



Following principles are being applied for assessing and ensuring the implementation of CSR strategy.

**Materiality**

Application of materiality principle in the assessment process enables ARL to ensure that all stakeholders are fully on-board for planned social and other sustainable development programs. The scope of this principle covers all the legal and regulatory policies related to performance, behavioral impacts, views and their perceptions which helped company management for taking informed and quick judgments, decisions and actions.

**Completeness**

Each and every material issue is being addressed completely covering all aspects. It is ensured that reasonable and appropriate information of each material issue are presented in order to assess and define the dimensions of scope, boundary, time, extent of un-biased product and service related activities which interact with social, ethical and environmental performance of the company.

**Responsiveness**

Appropriate & just response on each identified issue has been taken to address stakeholders concerns and adequately communicated its responses. The mechanisms used for stakeholder's engagement truly addresses the way we communicate.



**IDENTIFICATION OF SOCIAL CHALLENGES**

**Community Engagement**

We consult a variety of forums for the identification of social programs using materiality assessment. We remain in contact with our neighbors without any discrimination, keep periodic liaison with all stakeholders to get views on our social activities. Dedicated staff members interact closely with local communities and work with technical and management staff to come up to their expectations and address their concerns. These include meetings with concerned union councilors & Nazims, Schools and colleges administration in the locality, District coordination office, Local fire club members like 1122, National Disaster Management Authority (NDMA), Social welfare department, suppliers and customers etc. ARL always intends to further strengthen and open new doors of relationships with communities. This approach helps ARL in visualizing and formulating effective strategies into actionable social objectives and plans.

**Communication Forums**

Over the years ARL social commitment and programs are communicated for community awareness through announcements, display of banners and boards at prominent locations and often arranging seminars/conferences to get involvement of maximum number of community members. Apart from these, general public is invited to the public hearing for Environmental Impact Assessment (EIA) studies via



newspapers. The feedback received from these forums is discussed and translated into social action plans for future.

**Community Organizations**



To keep our social initiatives in line with the needs of community, ARL sponsored community organizations (i.e. Attock Sahara Foundation & National Cleaner Production Center Foundation) are playing a pivotal role in identifying and enhancing the social and economic aspects of the surrounding community.

In recognition of transparent working & commitments, Attock Sahara Foundation (ASF) was certified by Pakistan Centre of Philanthropy (PCP) in the areas of internal governance, Financial Management and Programmer delivery. Green care Associates-a project of British High Commission in Pakistan has declared ASF as a champion NGO in the areas of governance, project management, and financial management. In addition to create awareness NCPC provides trainings & arranges workshops for capacity building. NCPC-F is also providing state of the art incineration facility that helps the society at large by disposing hazardous waste in an environment friendly manner. In health sector ARL’s Attock Hospital Limited (AHL) is making tremendous contributions by providing standard health care facilities at reasonable cost, awareness to community and free medical treatment to the poor segment of the society.

**Social Challenges**

Major direct and indirect social challenges identified through above forums are as under:

- Women skill development & Empowerment
- Direct & indirect jobs to Local Residents
- Infrastructure development
- Recreational & Sports Facilities
- Young locals’ capacity building
- Drinking Water Supplies to Community
- Medical facilities and Assistance
- Schools & Masajids utilities assistance
- Scholarships for deserving students of community



- Epidemic diseases including Corona Virus and Dengue
- Rural development
- Industry-Academia Relationship
- Industrial relations and workers welfare
- Enhancement of facilities and quality of Education at School quality

**Solutions and Performance**

Our philosophy is based on capacity building instead of donor beneficiary relationship that’s why we address the social challenges identified with an approach to involve local community in the development projects focusing on capacity building rather than donor beneficiary relationship.

ARL provided continuous support to the local community in a number of ways i.e Free of cost supply of drinking water continued through its overhead water reservoirs to the areas of Morgah, Kotha Kalan, Jhamra, various welfare organizations like SOS village, Deaf & Dumb school, other local schools & Masajids. Free water supplies to local community and other essential services are being provided to more than 50,000 people.

ARL continued its support for the education over and above the reliance of its workforce on it. ARL provided the opportunity of continuing education to the students of the areas. In this connection the company borne most of the expenses incurred on the company constructed Junior Model School in ARL colony area of Morgah and only a minimal fee charged to the students.

Apart from this, the Punjab Workers Welfare Board has constructed two model schools at Morgah with the active assistance of the company, these are now operational. Moreover, The Company initiated the provision of scholarships from the primary up to post graduation and doctorate level for employees' children studying in top rated institutions of Pakistan. The Company also provided a number of internships and apprenticeships opportunities to the nearby community for training and capacity building.

For Rural development & capacity building our company also continued the annual grants & support to the Union Councils of the area to run their affairs smoothly & efficiently.

