



أوميفكو  
OMIFCO

# OMIFCO 2017

OMIFCO COMMUNITY INVESTMENT REVIEW 2006-2016

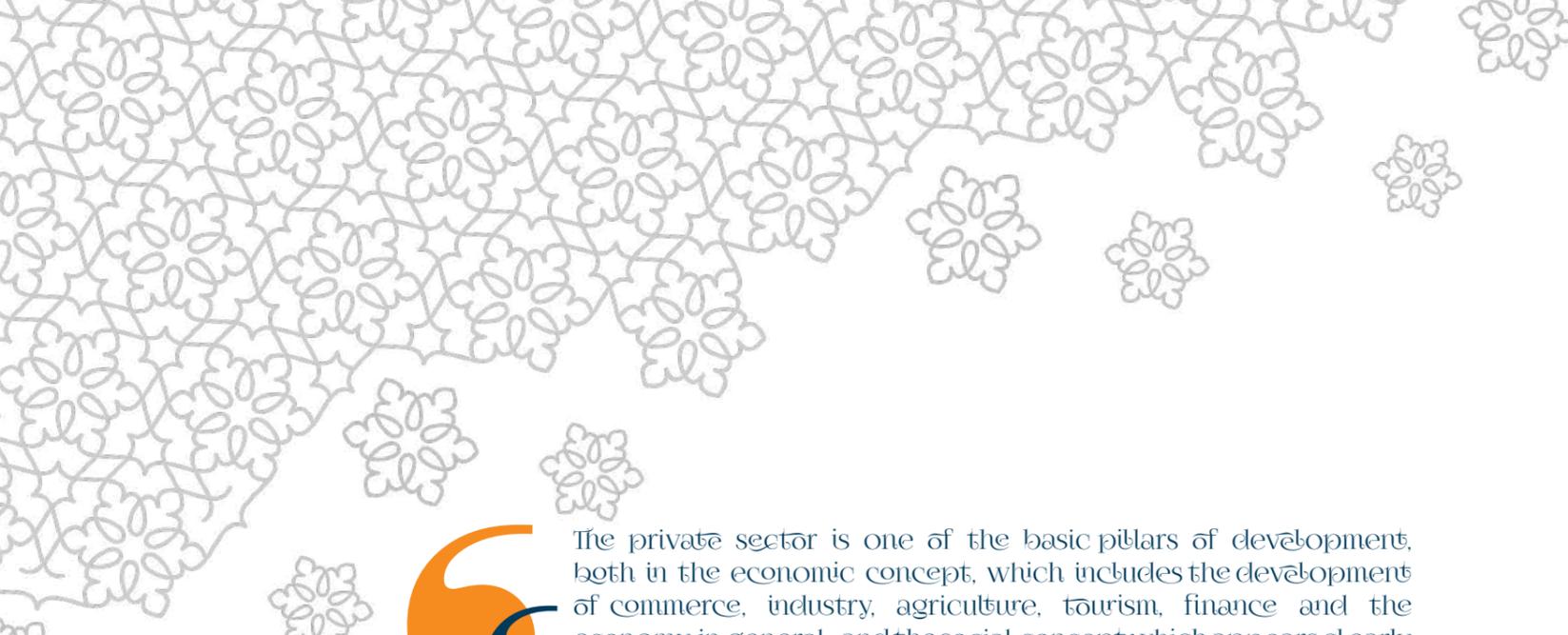


Growing with the Community!

 [www.omifco.com](http://www.omifco.com)

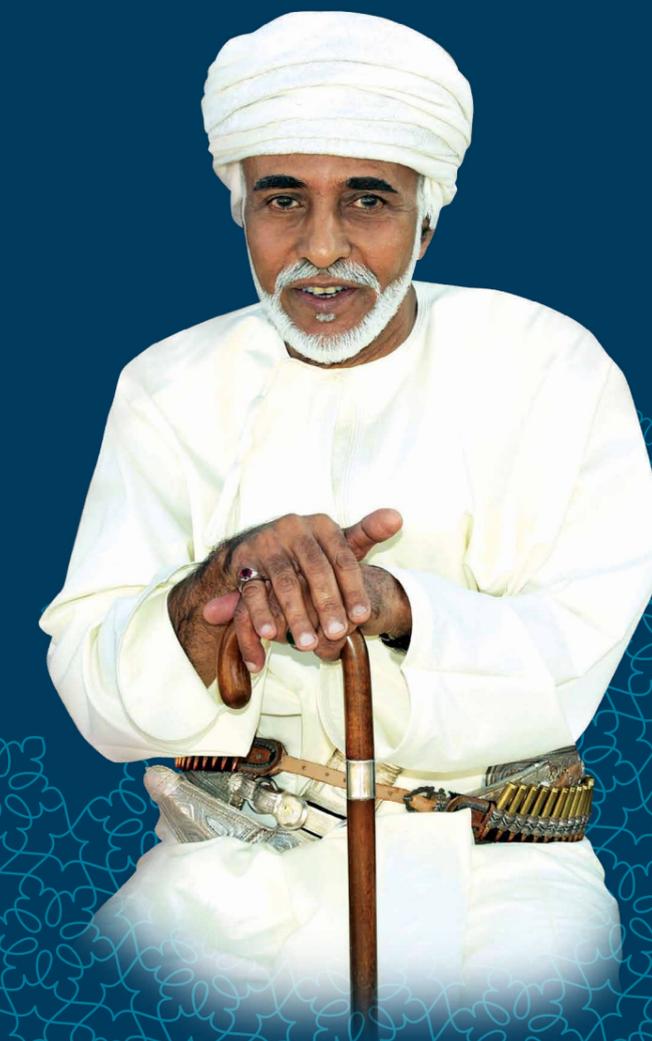


**أوميفكو**  
**OMIFCO**



The private sector is one of the basic pillars of development, both in the economic concept, which includes the development of commerce, industry, agriculture, tourism, finance and the economy in general, and the social concept which appears clearly in human resources development, training, upgrading of scientific and practical skills and creating new employment opportunities... Subsequently, the private sector becomes an authentic partner in employment and development plans, which are prepared by government departments and from which the private sector itself benefits and which is considered, in one way or another, a strong impetus for this sector to develop its business, enhance its potentialities and release its great energy in the fields of local, regional and international competition.

[From the Royal Speech of HM Sultan Qaboos bin Said at the annual session of the Council of Oman for 2012]



His Majesty Sultan Qaboos bin Said  
- may Allah protect him -



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## Chief Executive's Message

S.G. Gedigeri  
Chief Executive Officer



OMIFCO's  
strategies & plans  
rely on building up  
local Omani competency

I am pleased to present before you the community investment report of Oman India Fertiliser Company (OMIFCO) 2006-2016.

OMIFCO is set to complete a decade of its successful track of conducting its business operations in Oman. Strategically located in eastern part of the Sultanate near a coastal city of Sur in South Sharqia Governorate. OMIFCO is glad that it has been able to print its marks as a driving force in Corporate Social Responsibility(CSR) during its first decade of operations. We feel delighted that as we have grown, year by year, more and more institutions within Oman and abroad have recognized and appreciated the values we represent. We are proud and humbled to be the recipients of the prestigious HM Sultan Qaboos Cup from Ministry of Industries and Commerce for the best five factories for excellence in Industrial Operation in 2009 and recipients of the prestigious HM Sultan Qaboos for Industrial Excellence Award in major industry category for the year 2015. These awards constitute a cumulative development in the management of manufacturing processes with the main objective to evaluate and recognize the distinguished factories in performance and to achieve sustainability in improving its performance. We also won the CSR Award in 2014 from Oman Chambers of Commerce and Industry.

Our stated purpose is to improve the quality of life of the communities; particularly

the farming community in providing the food security and serve the community where we are operating through leadership in major social and economic sectors.

Our vision of industrial excellence and international recognition is articulated through our everyday activities and through being responsible and responsive at all times to our employees, shareholders, citizens of the community and to the local and global environment.

The principle of sustainable development involves utilizing natural resources in a way that enables economic activity to flourish and people's living standards to improve – but without jeopardizing the ability of our future generations to enjoy the same benefits. We make our own humble contribution to sustainable development through our continuously improved operational performance, and investments in social activities in the communities of which we are part. In view of our responsibility towards the future generations and our convictions as a responsible corporate citizen of the Sultanate of Oman, we have adopted a community investment strategy in which we identified four priority areas of investment for our most material stakeholders. We want to ensure that our financial, in-kind, and human resources are strategically utilized to maximize benefits for the community by supporting projects, entrepreneurial development and initiatives that will have a long-term sustainable impact.

Through the pages of this report, you will have a bird's eye view of our CSR activities and our contributions to the community at large. It contains many specific examples of how we endeavored to act as a responsible good corporate citizen during the past couple of years. We hope you find this report interesting and encouraging, and any comments you may have will be welcomed in our continuing quest for improvement.

# About OMIFCO



A joint initiative between the Governments of the Sultanate of Oman and the Republic of India, Oman India Fertiliser Company SAOC (OMIFCO) is one of Middle East's leading manufacturer and exporter of ammonia and urea, the two most important fertilisers used all over the world for boosting and sustaining agricultural production.

OMIFCO is a joint venture between Oman Oil Company (OOC), an Omani government entity (50%), Indian Farmers Fertiliser Co-operative Limited (IFFCO), 25%, and Krishak Bharati Co-operative Limited (KRIBHCO) with 25% shares. It owns and operates two world class ammonia plants with a combined production capacity of 1,750 tons per day and two state-of-the-art granulated urea plants with estimated production capacity of 2,530 tons per day.

The foundation stone for the plant, located in Sur Industrial Estate in South Sharqiya Governorate of the Sultanate was laid in 2003. The first consignments of ammonia and urea were exported in 2005 followed by the official inauguration of the plant and the facility in 2006.

The Company achieved several milestones in its first decade of operations including ISO 14001 Certification for Standard Environmental Management in 2004, OHSAS 18001:2007 for Occupational Health and Safety Management in 2007 and ISO 9001 for Standard Quality Management System in 2008.



It also won the prestigious His Majesty Sultan Qaboos Cup for the Five Best Factories in 2009, the Sultan Qaboos Industrial Excellence Award 2015 in Large Companies category and Oman Chamber of Commerce and Industry CSR Award in 2014.

OMIFCO considers the issue of reducing the environmental impacts resulting from its operations as its top priority along with the promotion of production to raise the national economy. In order to ensure sustainability is core to our business strategy, OMIFCO has begun the process of adopting sustainability management that integrates management of economic, environmental and social performance, with the aim of delivering value for all our stakeholders, i.e. government, shareholders/customers, employees, local community, partners and suppliers, and the environment.



OMIFCO aims to become an internationally recognized model for the chemical and fertilizer industry reflecting international best-in-class standards in quality, health, safety, environmental protection, employee and community relations, development and operational performance. We commit to developing Oman's economy with special attention to the environment, training of Omani youth, and the development of small and medium enterprises (SMEs) in Oman. As a responsible corporate citizen and good neighbour, OMIFCO's social priorities include elimination of environmental impacts resulting from its operations in addition to a strong and committed Corporate Social Responsibility (CSR) policy engrained and reflected throughout the Company's operations and management.



# Corporate Social Responsibility

Corporate social responsibility, often abbreviated CSR, is an entity's initiatives to assess and take responsibility for the company's effects on environmental and social wellbeing. The term generally applies to efforts that go beyond what may be required by regulators or environmental protection groups.

CSR may also be referred to as "corporate citizenship" and can involve incurring short-term costs that do not provide an immediate financial benefit to the company, but instead promote positive social and environmental change.

Corporate Social Responsibility at OMIFCO is a business management mechanism and a vehicle to engage the company and its employees with the community and collectively determine the socio-economic and environmental priorities in the community in line with the company's objectives. OMIFCO considers CSR as one of its most important obligations towards the surrounding environment and the local community. The Company is seeking to create enduring partnerships with the local community to serve common goals and to develop Omani human resources in addition to identifying critical issues affecting the community.

OMIFCO's community investments strategy ensures that all resources within the reach of the Company, including its finances and human resources, are strategically utilised for the benefit of the community. It is looking to leverage its various resources and competencies in order to effectively support projects and initiatives that have a positive long-term and sustainable impact on the community.

OMIFCO has begun the process of adopting sustainability management that integrates management of economic, environmental and social performance for delivering enduring value to all our stakeholders including the government, shareholders, customers, employees, local community, partners, suppliers and the environment.



Three per cent (3%) of OMIFCO annual net profits is allocated for CSR projects. Our community investment strategy outlines four major priority areas. They are:

- 
**Entrepreneurship & Human Capital Development**
- 
**Culture & Heritage**
- 
**Environmental Stewardship**
- 
**Enhancing Quality of Life**

# OMIFCO - Responsible Corporate Citizen



From 2006 to 2016 approximately ten (10) million Omani Rials were invested in community projects.

## Making a positive contribution to society

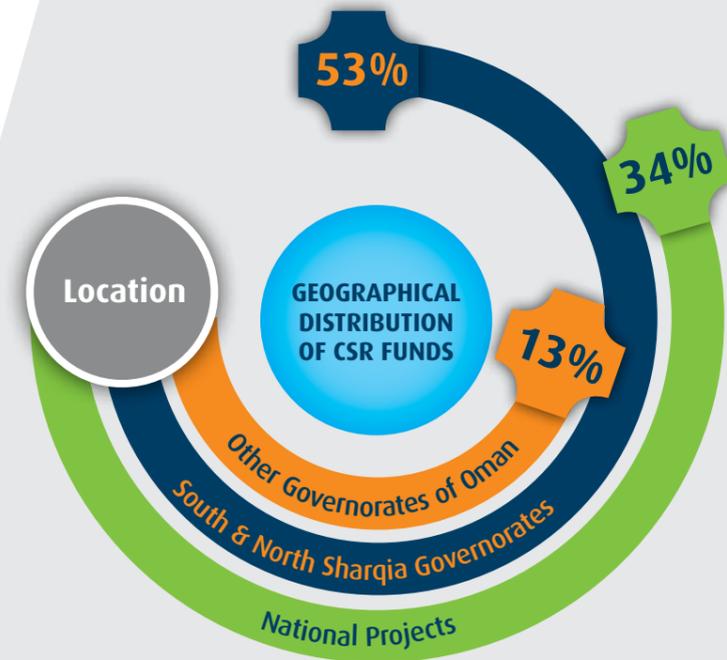
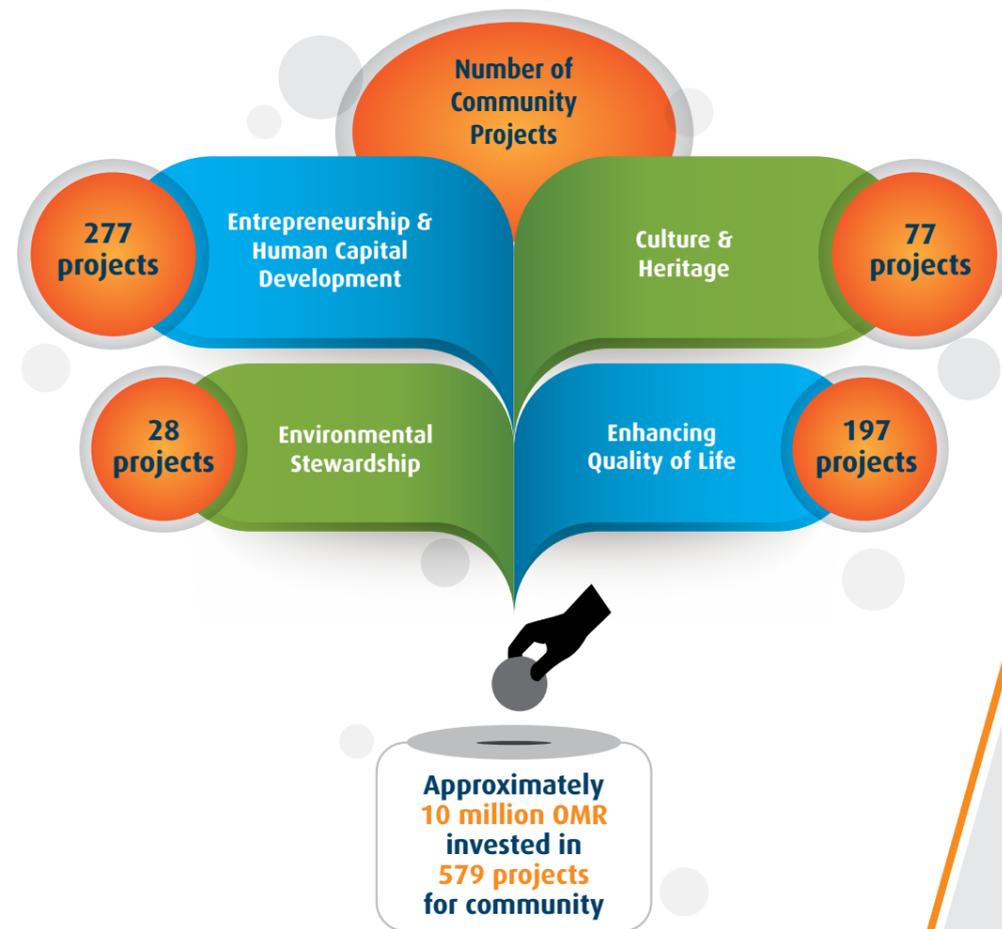
We make a significant contribution to society in a variety of ways: through the employment we provide and the tax revenues we generate; through the dependable products we develop and manufacture; and also through the ways we seek to interact positively with local communities and be a good corporate citizen. As a major international business, we maintain active and open dialogues with all our main stakeholders – customers, suppliers, employees, investors, local communities, the media and the general public.

## Caring for community

As a major player in the South Sharqiya Governorate of the Sultanate, we recognize that our operations significantly affect the community in which we are located. We endeavour to play a very positive and responsive role by contributing to many economic, environmental, social, educational and cultural initiatives.

From 2006 to 2016, OMIFCO has invested around ten (10) million Omani Rials for supporting about 579 CSR projects in diversified categories including employment generation, education, women empowerment, health, human resources development, sports and culture, community development and environment protection.

OMIFCO CSR Performance (2006 - 2016)





## Our CSR Projects

The coming pages show specific examples of OMIFCO CSR activities & contributions to the community.



*In 2012, OMIFCO started Training for Employment Program which trained more than 300 Omani youth in different technical & administrative fields, 11 of whom were employed at OMIFCO premises.*



## Training for Employment Program

Training for Employment Program aims to create direct job opportunities for Omanis in the private sector. Since the inception of the program in 2012, the company provided training for employment opportunities in various technical and administrative specialisations creating 300 jobs in the private sector and 11 of which were at OMIFCO.

In addition, and as part of its human resources improvement initiative, OMIFCO also organized intermediate and pre-intermediate English language courses at Sur University College for messengers and drivers working at contracting companies of OMIFCO.



Following the guidance of His Majesty to support small and medium enterprises (SMEs), and based upon the social policy of OMIFCO, the Company has launched its innovative CELL program in January 2012.

OMIFCO has allocated significant resources to help strengthen the SME sector. The program strives to make valuable contributions to the development and support of the local economy through this initiative that enables SMEs to invest and engage in commercial activities that benefit the individual and the society.

This program is being implemented with the collaboration of experts and consultants specialized in SME and start-up operations. It is the first initiative of its kind in Oman to be led by the private sector.

The Cell was designed to reinforce the government's efforts in supporting SMEs, and to be a role model in supporting developing SMEs and entrepreneurship not only in Oman, but also in the gulf region in general. The program puts the participating entrepreneurs in an accelerating environment to develop their businesses by equipping them with the necessary technical and administrative expertise which enable them to manage their businesses successfully. It also provides financial support, on specific conditions, to participating entrepreneurs who prove their business feasibly and viability. The program experts and consultants help the entrepreneurs unleash their abilities in a supportive environment that depends on mentoring and continuous guidance.





**The CELL is driven by OMIFCO's CSR initiatives and aims to achieving the following:**

- Creating employment opportunities for Omanis by providing necessary technical training and financial support (via grant seed financing) for new and existing entrepreneurs to start new or expand existing businesses;
- Providing on-going coaching and monitoring to increase the impact of the funds and help ensure the success and sustainability of the businesses;
- Promoting a culture of self-employment and entrepreneurship among members of the community.

The CELL program strives to launch enterprises, having the potential for success and sustainability, by young and talented Omanis. The program has so far benefited more than 80 young entrepreneurs who were given intensive training to start their own business ventures. Among the successful trainees, 53 qualified persons were also accorded financial support for starting-up and developing their ventures.

During the initial phases, the CELL participants prepare financeable business plans, financial projections, and applications for grants which are reviewed and approved on merits. Subsequent to the grant disbursement, the grantees are monitored and mentored on regular basis to ensure the success of each and every venture.

**ENTREPRENEURIAL PROJECTS IN THE CELL PROGRAM**

**THE CELL PROGRAM CYCLE 1 (2012-2013)**



**THE CELL PROGRAM CYCLE 2 (2013-2014)**



**THE CELL PROGRAM CYCLE 3 (2015-2016)**





## Enhancing Education

Educational support and promotion occupies high priority in OMIFCO's CSR agenda. Several projects have been undertaken for the promotion and encouragement of the education sector in South Sharqiya Governorate.

To improve the educational environment of schools and make it more attractive for students, OMIFCO established playgrounds in ten (10) cycle one (grades 1-4) schools in South Sharqiya. Also, 13 schools from all over Oman were supported with sunshades and sitting areas.

And to raise the schools' capabilities and enhance the use of educational technology in learning, OMIFCO provided smart boards, computers and other various devices to 25 schools all over Oman.

The Company also made an educational cinema in Sheikh Saif bin Hamed Al-Aghbari School in North Sharqiya, and provided 18 tablets for integration program students suffering from aural disabilities in Ibra, North Sharqiya.

Another outstanding educational project was establishing six kindergarten classrooms in rural schools in South Sharqiya Governorate. The project gave kids from these areas access to pre-school education.

OMIFCO Centre for Entrepreneurship, previously known as The Cell Business Hub, was established in Sur in 2013 for spreading the culture of entrepreneurship in South Sharqiya in particular. It is located in Sur College for Applied Sciences and aspires to be the starting point for innovative and entrepreneurial business and projects in the governorate, as well as the change agent in the Sharqiya governorate towards creating more innovative and value-added businesses.

The Centre provides various services for college students and SME owners in South Sharqiya, such as access to business workshops and specialized discussion sessions, meeting spaces and work offices. It has organized and hosted a number of workshops, discussion sessions and success stories tackling various subjects such as finance, HR, social entrepreneurship, marketing and many others.





In coordination with the Ministry of Education, Oman India Fertilizer Company (OMIFCO) launched the OMIFCO Award for Academic Excellence in the Governorate of A'Sharqiya South in 2016. This annual award recognises outstanding academic achievements of schools and students of the Governorate and aims to encourage students towards excellence and innovation, while making their best ever efforts to serve the country and their local society.



OMIFCO funded the establishment of Robotics Lab in the Center of Scientific Exploration in Ibra, which works under the supervision of DG of Education - in North Sharqia - in 2013. The lab is well equipped for kids to learn the basics of robotics science, and to make and program robots.

The lab is a significant resource to the educational process in North Sharqia in particular and the Sultanate in general as it supports technological innovation among teachers and students, and helps in the teaching of robotics in a practical and more effective.

Through the professional workshops the lab organizes, it provides opportunity to students and teachers in the field of robot to gain scientific knowledge and hands-on experience to participate in domestic and international robotics competitions such as the World Robot Olympiad.

The lab also hosted the evaluative exhibition for the projects participating in the third Oman National Robot Olympiad and participated in the fourth Oman National Robot Olympiad.



## Women Empowerment

Empowerment of women assumes greater importance in view of the active roles played by Omani women in the society. OMIFCO has spared no efforts in yesteryears in supporting Omani women in improving their skills and knowledge.

Women in Al Kamil and Al Wafi wilayats were provided with sewing machines under the auspices of the Omani Women's Association (OWA). In Sur, 20 women were trained in tailoring and designing for two weeks by a Omani designer at the Omani Women Association in Sur. Another 25 women from Tiwi (Wadi Al Munqal) were also trained in tailoring and designing for 30 days at Sur.

Furniture and equipment were provided to Omani Women's Associations in Tiwi, Ibra and Dhank to improve their potential to provide better services.

In 2015, OMIFCO supported two projects for Omani Women's Association (OWA) at Masirah. The first was for establishing kids' corner for the nursery in the Association which helped to provide a suitable and safe place for the kids to play and learn. The second project was for implementing home-based micro business projects like dairy production. This project aimed to provide job opportunities for the women to increase their income resources and raise their quality of life and provide high quality products to the local market.

In Mhoot in Al Wusta Governorate, OMIFCO supported a project to train women in producing school bags. The project was designed to empower rural women with special skills and to create sources of income to support themselves and their families.



### OMIFCO Scholarship Program

OMIFCO Scholarship Program for General Diploma graduates in South Sharqiya was started in 2012. A total of 25 Bachelor Degree Program in Engineering and Sciences are granted in a number of reputable private colleges in Oman. Each year, five scholarships are announced and provided to students from low income and social security families to gain their bachelor degrees in engineering and science from top local universities in Oman. The program is implemented in cooperation with the Ministry of Higher education.



## Caring for Nature

Preservation and protection of the environment in which we are living is a fundamental responsibility of each and every person. As a responsible corporate citizen, OMIFCO is aware of the severe blows being inflicted on the nature and environment due to a variety of factors. OMIFCO endeavors to ensure that its production technologies and end products confirm to the highest environmental standards. At the same time, it has taken the responsibility on its shoulders to mitigate the damages on environment by contributing to the preservation of the flora and fauna.

This is particularly important in view of the strategic location of OMIFCO's manufacturing facility in South Sharqiyah Governorate of the Sultanate of Oman which is reputed for some important environmental landmarks in the Sultanate of Oman.

Several projects were undertaken over the years including planting palm trees in main roads and public parks in Sur as well as the main inside roads of Sur Industrial Estate was undertaken to increase the green cover in Sur. Nearly 300 palm trees were planted. Improvements were made to the public parks in Sur by providing them with new playground equipment and also by planting trees and grass cover. Besides, 1,000 bags of urea were handed over to the DG of Regional Municipalities to be used in fertilizing the green areas in roads and public places. OMIFCO also supported a training program for local farmers about best practices in greenhouse plantation, which was executed in co-operation with local Farmers Association.





*OMIFCO supported the establishment of the first public park in Tiwi*

OMIFCO also supported the establishment of the first public parks in Tiwi and Al-Ruwais village in South Sharqia. Ras Al Jinz Turtle Reserve Ecotourism Development Project is one of the major initiatives by OMIFCO that aims to further the visitors' experience at the nature reserve.

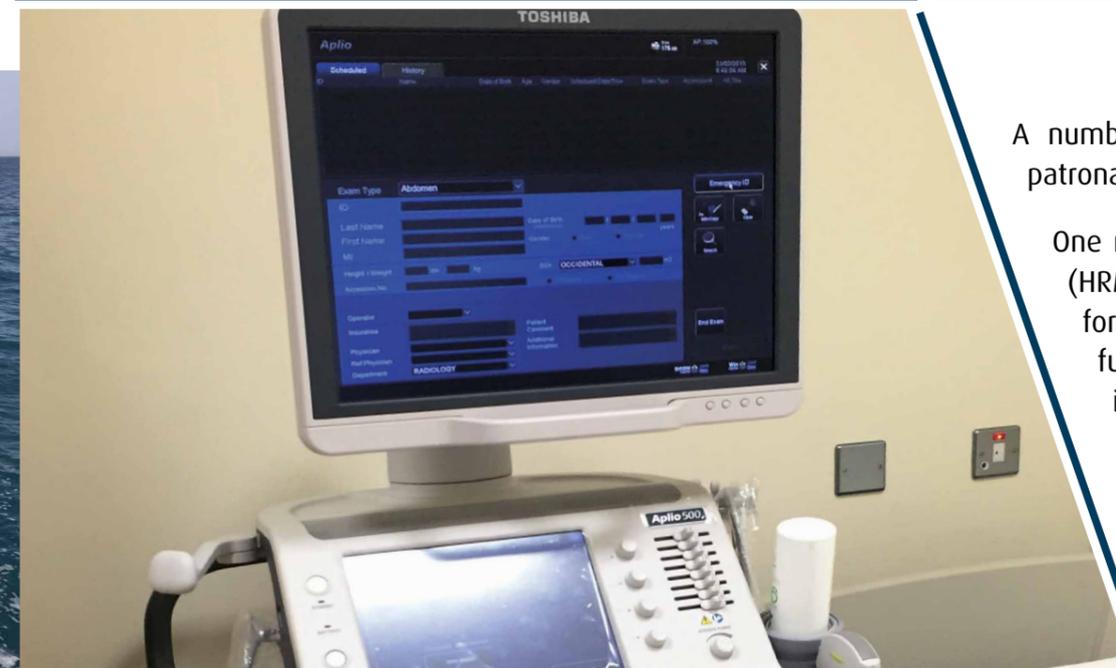


## Supporting Health Sector

Financing the construction of artificial coral reef farm in Sur is another significant initiative, that is implemented in cooperation with the Ministry of Agriculture and Fisheries Wealth. The project aims to increase the reproduction of fish wealth in the coasts of Sur. The artificial reefs are manufactured using latest marine technology and will help support marine life and promote growth and diversity of the marine flora and fauna in the areas. This will in turn support the fishermen working in those areas and will also create new spots for marine tourism activities like fishing and diving.



*A coral reef farm of 25 artificial reef units, 10 tones each, was developed in the Sea in Sur to provide home and nursery grounds to many marine species*



*Sonar Device Provided to Sur Hospital*

A number of projects were undertaken to provide essential support and patronage to the health sector.

One major initiative was supporting the Health Risk Management Systems (HRMS) in Sur Hospital. Six devices/equipment were provided to the Hospital for neutralizing and eliminating pathogens including bacteria, viruses and fungi. The equipment shall enable high level of air disinfection and result in reduction in risk of airborne nosocomial infection in the Hospital. In addition, OMIFCO provided a state-of-the-art ultrasound device to Sur Hospital and equipped its library with specialised medical publications to be used by the hospital medical cadre.

Furthermore, Sur Nursing Institute was granted three interactive white boards to enhance the quality of learning of student nurses.



Indoor playground for admitted kids in Ibra Hospital



Hematology Analyzer device donated to Siq and Sabt Village Health Center

An advanced Hematology Analyzer device was donated to Siq and Sabt Village Health Center. In addition to that, OMIFCO supported the activities of Omani Association for Elderly Friends to spread awareness among the elderly to elevate their quality of life and encourage them to maintain a healthy lifestyle.

Indoor playground was constructed for admitted kids in Ibra Hospital. The playground normalizes the hospital environment for the kids and gives them space to have fun and get distracted from their illness.

OMIFCO joined hands with Sohar Aluminium, Salalah Methanol Co. and the Directorate General of Khoula Hospital and signed an MoU for funding construction of the building of the Prosthetic and Orthotic Services Centre at Khoula Hospital, Muscat. The new Centre will be established at a cost of more than RO. 150,000, and will provide many services, including assessment, disbursement, design, manufacture and installation of prostheses for patients at MOH health institutions across Oman.

The state-of-the-art Centre is intended to meet the needs of individuals in Oman who have been amputated and who need care and support in this aspect. The services to be provided by the Centre will help improve the ability of patients to lead normal lives and enable them to participate effectively in society.





## In Support of the Disabled



In collaboration with the Ministry of Health, OMIFCO fully supported the establishment of Ras Al Hadd Health Centre in the Wilayat of Sur. The Health Centre provides primary healthcare services to the citizens and residents of Ras Al-Hadd and its affiliated villages without encountering the hardships of traveling to the Wilayat centre.

The health centre includes outpatient services for men and women, a maternity and childhood care, immunization unit and a dental clinic. It also includes a treatment room, a medical laboratory, an emergency observation room, a radiography room, a medical records room, a pharmacy, drug stores and other supplies, in addition to other public services, and parking for the visitors and staff.

Helping and supporting the differently-abled people to lead a normal life as any other citizen is the primary responsibility of any modern society. OMIFCO has never failed in this great social mission and we dedicate ourselves to contribute more for the welfare of this section in our future CSR activities.

Through the Omani Association for the Disabled (OAD), differently abled persons were provided with compensatory equipment while Al Waffa Centers were equipped with specially customized vehicles for the differently abled, to transport them from their homes to the centres and vice versa. Furniture and educational equipment were provided to the Association for the Welfare of the Handicapped Children.





*Braille Sense & Clear View devices provided to blind students in Sultan Qaboos University & University of Nizwa*

Braille Sense & Clear View devices were distributed to 32 blind students in Sultan Qaboos University and University of Nizwa to help them improve their learning skills.

Around 100 hearing devices were donated to Omani Society for the Hearing Impaired in Muscat. A number of differently-abled persons in South Sharqiya were also provided with supportive equipment and devices.



*During Agreement Signing between OMIFCO & Omani Society for the Hearing Impaired*



OMIFCO in collaboration with the Ministry of Social Development (MoSD) established green houses at Al Wafa Centres in Muscat and Izki. The project is part of the students' curricula and aims to develop agriculture skills in the Centres' students. Green house farming is one of the modern agricultural methods and leaning the skills will assist the students in formulating their future as productive citizens.



## Preserving Our Legacy



Part of the illustration for Sur Souq Renovation Project

OMIFCO is in the forefront of corporate entities in its support of the rich cultural heritage of Oman.

In cooperation with the Sur Municipality and Sur Municipal Committee, a major project is being undertaken to revamp the Sur traditional Souq. The project helped renovate the oldest souq in Sur as a way to preserve the heritage of Sur City and make it a location that attracts tourists.

The project will positively impact the shops inside the souq by increasing the number of visitors. The project shall also help in creating job opportunities through the establishment of kiosks that will be rented to local entrepreneurs.

The Company supported the construction of Camel racing tracks in Wilayat Al-Kamil Wa Al-Wafi and Wadi Bani Khalid, and funded the Camel Festival in Sur.

Also, one of the oldest and probably the only surviving traditional weaving factories in Sur was renovated to preserve this traditional industry from extinction.



Celebration of Al Sha'baniya Day on the 14th day of Sha'ban is unique to Sur city and forms part of its culture. It is an annual event of the people of the city and OMIFCO is amongst the first companies in Sur to celebrate this day since 2013.

OMIFCO is aware of the important role played by public libraries in disseminating wide knowledge and a host of information required by the people in their everyday life. The libraries help preserve the unique culture of the country and to educate the younger generations of a cherished and accomplished past.

Thus, a number of public libraries and cultural centres such as Sinaw Cultural Center, Sur Public Library, Ibra Culture Center, Al Sebakh Library, Ibra, and Diwan Al Arab library in Ibra were supported with necessary equipment.



Sur Public Library

OMIFCO recognizes the importance of participation and effective contribution to highlighting the environmental and natural assets and traditions that the Sultanate is unique for. It is in this interest that OMIFCO originated the Arab Oryx Campaign in 2010 on the occasion of the 40th National Day.

This public event witnessed the active participation of national and international painters who were invited to paint and embellish 40 life-size fiberglass Oryx sculptures into unique works of art.



## Community Outreach

Several social outreach programs were initiated by OMIFCO by intervening to provide critical support to the community, social organizations and groups. Two mobile veterinary clinics were provided in Sur to support livestock breeders, especially those living in rural areas. The clinics provide health care for livestock from vaccination to minor surgical procedures. The project was implemented in cooperation with the Ministry of Agriculture and Fisheries Wealth.

In Al Bhatinah South and Al Dhahirah, 10-ton cooling trucks were provided to Agricultural Associations of Farmers for transporting their crops to local and regional markets.



Cooling trucks provided to Agricultural Associations of Farmers in Al-Batinah & Al-Dhahira Governorates



Mobile veterinary clinics provided to livestock breeders living in rural areas of Sur

The Company extended support to the Social Development Committees, Ministry of Development, to carry out a number of projects aiming to local community development. These Committees used the funds in implementing several social projects including providing electrical equipment for 171 families in Sur as well as sun shading the outdoor playground area in the Association for the Welfare of Handicapped Children in Jalan bani Bu Hasan and providing health care equipment for 85 elderly in Wilayat Al Kamil wa Al Wafi.

In Jaalan Bani Bu Ali, the Social Development Committee of the Wilayat earmarked the funds in constructing healthy walkway for people to practice walking and running. Also in Wilayat Bidiya, OMIFCO supported Bidiya Social Development Committee to distribute 37 air-conditioning units to low income and orphans.



*Establishing sunshades on Masira Island beach. This project was implemented by the Social Committee in the Wilayat*



Through the Ramadan project, Iftar Saem & Kiswat-el-Eid, foodstuff, electrical equipment and financial support were provided to social security and low income families. It is worth mentioning that OMIFCO is supporting this program since 2013 and it is implemented in cooperation with different partners such as Omani Women's Association, Wali offices and the Ministry of Social Development in South Sharqiya.

In Sur projects for paving internal roads were implemented in two rural areas, namely Wadi Bani Jaber and Wadi Al Menqal, as well as mountainous villages in Tiwi. These projects were executed in collaboration with the concerned authorities in the Wilayat. These roads helped in improving the general appearance of the area as well as making it easier for the citizens of those remote areas to reach the city and drive their kids to schools.



*One of the roads paved in the mountainous villages of Tiwi*



## Supporting Sports & Youth

Promotion of sports and cultural activities has been one of the focal points of OMIFCO's CSR activities. In addition to its two main sports initiatives, OMIFCO continuously supports local sports activities implemented by local sports clubs and the Ministry of Sports. Such activities include supporting Clubs Youth Camps in South Sharqiya and the first Oman Youth Rally Cup, an initiative conceived by "Safety First", a non-profit organisation. As part of its logistical support to sports clubs in order to elevate the capacity of those organizations, OMIFCO supported all the sports clubs in South and North Sharqiya with buses.

OMIFCO has provided logistical support to all sports clubs in A'Sharqiya South and North Governorates with a single bus of 33 passengers per club as a means of transportation for their players, and administrators. This support rises from the belief of the importance and effective role of sports clubs in the community.



OMIFCO has implemented the Youngster Preparation Centre project in Wilayat Sur, in cooperation with the Ministry of Sports Affairs. This project is one of the most important CSR projects of OMIFCO. A sum of OMR 350,000 was allocated to implement this important project, which was chosen to be located close to the city Youth Centre of the Wilayat.

The construction of the Centre started mid-2016 on an area granted by the Ministry of Sports Affairs. To be operated by the Ministry, the centre will be a hub for the youth with gym and multi-purpose facilities to help them practice their skills and talents.



### OMIFCO Football School

OMIFCO Football School is one of the sustainable community projects started in 2007. It targets young boys from ages 8 to 13 years to receive basic training in the fundamentals of football game provided by professional football coaches. Realizing the significance of the project, the Directorate of Sports Affairs, South Sharqiya, cooperated with OMIFCO by providing a football pitch in the center of the Wilayat for executing the school activities.

Annually, around 100 boys join the school. The school is administered by a group of local coaches who are former players of the national team and/or local sports clubs.





**The school was inaugurated to achieve the following objectives:**

- Utilizing the free time of the kids positively while contributing to their fitness and good health.
- Providing a platform for kids to interact and develop social and personal skills.
- Offering the kids a suitable place to pursue their favorite leisure game.
- Promoting OMIFCO and strengthening its relationship with the surrounding community through direct engagement initiative.



The school is also providing pool of football talents for the local clubs and the Oman National Junior Team.

Since launching in 2007, OMIFCO Football School has passed through continuous developments in its administrative team as well as the services it provides. The school was managed and operated by a foreign technical team until 2012 when OMIFCO decided to invest in local football professionals from the Wilayat of Sur.

Therefore, OMIFCO offered the management and the operation of the school through tender to those interested local coaches who have experience and talent in managing football schools. This change in management team has resulted in introducing new football training programs and social activities.

The main services provided in the school are technical football training as well as a number of social and cultural activities such as voluntary work, visits to cultural and historical local sites and interpersonal skills activities that aim to increase the level of kids' responsibility towards their families and community. Other supporting services are transportation services from/to the school location, meals, security and medical services.





Despite our contentment that we have covered a lot in the different aspects of our social responsibility, we are looking forward for more to give to our community, our environment, and the future of our country.