



स्टील अथॉरिटी ऑफ इण्डिया लिमिटेड  
STEEL AUTHORITY OF INDIA LIMITED



## Making a meaningful difference in people's life

Steel Authority of India Limited (SAIL) is the largest steel maker of India and amongst the top ten Public Sector enterprises in terms of turnover with a prestigious status of "Maharatna". With this comes the responsibility of being a catalyst for positive change. SAIL's socio-economic objectives are echoed in its credo that includes commitment to uphold highest ethical standards in conduct of business and valuing the opportunity and responsibility to make a meaningful difference in people's lives as well as it is reflected in one of its core values, concern for people.

For any organization, CSR begins by being aware of the impact of its business on society. The Credo of SAIL specifically highlights the commitment towards society at large which states, inter-alia "Making a meaningful difference in people's life". SAIL's Social Objective is synonymous with Corporate Social Responsibility (CSR). Apart from the business of manufacturing steel, the objective of the company is to conduct business in ways that produce social, environmental and economic benefits to the communities in which it operates.

### Health Services



SAIL has established 54 Primary Health Centres, 12 Reproductive and Child Health Centres, 17 Hospitals and 7 Super-Specialty Hospitals for specialized healthcare to more than 30 million people since inception. Five Special health centre (Kalyan Chikitsalya) at plant locations for poor and needy people has been set up, where free medical treatment and medicines are provided. SAIL organizes health camps in the range of more than 3000 every year reaching out to people needing primary health support. Special project "AKSHAYA" for providing free investigation to TB patients of under privileged section of society and Project "CHETNA" for the treatment of sickle cell & Anemia are run in Rourkela.

### Education

146 schools have been set up in the steel townships for providing modern education to about 70,000 children and assistance has been provided to over 286 schools of villages surrounding steel plants/units for free education of more than 55,000 students. 225 tribal children at Bhilai and 12 boys of nearly extinct Birhore tribes at Bokaro are adopted to provide free education, boarding and lodging. SAIL has achieved a Girl: Boy ratio of 1:1 for all levels of education and a survival rate of 96% in SAIL Primary Schools and 90% in SAIL Secondary Schools. SAIL has set up Six Special Schools exclusively for poor, underprivileged, BPL children at five integrated steel plant locations covering around 1400 children providing free education, Mid Day Meals, Uniform including shoes, Text books, Stationary items, School bag & water bottles etc. With help of Akshay Patra Foundation, SAIL is providing Mid-Day Meal to more than 18000 students in different schools of Bhilai everyday.

In order to support the existing school infrastructure, SAIL has been providing additional class rooms across country and such projects are in progress at Bhilai, Durgapur, Bokaro, Rourkela, Burnpur, SAIL mines areas and other various parts of the country. SAIL has supported to Chhattisgarh Technical University for promotion of technical education and industry-education collaboration. Scholarships for ITI and nursing courses to weaker section & women, sponsorships to students for technical education, free coaching and assistance to needy and poor children for their higher education, etc are other areas of focus.



### Model Steel Village

In order to bridge the gap between rural and urban areas and to provide comprehensive development of both physical and social infrastructure, 79 villages have been identified as "Model Steel Villages" across the country (in eight states). The developmental activities being undertaken in these villages include medical & health services, education, roads & connectivity, sanitation, community centers, livelihood generation, sports facilities, etc

### Infrastructure Development

Roads are means of communication and helps people to move faster from one place to other, SAIL has been involved in the construction and repair of roads in the far flung locations. Since inception, SAIL has constructed roads in 435 villages helping around 73 lakh people.

SAIL has also provided access to water infrastructure to people living in far flung areas by installing water sources, and each plant has ensured that villages within the radius of approximately 16-18 kms of its township have access to potable water.

### Solar Power

Promotion of alternative source of energy is one of the thrust areas of SAIL. SAIL has supported a 100 kilowatt Community Solar Power Plants in Jarri, Albert Ekka Block, Jharkhand. Solar Street Lights are installed at public places to eradicate the problem of power crisis in rural and mines areas.

### Disaster Management

SAIL has been always a trend setter in supporting people at times of in natural calamities and recently it has supported construction of low cost houses at Leh after cloud burst, providing galvanized sheets to Sikkim earth quake victims, contributing to Chief Minister's Relief Fund in Odisha flood, and provided flood relief packets in Uttar Pradesh floods.

### Livelihood Programs



Vocational training is provided in areas such as Improved agriculture, Mushroom cultivation Goatery, Poultry, Fishery, Piggery, Achar / Pappad/ Agarbati making, Welder, Fitter & Electrician Training, Sewing & embroidery, Smoke less chullah making etc. Vocational Training centres like 'Bhilai Ispat Kaushal Kutir' for rural and unemployed youth and Skill Development and Self Employment Training Institute (SDSETI) for the benefit of the women and girls have been set up. One of the good examples of Self Help Group program is "KIRAN" which is run by 97 lady artisans of nearby villages of Kiriburu Ore Mines and is manufacturing Towels, Bed sheets, Sarees, Diwali candle and Agarwatis of different aromas. These products of "KIRAN" have been sold through door to door marketing through Cooperatives.



### Sports

SAIL has become a part and parcel of the sporting history of the nation. Right from the early trickles to the recent deluge of medals, awards and accolades, the steel major has supported many sports disciplines and promoted numerous sportspersons. In Commonwealth games -2010, SAIL supported Sushil Kumar, Yogeshwar Dutt and Deepak Sharma won the medals and made the nation proud. SAIL sponsored the World Cup Hockey 2010 and is also sponsoring the Asian Tour level SAIL Open Golf Championship for the past 4 years, besides Devis Cup, SAIL Trophy cricket Tournament, DSA league & Nehru Cup, etc.

The company has also setup 6 sports academies (Athletics academy separate for boys & girls, Hockey academy, Football academy, Archery academy and Football academy) at its plant locations.

### Arts & Culture

Promotion of various arts and cultures is one of the ways to enrich our cultural diversity and to fulfill this aspiration, steel giant has supported maintenance of monuments in Lodhi Garden, New Delhi, and Vedvyas, Saraswati kund Rourkela.

To take care of distinct features of the tribal culture, a 5 day Chattisgarh Lok Kala Mahotsav is celebrated every year in Bhilai and nearby



places in which more than 600 artists participates and to promote local culture and games various Gramin Lokotsavas and Gamin Athletics Competition were organised by SAIL at different locations throughout the year.

### Awards & Accolades

SAIL's efforts as a responsible corporate citizen in Nation building has been recognized by various organizations in the form of awards and accolades. Some are, Global CSR awards 2012 for Education and health, SKOCH Financial Inclusion Award-2012 for "Women Empowerment", India Shining Star CSR Award-2010 by Wockhardt Foundation in the Iron & Steel Category, SCOPE Meritorious Award for Corporate Social Responsibility & Responsiveness for the year 2008-09, Annual FICCI Awards 2008-09 in the category of "The Vision Corporate Triple Impact - Business Performance : Social & Environmental Action and Globalisation Award", Business world - FICCI-SEDF CSR Award for the year 2006, FICCI Award for Rural & Community Development-2006-07, CSR Award of the Ministry of Rural Development, Government of India; Golden Peacock Award - 2008, 2009 & 2008-09 for CSR to Bhilai Steel Plant of SAIL etc.

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