

# Spreading Smiles...

*Businesses have always taken care of their natural and social environments, to greater or lesser degrees. The new facet is to gather these activities together under the conceptual umbrella of CSR. Jindal Steel and Power's take on CSR is the practical application of the concept of sustainable development by business organisations.*

*JSPL Foundation is the executing arm of the JSPL CSR. Its objective is to add 'Add value in Life' for sustainable development encouraging inclusive growth. The company's focus on community development and social issues around the company facilities in India and abroad has changed the living standards of the people, heralding a turnaround in these areas.*



As the company has been making meaningful contribution in India, likewise it has expanded its CSR activities base outside India in Oman and Africa. Here, the company is deploying resources to improve the quality of the lives of the people through its social intervention programmes.



## CSR Pillars of JSPL

### EDUCATION:

Capacity building through education and enabling environment for children to evolve as responsible citizens.

### HEALTH:

Establishing multiple charitable clinics, hospitals and providing world-class health facilities to our employees and the communities we operate in.

### LIVELIHOOD:

Development of self dependency and encouragement of practical skills for individual community and long-term prosperity.

### INFRASTRUCTURE DEVELOPMENT:

Improve quality of life by reducing rural urban divide. Easy access to modern amenities and improved surroundings.

### LIVESTOCK MANAGEMENT:

Improved animal husbandry practices to improve health status of livestock.

### SPORTS AND YOUTH DEVELOPMENT:

Channelising the energy of youth towards the development of communities by giving opportunities in various activities.

### ENVIRONMENT:

Protecting the environment through the company's policies and practices.

### WELFARE:

Welfare in cash and kind.



### ASHA THE HOPE

OP Jindal ASHA Vocational Rehabilitation Centre, strives towards rehabilitating and empowering the differently-abled, with focus on special children.



### OP JINDAL SCHOOLS

Running co-educational schools at Raigarh, Tamnar and Taraimal in Chhattisgarh, Angul in Odisha and Patratu in Jharkhand where quality education is being imparted to over 10,000 students.



### OP JINDAL COMMUNITY COLLEGES

Running five colleges in Angul, Barbil, Godda, Patratu and Punjpatra and adopted four Industrial Training Institutes (ITIs) in Sarangarh, Kharsia, Gharghoda in Chhattisgarh and Barbil in Odisha.



**SSHODASHI** is a low-cost sanitary napkin manufacture-cum-training unit which caters to employment generation for SHGs in the villages. The initiative ultimately improves the health of the rural women.



The central vision of **KISHORI EXPRESS** is health improvement of adolescent girls through regular medical & haemoglobin check-up, awareness creation and nutrition supplementation.



**ECO-SPA** is an initiative for rural women who bring together locally grown fruits, vegetables and herbs to produce high quality herbal body care products for the urban and affluent market.



**ODIFAB** is a platform that showcases the diversified jute products manufactured by the rural women. It is now already a registered trademark. It is part of JSPL's zero-plastic campaign.



**CHAITI** is an initiative to train women in the art of preserving food using traditional methods i.e. without preservatives. The unit produces pickles, sauces, squashes and other canned products.

## OTHER INITIATIVES

**SUGANDHI:** Agarbatti manufacturing unit with tie-up between ORMAS & ITC for organised marketing

**AKRITI:** Hand-made products unit

Dona-pattal manufacturing, soft toys making, rangoli & mehendi unit, masala manufacturing unit and many more..

**ANJOR:** Adult literacy programme

**ANNAPURNA:** Tiffin unit

**SRUJAN:** Stitching and tailoring unit

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