

SPECIAL CSR INITIATIVES

SAVING ROYAL BENGAL TIGER



Saving Royal Bengal Tiger

Scientific name: *Panthera tigris tigris*

IUCN Listing: Endangered

Habitat: Dry and wet deciduous forests, grassland and temperate forests, mangrove forests

Location: Bangladesh, Bhutan, China, India, Myanmar and Nepal. India is home to the largest population.

Interesting Fact: Some Bengal tigers are cream or white in color instead of orange, due to a recessive gene for this coloration. These "white" tigers are rarely found in the wild.

This special CSR initiative has been an ongoing activity at KPTL since 2004.

Aims & Objective

To bring awareness specially to the young generation and also to bring about a sense of responsibility and belonging towards Nature (Nature – it encompasses all the basic elements of life such as earth, water, air, jungle, animals, plants and ecological system).

Why are tigers important? Why should we save them?

Tigers are admired by many people.

The big cat is revered, admired and feared in equal parts, by millions of people around the world. If forests are emptied of every last tiger, all that will remain are distant legends, zoo sightings, and one massive breach of trust.

A home for tigers means a home for others.

With just one tiger, we protect around 25,000 acres of forest. To save tigers, we need to protect the forest habitats across Asia where they live. By saving these places, we will not only allow tigers to roam freely, but also many other endangered species that live there and form the very thing that makes our planet unique – biodiversity

Healthy tiger populations equals healthy ecosystems.

As a large predator, the tiger plays a key role in maintaining healthy ecosystems. These ecosystems supply both nature and people with fresh water, food, and health— which means by saving the tiger, we are helping people too.

Tigers have a positive effect on communities.

Tigers can directly help some of the world's poorest communities. Where tigers exist, tourists go. And where tourists go, money can be made by communities with few alternatives for making a living. Tiger conservation projects also help provide other alternative livelihoods for rural communities that are not only more sustainable, but can raise income levels too.

Tigers are strong and determined.

The tiger has evolved over thousands of years. Currently this big cat is being trapped, skinned and pushed out of its home. Those left in the wild cling to survival, barely, in a few patches of forest scattered across Asia.

An Overview on Royal Bengal Tiger

As few as 3,200

Wild tiger numbers are at an all-time low. The largest of all the Asian big cats may be on top of the food chain and one of the most culturally important and best-loved animals, but they are also vulnerable to extinction. Tigers are forced to compete for space with dense human populations, face unrelenting pressure from poaching, retaliatory killings and habitat loss across their range.

There is still hope

We can save wild tigers. We are concentrating our efforts on protecting key landscapes where the big cats have the best chance of surviving and increasing over the long-term. Five decades of conservation experience has shown us that given enough space, prey and protection, tigers can recover.

By saving tigers, we also save the biologically rich and diverse landscapes where they still roam — India's last great rain forests, jungles and wild lands. These forests are home to thousands of other species, people and the food, freshwater and flood protection that local communities need to survive.

Subspecies

Three tiger subspecies - the Bali, Javan, and Caspian - have become extinct in the past 70 years. The six remaining subspecies - Amur, Bengal, Indochinese, Malayan, South China, and Sumatran - live only in Asia, and all are threatened by poaching and habitat loss.

Why KPTL has chosen Tiger in its CSR Activity?

Amongst Asian countries out of a population of 3200 tigers approximately 60% tigers are residing in India. We, at KPTL, have embarked upon a humble initiative to contribute whatever we can by means available at our disposal to the overall campaign in India to **Save Tiger**.

We are going about this task by covering the Rural & Urban India with the message of **Save Tiger**. The very nature of pipeline construction activity involves sustained interaction with the Rural India and educating them the importance of nature and spreading awareness of its existence. The Urban India with its young generation is covered by all kind of activities undertaken by KPTL which involve seminars, talk shows, distribution of calendars, coffee table book and leaflets and advertisements.

Summary of Entry Describing

a) Spreading awareness amongst all on conservation of Forests & Tigers - this initiative began on multi level programme. On hand it is the rural habitat which comes in contact with pipeline construction team while executing a cross-country pipeline project and therefore, requires awareness on environment.

On the other hand, it is the urban population, specially the youth which definitely needs to be educated on the importance of wild life conservation, protection of forests through a focused effort and particularly saving of otherwise becoming extinct species – **The Royal Bengal Tiger**.

It is obvious that in our efforts to save tiger we are ensuring the safety of our Jungle and Environment. Larger the green cover, better are the chances of good monsoon leading to economic development while improving the quality of life for the society at large.

We at KPTL, began this initiative since 2004. Given below are the list of major pipeline projects executed by KPTL (Infrastructure Division) and the name of wildlife sanctuaries which are falling in the same province as of the cross-country pipeline projects.

1) Mumbai - Manmad- Manglya Pipeline Project (Rajasthan State)

Client	:	Bharat Petroleum Corporation Limited
PMC	:	Engineers India Limited
Scope of Work	:	EPC installation of 386 Km of 16" dia and 56 Km of 8" dia product pipeline from Laban (near Kota) to Bijwasan (near Delhi).

- Design, Engineering, Construction & Finishing of Civil, Electrical & Instrumentation Works of 09 SV Stations and 03 IP Stations

Time Schedule : 11 Months

Name of Wild Life Sanctuary

- **Keoladeo National Park (Bird Sanctuary)**

Web: www.bharatpursanctury.com/



- **Ranthambore National Park (Tiger Reserve)**

Web: www.ranthamborenationalpark.com/



2) Vijaipur-Kota Pipeline Project (Rajasthan State)

Client : GAIL (India) Limited
PMC : Veco Canada Limited
Scope of Work : EPC installations of 110 Km of 18" dia gas pipeline from Vijaipur to Boreri Tap Off Point
Time Schedule : 06 Months

Name of Wild Life Sanctuary

- **Ranthambore National Park (Tiger Reserve)**

Web: www.ranthamborenationalpark.com/

3) Panvel – Dabhol Pipeline Project (Maharashtra State)

Client : GAIL (India) Limited
PMC : Engineers (India) Limited
Scope of Work :

- EPC installation of 74 Km of 30" dia gas pipeline from upstream of Savitri River to Dabhol Terminal
- HDD of Vashishthi River (Length 1100m) and Savitri River Length 800m)
- Design, Engineering, Construction & Finishing of Civil, Electrical & Instrumentation
- Works of 04 SV Stations

Time Schedule : 11 ½ Months

Name of Wild Life Sanctuary

- Karnala Bird Sanctuary

Web: www.indian-wildlife.com/karnala-bird-sanctuary.htm



4) Vijaipur –Dadri Pipeline Project (Madhya Pradesh State)

Client : GAIL (India) Ltd.

Scope of Work :

- Installation of 165 Km X 48” dia high pressure gas pipeline from Burdha at MP to Bajhhera-Rajasthan
- Civil, Mechanical, Electrical & Instrumentation works at 5 nos. SV Station and 2 nos. of Intermediate Pigging station.
- HDD works at Chambal River (length 400 Mtr.)

Time Schedule : 12 Months

Name of Wild Life Sanctuary

- Crocodile & Alligator Sanctuary at Chambal River



5) Mundra – Bhatinda Pipeline Project (Gujarat State)

Client : HPCL – MITTAL Pipelines Limited

PMC : Engineers India Limited

Scope of Work :

- Laying of 6.3 Km X 48” dia, 424.432 Km X 28” dia and 120.218 Km X 30” dia crude oil pipeline from COT Mundra at Gujarat to Jhanwar near Jodhpur – Rajasthan
- Civil, Mechanical, Electrical & Instrumentation works at COT Mundra, at 2 nos.
- Intermediate Pigging Station, 1nos. Intermediate Pigging cum Pumping Station and 17 nos. SV Station.

- Temporary & Permanent Cathodic Protection (TCP) works.
- Laying of OFC and Associated Works
- HDD works at Narmada Main Canal and Suzlam Suflam Canal

Time Schedule: 18 Months

Name of Wild Life Sanctuary

- Bird Sanctuary – Thor Bird Sanctuary



6) Agra – Ferozabad Pipeline Project

Client : GAIL (India) Limited
PMC : Engineers India Limited
Scope of Work : Composite Works for Capacity Augmentation and Laying of 54 km X 48" dia, Gas Pipeline

Web: www.jimcorbettnationalpark.com/



In the rural areas, the manpower deployed by us comes in regular contact with different villages during the each passing day of the work progress. As a standard practice followed at KPTL, we distribute sturdy shoulder bags carrying messages about conservations of water, forest and wildlife in the vernacular language (Hindi) to its workforce working on the mainline ROW and as well as to the head of the Village *Panchayat* to distribute amongst villagers and to carry the message to the local inhabitants.

Our officials from Admin. Deptt. are able to hold dialogues during such interactions and meets and make people at large aware of the importance of water, trees, jungles and its occupants (wild life).

We also take out advertisements in various local newspapers, magazines in vernacular language (Hindi). These advertisements pertain to spreading the message to public at large about the conservation of key Elements of nature – water, trees, jungles and wildlife. This is done on regular basis. In the urban areas, the company distributes big cut-outs of pictures of wild life animals to various clients and consultants which are put on display permanently on their premises. The public display of large blow ups of such kind acts as a catalyst to the thought process of people working on the premises and to all the visitors to the premises. In addition, regular talk shows with slide presentations conducted at strategic premises such as schools, museums as they are frequented by school children. This helps in achieving the objective spreading the awareness amongst youth.

In India, The year 2011 began on a high note towards conservation of wildlife in general and **Tiger** in particular. Tiger which has become nearly extinct with its presence in India numbering 1411 in 2006 and have now increased to 1706 in 2011. We at Kalpataru organized its corporate calendar (a soft copy is attached) accompanied by a coffee-table book on a very special theme based on a touching story line on the world's oldest living Tigress – Machli (T 16, she can be visited on her [facebook](http://www.facebook.com/group.php?gid=102563341334) account <http://www.facebook.com/group.php?gid=102563341334>) and her daughter Sundari (T-17) at Ranthambore Tiger National Park, Rajasthan, India. This calendar was distributed to the government departments, big corporate houses in India and overseas. It was also distributed to the Ranthambore National Park. Various talk shows have been organized by KPTL which are attended by school children. These talk shows or presentations consist of a slide show giving history of Tiger Species, a catalogue and a DVD carrying all the information along with photographs. Because of its popularity amongst the youth, such Awareness Building Programmes are being conducted on regular basis (Details are Annexed).

This special initiative by the company was much appreciated (copies of some appreciation letters including that from the Hon'ble Vice President of India are attached).

- b) The management of KPTL is committed to its CSR Activities with the sole aim to reach out its assigned goals at large the same is evident from the **enclosed** presentation on our Corporate CSR Activity. A perusal of the presentation and other materials submitted will show that various CSR Activities including the **Save Tiger** campaign has been an ongoing activity at KPTL which established management commitment.
- c) The various initiatives undertaken including Awareness on Forests and Tigers are completely funded by the company.
- d) As regard to the outcomes and effectiveness for the long term is concerned, we have experienced the following –
- I) Initiative of distribution of shoulder bags containing relevant messages has resulted in general awareness at the village level people. Some of the young children started using the bags to carry their books while going to the school.
 - II) Initiative of taking out ads in local newspapers and magazines in vernacular language (Hindi) has resulted in rural population getting associated with NGOs and such societies who are working in the field of wild life and particularly tiger conservation.
 - III) Initiative of placement of large blow-ups of wildlife animals at clients / consultant premises resulted in bringing about a marked changed in people’s perception which becomes evident from the talks one holds up with them.
 - IV) Initiative of presentation and talks amongst young children and youth has most definitely resulted in bringing about a very new topic of discussions amongst their generation which is the Majestic Royal Bengal Tiger. It is also being observed that the visit of young children to the tiger reserves and wildlife sanctuary has experienced a steep upward trend which is considered a very healthy sign. This will have a very long term effect as one day soon this youth will e participating in Nation Building.
 - V) Initiative of bringing out a very special calendar along with a coffee-table book for the year 2011 has become a very popular across the board. As a matter of fact, a total of 2500 calendars were made and distributed and by the month of March 2011, we are besieged with demand for many more. This calendar and particularly its theme has spurred other corporate and organizations to follow the same path. This is a very healthy trend where large companies are inclined to contribute their might towards Conservation of Wildlife and Tigers.

e) Humanity needs basic earth elements for its sustenance. Sooner we realize the importance of jungles better it is for us all. It is indeed a matter of great importance that all efforts towards conservation must be undertaken on a long term basis. We not only have to think of current generation but also the future generations. Therefore, the process must be a never ending one. As a matter of fact, it should be made mandatory for all the corporate across the world to place **Conservation** as the very first agenda on their list of Corporate Social Responsibility.

In the end, through this august and effective forum and platform of IPLOCA, it is humbly urged and appealed to one and all in contributing towards Conservation.
