



Corporate Social Responsibility

ACTIVITIES DURING 2012-'13

CSR foot print of the Company covers Environmental care, Education, Health, People care, peripheral development, cultural efflorescence, as a responsible corporate citizen & help during natural calamities.

To meet the above objectives, a budget of ₹75 millions as per MOU with MOS, GOI was approved for 2012-'13 for CSR activities to be taken up as per Policy and in compliance with Guidelines issued by DPE. An expenditure of ₹ 159.997 millions was incurred on various CSR activities. Following are some Major Activities during the year :

'Sanjeevan' : Cancer Detection Camps using 'Sanjeevan' Mobile cancer detection van(provided by RINL-VSP), were organized at Rehabilitation colonies & peripheral villages of VSP and rural areas of Visakhapatnam, Vizianagaram & Srkakulam districts. The camps were organized through "Lions Cancer Hospital". 5560 people were tested & 93 suspected cases were referred for further treatment in Lions Cancer Hospital at Vizag city.



Jaladhara : Environment friendly project '**Jaladhara**' (3rd phase), for providing safe drinking water to 9 tribal villages of Agency area of Vizag District was completed. 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 were benefited. This project is being implemented through M/s D. Sarada Trust.

'Surya' – Towards utilizing alternate energy sources, Solar Street lighting & Home lighting system was provided to all the 14nos. homes, library & Office in SOS Children village, Bheemunipatnam, Visakhapatnam District, benefiting about 200 people.



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. Vocational workshops in different courses like candles making, paper bags making, preparation of cloth washing powder, Floor cleaner (Phenyl), Making of washing powder, craft items like diyas etc., were organized for differently abled children (18 years and above) with the help of their parents which will enable these children to make themselves self-reliant in their daily life stream with the help of their family.



Jan Shiksha : A CSR initiative in the area of '**Empowerment**' of unemployed youth & women to become employable for their sustainable living. 60 Men at Chepalapalem village completed their Vocational training program in Light Motor Vehicle (LMV) Driving through Jan Shikshan Sansthan (JSS). 20 women completed their training in Arya work, at Chepalapalem village.



'Saksham' - Women Literacy programs to increase literacy rate among women, were commenced (1year program) in peripheral villages of VSP, through 'Pratham Education Foundation' at Chepalapalem village, Duvvada, Samatha nagar Durganagar & Rickshaw colony (near Pedagantyada Rehabilitation colony). 200 women are benefitted from this literacy program.



Placement based skill development centres have been started through IL&FS Skill Development Corp. Ltd., at Gonda district of Uttar Pradesh & at Vadlapudi Rehabilitation colony, Visakhapatnam, Andhra Pradesh. Skill development training was imparted to 105 unemployed in various trades like Fitter, Welder, Sewing Machine Operation & Electrician and placement will be provided to all the trainees. It is envisaged to cover a total of 500 youth & women under this scheme.



'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.
- ❖ Free education to 93 differently abled children through Arunodaya Special School, Ukkunagaram.
- ❖ Provided Desk cum Benches(60nos.) & Teacher tables and Chairs at Government Junior college, Islampeta.
- ❖ Introduced **Digital Class Room concept** in Visakha Vimala Vidyalayam Schools at Ukkunagaram & Pedagantyada, as part of improving educational standards. Around 2500 children are benefitted.



Health Camp at Chepalapalem village

- ❖ In Health Care area, the company has organized general medical camp in association with Satya Sai Seva Samithi, doctors from VSGH, in Chepalapalem village. About 400 people attended the camp.
- ❖ Mega Sign boards to bring awareness on HIV/AIDS were erected at 5 prominent locations in Visakhapatnam city.

- ❖ Distribution of Artificial limbs to 190 poor & needy people, in West Godavari Dist., through M/s Gurudeva Charitable Trust.



Helping hand – Artificial limbs

- ❖ Distribution of Tri cycles to 144 poor & needy people, at Vizianagaram.

- ❖ 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. Under this, 8 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.



Eye care – bringing light into life

During the year, 1351 people were tested and 244 cataract surgeries were carried out to bring light in their lives.(cumulative 5014 surgeries since 2007).



- ❖ Drinking water was supplied to 4 Rehabilitation colonies i.e., Gangavaram, Pedagantyada, Vadlapudi & Aganampudi, for a period of 4 months in view of the severe summer. 36,000 litres of drinking water per day was supplied to each RH colony reaching to 14,400 beneficiaries per day.

Helping hand to Fire victims :

- ❖ Support was extended by supplying 29 MT of Steel to Fire victims at Bheemunipatnam, Visakhapatnam District, for reconstruction of 56 houses gutted in a fire accident.
- ❖ Mock Safety Training facilities complex was provided at ITI, Gajuwaka, Visakhapatnam, for imparting safety training to VSP contract labour working at heights



- ❖ Construction of Multi-purpose Halls at Pedagantyada & Gangavaram Rehabilitation colonies has been taken up through CPWD.

- ❖ Road over Bridge constructed on Balacheruvu Road near Visakhapatnam Steel Plant, in partnership with AP State Govt., was inaugurated and put into use



❖ CSR in Mines area :

The Company has its captive mines for Limestone, Dolomite, Manganese & sand. CSR activities in the Mines cover community & society living in and around the mines area.

- ❖ Vocational training was given to 195 unemployed youth & women at Jaggayyapet & Garbham villages in courses like Auto Driving, Dress Making, Fabric



Women in training – Fabric painting

painting & Embroidery for their sustainable living. Training is being given to 165 unemployed youth & women in courses like Electrician, Car driving, Machine Embroidery, Hand Embroidery, Lume Embroidery, Fabric painting, cutting and tailoring.

❖ **CSR in Marketing Branches :**

The Company has 23 Marketing branches spread over almost all States of the Country.

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

Activities at Outstation branches include :

At Kanpur (UP) :

- ▶ Distribution of school bags, Educational Kit and other items to 400 poor school children in Government/Aided schools.
- ▶ Adoption of 50 girl students of below poverty line families, in Government/Aided schools, up to Class XII.
- ▶ Distribution of tricycles to 50 poor & physically challenged persons.
- ▶ Distribution of desktop computers to 25 brilliant students of Government/Aided schools



Tri cycles to poor & needy

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 4nos. additional class rooms, providing 150 solar street lights, laying of road, providing 100nos. hand pumps, 1500nos. solar lanterns to girl students and setting up of Industrial Training Institute (ITI).
- ❖ In Rajasthan, survey was done to take up CSR 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 :

- ❖ Distribution of Plates, Glasses, Utensils, books, furniture and Sports items for MPP School at Gonthinivanipalem (Pedagantyada Mandal), ZPH School at Thotada (Visakhapatnam District), MPP School, Isarapuvanipalem (near Islampeta), Zilla

Parishat High School at Kondakoppaka, Mandal Praja Parishad (MPP) schools at Pedakorada & Balacheruvu of Pedagantyada RH colony, Kondayyavalasa (Aganampudi RH colony) & Maradadasari peta (peripheral village of VSP), Zilla Parishat (ZP) High school, Pinamadaka of Aganampudi RH colony



Furniture to Govt. schools



Distribution of Plates & sports material to Govt. schools

❖ Water facility to Community Welfare Centre, Nadupur, Pedagantyada RH colony

❖ Medical Camp was organized for pregnant women at Araku (tribal area), Visakhapatnam District About 122 pregnant women were examined and given medicines & nutritious food.



Medical camp at Araku



Helping hand to Handicapped

❖ Distribution of Artificial limbs to 70 poor & needy people, at Managalapalem, Vizianagaram District

- ❖ Providing 250nos. blankets to flood victims at Chuchukonda, a peripheral village nearby VSP.



- ❖ Distributed 25 mattresses and 7nos. Medical Examination tables to Govt. Hospital at Aganampudi Rehabilitation colony.

- ❖ Provided Teaching aids for Arunodaya Special School, Ukkunagaram, for differently abled children.
- ❖ To reduce risks with conventional stoves, Biomass cook stoves (Smokeless chulhas) were provided at Chapalapalem, for 310 households.



Engagement of Employees : Employees of the Company are voluntarily involved in various capacities in various non-profit service organizations like satya Sai seva Samithi, Lions Club, Rotary Club, D.Sarada Trust etc., which are associated with societal & community development activities thus engaging in CSR related programs.

❖ Sports activities :

The company had supported the following sports events :

2nd Vizag Steel Invitation Hockey Cup was organized. Teams from Bhilai , Rourkela & Andhra Pradesh had participated. About 500 people witnessed the event.



- ✓ 2nd Vizag Steel Inter Zonal Senior Women's National Boxing Championship at Ukkunagaram
- ✓ 1st Dr.B.R.Ambedkar All India Invitation (Men) National Boxing Championship (2012-13) at Swarna Bharathi Indoor Stadium, Visakhapatnam.
- ✓ 24th AP Inter-District Roller Hockey Championship 2012'. 32 Teams had participated and about 1000 were the beneficiaries.
- ✓ Sports for MR children/special children were organized by Sports Department. About 230 children from Ten schools in Visakhapatnam, participated in this mega sports event.



Sports for special children too...

❖ Development of Cultural talent :

The company gave encouragement by contributing to organize cultural programs like Burra katha, classical dance, patriotic and devotional songs, through CWC Committees, in the local communities where the local talent of the people is also showcased in the programs.



Burra Katha program at Pedagantyada RH colony



- ❖ Support of ₹ 100 Lakhs was extended for reconstruction of houses devastated during earthquake in Sikkim.

Awards for CSR :

- ❖ RINL has bagged the 'CII-ITC Sustainability Award 2012'. The Award was presented by CII-ITC Centre for Excellence, in a function held at New Delhi. The Award is in recognition of initiatives taken up by RINL for sustainable development.



- ❖ In recognition of its efforts in all the areas of community, RINL has bagged the 'IPE CSR Corporate Governance Award- 2012'. The Award was presented by Institute of Public Enterprise (IPE), Hyderabad, in a function held at Mumbai. The Award consists of a Statuette and a Citation in recognition of valuable contribution made by RINL practices.

- ❖ RINL bagged the 'Corporate Governance & Sustainability Vision Award 2012'. The Award was presented by Indian Chamber of Commerce, Kolkata, in a function held at New Delhi.

