



  
**RASHTRIYA ISPAT NIGAM LIMITED**  
**VISAKHAPATNAM STEEL PLANT**



## **Corporate Social Responsibility Activities during 2009-'10**



## **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 2009-'10**

- **Allocated : ₹ 127.50 Millions**
- **Committed : ₹ 127.50 Millions**

## *Focus area 1*

### **Environmental Care:**

(Value: Rs.1.88 Millions & beneficiaries : 1300 approx.)

Through CSR we have executed a unique project named “Jaladhara” by which the acute problem of drinking water in tribal areas of Visakhapatnam district has been addressed. The flow of water from natural spring to storage tank is due to gravity and does not require any electrical power supply to operate. The supply is perennial so the water problem is solved permanently. The scheme was implemented under trying conditions in remote tribal areas of Paderu and Chintapalli. The project cost is ₹ 1.88 Millions & about 1300 people are benefitted



*'Jaladhara' – Drinking water at door steps of Tribal people*

## *Focus area 2*

### **Education:**

(Value: ₹ 8.26 Millions & beneficiaries : 6090 approx.)

- As stated, focus has been upon infrastructure development in the field of education. 10 number of school buildings have been constructed in 4 Rehabilitation (RH) Colonies and other resources like Desk-cum-Benches and play equipment have been provided to schools.



*School building at RH colony*



*School furniture through Govt. ITI*



*Play equipment to Schools in RH colonies*





*Additional Room for school*



*Support to M/s Vijaya Foundation, Kadapa*

- Support in the form of contribution of ₹ 2 Millions was extended to M/s Vijaya Foundation for School building for disabled children. The beneficiaries are about 140 children.
- Sponsored 'Hindu Young World Quiz' with an amount of ₹ 0.2 Millions & the beneficiaries are about 5000 children.
- Support in the form of contribution of ₹ 0.6 Millions extended to Arunodaya School- a school for differently abled children and Royalty given for designing Greeting Cards by the disabled children. These greeting cards were adopted as greeting Cards of RINL-VSP for the year 2010.
- Training program on 'Teaching Excellence' organized at a cost of ₹ 0.09 Millions for 150 teachers of Zilla Parishad High schools.

### *Focus area 3*

#### **Health Care:**

(Value: ₹ 1.05 Millions & beneficiaries : 39476 approx.)

- General and special Medical Camps conducted in RH Colonies & peripheral villages benefitting about 1500 people (at a cost of ₹ 0.03 Millions)
- Organized Street plays 20nos. On AIDS awareness



*General Medical Camp*



*Eye Screening Camp*



*De-Addiction Camp*



*AIDS Awareness..observing World AIDS Day Street Play .. On AIDS awareness*





*Patient care at Krushi Orthopedic Hospital*

- Support in the form of contribution of ₹ 0.74 Millions to M/s Krushi Orthopedic Welfare Society for procurement of medical equipment for handicapped children. About 20 people /day are estimated to be benefitted

- 30 nos. Eye camps were organized and 3976 people were tested. 1253 Cataract Surgeries were performed.



*Eye Camp through Sankar Foundation*

- Provided Generator, water cooler, laser printer & benches for Primary Health Centres at Aganampudi & Vadlapudi Rehabilitation Colonies.



*Infrastructure to Primary Health Centres for better service*

## *Focus area 4*

### **People Care:**

(Value: ₹ 4.79 Millions & beneficiaries : 16970 approx.)

To mitigate the hardships faced by the residents of Rehabilitation Colonies , the following schemes were implemented:

- During the sweltering summer months, drinking water was supplied through tankers to 4 Rehabilitation Colonies benefitting 15000 people per day, for a period of 64 days.



*Drinking water supply*

- Sewing machines and wet grinders worth ₹ 0.09 Millions have been distributed to 20 persons at lowest economic strata to help them start earning.
- Utensils, Glasses, Hearing Aids, Tricycles were distributed to poor and needy children



*Football Tournament*

- Support in the form of contribution of ₹ 2.36 Millions was extended for conducting District level Football & hockey tournaments and other Sports events benefitting about 6800 people



- Employability to youth & women for self reliance through vocational trainings in, LMV driving, Beauty therapy, DTP, Welding, MS Office, Ariya works, & Income generation programs (making of Detergent, Cleaning powder, Vaseline & phenyl) organized at an expenditure of ₹ 0.6 Millions. About 500 people have been given training.

### *Focus area 5*

#### **Peripheral Development:**

(Value: ₹ 16.27 Millions & beneficiaries : 409350 approx.)

One of the CSR's primary objectives is peripheral development. Number of projects like community welfare centres in Rehabilitation Colonies and peripheral villages, Hostels for SC/ST students, School building for differently able children, Mother Blood bank for Indian Red Cross Society were taken up and are continuing.



*Kitchen & Class room for School*

- Anganwadi building at Aganampudi, Kitchen for mid-day meal program in school at Sai Nagar were constructed with a cost of ₹ 0.65 Millions benefitting about 200 children.

- Kitchen room & Toilet blocks for school at Islampeta constructed with ₹ 1 Million benefitting about 150 students, to help the peripheral areas and thrust of education, health and hygiene
- Provided water facility including pump & tank to school at Pedagantyada
- Construction of 85nos. (out of total 150 nos.) Community Hall-cum-Reading rooms completed and 2nos. Hostels for SC/ST students is in

progress in Ongole & Guntur districts. Supplied 435.58 MT of steel free of cost.

### *Focus area 6*

#### **Cultural Efflorescence:**

(Value: ₹ 0.63 Millions & beneficiaries : 1200 approx.)

- A ballet on "Telugu Prasthanam" was organized during " Vidyalaya Diwas" through AP State Official Language Commission, bringing together the children of Ukkunagaram on to a platform of cultural efflorescence.



*Ballet on 'Telugu Prasasthi*



- Support in the form of contribution of ₹ 0.56 Millions to World Music Day & SPICMACAY programs

*Concert by Priya Sisters on 'World Music Day'*

## *Focus area 7*

### **As a Responsible Corporate Citizen:**

(Value: ₹ 1.73 Millions & beneficiaries : 126100 approx.)

- Support in the form of contribution of ₹ 0.8 Millions extended to King George Hospital, Vizag for procuring equipment for Dermatology Dept. About 100 people/day will be benefitted.



*Equipment in King George Hospital*

- Support in the form of contribution of ₹ 0.53 Millions to Police Deptt. for procuring ALCO meters, which are used to test drunken drivers
- Development works at Geetha Prachara Samithi, Vizag, carried out worth ₹ 0.4 Millions

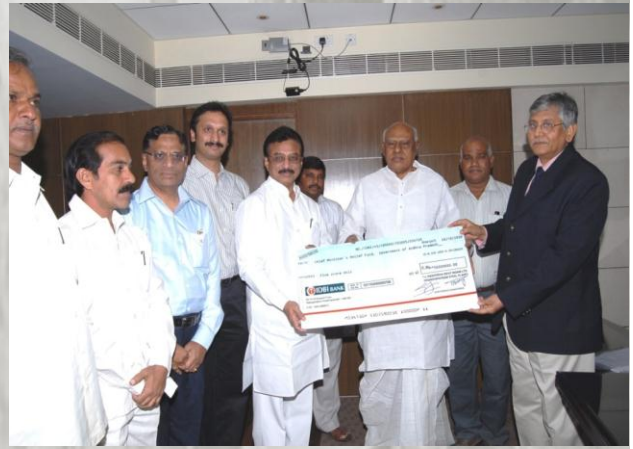


## *Focus area 8*

### **Help during Natural Calamities:**

(Value: ₹ 50.00 Millions & beneficiaries: 5,00,000 approx.)

During the calamitous floods in Andhra Pradesh, RINL came forward to mitigate the sufferings and ₹ 50 Millions was donated to the Chief Minister's Relief Fund in addition to contribution from VSP employees. About 5 Lakh people benefitted



### ***Help to recent flood victims***