5000 Litre per area	8000	177,870
Support of Teachers For Schools	12	700	605,600
School Support (Damu Hatti & Kalinganagar)	2 schools	N/A	10,000
Community Festivals	Odisha	N/A	117,000
Sports Events	Barbil	N/A	75,000
Annual Events & Meetings	Barbil	N/A	335,000
Electricity Bill for Borewell	Barbil	N/A	128,685
Car Festival 2018	Barbil	N/A	10,000
Support to Kalakar Naik Paralysis Patient	Barbil	N/A	5,000
Supply of Wheel Chair	Barbil	N/A	11,429
1.5 KVA Solar UPS & Battery Bank With Installation	Barbil	N/A	149,100
School Boundary Construction	Barbil Municipality Ward No. 15	N/A	6,37,000
Rural Housing Program in Hatadihi	20 houses	N/A	9,44,000



# BARBIL ACTIVITY GALLERY



## ODISHA & DHENKANAL ACTIVITY DETAILS

### MEGA INITIATIVES

ACTIVITY	COVERAGE	BUDGET (INR.)
Hockey India World Cup	Odisha	135,275,000
Tribal Sports	Odisha	2,057,900
Skill Development Programme	Odisha	1,000,000
World Skill Competition	Odisha	1,888,000
MO School Website Design & Brand Collaterals	Odisha	200,000
Adv Preparation of Architechatural & Structural Work	Odisha	2,500,000
CSR paid by NPSPL to villagers & others	Odisha	1,265,000
Tribal Hut	Odisha	1,298,105

### RURAL INITIATIVES

ACTIVITY	NUMBER OF CAMPS/ COVERAGE	NUMBER OF PARTICIPANTS	BUDGET (INR.)
Blood Donation Camp	1	104	14,000
Drinking Water Supply	5	800	55,000
Jalachhatra Drinking Water facility	April to June	N/A	21,450
"Ujala" - LED Light fittings (72 W)	September	N/A	25,000
Community Festivals	6 pujas	N/A	131,000



# DHENKANAL ACTIVITY GALLERY





# SOLAR SITE CSR ACTIVITIES



## MEGA INITIATIVES

ACTIVITY	NUMBER OF CAMPS/ COVERAGE	NUMBER OF PARTICIPANTS	BUDGET (INR.)
Sweet And Gift Distribution For Community Festival	NVR Mahasolar Site	69	27,650
Sweet Distribution To Site Staff, Physcially Challenged School Students On Republic Day	On Site & Dahiwadi	111	5440
Plantation Of 200 Plants At Site On Republic Day	On Site	30	12,900



## MEGA INITIATIVES

ACTIVITY	NUMBER OF CAMPS/ COVERAGE	NUMBER OF PARTICIPANTS	BUDGET (INR.)
Republic Day	On Site	5	5000
Independence Day	On Site	5	8700
Community Festival	On Site	12	19,700





## MEGA INITIATIVES

ACTIVITY	NUMBER OF CAMPS/ COVERAGE	NUMBER OF PARTICIPANTS	BUDGET (INR.)
Community Festivals	On Site	N/A	105,015
Independence Day Sweet Distribution	On Site	N/A	5960
Republic Day Sweet Distribution	On Site	N/A	8600



# TELANGANA ACTIVITY DETAILS AND GALLERY

## MEGA INITIATIVES

ACTIVITY	NUMBER OF CAMPS/ COVERAGE	NUMBER OF PARTICIPANTS	BUDGET (INR.)
TSTRANSCO Advertisement	Diary Full Page Ad	N/A	65,000
Community Festival	On Site Team, Local Police Station & Politicians	N/A	63,348
Republic Day	On Site	N/A	4890





## MEGA INITIATIVES

ACTIVITY	NUMBER OF CAMPS/ COVERAGE	NUMBER OF PARTICIPANTS	BUDGET (INR.)
Steel plates donation to school students for Mid day meal program on Independence Day	Channammanagathihalli Village Govt. School (KTK10)	135	13,000
Medical and dental camp for school students and villagers on Independence Day	Upparigenahalli Village (KTK20)	250	10,500
Ayudha Pooja Celebration	Windworld EP2 site and Ramagiri KPTCL	13	3000
Cultural and sports activities on Republic Day	On Site (KTK10)	15	1200







## ATHA GROUP

---

Mining | Renewable Energy | Power | Steel | CPC

---

Contact: 91A/1 Park Street, Avani Signature, 6th Floor, Kolkata 700016,  
Phone: +91 33 40118400 | e-mail: [communication@gathagroup.in](mailto:communication@gathagroup.in) | [www.athagroup.in](http://www.athagroup.in)