

# Broadening the Social Bandwidth



MSPL Limited is the member of Baldota Group, a leader in iron ore mining and one of the largest producers of wind energy in India. Baldota Group is known today for its deep positive social impacts in addition to its economic impacts in Iron Ore Mining, Wind Energy, Environment Care, Good Earth Chemicals, Gases, Gold Mining, Rare Earth Minerals, Steel & Pellets and Shipping sectors.

With sustainability at the helm of all its endeavours, MSPL has published eight sustainability reports consecutively in accordance with GRI, UNGC and ICMM standards and having detailed and transparent reporting of impact assessment on triple bottom lines.

At MSPL, the needs of its stakeholders get more precedence over its own business needs. Community and Employees are the most important stakeholders in MSPL's sustainability strategy. MSPL staunchly believes that an equitable partnership with the stakeholders should respect the interests of all and protect the surrounding environment, communities and employees.

Surrounding Communities are largely dependent for livelihood on MSPL as it is the leading corporate and business entity. Last few years had been tough for the mining industry and severely impacted the economic bottom lines of the companies and wellbeing of people depending on mining activities.

However, MSPL proactively increased voluntary contributions for community development during these years and has adopted self-sustaining model of community development so that the communities can withstand and survive in such situations with lesser dependence on mining as their single source for economic value generation.

MSPL's community development strategy aims at holistic development and focusses on developing the rural infrastructure, healthcare and sanitation, women empowerment, education, skills and entrepreneurship development and promoting sustainable lifestyle.

As a responsible corporate citizen and industry stalwart, MSPL has instituted several education scholarships and gold medals in selected educational institutions to motivate and promote talent. To promote the best environment practices among fellow corporate citizens, MSPL has also instituted Abheraj Baldota Environment Award in association with FIMI.

Smt. Vasantidevi Baldota Blood Bank instituted by MSPL has completed 15 years in servicing people in and around

Hosapete. The Blood Bank is having the best of the equipment and facilities to provide blood and has issued 72329 units since its inception.

MSPL has also founded Abheraj Baldota Cancer Detection Center and Baldota Institute of Digestive Sciences(BIDS) at Mumbai with the best infrastructure and the experts in the country. BIDS has treated 15,241 patients, provided subsidized treatment to 6,850 patients and its technology and techniques enabled early detection of cancer in 1233 patients. It is the first institute in the country to provide Per Oral Endoscopic Myotomy (POEM) for Achalasia Cardia in South East Asia.

**Till now, MSPL has adopted 18 Villages, formed 144 SHGs, trained 1,262 women for tailoring training, provided business finance to 1,286 women, facilitated for 1,250 LPG connections in rural households, financed 93 people for animal husbandry, built 2,200 toilets during last 7 years, set up 11 RO plants in villages for pure drinking water, organized 47 eye camps, aided 223 students financially and provides 1,25,000 notebooks to 22,000 students every year.**

The Company has been actively propagating environment conservation through afforestation in lease area and surrounding villages, planted 19 lakh trees, distributed sapling for kitchen garden, conservation of wild life through supporting NGOs like Society for Wildlife and Nature (sWan) and Bombay Nature History Society (BNHS).



## DEFENSE AGAINST RAPE AND EVE TEASING

Safety of women is not an option, it's their right. Women can be as safe as they choose to be and as safe as they dare to be. Because their safety does not have to depend on chance or luck, but on how alert and prepared they are, at any moment of threat.

Women need not have to suffer in silence when they are ogled at, groped, stalked or attacked. They have to dare to take on the miscreant and teach him a lesson so that he does not repeat it again. DARE is the nation-wide movement for women's safety to train the best techniques to women for self-defense in any situation and take charge of their own safety.

DARE is the initiative at national scale and the team is initially concentrating in Northern Karnataka. Defense Against Rape And Eve teasing (DARE) is aimed at training young girls and women for their self-defense. The project has been conceptualized and initiated by Ms. Vaama Baldota who has been trained at UCCA. This unique initiative is now being implemented as a part of CSR program of MSPL Limited by a four member dedicated team of master trainers.

Training being imparted in workshop format to train the girls and 33,000 girls have been trained in 278 workshops conducted till July'16. In these Workshops, the girls or volunteers learn the skills and techniques of defending themselves from the threats like teasing, harassment, rape, etc. The workshop comprises of theory and practical demonstration on how girls can defend themselves when their safety is threatened.

The DARE training program based on using the right technique at the right time in a given situation to the maximum advantage of the defender.

In a typical 2-hour DARE session, a woman is being trained through situation enactment in

- ☞ Verbal Confrontation Skills
- ☞ Avoidance, Response, Survival and Escape tactics
- ☞ Self defense techniques

The free-of-cost workshops are conducted by MSPL's team of volunteers in schools for girls in the 9th standard and above, and for women in colleges and offices.

