

Distribution of Seeds & Pulses under OIL's CSR Project Jeevika

Oil India Limited in collaboration with Indian Institute of Entrepreneurship (IIE) had started implementation of its CSR Project "OIL Jeevika" in Diyun circle, Changlang district of Arunachal Pradesh covering 5 villages (Innao, Innao Pathar, Innao Chengmai, Piyong and Kumchaika) in the year 2016-17. Two (02) broad economic activities namely, (a) Livelihood Promotion & Cluster Development in Beekeeping & Honey Processing and (b) Mustard, Buckwheat and Local Pulses processing has been initiated with an objective to impart skill training, create self-employment and awareness, and generate sustainable livelihood opportunities amongst the village beneficiaries.

In FY 2019-20, OIL aims to take the project further in providing free seeds and pulses to 150 farmer beneficiaries and 1200 Bee Boxes and Colonies to another 250 beneficiaries of these 05 (five) villages. Besides, 03 (three) nos. of training programs on value added and diversified programme is being imparted to 100 beneficiaries of the project at Guwahati. The developed products will be packaged and branded and sold at retail outlets. Providing marketing support, handholding and enabling linkages is also an important part of the project.

OIL also plans to set up a Common Facility cum Business Incubation Centre (CFBIC) at Diyun that shall be operated, managed and used by the beneficiaries of the OIL project and all villagers. The farmers are also being taken for exposure visits to other states and areas famous for the bee-keeping and generating income from honey processing.

On 30th September, 2019, 6750 kgs of mustard seeds, buckwheat seeds and local pulses were distributed at an event held in Diyun, attended by Shri Upamanya Gogoi, Senior Manager-PA (OIL), Smt Nayana Madhu Dutta, Manager-PA (CSR) OIL, Shri Samsuz Zaman, Administrative Officer, OIL Manabhum Camp (Eastern Asset), Smt Mita Nath Bora, Project Head (IIE), Sri Lajela Singpho (Village Head Diyun), other officials and villagers of Diyun circle.

The OIL Jeevika is one of its kind project as it is the first induced cluster in bee-keeping and honey processing and together with the activity of mustard, buck wheat and local pulses processing covering 400 villagers of Diyun circle. OIL aims to provide better livelihood opportunities and enhanced socio-economic status of these village beneficiaries.







