

COP - 2013 -'14



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



# Corporate Social Responsibility

## Activities during 2013-'14

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 ₹ 23.76 crore (3.13% of PAT of previous year & non-lapsable amounts) was approved for 2013-'14 for CSR activities to be taken up as per Policy and in compliance with Guidelines issued by DPE. An expenditure of ₹ 20.31 crore was incurred on various CSR activities. Following are some Major Activities during the year:

**'Green Visakha'** : Under 'Green Visakha' project, Raising and maintenance of Plantations for planting of 75000 Block plantation near Parawada on hills was completed.



**'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". 1813 people were tested & 28 suspected cases were referred for further treatment in Lions Cancer Hospital at Vizag city.





**'Nethra Jyothi'** :The company has commissioned a state of art Mobile Eye Clinic 'Nethra Jyothi' and donated it to 'Visakha Eye Hospital Trust', Visakhapatnam. The mobile van is equipped with latest technologies for diagnosing various eye diseases. This will be run by doctors of 'Visakha Eye Hospital Trust'. This will serve the rural people in and around **Visakhapatnam, Vizianagaram and Srikakulam** districts.



*Dedication of 'Nethra Jyothi' Mobile Eye Clinic*

During 2013-'14, 24 camps were organized & 1786 people were tested. 49 positive cases have been referred for Visakha Eye Hospital Trust for further treatment.



*Testing at 'Nethra Jyothi' van*

**MOU with King George Govt. Hospital (KGH):** RINL-CSR has signed an MOU with King George Govt. Hospital (KGH) to extend financial support for development of infrastructure by establishing Multi Storied Hospital complex in KGH Premises along with other CPSEs. The patients of North coastal Andhra as well as neighboring states will also be benefited by this CSR initiative.



**Additional facilities & renovation works at MORTUARY :** Additional facilities & renovation works like State of art Autopsy tables, Exhaust system for Decomposition room, Air conditioners for Autopsy hall etc., were completed at **MORTUARY, King George Hospital, Visakhapatnam** thus made it the first Air conditioned & well ventilated Mortuary in Andhra Pradesh.



**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. "BAL MELA", a unique event was conducted to bring awareness and sensitize people about differently abled children and the training being given to them at Arunodaya Special School. Open invitation was given to all employees and their families to participate. Various competitions were conducted and prizes were distributed to the winners.



- **A Vocational Training program** was organized in Arunodaya Special School, Ukkunagaram for the **M.R.Children** above 18 years old. Vocational Training in Candle making, Phenyl making, Book binding, etc. was imparted to these MR child ren along with their parents.



- **Graduation Day :** 28 students of Arunodaya Special school were awarded certificates for successful completion of special education, on the occasion of 'Graduation Day'.





**Jan Shiksha** : A CSR initiative in the area of '**Empowerment**' of unemployed youth & women to become employable for their sustainable living.



➤ Vocational training programmes have been started at 13 centres through M/s.Jana Shikshan Sansthan at RH colonies & peripheral villages of VSP. Training courses like LMV driving, dress making, beautician courses, fabric painting etc. have been started covering a total no. of 425 beneficiaries, of which 225 women will be empowered through these courses.

- Training program for unemployed youth to facilitate employment in security forces was organized at KN Palem (near Islampeta) village as a pilot program. The training was given through Jan Shikshan Sansthan to 20 unemployed youth in the village. The program will be replicated in the peripheral villages of VSP based on success of this pilot program.



**'Saksham'** - Women Literacy programs to increase literacy rate among women, were commenced (1year program) in peripheral villages of VSP, through 'Pratham Education Foundation' in peripheral villages of VSP & tribal village. 375 women were benefitted from this literacy program.



### 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 75 differently abled children through Arunodaya Special School, Ukkunagaram.
- ❖ **School furniture** was provided to Tribal Welfare Ashram school at Sukuru (Hukumpeta Mandal of **Vizag Agency area**). 122nos. Desk cum benches (for **366 students**) and 4sets of Teachers' table & chair were distributed.



*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. Total no. of 590 patients have attended the medical camp, utilized the services like screening for Blood Sugar, detection of Malaria in fever cases, etc. Necessary medicines were also distributed.

People also utilized the special services extended for Pediatrics, Skin, Eye, Obstetrics & Gynecology and Orthopedics.

- ❖ Support extended for Mega Medical camp at Garividi, Vizianagaram district. Around 15000 people from nearby villages benefitted from the camp including people from VSPs Captive mines at Garbham and Sarepalli.





- ❖ Medical camps were organized at Sabbavaram & Pedabaradu (near Chintapalli, tribal village in Vizag district). Camps consists various specialties like General Medicine, Pediatrics, Diabetics, Orthopedics, Ophthalmology, ENT, Cardiac, Dental, Gynecology, Dermatology, etc. Around 1950 patients have attended the camps.
- ❖ Mega Sign boards to bring awareness on HIV/AIDS were erected at 5 prominent locations in Visakhapatnam city.
- ❖ Doctors of Visakha Steel General Hospital (VSGH) have done free cataract surgeries for 484 patients who are under BPL category from peripheral villages of VSP.



- ❖ Drinking water was supplied to 4 Rehabilitation colonies i.e., Gangavaram, Pedagantyada, Vadlapudi & Aganampudi, for a period of 4 months in view of the thirsty summer. 36,000 litres of drinking water per day was supplied to each RH colony reaching to 13,000 beneficiaries per day.

### Help during Natural calamities:

- ❖ Financial assistance of ₹ 75 lakh was extended to 'Chief Ministers Flood Relief Fund, Uttarakhand'.



- ❖ Financial assistance of ₹ 400 lakh was extended to 'Chief Ministers Flood Relief Fund, Odisha' for taking up relief measures in the flood affected areas in Odisha state.

**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 is being given to 610 unemployed youth & women at Jaggayyapet & Garbham villages in courses like LMV driving, Tailoring, Hand Embroidery, Fabric Painting, Saree Rolling, Electrician course, Auto Driving, Power Sprayer Servicing.

**CSR in 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 11nos. additional class rooms, providing 100 solar street lights, laying of 2nos. roads, support to Lifeline Express (Hospital on wheels) 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 :

- ❖ Provided items for Mid-day meals scheme, Sports items, books, uniforms etc., to students of various Govt. schools in RH colonies & peripheral villages.





- ❖ Bedside tables, mattresses, bedsheets, chairs, alimarahs, toilet cleaning items were distributed to DePaul Bhavan and Hrudaya Shanti Charity Trust - Old age homes



- ❖ Provided Bunk beds, Almairahs, Play items, Grocery, nutrition food to HIV infected/affected at Desire Society, Gajuwaka. About 15 people are the beneficiaries.

**Sensitization of Employees :** As part of sensitization on CSR, 20nos. Training programs were conducted at Blast Furnace, Wire Rod Mill, Raw Material Handling Plant, T&DC and HRD Centre, covering around 700 employees.



### ❖ Sports activities :

The company had supported sports events like

- ✓ 4<sup>th</sup> Vizag Steel Cup Football Tournament at Visakhapatnam. Around 24 local clubs of the district had participated in the event.



- ✓ **Sports for Special children** was organized wherein about 400 special children from 10 schools have participated.



*Sports for special children*

### Awards for CSR :

- ❖ RINL-CSR was conferred with “**ABP news Global CSR Excellence & Leadership award**” in the category of “Community Development” for addressing the social needs of rural communities. This award was instituted by ABP news in collaboration with World CSR Day Foundation & World CSR Congress on the occasion of World CSR Day (being celebrated on 18<sup>th</sup> of Feb every year).

