

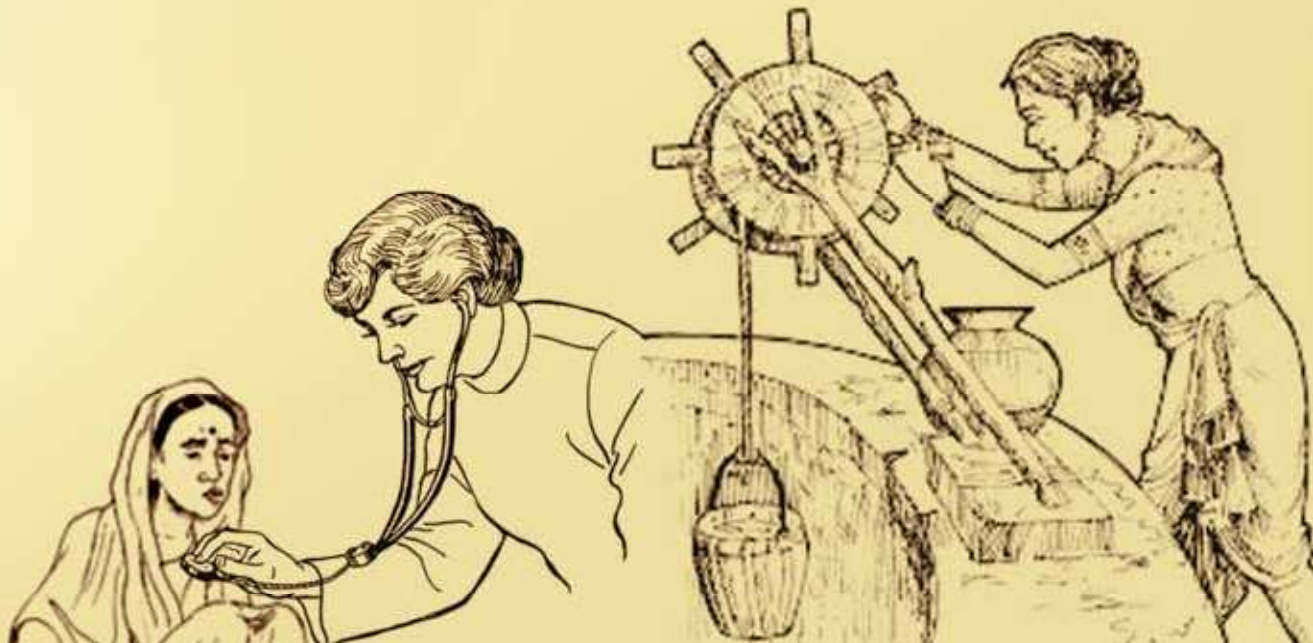
# Corporate Social Responsibility

Initiatives



Seshasayee Paper and Boards Ltd

Units: Erode & Tirunelveli, Tamilnadu





Unit : Erode



Unit: Tirunelveli

- Unit - Erode
- Seshasayee Paper and Boards Limited (SPB), the flagship Company belonging to 'SPB - ESVIN GROUP', operates two Paper Mills in Tamil Nadu, one an integrated Pulp and Paper Mill at Erode and the second unit at Tirunelveli.
- The unit: Erode was incorporated in the year 1960 in collaboration with M/s Parsons and Whittemore, South East Asia Inc., USA. SPB commenced commercial production in December 1962, with a capacity of 20,000 tpa printing, writing and poster grades. SPB expanded in stages and today, it has a capacity to produce around 1,92,000 tpa (1,20,000 tpa in Erode unit and 72,000 tpa in Tirunelveli unit) of different grades of writing, printing and packaging paper.
- The unit: Erode uses hard wood and sugarcane bagasse as primary raw materials.
- The unit: Erode is an integrated pulp and paper mill having its own pulping, a chemical recovery

boiler and a coal based captive power plant to meet 100% of its energy requirement.

- The unit: Erode has installed a Rapid Displacement Heating Technology (RDH) in wood fibre line, an efficient Bio Mass (Black Liquor) based Chemical Recovery Boiler, a High Pressure (105 ata) based Captive Power Plant and five Paper Machines manufacturing various grades of Writing, Printing and Packaging Paper. SPB adopts Elemental Chlorine Free (ECF) Bleaching for both Wood and Bagasse Fibre Lines. SPB has also adopted Oxygen De-lignification System (ODL) for Wood Fibre Line.

The Unit - Erode is certified under ISO Standards for

- Quality – ISO 9001,
- Environment – ISO 14001,
- Safety Management Systems – OHSAS 18001
- International Certification by Forest Stewardship Council (FSC - CW- COC)
- Working to become a Greenco rated company





- The Unit has won several State and National Level Awards for :

Quality	Safety
Environment	Energy
Industrial Relations & Productivity	Export Performance

### Lift Irrigation Scheme

Unit: Erode introduced an innovative irrigation scheme for using its treated effluent in 1984. Even though its treated water meets the stringent inland surface water discharge standards, instead of letting it into the river, SPB diverts its treated waste water for the cultivation of sugarcane and other crops, thus transforming non-arable dry lands to wet lands. SPB's structured Lift Irrigation project model, has converted the surrounding dry lands into wetlands thus providing a vast **"Green Belt"**. SPB has entered into a tripartite agreement with the local farmers society and its sister concern Ponni Sugars (Erode). About 2140 acres of dry lands have been converted into cultivable lands providing livelihood to the farmers in the rural areas to whom this is **"Life Line"**. This innovative and successful model has been emulated by other Industries

Highlights of the Scheme are:

- Discharge of treated waste water into river avoided
- Conversion of dry and barren lands into wet and cultivable lands
- Up-liftment of Rural Economy through enhanced Sugarcane yield
- Development of vast **"Green Belt"** and maintaining **"Ecological Balance"**



### Tree Farming

The Social Forestry Programme provides technical expertise for growing Eucalyptus, Casuarina and other pulpable woods by marginal farmers with buy back assurances. SPB has undertaken a massive farm forestry initiative under which over 1,20,000 acres of lands have already been covered under the programme. The womenfolk from the neighboring villages are being engaged for this work thereby ensuring a long term and sustained employment opportunity for them. Every year, the Company arranges for planting of around 7 crore saplings.



### Community Development Initiatives

Unit: Erode is actively and effectively involved in the social, economic and cultural development of the communities surrounding its production facilities. Its community development measures include

- Provision of protected and treated drinking water through a network of water taps and overhead tanks.



- Provision of Community Health Centers ( 4 nos) with a team of full-time qualified physician, paramedical staff and free medical facilities to the rural poor and economically weaker sections of the society.
- Providing Education from the primary up to the secondary level.
- Construction of rain water harvesting structures, public toilets, village roads and culverts.
- Renovation of old village temples.
- Organizing yearly Blood donation, eye checking and other health camps



**AYAKATOOR**



**ODAPPALLI**



**PAPPAMPALAYAM**



**CAUVERY RS**

**Health Care - Community Health Centers**

Unit: Erode has set up four Community Health Centers at Pappampalayam, Odapalli, Ayakattur and Cauvery RSPO, to meet the medical needs of the rural population, especially the poor in the neighborhood villages:



**Drinking Water Facilities**

Treated and well protected drinking water is supplied through a Network of water taps under the Rural Drinking Water Scheme, launched by SPB Erode to the neighboring villages. Apart from this, SPB also supplies protected & treated Drinking Water through Overhead Tanks constructed by TWAD Board and maintained by Local Panchayats, for distribution to Public.

## Promotion of Education

Unit: Erode promotes literacy and education through its Elementary School, High School & Matriculation Higher Secondary School, primarily for the poor public in the neighboring villages.



### SPB's HIGHER SECONDARY SCHOOL

*Unit provided land, free of cost, for the construction of Govt High School, Pappampalayam for the benefit of rural public.*

## Other CSR Initiatives for the benefit of neighborhood

The unit has two Churches, a Mosque and a Hindu Temple complex for the benefit of neighborhood community.

The unit conducts Free Eye Camps, Blood Donation Camps, Diabetic Check up Camps regularly.

The unit has helped to establish an ESI Dispensary for the benefit of neighboring public by providing its land

The unit has helped to install a 110 KV Sub-station of State Electricity Board for supplying uninterrupted power for the benefit of the public in the neighborhood, by providing its land

The unit contributes to a Type Writing Institute & Computer Training Centre, for the benefit of public in the neighborhood. The unit also provided accommodation for the Public Library of Alampalayam Town Panchayat, operation of Banks with ATM's, a Tailoring & Embroidery Training Centre run by Tamil

Nadu Labour Welfare Board and a Crèche and Reading Room run by Tamil Nadu Labour Welfare Board for the benefit of employees and public in the neighbourhood

The unit has provided street lights in the neighborhood, constructed public toilets and storm water drains. It has also renovated old village temples and Burial Ghats

## Unit - Tirunelveli

### Company Profile

- The company was originally known as Subburaj Papers promoted by Subburaj Textile Group in the year 2006.
- The company was taken over and merged with SPB in April 2012.
- This unit has an installed capacity of 72000 TPA and manufactures writing and printing paper.
- This unit uses purchased pulp and waste paper as primary raw materials.



- This unit also has a 300 TPD modern De Inking Plant, a paper machine. a Captive Power Plant and a modern waste water treatment plant.

### Philanthropic Initiatives

This unit helps Amar Seva Sangam, Ayakudi, Tenkasi, an organization established to empower the Differently Abled citizens - a Rehabilitation and Development Centre - helps in integrating the Differently Abled individuals with the society for improving the living conditions in the neighbouring villages.

### Women Empowerment

The unit also focuses on the empowerment of women. It constantly implements measures in bolstering the upliftment of poor women who are the lonely breadwinners for their family. As part of the assistance, Sewing machines are donated to poor widows from downtrodden families of North Ariyanayakipuram and other villages in and around the unit.



## Assistance to Government School

The unit believes in the principle of “Giving back to the Society”. It donates benches and tables to poor schools at North Ariyanayakipuram. The unit helps other nearby schools in construction of toilets, class rooms, compound wall, etc.,. Besides this, the unit also awards scholarships to poor students from the downtrodden families for their higher studies.



## Health Camps

The unit conducts free eye camps regularly for the poor public in and around the areas of Mukkudal Village. The economically weaker sections of the society are greatly benefited from these measures. Medicines are provided free of cost to the public for their betterment. Initial checkups are being conducted and recommendations are put forth in case any further treatment is required.



## Infrastructure Development

The unit contributed to the neighboring public in the form of “road development”. Revamping of Vettuvankulam – Kallur road was undertaken by the unit for the easy access of the public in the nearby areas of Vettuvankulam and Kallur. The roads which were earlier in pathetic condition have now been made smooth and usable, thus benefitting the public



## Conclusion

SPB contributes immensely for the upliftment of rural people living around the Mill. Ever since inception, SPB has always strived to be a Company with a human face and a responsible corporate entity. True to the definition of Corporate Social Responsibility, SPB has implemented various community development programmes covering the neighbouring villages and benefitting the poor people living around.

As it is located in a rural area, SPB has been a value creator for thousands of farmers in its neighbourhood besides providing direct and indirect employment opportunities, thus promoting rural development and contributing to their well being.