



**Smt. Shallu Jindal**  
Co-Chairperson, JSPL Foundation

**Shri. Naveen Jindal**  
Chairman, Jindal Steel & Power Ltd

### VISION

To be a globally admired organisation that enhances the quality of life of all stakeholders through sustainable industrial and business development.

### MISSION

We aspire to achieve business excellence through:

- The spirit of entrepreneurship and innovation
- Optimum utilization of resources
- Sustainable environment friendly procedures and practices
- The highest ethics and standards
- Maximizing returns to stakeholders
- Sustainable Positive impact on the communities we touch

### Focus and Theme of JSPL's CSR Initiatives

CSR has been integral to JSPL's business processes. The company for its CSR programs operates through its arm - **JSPL Foundation** which facilitates development initiatives covering wide-ranging thematic areas with a long term vision in line with JSPL's philosophy of 'creating positive impact on the communities we touch' and **UN Sustainable Development Goals (SDGs)** as its mainstay. The Company collaborates with diverse stakeholders, especially the local government bodies and development institutions to facilitate sustainable development and drive holistic community development initiatives to address the persistent social challenges and bring about transformation in the lives of communities.

As a responsible corporate, JSPL's business operation is based upon the triple bottom line i.e. People, Planet and Profit, addressing the needs of its multiple stakeholders. This directly orients the business to adopt a sustainable and inclusive business model and embeds the Corporate Social Responsibility in to the business mission.

#### PEOPLE

- Building Social Capital
- Health
- Education
- Infrastructure
- Livelihood Mission

#### PLANET

- Energy Management
- Environment Conservation
- Sustainable Resource Management

#### PROFIT

- Adding Economic Value
- Income Generation

Synergetic partnerships for Community Development is ensured by JSPL taking the following thoughtful steps:

- JSPL proactively responding to the community's needs and priorities.
- Building and strengthening the community based institutions.
- Working in partnership with civil society organisations (CSOs) and in convergence with the government bodies
- Providing required assistance during times of disasters.
- Inspiring its employees to volunteer to handhold the local community

JSPL Foundation consults and engages with all appropriate stakeholders. Techniques like Participatory Rural Appraisal (PRA), Need-Profile Analysis and Need-prioritisation are used as effective community participation tools, adopting 360 degree project approach.

These interventions ensure that core principles in sustainability and social & ecological resilience are integrated across all stakeholders, hence aligned to UN Sustainable Development Goals.



### CSR FOCUS AREAS

1	Health and Nutrition	2	Drinking Water and Sanitation
3	Education	4	Skill Development
5	Sustainable Livelihood & Women Empowerment	6	Environment & Agriculture
7	Sports	8	Art & Culture
9	Rural Infrastructure	10	Social Inclusion

The Foundation has established Multi-speciality hospitals at Raigarh and Tamnar in Chhattisgarh for ensuring better health facilities to the communities in inner pockets. It has also instituted a national level award 'Rashtriya Swayamsidhh Samman' to reward grass-root change makers for their voluntary contribution in bringing joy to lives of marginalised people of society.







**JSPL's CSR Activities & SUSTAINABLE DEVELOPMENT GOALS**

<p><b>1 NO POVERTY</b></p>	<ul style="list-style-type: none"> <li>Promotion of Community Dairy</li> <li>Krishi Vikash &amp; Strengthening of Farmers</li> <li>Promotion of SRI Technology</li> <li>Mushroom Cultivation</li> </ul>	<p><b>6 CLEAN WATER AND SANITATION</b></p>	<ul style="list-style-type: none"> <li>Drainage and Sewer Cleaning</li> <li>Construction of Village Water Tanks</li> <li>Drinking Water distribution through tankers</li> <li>Repair/Installation of Bore wells and Submersible pumps.</li> </ul>
<p><b>2 ZERO HUNGER</b></p>	<ul style="list-style-type: none"> <li>Project Sneh</li> <li>Combat Malnutrition (SAM Children)</li> <li>Nutrition support for Orphan Children</li> </ul>	<p><b>7 AFFORDABLE AND CLEAN ENERGY</b></p>	<ul style="list-style-type: none"> <li>Solar Lights &amp; Water pumps.</li> <li>Installation of Solar Panels.</li> <li>Smokeless Cooking Devices</li> </ul>
<p><b>3 GOOD HEALTH AND WELL-BEING</b></p>	<ul style="list-style-type: none"> <li>Establish Tele -medicine centres Vatsalya for addressing IMR &amp; MMR</li> <li>Kishori Express for Adolescent Health</li> <li>Low Cost Sanitary Napkin</li> <li>Health Camps &amp; Ambulance Services</li> </ul>	<p><b>8 DECENT WORK AND ECONOMIC GROWTH</b></p>	<ul style="list-style-type: none"> <li>Skill Development colleges through OP Jindal Community Colleges</li> <li>Capacity Building and revival of Artisans</li> </ul>
<p><b>4 QUALITY EDUCATION</b></p>	<ul style="list-style-type: none"> <li>Teacher Support to Govt. Schools</li> <li>Merit cum Means Scholarship</li> <li>Bridge courses for underprivileged</li> <li>Promotion of Pre Schools education</li> </ul>	<p><b>13 CLIMATE ACTION</b></p>	<ul style="list-style-type: none"> <li>Community Plantation</li> <li>Ponds as carbon sinks</li> <li>Lac Cultivation</li> <li>Zero Discharge Plants</li> </ul>
<p><b>5 GENDER EQUALITY</b></p>	<ul style="list-style-type: none"> <li>Capacity building &amp; development of women SHG</li> <li>Skill development program for women in communities.</li> </ul>	<p><b>15 LIFE ON LAND</b></p>	<ul style="list-style-type: none"> <li>Watershed Development</li> <li>WADI Programme</li> <li>Organic Farming &amp; Sustainable Agriculture</li> </ul>

JSPL through its CSR Programmes is impacting about **18 lakh Population** living in total **537 Villages** (138core villages and 399 periphery villages) in **three states** (Chhattisgarh, Jharkhand and Odisha). **The Company is also implementing one of its Flagship Programme, the Kishori Express in Haryana to eliminate anaemia in adolescent girls in Nuh District of Haryana under the Prime Minister's Aspirational District.**



**Project Swashakti & Swawlamban**

Women empowerment programmes through promotion of 1173 micro enterprises with more than 12000 women in three eastern States have raised the confidence of the rural women to the next level. Programme components include self-help promotion, capacity building, processing of indigenous raw materials, packaging, branding as well as inducting negotiation skills for marketing. Mushroom Cultivation, traditional craft making, stitching and embroidery, herbal product making and food processing, low cost sanitary napkin making, have emerged as sustainable income generating models, generating a profit of Rs. 229 Lakhs to the women groups.

**OPJCC: Adding 100000+ Skilled Resources to the National Skill Pool**

OP Jindal Community College (OPJCC) serves to impart vocational skills in various trades and making the students from underprivileged community employable. The institute has contributed over 100,000 skilled youth to the National Skill Pool. OPJCC is currently operational in four locations in three States.



**OP Jindal Global University:** Youngest University in the World to get in QS WUR 2020 Rank



**Flag Foundation of India:** Inspiring the countrymen to love the national flag



**Jindal Art Institute:** Promoting classical dance, music and performing art worldwide



**OP Jindal University at Raigarh**



### VATSALYA - Comprehensive Mother & Child Health Programme

With an objective to improve maternal and child health, Vatsalya project is being implemented in three States; Tamnar in Chhattisgarh's Raigarh, Jharkhand's Jereldaburu and Odisha's Tensa, covering total 61 villages. The Project was initially launched in October 2010 in 38 villages around the Jindal Power Plant, Dam and Mines in Tamnar & Ghargoda block of Raigarh district. The project is being spearheaded by community based village women volunteers called the Swasthya Sanginis. These Village Health Volunteers (VHVs) work on safe motherhood, early child care & vaccination, adolescent health care, family planning and contraception, use of sanitary napkins, awareness on health and hygiene among community and children, complementing and supplementing the functionaries of government departments.



**As a result the programme has succeeded to achieve 100% pregnancy registration, 100% antenatal care, 95% institutional delivery, 99% postnatal care, 100% immunization of children in the project villages, improving the maternal and child health on long term basis.**



Swasthya Sanginis

### Tribal Sports Talents win Laurels for India

JSPL Foundation promotes athletes and ethnic sports in the rural and tribal predominant villages. Sports talents are identified through tournaments and nurtured to compete at national and international level events. Special coaching is imparted in Martial Arts, Hockey, Archery, Football, Kabaddi and Cricket.

Manju Munda and Bablu Munda of Barbil, Odisha won Gold and Silver medals in International Wushu tournaments held at Russia and Brazil, respectively.



Manju Munda

Bablu Munda

### KEY INTERVENTIONS AND OUTCOME

FLAGSHIP ACTIVITIES	LIVES IMPACTED
Adolescent girls benefitted from Kishori Express: an initiative to control adolescent girls anaemia	50,000+
HIV & AIDS prevention and control of High Risk Groups like truckers, migrant labourers through awareness drives, ICTCs	175,000
People had access to potable drinking water	1700,000+
Community benefitted from Telemedicine centre, Mobile medical units & health camps	52,100+
Children provided for quality education by OP Jindal School	15,000+
Merit cum Means Scholarships for Higher Education	10,000+
Community teachers who provide quality education	270
Youngsters receiving vocational training by OP Jindal Community College, contributing to National Skill Pool	100,000+
Self Help Groups(SHG) members increased their family income	12,000 Women & 10,000 Farmers
Rural communities increased livelihood means through skill development, trainings & scientific methods of farming	10,700+
Monumental Flags installed by Flag Foundation of India	73



Asha the Hope - Rehabilitating 4600 'Divyang' Children