



Corporate Social Responsibility

ACTIVITIES DURING 2011-'12

The Scope of CSR activities of RINL :



- ⊕ Environmental care
- ⊕ Education
- ⊕ Health care
- ⊕ People care
- ⊕ Peripheral development
- ⊕ Cultural efflorescence
- ⊕ As a Responsible Corporate Citizen
- ⊕ Help during Natural calamities

Budget for 2011-'12

Budget allocated for the year : ₹ 120 Million

Flagship programs:

'Green Visakha' : This program was launched with a view to reduce pollution in the area of Greater Visakha Municipal Corporation (GVMC). The program has been planned with a target of planting 5,00,000 trees in a period of 5 years(commencing 2011) in the GVMC area. This Project is recommended by Parliamentary Committee on Environment, Forests, Science and Technology and in coordination with Visakhapatnam Urban Development Authority(VUDA), GVMC & AP State



Launching of 'Green visakha' Project

Pollution Control Board. The initial launching was held on 30th January 2012 in presence of District Collector, CMD RINL & other Directors of the Company.

'Sanjeevan' : The company has commissioned a state of art mobile cancer detection van 'Sanjeevan ' and donated it to 'Lions Cancer Hospital' Visakhapatnam, on 26.12.2011 through the hands of Commissioner of Police, Visakhapatnam and in the presence of CMD RINL & other Directors of the Company. Lions Cancer Hospital will organize mobile camps in rural areas utilizing the Van, especially for



Dedication of 'Sanjeevan' Mobile cancer detection van

detection of cancer at early stages. The state of art mobile unit is equipped with latest cancer detection facilities which enable early detection of cancer for permanent recovery. During 2011-'12, 6 camps were organized & 1247 people were tested out of which 25 suspected cases have been taken to Lions Cancer Hospital for further investigation & treatment.



Testing at 'Sanjeevan' van

Jaladhara : Environment friendly project '**Jaladhara**' (3rd phase), for providing safe drinking water to 9 tribal villages of Agency area of Vizag District have been launched. This project provides filtered, perennial drinking water by gravitation method from a rain fed source which is at heights, without using electrical power/energy. About 3000 people in 9 villages will be benefited. The Company has already executed the earlier 2 phases in 10 villages which has benefited



'Jaladhara' – protected water to tribal people

2600 villagers. The project is being implemented through M/s D. Sarada Trust.

Arunodaya Special School: Free education and training/therapy to differently abled children - RINL has been giving overriding emphasis on imparting education to differently abled children also. The company has constructed a school building at Ukkunagaram, for differently abled children, at its own cost, with all facilities for providing education, vocational training, music therapy, yoga, speech therapy, physiotherapy for differently abled children. The school is managed by the 'Arunodaya Educational Trust' which is ably assisted by qualified teachers drawn from the residents and local area.



Inauguration of 'Arunodaya Special School'

Jan Shiksha : A CSR initiative in the area of '**Empowerment**' of unemployed youth & women to become employable for their sustainable living. About 640 people in RH colonies, peripheral villages, and tribal areas of Vizag District, have been given training during the year, in Light Motor Vehicle driving, Tailoring , Beautician , Electrician.



Flagging off – LMV Driving training



'Empowering' women – training in Tailoring

Other important CSR initiatives during the year :

- ❖ Free education to economically poor students through Visakha Vimala Vidyalaya Schools at Ukkunagaram & Balacheruvu. About 1500 students were given free education.
- ❖ In Health Care area, the company has organized general medical camps & eye camp in association with Satya Sai Seva Samithi, doctors from VSGH, in RH colonies & peripheral villages of VSP.



Medical Camp

- ❖ Mosquito Nets 3134 nos. were distributed in 20 Tribal Welfare Ashram Schools in 9 Tribal mandals of Visakhapatnam district, where people are being affected with malaria menace, under the aegis of Integrated Tribal Development Authority (ITDA).



ace- Distributing

- ❖ Distribution of Artificial limbs to 200 poor & needy tribal people in Srikakulam & West Godavari districts of Andhra Pradesh, through M/s Gurudeva Charitable Trust.



Helping hand – Artificial limbs



Eye care – bringing light into life

- ❖ Reciprocities arrangement with Sankar Foundation for conducting free eye camps & cataract surgeries under financial aid for setting up 8nos. Operation Theatres in their hospital near Simhachalam. 28nos. Eye camps were organized during the year through M/s Sankar Foundation in Rehabilitation colonies, Peripheral villages of VSP and rural areas of Vizag, Vizianagaram and Srikakulam Districts.

During the year, 4995 people were tested and 1192 cataract surgeries were carried out to bring light in their lives.(cumulative 4791 surgeries since 2007).

- ❖ Computer awareness program at ZP High school, Islampet. CMD-RINL & D(F) were present.



'Start' of Computer awareness program

CSR in Mines area :

The Company has its captive mines for limestone, dolomite, manganese & sand. Activities were taken up in our mines areas of Jaggayyapet, madaram & Garbham. The mining activities are served by employees residing in township area of Mines. CSR activities in the Mines cover community & society living in and around the mines area.

✚ Vocational training was given to 725 women at Jaggayyapet & Garbham villages in courses like Dress making, Aarya works, hand embroidery, fabric painting etc., for their sustainable living.



Women in training – Fabric painting



✚ School Furniture, Library books, computer & other sports material were provided to the schools in Mines area at Jaggayyapet & Garbham.

Distributing Learning equipment @ Jaggayyapet area

✚ Power supply was given to Water supply scheme at Madaram village.

CSR in Marketing Branches :

The Company has 23 Marketing branches spread over almost all States of the Country. The marketing activities in States contributes to the State exchequer apart from serving the requirements of the local industries. Marketing activities also cover the rural areas in the States.

CSR activities in the outstation branches contribute towards brand building & goodwill.

Activities at Outstation branches include :

At Bangalore : Distribution of School kits to 30 students & adoption of 10 girl students of schools.

At Jaipur : Distribution of School kits to 30 students & adoption of 10 girl students of schools.



Adoption of poor students @ Bangalore

Other Mining areas : The Company in its efforts to attain self-sufficiency in major raw material, has applied for acquiring iron ore mines in the states of Odisha, Jarkhand, Chattisgarh, Rajasthan & Uttar Pradesh. CSR activities in these areas also contribute to the generation of goodwill among the residents thereby creating a brand image.

- In rural areas of Uttar Pradesh, the Company has taken up CSR activities which include construction of 10nos. additional class rooms, providing 200solar street lights, laying of road, providing 200nos. hand pumps.
- In Rajasthan, survey was done to take up activities.

Visteel Mahila Samithi (VMS) – the ladies arm of RINL is executing several community development & societal support as part of CSR initiatives, on behalf of RINL. Some of the activities by VMS are :

- Providing desk cum benches, fans & sports items for students in RH colony



- Distribution of Plates & glasses to 370 students in schools in RH colonies towards Mid-day meals.

- Distributing Uniforms to students in Govt. schools in RH colonies



- Providing Cooler for Govt. Library

- Organizing a medical camp in RH colony



Immediate response to the occasion, extended relief and succor to the 16 fire accident victim families at Devada, a village nearby VSP area, through VMS, on 27.1.2012.

Sports activities :

The company has supported sports events like

- ✓ AP Shuttle Badminton Championship for Sr.Men & Women
- ✓ AP Body Building Championship.



Inaugurating AP Badminton Championship

Development of Cultural talent :



Classical dance program at Aganampudi RH colony

The company has given encouragement by contributing to organize cultural programs like Burra katha, classical dance, patriot and devotional songs, in the local communities where the local talent of the people is also showcased in the programs.