

About Essar Foundation:-

Essar Foundation guides the corporate responsibility activities of all Essar companies.

At Essar corporate responsibility is not an afterthought. It has been part of our DNA for forty years and a fundamental part of our approach to business. It is central to our role as entrepreneurs and value creators. A profitable business can only be sustained if it caters to the needs of all its stakeholders. Supporting the growth of those who come into contact with our business is an important part of that value creation. As our business grows and we engage with new communities there are fresh opportunities to have a positive impact.

The Essar Foundation seeks to positively impact the lives of all who come into contact with the group's operations. Through the 3E framework; Entrepreneurship, Environment & Education, six long-standing programmes exist. They focus on education, health, women's empowerment, livelihood, infrastructure and environment. These programmes have a dual function, to create awareness and then to make positive improvements. Helping people develop skills is a way of breaking cycles of dependency and this is one important way in which CSR investments lead to changed behaviours. The Essar Foundation also emphasizes partnerships with existing agencies, whether government or non-governmental organizations.

VISION & MISSION:-

Vision

To become a catalyst of positive change in society.

Mission

To improve the quality of social and economic life of our neighborhood communities and a make positive contribution to the life of all those who are directly or indirectly impacted by our business, products and services.



3E MODEL:-

The 3E model sees Entrepreneurship as a driver of social change. It seeks to improve the quality of Education and create positive impacts on the Environment.

Entrepreneurship- Essar is built on the spirit of entrepreneurship. It encourages that spirit in its employees and other stakeholders. Essar promotes entrepreneurship so that they can make new beginnings.

Education:- Education is central to human progress and pivotal in the growth of communities and economies. Essar seeks to empower the communities it touches by providing young minds with knowledge and inspiring creativity and innovation.

Environment:- Essar views the environment as the natural habitat as well as the social and cultural needs of people whose lives it touches. Essar strives to minimize the negative impact it has and maximize the benefits it can bring to communities.



Objectives

- Develop programmes and invest in activities designed in accordance with the United Nations' Millennium Development Goals
- Nurture the entrepreneurial spirit of all who come into contact with Essar companies wherever they operate
- Provide access to education as a means of empowering people
- Promote environmental awareness as a way of life and partner with government and NGOs to create change through the power of positive action.

Commitment towards Education:-

Education is central to human progress and pivotal in the growth of communities and economies. Essar seeks to empower the communities it touches by empowering young minds with knowledge and inspiring creativity and innovation.

I LOVE READING (ILR) workshop at Lonavala n Mahan:-

Observing the low levels of reading amongst first generation school goers and limited exposure to innovative methodologies of learning and



sharing at the two locations, Lonavala in Maharashtra and Mahan in Madhya Pradesh, where Essar core businesses are functioning, Essar Foundation initiated a quality reading intervention through I Love Reading (ILR) Campaign with Katha.

With ILR, Katha celebrated the "Joy of Reading" at Lonavala and Mahan with children, teachers, staff, Essar volunteers and guests alike through a six-day Reading Carnival and Workshop, to explore the excitement of reading and to unravel the creative world beyond it!

The main objective of the carnival was to promote and create an interest in READING and the response from children, irrespective of their

classes, was overwhelming. Essar Foundation believes in the Katha philosophy that "If children enjoy reading, they will stay in the education system longer and will become inspired/inspiring leaders who can lead their family, community, and country out of social, personal, intellectual, cultural and environmental poverties, thus helping create a more equitable and sustainable India." This is the theory of change that Katha has been working on.

Essar Foundation celebrates Joy of Giving Week with Shri NK Ruia school kids through Art workshop:-

Essar Foundation celebrated the Joy of Giving Week, held 2-8 October 2011, across India. On 4 October 2011, it joined hands with Akanksha Foundation to organize an exciting day for the students of Shri NK Ruia Madhyamik Vidyalaya in Lonavala. The Essar and Akanksha Foundations partnered with renowned sculptor Arzan Khambatta who had designed a brilliant, interactive art workshop for people of all ages, at High Street Phoenix Mall in Mumbai. For the workshop, which was specially put together to coincide with Week, Arzan created a large bamboo teepee from which a bucket with an adjustable aperture was hung. Below this structure he placed numerous canvases covered with stenciled images. The images were designed by renowned artists and were based on the theme of education. Participants chose one of the stencils, after which the bucket was filled with paint. The bucket was then swung, causing the paint to splatter onto the canvases below in random patterns. This process was repeated with numerous colors and the result was beautiful, unique pieces of art. The stencils were then cut out and given to each participant.

On 4 October, 50 kids from the 9th standard of Essar's Lonavala School came to Phoenix Mills to participate in this innovative art workshop. Arzan himself was on hand to supervise the proceedings. With colors splashing all around, the kids had a lot of fun. The installation engaged participants in a whimsical, exciting activity, while encouraging



them to contribute to an important cause.

This is one of the initiatives in liberating children through art and encouraging them to think out of the box.

ESSAR FOUNDATION B O O K A R O O IN THE CITY

The 4TH Annual Aviva Bookaroo, Children's Literature Festival, kicked off with Essar Foundation Bookaroo in the City from 8th to 24th November, 2011. Literary stars held special activities in schools followed by schools coming to the Aviva Bookaroo Festival on 25th November 2011.

Essar Foundation, Bookaroo in the City is a Celebration of Books in schools across Delhi from

November 8th – 24th, 2011. It was a long extravaganza of book-related events.

Children across various schools got a chance to interact with some of the pioneers in children's literature such as Anupa Lal, Tapas Guha, Deepa Agarwal and Tanya Luther along with other international authors.

Essar Foundation, Bookaroo in the City was packed with interactive and hands-on activities run by the literary stars themselves. Children could hear exciting adventures from Anupa Lal, grill Tapas Guha while he was in the hot seat, and chat with Tanya Luther and Deepa Agarwal amongst many others.

Here are some of the programme highlights:

- A Storytelling Marathon
- Puppets & Poems
- Creative Writing Challenge
- Music, Comedy & Games
- Crazy Quizzes and more!

Essar Foundation is delighted to partner Bookaroo in the City in their quest to promote literature among school children in India. Essar Foundation seeks to empower the communities impacted by us with knowledge and inspire innovation. Knowledge is best when shared and therefore the foundation focuses on 'Bookaroo in the City' phase of the event and similar initiatives which make an effort to reach out to maximum number of schools. Essar will continue to nurture curiosity and bridge the gap by supporting use of alternative methods of teaching such as theatre and story-telling. The company builds schools in isolated areas and as a result, people are better able to contribute to their community's development. To date, more than 10,000 students have been supported by the Essar's Education programme.

Enabling Entrepreneurs:-

Essar is built on the spirit of entrepreneurship. It encourages that spirit in its employees and other stakeholders. The company promotes



entrepreneurship by providing skills, creating new business opportunities and nurturing social entrepreneurs so that they can make new beginnings.

Natwarbhai Kanjibhai Patel lives in Matafalia, Hazira. He used to be a modest landowner; possessing one scooter to supply milk from door-to-door. Natwarbhai had dreams of becoming a successful entrepreneur.

In 1994, Essar helped him start his own business. With the company's support, Natwarbhai opened a sweet shop called Shyam Dairy. This shop soon became popular and his business grew significantly. Today, Natwarbhai is the proud owner of a three-wheeled tempo and he employs eight people. His success has in turn enabled his daughters to access good quality education.



Commitment Towards Health:-

Essar actively seeks to improve the overall wellbeing of the communities living near its operations. Some of the regions where Essar operates are prone to disease epidemics and the company has committed significant resources to support preventative and curative healthcare.

Essar has committed significant resources to support both preventive and curative healthcare in such communities. The organisation promotes awareness, enables access and increases the availability of health services in remote locations. It works closely with public healthcare providers to enhance capacity building among staff. Essar also funds the provision of doctors and paramedics. It builds new health centres, provides critical equipment such as ambulances and manages mobile health services across its locations.

Commitment Towards Environment:-

Essar views the environment as its natural habitat. Others are the social and cultural wellbeing of the people whose lives it touches. The company



strives to maximize the benefits it can bring to communities.

Preserving Habitat:-

Essar Agrotech, a leading floriculture business, aims to preserve and sustain the environment around the Lonavla Sahyadri region. It has introduced coco-peat farming which preserves the soil, ensuring the sustainability of the eco-system. Waste water is also recycled in an eco-friendly manner. The company initiates drives for sapling plantations and promoting nurseries. In 2010, around 20,000 shade giving saplings were donated to villages in the region. Essar Agrotech is the only company in India to have gained the Milieu Programma Sierteelt (MPS) Certification awarded for promoting a balance between the environment, people and profit.