Making a meaningful difference in people’s lives
### Abbreviations Used

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASP</td>
<td>Alloy Steel Plant</td>
</tr>
<tr>
<td>BF</td>
<td>Blast Furnace</td>
</tr>
<tr>
<td>BOF</td>
<td>Basic Oxygen Furnace</td>
</tr>
<tr>
<td>BSP</td>
<td>Bhilai Steel Plant</td>
</tr>
<tr>
<td>BSL</td>
<td>Bokaro Steel Plant</td>
</tr>
<tr>
<td>CO</td>
<td>Coke Oven</td>
</tr>
<tr>
<td>CR</td>
<td>Corporate Responsibility</td>
</tr>
<tr>
<td>CSR</td>
<td>Corporate Social Responsibility</td>
</tr>
<tr>
<td>DSP</td>
<td>Durgapur Steel Plant</td>
</tr>
<tr>
<td>GEI</td>
<td>Gender Equality Index</td>
</tr>
<tr>
<td>GoI</td>
<td>Government of India</td>
</tr>
<tr>
<td>FICI</td>
<td>Federation of Indian Chambers of Commerce and Industry</td>
</tr>
<tr>
<td>HD</td>
<td>Human Development</td>
</tr>
<tr>
<td>HDI</td>
<td>Human Development Index</td>
</tr>
<tr>
<td>IMR</td>
<td>Infant Mortality Rate</td>
</tr>
<tr>
<td>ESP</td>
<td>VSPCO Steel Plant</td>
</tr>
<tr>
<td>LD</td>
<td>Linz-Trenowitz</td>
</tr>
<tr>
<td>MEL</td>
<td>Mahanagar Elektromet Limited</td>
</tr>
<tr>
<td>MDC</td>
<td>Millennium Development Goals</td>
</tr>
<tr>
<td>MT</td>
<td>Million Tonnes</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-Governmental Organisation</td>
</tr>
<tr>
<td>PSU</td>
<td>Public Sector Undertaking</td>
</tr>
<tr>
<td>RM</td>
<td>Rolling Mills</td>
</tr>
<tr>
<td>RSP</td>
<td>Rourkela Steel Plant</td>
</tr>
<tr>
<td>RCH</td>
<td>Reproductive and Child Health</td>
</tr>
<tr>
<td>SAIL</td>
<td>Steel Authority of India Limited</td>
</tr>
<tr>
<td>SCOPE</td>
<td>Standing Conference of Public Enterprises</td>
</tr>
<tr>
<td>SCST</td>
<td>Scheduled Caste/Scheduled Tribe</td>
</tr>
<tr>
<td>SEEDF</td>
<td>Semi-Economic Development Fund</td>
</tr>
<tr>
<td>SME</td>
<td>Small and Medium Enterprises</td>
</tr>
<tr>
<td>SMS</td>
<td>Steel Smelting Shops</td>
</tr>
<tr>
<td>SP</td>
<td>Steel Plant</td>
</tr>
<tr>
<td>SSL</td>
<td>Salem Steel Plant</td>
</tr>
<tr>
<td>TCS</td>
<td>Territorial and Consultative Setups</td>
</tr>
<tr>
<td>UNDP</td>
<td>United Nations Development Programme</td>
</tr>
<tr>
<td>VSP</td>
<td>Vizianagaram Iron and Steel Plant</td>
</tr>
<tr>
<td>WHD</td>
<td>World Health Organization</td>
</tr>
<tr>
<td>YOY</td>
<td>Year on Year</td>
</tr>
<tr>
<td>INR</td>
<td>Indian Rupees [INR 1 Million = Rupees 10 lakh; INR 1 Billion = Rupees 100 Crore]</td>
</tr>
</tbody>
</table>
Section 1
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VISION
To be a respected world-class corporation and the leader in Indian steel business in quality, productivity, profitability and customer satisfaction.

CREDO
We build lasting relationships with customers based on trust and mutual benefit.
We uphold highest ethical standards in conduct of our business.
We create and nurture a culture that supports flexibility, learning and is proactive to change.
We chart a challenging career for employees with opportunities for advancement and rewards.
We value the opportunity and responsibility to make a meaningful difference in people’s lives.
Corporate Social Responsibility Policy

SAIL recognizes that its business activities have direct and indirect impact on the society. The Company strives to integrate its business values and operations in an ethical and transparent manner to demonstrate its commitment to sustainable development and to meet the interests of its stakeholders.

The Company is committed to continuously improving its social responsibilities, environment and economic practices to make positive impact on the society.

Guiding Principles:

Toward this commitment, the Company shall:

- Create a positive footprint within the society to make a meaningful difference in the lives of people by continually aligning its initiatives to the goals for sustainable development.
- Maintain commitment to quality, health and safety in every respect of the business and people.
- Undertake ethical business practices across the supply chain.
- Make positive impact on the environment and promote good environmental practices.
- Promote equality of opportunity and diversity of workforce throughout its business operations.

S.K. Roongta
Chairman, SAIL
Making a Meaningful Difference in People's Lives

Taking welfare to the grassroots (RSP)
Executive Summary

It is evident that there is a paradigm shift in the thought process on social responsibility. Today is the time when organisations have realised that social commitment is very much part of their business. Martin Luther King’s words resonate powerfully when he made this earnest call for social justice: human progress is neither automatic nor inevitable. We are faced now with the fact that tomorrow is today. Therefore, the situation requires an organisation to understand, measure and report on the impact of their business on society.

This is SAIL’s third social responsibility report. As a vibrant organisation growing by leaps and bounds in a competitive business environment, SAIL’s focus on social reasonability remains unwavering. While implementing various initiatives SAIL has been acutely aware of the pivotal role of education, health, income generation training etc. in sustainable development. Moving ahead, special thrust is being given to reach the poorest of the poor by opening free special schools and free health centres for the underprivileged, organising free health camps in remote areas of the country etc. A comprehensive CSR strategy has been devised with a focus on Model Steel Villages, income generation, women empowerment, emphasizing health care facilities, health melas, school for the underprivileged and contribution to tribal societies. This was in addition to the already well-established initiatives documented in SAIL’s previous social responsibility reports. Additionally, the economic performance achieved during FY 2008-09 has been reported. This year, a special mention has been made on the various initiatives undertaken to combat climate change.

The central theme of this report is that it is the people who matter. Beyond the confusing maze of GNP numbers, beyond the curling smoke of industrial chimneys, beyond the endless fascination with budget deficits and balance of payments crises — it is people who matter. Production processes are indispensable but they cannot be allowed to override human lives.

Immanuel Kant’s injunction to treat humanity as an end withal, never as means only remains just as powerful, even when the great importance of human capital in economic growth is appropriately acknowledged.

SAIL recognizes that the discipline of universalism requires us to extend the same concern for all human beings irrespective of race, color, class and creed. It is with this underlying philosophy and a credo To make a meaningful difference in people’s lives that SAIL has been structuring and implementing its various initiatives that contribute to its stakeholders. This Report reflects SAIL’s efforts to understand, measure and report its impact on its communities and contribution to sustainable development.

SAIL firmly believes that ‘people’ must be at the centre of its development debate - what really counts is how they participate in economic growth and how they benefit from it. Accordingly, the focus of this report is on addressing SAIL’s Triple Bottom Line (TBL)- economic, environmental and social - performance in its areas of operation.

Whilst implementing our various initiatives, we have been acutely aware of the pivotal role of education, health, training, etc., in work and production that need to be kept firmly in view in considering alternative scenarios of sustainable development: Human skill and agency would be important not just in raising productivity, but also in devising ways and means of dealing with environmental and other challenges.

SAIL is dedicated to making sustainable steel. We believe that this is our core contribution to a more sustainable society and to all our stakeholders. Behind this belief is SAIL’s underlying commitment to Sustainable Development (SD) and its inherent focus on TBL performance. Achieving this in practice requires that economic growth supports social progress and respects the environment, that social policy underpins economic performance, and that environmental policy is cost-effective. Needless to say, this applies to our obligations to future generations as well.

This report has been prepared in order to communicate better with our stakeholders, our unshakeable allegiance to TBL issues during our journey since 1960s. It provides the reader insights into our various TBL initiatives, with special reference to Human Development and Millennium Development Goals.

For internalising the tenets of SD, SAIL has recently formulated its Corporate Social Responsibility (CSR) Strategy & Policy that articulates its commitment to ensuring proactive efforts for balanced and harmonious socio-economic development in its areas of operation.
## SAIL CSR Scorecard 2008-09

### Health

- Number of Primary Health Centres: 61
- Number of RCH Centres: 8
- Number of Hospitals: 18
- Number of Specialty Hospitals: 6
- Number of beds: 4056
- Number of doctors: 787
- Number of paramedical staff: 3510
- Number of beneficiaries during the year: 47,19,520
- Number of Immunisations during the year: 1,82,363
- Number of Sterilisations: 19,670

### Education

- Survival Rate in Primary School: 95.83%
- Ratio of Girls : Boys (Overall): 1:1
- Number of Adult Education Centres constructed during the year: 24
- Number of additional class rooms built during the year: 203
- Total number of additional class rooms built: 719

### Schools within township

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>37</td>
<td>16,968</td>
</tr>
<tr>
<td>Secondary</td>
<td>59</td>
<td>36,220</td>
</tr>
<tr>
<td>Tertiary</td>
<td>42</td>
<td>20,737</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>138</td>
<td><strong>73,925</strong></td>
</tr>
</tbody>
</table>

### Schools outside township

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>183</td>
<td>33,954</td>
</tr>
<tr>
<td>Secondary</td>
<td>73</td>
<td>18,859</td>
</tr>
<tr>
<td>Tertiary</td>
<td>13</td>
<td>3026</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>269</td>
<td><strong>55,839</strong></td>
</tr>
</tbody>
</table>

### Engendering Development

- Number of women employed: 6960
- Number of women in management: 830
- Number of women in non-executive position: 6,130
- Number of women engaged in institutions (Mahila Samaj): 4054
- Quantum of orders generated in 2008-09 (Amount in Rs. Lakh): 164.59

Table 1: SAIL CSR Scorecard at a Glance 2008-09
<table>
<thead>
<tr>
<th><strong>Access to Improved Water Sources</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of people for whom created during the year</td>
<td>2,51,554</td>
</tr>
<tr>
<td>Total number of people for whom created</td>
<td>37,00,203</td>
</tr>
<tr>
<td>Number of water infrastructure created during the year</td>
<td>1050</td>
</tr>
<tr>
<td>Total number of water infrastructure created</td>
<td>4714</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Ancillary &amp; Local Industry</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing ancillaries since 1978</td>
<td></td>
</tr>
<tr>
<td>Adding 42 ancillary units annually</td>
<td></td>
</tr>
<tr>
<td>Creating employment for more than 700 people / year</td>
<td></td>
</tr>
<tr>
<td>Number of units recognised</td>
<td>1861</td>
</tr>
<tr>
<td>People employed</td>
<td>10310</td>
</tr>
<tr>
<td>Quantum of orders generated in 2008-09 (Amount in Rs. Crore)</td>
<td>212.54</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Road Connectivity</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction / Repair of Pucca Road during the year</td>
<td>66.73 Km</td>
</tr>
<tr>
<td>Providing road access across villages during the year</td>
<td>38 villages</td>
</tr>
<tr>
<td>Total number of beneficiaries during the year</td>
<td>1,16,295</td>
</tr>
<tr>
<td>Total number of beneficiaries</td>
<td>56,06,453</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Sports</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of new sports facilities built during the year</td>
<td>12</td>
</tr>
<tr>
<td>Number of people for whom training provided during the year</td>
<td></td>
</tr>
<tr>
<td>- from SAIL family</td>
<td>4789</td>
</tr>
<tr>
<td>- from local community</td>
<td>7036</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>11825</strong></td>
</tr>
<tr>
<td>Total number of events participated in during the year</td>
<td>230</td>
</tr>
<tr>
<td>Prizes won during the year</td>
<td>491</td>
</tr>
<tr>
<td>Scholarships provided (number)</td>
<td>244</td>
</tr>
<tr>
<td>Scholarships provided (total value in Rs. Lakhs)</td>
<td>22.98</td>
</tr>
<tr>
<td>Infrastructure building and maintenance, Sports materials (equipment, sports gear, etc) (Amount in Rs. Lakhs)</td>
<td>173.02</td>
</tr>
</tbody>
</table>
ABOUT THIS REPORT

This document is our third attempt at documenting SAIL’s social initiatives at its plants, viz. Bhilai Steel Plant, Durgapur Steel Plant, Rourkela Steel Plant, Bokaro Steel Plant, IISCO Steel Plant, Alloy Steels Plant, Salem Steel Plant, Visvesvaraya Iron and Steel Plant, and its Raw Materials Division (RMD) covering mines in Chhattisgarh, Jharkhand, Madhya Pradesh and Orissa.

This Report provides an overview of SAIL’s contribution as a whole towards human development through economic, environmental and social contributions at the plants mentioned above. The initiatives documented herein affirm SAIL’s endeavor to contribute to increasing the Human Development (HD) as well its commitment to the Millennium Development Goals (MDGs) in its areas of operations. The performance against various HD/MDG indicators has been reported for SAIL’s interventions for the scope (area of coverage) and reporting period as mentioned below.

Scope of Activities

Unless otherwise indicated, the economic and environmental contributions refer to those made by the entities comprising SAIL; social performance herein refers to contribution to the communities residing within 16 Kms of the steel townships. SAIL employees and their dependents are also included in the scope. Only the community initiatives that have directly contributed to the HD/MDG indicators have been included. Contribution to Human Development due to conduct of SAIL’s business and activities mandated by regulation have been excluded from this report.

Reporting Period

The data has been collected for all documented activities, right from the inception of the reported units and mines upto FY 2008-09. Since each unit was commissioned at a different time and data was not available for the entire period, average contribution, on a per year basis, to factors for human development has been computed.

Linkage to Millennium Development Goals

The Millennium Development Goals commit the international community to a comprehensive vision of development - one that places human development as the centerpiece of social and economic progress and puts great value on global partnerships for development. Since the launch of the MDGs at the historic Millennium Summit in New York in September 2000, when they were ratified by 189 countries, the MDGs have become the most widely-accepted yardstick of development efforts by Govt.s, corporates and NGOs. India’s Eleventh Five-Year Plan (2007-2012)
THE 8 MILLENNIUM DEVELOPMENT GOALS

- Eradicate Extreme Poverty and Hunger
- Achieve Universal Primary Education
- Promote Gender Equality and Empower Women
- Reduce Child Mortality
- Improve Maternal Health
- Combat HIV/AIDS, Malaria and other Diseases
- Ensure Environmental Sustainability
- Develop a Global Partnership for Development

Included targets of human development that could be monitored and were consistent with but more ambitious than the MDGs. The Eleventh Five-Year Plan (2007-2012) proposes state-specific targets. The Govt. has launched several large programmes with regard to the Millennium Development Goals (MDGs). The areas that require redoubled efforts include literacy, nutrition, maternal mortality and child mortality. The responsibility of implementing most of the social sector programmes relating to the Goals lies with the provincial Govts.

The National Rural Employment Guarantee Scheme, with an annual allocation of $2.5 billion, guarantees 100 days of work to every household. The Jawaharlal Nehru National Urban Renewal Mission has allocated $7 billion over a seven-year period to provide basic services to the urban poor in 63 major cities. The Sarva Shiksha Abhiyan (Education for All Campaign), launched in the year 2000, is a national programme to make elementary education accessible to all. The National Rural Health Mission is focused on basic health-care delivery systems through a synergistic approach focusing on sanitation, water, nutrition and health care.

Anchored in a social context, SAIL’s policies and programs have been developed to address the most basic capabilities for human development: a long and healthy life, access to knowledge and a decent standard of living. As a matter of fact, these dimensions form the basis of UNDP’s composite index on human development, namely, the Human Development Index (HDI). Further, linkages between HDI and the MDGs have been established in this Report since several of the MDGs contribute to these dimensions.

Thus, by systematically addressing issues such as health and medical welfare, education, access to water, sanitation, power and roads, women’s empowerment, generation of local employment, etc. at each of its plants, SAIL has contributed to both human development as well as to MDG.

<table>
<thead>
<tr>
<th>Facilities created during 2008-09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Centre</td>
</tr>
<tr>
<td><strong>School</strong></td>
</tr>
<tr>
<td>School Building (new)</td>
</tr>
<tr>
<td>Additional Classrooms (including misc.)</td>
</tr>
<tr>
<td><strong>Health</strong></td>
</tr>
<tr>
<td>Health Camp</td>
</tr>
<tr>
<td>Mobile Medicare Units provided</td>
</tr>
<tr>
<td><strong>Sanitation</strong></td>
</tr>
<tr>
<td>Individual</td>
</tr>
<tr>
<td>Community</td>
</tr>
<tr>
<td>Total Sanitation units</td>
</tr>
<tr>
<td>Culvert</td>
</tr>
<tr>
<td>Solar Lights</td>
</tr>
<tr>
<td>Tree Plantation</td>
</tr>
<tr>
<td>Income Generation-Training/Resources</td>
</tr>
<tr>
<td>Sports Facilities Created</td>
</tr>
</tbody>
</table>

Table 2: Facilities Created during 2008-09
STATEMENT OF OBJECTIVES

Steel Authority of India Limited adopts this statement of objectives, based on the important national goal of encouraging and ensuring rapid economic growth through efficient production and supply of high quality iron and steel goods and allied products at reasonable prices.

Towards the People

As an autonomous body, SAIL will be accountable to the People of India through Parliament and Govt., for running a highly competent, business-minded, technically-oriented enterprise, engaging in manufacture, research and development to meet the needs of the domestic as well as world markets for iron, steel and allied products.

The Company will endeavour to earn a fair return on the investment, to maximise production and to institute adequate cost control. It will be managed with such competence and skill as will inspire confidence and pride in the minds of the people.

Towards Employees

The Company will seek to be a model employer by —

- establishing and maintaining a dynamic organisational structure suited to meet present and future Company needs;
- attracting competent personnel with growth potential, and developing their maximum capabilities in a working environment through the provision of opportunities for advancement and other incentives;
- developing and sustaining a favourable employee attitude and obtaining maximum contribution from employees through stable employment, adequate wages commensurate with the Company's capacity to pay and maintaining good and safe working conditions and job satisfaction;
- establishing a system for redressal of employees' grievances in the shortest possible time and at the lowest possible step;
- providing training facilities, internal and external, and other opportunities for self-development in their current job and for advancement;
• fostering fellowship and a sense of belonging to the Company as a whole through closer association of employees with management by way of participation in various joint bodies and, through these machineries, inculcating in them respect for their occupation, and the tools of production; and
• dealing fairly with recognised representatives of workers, and encouraging in them healthy trade union practices.

Towards Customers
The Company will serve its customers by —
• providing prompt, courteous, dependable and competitive service;
• selling products of high quality at prices determined in the best interests of the Nation; and
• establishing confidence in the customers that products and services supplied are backed by modern production and research facilities manned by the most competent men available.

And towards fulfillment of these objectives —
• ensure a balanced distribution of its products to customers through direct despatches from the steel plants and a network of stockyards;
• ensure that the priority needs are catered to in time;
• ensure the social objectives of distributing iron and steel to the needy and weaker sections of industry and society like small scale units, house builders, etc., through a distribution policy modulated to protect their interests;
• meet the specialised needs of consumers through progressive standardisation and product specialisation; and ensure that the supply and demand factors in the market do not result in runaway open market prices detrimental to the interests of consumers;
• plan and promote the development of product innovations and new products, suiting the technological advances; and
• utilise the network of branches and stockyards as effective customer contact and services centres.

Towards Suppliers
The Company recognises the important role of its suppliers in providing various materials and services in its operations by —
• ensuring prompt dealings based on integrity, impartiality and courtesy; and
• making available to them the benefits of research, skills and information in order to promote indigenous growth, and improve the quality of indigenous products and services.

Towards the Community
The Company accepts its social obligations to the communities in which it operates by —
• promoting concepts of national integration in its broadest sense, through providing community services, developing and assisting domestic institutions and generally ensuring that the Company as a whole and its employees act on the ideals of social justice without discrimination;
• providing knowhow and assistance, encouraging talent and growth among members of the communities through assistance towards the establishment of cooperative institutions
• carrying out programmes for peripheral development and supporting educational, charitable and welfare institutions, providing healthcare by way of regular health camps and health centres among other initiatives, within and outside steel townships; and
• undertaking programmes in steel plants for controlling air pollution, water contamination and disposal of solid wastes aimed at environmental preservation.

Thus, whilst formulating this Statement of Objectives, SAIL set the context for sustainable development: it has taken up the challenge to go beyond statutes and voluntarily weave corporate social responsibility into its business operations. As a result, SAIL has espoused responsible competitiveness whilst continuing to be the largest Indian steelmaker. Further, in their respective areas of operations SAIL plants have converted into reality SAIL’s social obligations to its communities by implementing several initiatives since 1960’s.

Further sections of this report provide details of these initiatives at Bhilai Steel Plant, Durgapur Steel Plant, Rourkela Steel Plant, Bokaro Steel Plant, IISCO Steel Plant, Alloy Steels Plant, Salem Steel Plant, Visvesvaraya Iron and Steel Plant and its Raw Materials Division covering mines in Chhattisgarh, Jharkhand, Madhya Pradesh and Orissa.
Origins of the Public Sector in India

SAIL traces its origin to the formative years of an emerging nation, India. After independence the builders of modern India worked with a vision - to lay the infrastructure for rapid industrialisation leading to economic self-reliance of the country. The industrial policy of the Govt. of India was first spelt out on April 6, 1948 and was reconsidered by the Parliament in 1954, after accepting the objective of the Govt. to establish a “socialistic pattern of society”.

India’s first Prime Minister, Jawaharlal Nehru, had then stated in Parliament:

“The pattern of society we look forward to is a socialist society, which is a classless and casteless society. The Govt. aims at attaining fuller employment, greater production and better distribution. We want to attain this in a peaceful, and democratic way, that prevents conflict and is ultimately the speedier way.”

Nehru elaborated the concept in the Lok Sabha in 1956 when he enunciated not only the philosophy of a socialistic society but also the instrument for achieving it. He believed that this was possible only through creation of wealth and production. Economic emancipation could come only through rapid industrialisation, especially with the adoption of modern technology.

Thus, the public sector came to be looked upon as an article of faith and an instrument of change for economic advancement.

Objectives of the Public Sector

Jawaharlal Nehru envisioned public sector enterprises as the temples of modern India.

Accordingly, the major focus of the objectives of the public sector was:

- To help in the rapid growth and industrialisation of the country and create the necessary infrastructure for economic development.
To earn return on investment and thus generate resources for development
To promote redistribution of income and wealth
To create employment opportunities
To promote balanced regional development
To assist the development of small scale and ancillary industries, and
To promote import substitution and save foreign exchange.

Public Sector Steel Plants

The steel sector in India was established to propel economic growth. Articulation of the social goals for the steel industry began with the formation of Hindustan Steel Limited (HSL) in 1954, though the real thrust came only with the formation of SAIL in 1973. Encompassing all the units in the public sector iron and steel industry in the country, a clear definition of the social obligations of SAIL emerged.

SAIL - A Public Sector Enterprise

A Navaratna public sector company and India’s largest steel producer, SAIL has always been conscious of its duty to fulfill the socio-economic objectives with which it was formed. Accordingly, it has invested in structured planning for achieving organisational growth that has contributed significantly to national interests, given the steel sector’s strong backward and forward linkages. SAIL today is a vibrant organisation, well set on the path of growth. It is ranked amongst the top public sector companies in India in terms of turnover and was selected Business Superbrand 2008 by the Superbrands Council. SAIL was within the top 5% of all brands across all segments and all categories. SAIL was earlier selected as Business Superbrand 2004-06. SAIL has been continuously adapting to the competitive business environment and strives to excel as a business organisation, both within and outside India.

SAIL’s social objectives synonymous with CSR implies conducting business in ways that produce social, environmental and economic benefits to the communities in which it operates. For any organisation, CSR begins by being aware of the impact of its business on society.

In view of the fact that SAIL was established with specific socio-economic objectives, it should come as no surprise that the Company has been practicing CSR right from its inception. SAIL’s social objectives have been founded on several premises, the major one being that its economic, environmental and social interactions need to be carried out effectively and simultaneously since they have considerable overlap, interrelation and interaction. Accordingly, SAIL, keeping in mind that steel is the foundation for a sustainable world, has been cognisant of the fact that its contributions to economy, environment and society is critical for its sustainability.

Further, SAIL being acutely aware of its social responsibility, has clearly identified its stakeholders - people of India, employees, customers, suppliers and community - and has been committed to being a value delivery system to all its identified stakeholders not only in the literal sense, but also striving to maximise it. For instance, in order to increase employee participation in SAIL’s management and promote bipartism at all levels, Mr. Gopeshwar, a senior industry trade union leader, was appointed to the SAIL Board of Directors for two terms spanning 15 years. Additionally, as a trustee of the nation’s wealth, SAIL has reported its annual social spending under ‘Social Responsibilities’ section of its Annual Report for several years. Thus, it is apparent that what the world today perceives as corporate social responsibility has been SAIL’s raison d’etre, the basis of its genesis and purpose of its very existence.

Hence, social responsibility for SAIL is not a virtue but a business imperative. It is no wonder then SAIL’s Credo clearly states that:

We value the opportunity and responsibility to make a meaningful difference in people’s lives.

It is with this supervening credo that SAIL has over the years, adopted a Triple Bottom Line (TBL) approach. At its broadest, the term TBL is used to capture the whole set of values, issues and processes that companies must address in order to minimise any harm resulting from their activities and to create economic, social and environmental value.

Thus, SAIL in the pursuit of its social obligations has endeavoured towards value balancing, value transferring and value adding relationships with its stakeholders.
Development of Social Steel Framework

It all happened within a quarter of a century. Greenfield sites located in obscure villages turned into giant industrial centres. The Pulsating Giant at Bhilai, the Ruhr of Eastern India at Durgapur, the Symbol of Modern India at Rourkela and the Swadeshi Plant at Bokaro. All these integrated iron and steel plants were not only centres of India’s endeavours to march forward and revitalise the economy but also the aspirations of a developing nation to reach out for a more progressive society, heralding the dawn of an era of social equity and plenty for India and her people. Later these plants were joined in their efforts by special steel plants, namely, Alloy Steels Plant at Durgapur, Salem Steel Plant at Salem, Visvesvaraya Iron and Steel Plant at Bhadravati. The Indian Iron and Steel Company at Bumpur recently became a full-fledged member of the SAIL family and was renamed IISCO Steel Plant.

By defining certain socio-economic objectives for itself, SAIL took into account the fact that the purpose of development is to improve people’s lives by expanding their choices, freedom and dignity. In doing so, SAIL established a Social Steel Framework that enabled it to reveal its human face through discharging its social responsibilities. It is in keeping with Social Steel Framework that SAIL has been instrumental in laying a sound infrastructure for the industrial development of the country. Additionally, it has immensely contributed to the development of technical and managerial expertise. By continuously providing the inputs for the consuming industry, it has triggered the secondary and tertiary waves of economic growth. Thus, SAIL has not only fulfilled its socio-economic objectives but also contributed to Human Development and Millennium Development Goals.

SAIL, Human Development Index and Millennium Development Goals

According to an August 2004 estimate of Asian Development Bank, there are 690 million people living on less than $1 a day in the developing countries of Asia. Of these, 52% or nearly 359 million are in India alone. However, poverty is multidimensional and involves much more than the restrictions imposed by lack of income. It also entails serious forms of human deprivation that prevent them from leading full, creative lives. Some of these deprivations are loud and visible - child labour, illiteracy, damaged environments. Others are largely silent but visible - discrimination on the basis of caste and against women and girls, and child prostitution. Many other forms of deprivations are, to this day, silent and invisible. These include, for instance, issues of women’s health, domestic violence, child malnutrition. Such deprivations distinguish “human poverty” from “income poverty”.

In this context, through its different units, SAIL has right from its inception, focused on fulfilling its social obligations by aiming to reach critical thresholds of education, health, infrastructure and community development in order to help its areas of operations escape what the United Nations Development Program (UNDP) terms as “poverty traps” and permit them to achieve takeoff to sustained economic growth.

The Millennium Development Goals (MDGs) commit the international community to a comprehensive vision of development - one that places human development as the centrepiece of social and economic progress and puts great value on global partnerships for development. Since their launch at the historic Millennium Summit in New York in September 2000, when they were ratified by 189 countries, these MDGs have become the most widely-accepted yardstick of development efforts by Govts, corporates and NGOs. These MDGs have the most widely-accepted yardstick of development efforts by Govts, corporates and NGOs. These MDGs are a set of numerical and time-bound targets related to key achievements in human development. They include halving income-poverty and hunger, achieving universal primary education and gender equality, reducing infant and child mortality by two-thirds and maternal mortality by three-quarters, reversing the spread of HIV/AIDS and other communicable diseases, and halving the proportion of people without access to safe water. These targets are to be achieved by 2015, from their levels in 1990.

Anchored in a social context, SAIL’s policies and programmes have been developed to address the most basic capabilities for human development such as living a long and healthy life, being educated, having a decent standard of living and enjoying political and civil freedoms to participate in the life of one’s community. As a matter of fact, the first three of these capabilities form the

A nation’s strength ultimately consists in what it can do on its own, and not in what it can borrow from others.

Indira Gandhi
basis of UNDP's Human Development Index (HDI). Further, there are linkages between HDI and the MDGs, since several of the MDGs contribute to these capabilities.

In spite of not only assiduously fulfilling its articulated social responsibilities but going far beyond, SAIL has preferred not to publicly highlight the outcomes and impacts of its various initiatives. Contrary to popular perception, it has considered its crusades in various initiatives (such as those mentioned earlier) “business as usual”, choosing not to externally communicate its achievements.

Nonetheless, in view of recent demands on corporations for greater public disclosure and transparency, SAIL has decided to chronicle its significant contributions to human development through its multifaceted social interventions.
Making a Meaningful Difference in People’s Lives

SAIL Plants are clean & green (DSP)
## Company Profile

### Corporate Name

**Corporate Office**

- Ispat Bhawan, Lodi Road, New Delhi – 110003
- Phone: 011-24367481-86
- Fax: 011-24367015
- E-mail: sailco@vsnl.com

**Chairman**

- Mr. S.K. Roongta

**Stock Exchanges listed**

- Bombay Stock Exchange Limited
- National Stock Exchange Limited

**Number of Employees**

- 121295 (as on 31st March, 2009)

**Capital Employed (2008-09)**

- Rs. 345.52 Billion

**Revenues (2008-09)**

- Rs. 486.81 Billion

**Market Capitalisation (as on 31st March, 2009)**

- Rs. 398 Billion

**Products**

- CR coils/ sheets
- Coated products
- HR coils/ sheets
- Pipes
- Plates
- Railway Materials
- Rounds/bars
- Semis
- Structurals

### Manufacturing facilities

**Integrated Steel Plants**

- Bhilai Steel Plant (BSP) in Chhattisgarh
- Durgapur Steel Plant (DSP) in West Bengal
- Rourkela Steel Plant (RSP) in Orissa
- Bokaro Steel Plant (BSL) in Jharkhand
- IISCO Steel Plant (ISP) in West Bengal

**Special Steel Plants**

- Alloy Steel Plant (ASP) in West Bengal
- Salem Steel Plant (SSP) in Tamil Nadu
- Visvesvaraya Iron and Steel Plant (VISP) in Karnataka
Indian Space Research Organisation (ISRO) has appreciated the efforts of SAIL in supplying high quality products which were used in PSLV-C11 Chandrayaan-1 Mission.
Contents

Economic Performance

Overview 20
Financial Performance vs. Economic Contribution 23
SAIL- Into the Future 24
Financial Highlights 25
Key Performance Indicators 27
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Overview

Steel Authority of India Limited (SAIL) is the leading steel-making company in India and the world’s 20th largest steel producer in 2008. SAIL is a fully integrated iron and steel maker, producing both basic and special steels for domestic construction, engineering, power, railway, surface transport and defence industries and for sale in export markets. A Navaratna public sector company, SAIL cast upon itself a responsibility to maximise production by using scarce resources at its disposal more judiciously. Hence, SAIL produced 13.4 million tonnes of crude steel in 2008-09 accounting for nearly 25% of the country’s output of crude steel.

SAIL Product Mix

SAIL’s strength has been the diversified range of quality steel products catering to the domestic as well as the export markets and a large pool of technical and professional expertise. Accordingly, SAIL manufactures and sells a broad range of steel products, including hot and cold rolled sheets.
SAIL produces iron and steel at five integrated plants and three special steel plants, located principally in the eastern and central regions of India and situated close to domestic sources of raw materials, including the Company’s iron ore, limestone and dolomite mines.

Today, the accent in SAIL is to continuously adapt to the competitive business environment and excel as a business organisation, both within and outside India. From 2003-04 onwards, after five years of continuous loss-making, SAIL scripted its own story of success by fine-tuning its strategy to the emerging world scenario. While the favourable market was a great supporting factor, the internal initiatives for strengthening the company’s foundation provided the requisite impetus to attain the desired objectives. Thus, SAIL concentrated its efforts on making optimum utilization of its existing resources. It set a target of achieving 6% to 7% improvement in all areas of activity. The SAIL collective responded confidently to the call and the trend was not only set but also sustained month after month. Consequently, the organisation made a grand turnaround and touched new heights in efficiency and growth.

The year 2008-09 has been unprecedented for steel industry. Initially, the steel market showed increased demand, along with sharp rise in input prices, followed by a sudden drop in the

It will take capabilities, commitments, contribution and courageous leadership of everyone of us in SAIL to achieve what we want.

S.K. Roongta
Chairman, SAIL

Figure 2 : SAIL Product Mix

<table>
<thead>
<tr>
<th>Product Line</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>PIPES</td>
<td>0.7%</td>
</tr>
<tr>
<td>SEMIS</td>
<td>18%</td>
</tr>
<tr>
<td>PLATES</td>
<td>22%</td>
</tr>
<tr>
<td>ROUND/BARS</td>
<td>10%</td>
</tr>
<tr>
<td>COATED PRODUCTS</td>
<td>2%</td>
</tr>
<tr>
<td>CR COILS/SHEETS</td>
<td>6%</td>
</tr>
<tr>
<td>STRUCTURALS</td>
<td>6%</td>
</tr>
<tr>
<td>RAILWAY MATERIALS</td>
<td>9%</td>
</tr>
<tr>
<td>HR COILS/SHEETS</td>
<td>26%</td>
</tr>
</tbody>
</table>

Figure 3 : Saleable Steel Production

<table>
<thead>
<tr>
<th>Year</th>
<th>Saleable Steel (Million Tonnes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-05</td>
<td>11.03</td>
</tr>
<tr>
<td>2005-06</td>
<td>12.1</td>
</tr>
<tr>
<td>2006-07</td>
<td>12.6</td>
</tr>
<tr>
<td>2007-08</td>
<td>13</td>
</tr>
<tr>
<td>2008-09</td>
<td>12.5</td>
</tr>
</tbody>
</table>
demand since October 2008, due to overall slow down in the economy. This situation posed complex challenges for SAIL when production had to be re-oriented at a time when plants were geared for high growth. With a pro-active approach, SAIL has tried to convert challenges into opportunities for further improving operational efficiency. To meet the challenges emerging from the changed market scenario, several strategic measures were taken during second half of the year to re-orient production/product mix and improve operational efficiency.

Action plans were drawn up for aligning production with market requirements taking into account the inventories of the finished products, sales potential, in-process inventory, status of existing assets in operation & potential for optimising operations for reducing cost of production and to utilise the opportunity for the health of equipment. Two blast furnaces, one each at BSP and BSL were taken down for repairs. In spite of this, production in second half was 4% higher than first half on account of restricted pig iron production, maximised crude steel from available hot metal and improvement in yields.

Putting Customer First
SAIL has always endeavoured to give customers topmost priority. To quote an incident during 2005-06, exports were restricted to a level of approximately 5.8 lakh tonnes against 11.7 lakh tonnes in 2003-04 in order to boost availability of steel in domestic market. In another example, though SAIL is the only supplier of rails to the Indian Railways and enjoys monopoly status in this item; even then, it responded positively to the Railways’ request for production of long rails which are safer due to less welding joints and also enable movement at higher speed by augmenting the facilities at BSP’s Rail and Structural Mill.

SAIL’s inhouse Central Marketing Organisation (CMO) has been assigned the vital responsibility of providing service to customers at their doorsteps. Distribution network of SAIL expanded to every district of the country with 2406 dealers in place. SAIL now has warehouses in each state capital (total 65 number of warehouses), 37 branch sales offices and 24 customer contact offices. To enhance customer satisfaction door delivery to customers enhanced - about a million tonne in 2008-09 (61% growth)

Major Techno Economic Parameters
- Coke rate at 521 Kg/THM – lower by 2.4% over last year.
- Fuel rate at 563 (Kg/THM) – marginally lower as compared to previous year.
- Lowest ever Energy Consumption at 6.74 G.Cal/TCS - lower by 3% over last year.
- Average capacity utilisation of Hot Metal, Crude Steel & Saleable Steel at 105%, 104% & 113% respectively.
- Average capacity utilisation (Concast Production) – 127%.

**Performance Highlights 2008-09**

- Capacity utilisation of saleable steel - 113%.
- Highest ever special steel production at 3.73 MT - 11% growth over last year.
- Several new products were developed during the year to expand the portfolio of special products as per market requirement which include: high strength chromium-vanadium alloyed 110 UTS Rails, Ultra high strength SAILMA 600 plates, high tensile ship building quality plates (NV E36 grade), earthquake resistant TMT Bars (DSP), 130 mm plates for T-90 battle tank, 'SAIL Abhed' steel for bullet proof rail wagon for defence (RSP), etc.
- Highest ever production through the energy-efficient continuous casting route – 66%.
- By fine-tuning operational efficiencies, SAIL achieved lowest-ever energy consumption at 6.74 giga calories per tonne of crude steel and coke rate at 521 kgs per tonne of hot metal in 2008-09, an improvement of 3% and 2.4% respectively over last year.
- Thrust on cost reduction continued, resulting in a saving of over INR 834 crore.
- Record supplies to projects of national significance: 41% growth in sales to power sector, 58% to telecom sector, 49% to DMRC & 4% to Railways.
- Distribution network of SAIL expanded to every district of the country with 2406 dealers in place. Sales through dealers during 08-09 increased by 54% over last year.
- SAIL now has warehouses in each state capital (total number of warehouses-65), 37 branch sales office & 24 customer contact offices.
- Door delivery to customers reached near a million tonne mark (61% growth over last year) to enhance customer satisfaction.

**Energy Consumption (G.Cal/TCS)**

<table>
<thead>
<tr>
<th>Year</th>
<th>2005-06</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy Consumption (G.Cal/TCS)</td>
<td>7.24</td>
<td>7.16</td>
<td>6.95</td>
<td>6.74</td>
</tr>
</tbody>
</table>

**Coke Rate (Kg/THM)**

<table>
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<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Coke Rate (Kg/THM)</td>
<td>549</td>
<td>543</td>
<td>541</td>
<td>533</td>
<td>521</td>
</tr>
</tbody>
</table>

**Financial Performance vs. Economic Contribution**

At SAIL we are dedicated to making sustainable steel. This is our core contribution to a more sustainable society and to all our stakeholders. However, at the same time, we also realize that financial indicators focus primarily on the profitability of an organisation for the purpose of informing its management and shareholders. By contrast, economic indicators in the sustainability context focus more on the manner in which an organisation affects the stakeholders with whom it has direct and indirect economic interactions.

Since its inception, SAIL has been instrumental in laying a sound infrastructure for the industrial development of the country. Besides, it has immensely contributed to the development of technical and managerial expertise. It has triggered the secondary
and tertiary waves of economic growth by continuously providing the inputs for the consuming industries.

Therefore, whilst we have enumerated our financial performance highlights in this section, the remaining report throws light on our economic performance: how SAIL has contributed to reducing the human poverty of its stakeholders as a consequence of the organisation’s activities, rather than on changes in the financial condition of the organisation itself.

**Value Added Statement**

SAIL has done value addition to the tune of Rs. 19345 crore in 2008-09, which was returned back to various stakeholders in the form of interest payments, wages, taxes, dividend etc. A substantial amount was also retained in the business for financing projects to be undertaken in future.

**Contribution to Exchequer**

SAIL’s contribution to the national exchequer is significant in terms of payment of excise duty, sales tax, income tax and other rates and taxes. For example, SAIL’s contribution to the exchequer was Rs. 12395 crore in 2008-09.

**Rewarding Shareholders**

The Company is committed to serve all of its stakeholders, i.e. lenders, customers, Govt., general public etc. But at the same time, the company is also striving hard to reward its shareholders by augmenting their wealth. It can be seen that market capitalisation of SAIL on 31st March, 2009 was Rs. 39837 crore. The Company paid interim dividend of Rs. 537 crore during 2008-09 and declared final dividend of Rs. 537 crore for the same fiscal.

SAIL is working on its primary objective of enhancing shareholders value while being a responsible corporate citizen.

**SAIL – into the Future**

To be able to serve society at large, it is imperative for a company to maintain its dominant position in the market. Hence, a successful organisation has to continuously strive to increase its competitiveness and value creation ability, especially in the face of an intensely competitive market. SAIL is now set on a path of resurgence. We have drawn a roadmap to enhance the Company’s competitiveness and continually create value for all stakeholders: SAIL’s Growth Plan. The plan was evolved after thorough analysis of the external environment and assessment of SAIL’s internal strengths and weaknesses.

As per the revised estimate of the National Steel Policy 2005, the country is likely to achieve a steel production capacity of nearly 124 MT by 2011-12. To maintain its dominant position in the Indian steel market, SAIL’s Growth Plan has clearly defined cornerstones of growth, cost and quality competitiveness.

SAIL is in the process of modernising and expanding its production units, raw material resources and other facilities to maintain its dominant position in the Indian steel market. The objective is to achieve a production capacity of 26.2 MTPA of Hot Metal from the base level production of 14.6 MTPA (2006-07 – Actual).

Orders for all major packages of ISP & SSP and part packages of BSL, BSP, RSP & DSP expansion have been placed and these packages are in various stages of implementation.

**Objective of Expansion Plan**

- 100% production of steel through Basic Oxygen Furnace (BOF) route
- 100% processing of steel through continuous casting
- Value addition by reduction of semi-finished steel
- Auxiliary fuel injection system in all the Blast Furnaces
- State-of-art process control computerisation / automation
- State-of-art online testing and quality control
- Energy saving schemes
- Secondary refining
- Adherence to environment norms

**Production Target**

The production target of hot metal, crude steel and saleable steel after expansion is indicated below:

(Million tonne per annum)

<table>
<thead>
<tr>
<th>Item</th>
<th>Base Case (2006-07)</th>
<th>After Expansion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hot Metal</td>
<td>14.6</td>
<td>26.2 (23.5)</td>
</tr>
<tr>
<td>Crude Steel</td>
<td>13.5</td>
<td>24.6 (21.4)</td>
</tr>
<tr>
<td>Saleable Steel</td>
<td>12.6</td>
<td>23.1 (20.2)</td>
</tr>
</tbody>
</table>

Figures in bracket indicate capacity after implementation of ongoing phase of modernisation and expansion to be completed by 2012.
Financial Highlights

Figure 6: Turnover

Figure 7: Profit after Tax
Financial Highlights

Figure 8: Debt & Equity

Figure 9: Net Worth per Share
Thus, SAIL that was formed along with other public sector steel plants, inspired by the idea of a “tryst with destiny”, continues to occupy the “commanding heights” of the Indian steel industry. The key performance indicators of SAIL are given below.

### Key Performance Indicators

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Sales</td>
<td>48681</td>
<td>45555</td>
<td>39189</td>
<td>32280</td>
<td>31805</td>
</tr>
<tr>
<td>Net Sales</td>
<td>43150</td>
<td>39508</td>
<td>33923</td>
<td>27860</td>
<td>28523</td>
</tr>
<tr>
<td>Operating Profit (PBDIT)</td>
<td>10942</td>
<td>12955</td>
<td>10966</td>
<td>7381</td>
<td>11097</td>
</tr>
<tr>
<td>Depreciation</td>
<td>1285</td>
<td>1235</td>
<td>1211</td>
<td>1207</td>
<td>1127</td>
</tr>
<tr>
<td>Interest Charges</td>
<td>253</td>
<td>251</td>
<td>332</td>
<td>468</td>
<td>605</td>
</tr>
<tr>
<td>Profit /Loss (-) before tax (PBT)</td>
<td>9403</td>
<td>11469</td>
<td>9423</td>
<td>5706</td>
<td>9365</td>
</tr>
<tr>
<td>Profit/Loss (-) after tax (PAT)</td>
<td>6175</td>
<td>7573</td>
<td>6202</td>
<td>4013</td>
<td>6817</td>
</tr>
<tr>
<td>Net Worth</td>
<td>27984</td>
<td>23004</td>
<td>17184</td>
<td>12386</td>
<td>10011</td>
</tr>
<tr>
<td>Total Loans</td>
<td>7539</td>
<td>3045</td>
<td>4181</td>
<td>4298</td>
<td>5770</td>
</tr>
<tr>
<td>Net Fixed Asset</td>
<td>12269</td>
<td>11571</td>
<td>11598</td>
<td>12162</td>
<td>12485</td>
</tr>
<tr>
<td>Capital Employed</td>
<td>34552</td>
<td>28450</td>
<td>25476</td>
<td>21782</td>
<td>20064</td>
</tr>
<tr>
<td>(Net fixed assets + WC)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**RATIOS**

- PBDIT to Net Sales (%): 25.36, 32.79, 32.33, 26.49, 38.91
- PBT to Net Sales (%): 21.79, 29.03, 27.78, 20.48, 32.83
- PBDIT to Average Capital Employed (%): 34.7, 48.0, 46.4, 35.3, 62.9
- Return on Average Worth (%): 42.22, 37.51, 41.95, 35.84, 92.94
- Earning per Share of Rs 10: 14.95, 18.25, 15.02, 9.72, 16.5
- Debt - Equity (times): 0.27, 0.13, 0.24, 0.35, 0.58

**VALUE ADDITION**

- Value of own production: 51185, 46384, 39841, 33718, 32453
- Other Revenue: 2408, 1831, 1532, 1051, 772
- **TOTAL (A)**: 53593, 48215, 41373, 34769, 33225

Less:

- Cost of material: 18743, 12633, 12262, 11405, 8738
- Stores & Spares: 3021, 2864, 2602, 2494, 2196
- Power & Fuel: 3119, 2826, 2574, 2494, 2196
- Excise Duty: 5531, 6045, 5266, 4419, 3455
- Freight outward: 767, 718, 692, 753, 679
- Other Operating Cost: 3067, 2255, 1927, 1848, 1348
- **TOTAL (B)**: 34248, 27341, 25323, 23231, 18316

**VALUE ADDED (A - B)**: 19345, 20874, 16050, 11538, 14909

- Establishment Cost: 8403, 7919, 5084, 4157, 3812
- Financing Cost: 253, 251, 332, 468, 605
- Corporate Income Tax: 3229, 3932, 3221, 1693, 2548
- Dividend Provision: 1074, 1528, 1280, 826, 1363
- Tax on Dividend: 181, 259, 198, 116, 185
- Retained in Business: 6205, 6985, 5935, 4278, 6396

**VALUE APPLIED**

- **TOTAL (B)**: 19345, 20874, 16050, 11538, 14909

**CONTRIBUTION TO EXCHEQUER**

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>12395</td>
<td>13623</td>
<td>11720</td>
<td>9229</td>
<td>6129</td>
</tr>
</tbody>
</table>

Table 3: Key Performance Indicators
Awards & Accolades

The performance of SAIL has been widely recognized by all stakeholders including leading financial institutions/ rating agencies and industry bodies, winning several awards/ accolades in various fields. Some are:

- President of India, Her Excellency, Smt. Pratibha Devisingh Patil conferred the first prize to SAIL’s in-house Rajbhasha journal “Ispat Bhasha Bharti”. The award was received by Chairman SAIL, Shri S.K. Roongta on the occasion of the Hindi Day on September 14, 2008. The publication has the unique honour of securing the first prize among all PSUs under the All-India House Journal Award Scheme of the Ministry of Home Affairs, Government of India, for the second consecutive year.

- SAIL has won six Prime Minister’s Shram Awards for the year 2006 - 42% of total awards in the country - Bhilai Steel Plant (BSP) won one PM’s Shram Bhushan, one PM’s Shram Vir and one PM’s Shram Shri Award. Durgapur Steel Plant (DSP) won two PM’s Shram Vir Awards and RSP won one PM’s Shram Shri Award.

- Highest No. of Vishwakarma Rashtriya Puraskar 2007 amongst both public & private sectors bagged by SAIL
employees - 15 out the total 28 awards (54% of the total awards). These were for the performance year 2006, involving total 68 employees of five plants.

- SAIL has won the “ICWAI National Award for Excellence in Cost Management-2007” of the Institute of Cost and Works Accountants of India (ICWAI) in the category/Public sector manufacturing organisation with turnover more than Rs. 1000 crore.

- Commendation certificate from SCOPE under the award category “SCOPE Meritorious Award for Good Corporate Governance” for the year 2006-07.

- SAIL received the “Best Turnaround Award” from Smt. Sheila Dikshit, Hon’ble Chief Minister of Delhi, in the first ‘Dalal Street Investment Journal PSU Awards 2009’ ceremony held on March 27, 2009 at New Delhi.

- SAIL Quality Circle teams won highest number of awards in the country at the International QC Meet in Bangladesh held in the last week of Oct’08; seven Excellent, seven Extra Ordinary & one Meritorious Awards.

- Indian Institute of Metals conferred awards to 4 SAIL professionals viz. OP Jindal Award. 3 SAIL executives also declared Metallurgist of the Year-Young Metallurgist of the Year.

- SAIL is among the ‘top companies’ selected for National Award for Excellence in Corporate Governance 2008 by the Institute of Company Secretaries of India.

- Institute of Chartered Accountants of India conferred ICAI Awards for Excellence in Financial Reporting under the category of Manufacturing & Trading Enterprises.

- CII ITC Sustainability Award – 2008 ‘Certificate for Strong Commitment’ conferred on SAIL amongst large business organisations.

- Adjudged as the top Indian company under the Iron and Steel Sector in the Dun & Bradstreet - Rolta Corporate Awards 2008.

- Adjudged Best PSU and conferred with Business & Economy Leadership and Excellence Awards 2008 by Planman Media.


- “Global HR Excellence Award 2008-09” under the award category “Outstanding Contribution to the cause of Education”.

- Good Performance Award under “ICWAI National Award for Excellence in Cost Management -2008” of the Institute of Cost and Works Accountants of India (ICWAI).
SAIL’s plants and units also won various awards/accolades. A few are:

**Bhilai Steel Plant (BSP)**
- CII-ITC Sustainability Award 2008 in the independent unit category.
- “Golden Peacock National Training Award” for the year 2008 from the World Council for Corporate Governance through the Institution of Directors (IOD), New Delhi.
- Awarded the “Golden Peacock Award - 2008” in recognition of its initiatives and efforts in the corporate social responsibility front in Portugal.
- “Golden Peacock Climate Change Award” for the year 2008 from the World Environmental Foundation, New Delhi, in recognition of its excellent efforts for the preservation of environment.
- “Green Tech Platinum Award” for the year 2008 from the Green Tech Foundation, New Delhi, in recognition of excellent efforts in the environment front.
- “Greentech Safety Gold Award” by Greentech Foundation for outstanding achievement in Safety Management.

**Durgapur Steel Plant (DSP)**
- “Greentech Environment Excellence Award-Gold” presented on September 5-7, 2008 from the Greentech Foundation at Goa in recognition of its excellent efforts for environmental preservation.
- Received “Ispat Suraksha Puraskar Award” on August 12, 2008 from the Joint Committee on Safety, Health and Environment in the Steel Industry at Ranchi in recognition of the fact that there was no fatal accident during 2007.
- DSP has received the “Business Excellence Award” on December 19, 2008 from the Indian Economic Development and Research Association (IEDRA) in recognition of its strong commitment for Business Excellence during the year 2008.

**Rourkela Steel Plant (RSP)**
- Received the coveted Best Organisation Gold Award under the “Rajiv Gandhi Memorial National Awards-2008” for Excellence in Indian Industries. The award was presented to RSP at a glittering function organised at the Institution of Engineers (India) Ltd., Khairatabad, Hyderabad on July 13, 2008.
- Received “Business Excellence Award” from the Confederation of Indian Industry (CII) and Export - Import (Exim) Bank of India on November 8, 2008 in recognition of its strong commitment for Business Excellence during the year 2007-08.

**Bokaro Steel Plant (BSL)**
- “Rajiv Gandhi National Quality Award - 2007” to BSL in “Best of All” category by Bureau of Indian Standards.
- “Enterprise Excellence Award” for the year 2007 from the Indian Institute of Industrial Engineering in recognition of its outstanding operational and financial achievements.
- “Golden Peacock Award” for Occupational Health & Safety 2008.
IISCO Steel Plant (ISP)

- Received “Green Tech Excellence Award (Silver)” in July 2008 from the Green Tech Consultancy Services awarding body in recognition for maintaining specified norms for environmental protection for the year 2007-08.

Raw Materials Division (RMD)

- Two iron ore mines (Kiriburu & Kalta) and one limestone mine (Kuteshwar) of SAIL, RMD have received five National Safety Awards for their commendable performance in maintaining the safety standard in the mines. Hon’ble President of India, Smt. Pratibha Devi Singh Patil, gave away the awards in a function held at Vigyan Bhavan, New Delhi on May 5, 2008.

Salem Steel Plant (SSP)

- Declared winner of Greentech Safety Award (Silver) in Metal & Mining Sector for extra-ordinary performance and achievement in Safety Management.
- Golden Peacock Occupational Health & Safety Award - Special Commendation Certificate from the Institute of Directors (IOD) New Delhi, in recognition for effective occupational health and safety performance during the year 2007-08.
- Awarded the "CSR Award" by the Tamil Nadu government for the year 2008-09 for its valuable contribution towards socio-economic upliftment of neglected sections of society through CSR initiatives.
- Won the National Sustainability Award - 2007 (First Prize) amongst the Secondary Steel Plants / Alloy Steel Plants category by Indian Institute of Metals.

Research and Development Centre for Iron & Steel (RDCIS)

- Received “Golden Peacock National Quality Award- 2008” from the Institute of Directors for the year 2008.

Environment Management Division (EMD)

- “Golden Peacock Finalist Certificate” for the year 2008 from the Institute of Directors (IOD) in recognition for eco-renovation.
Making a Meaningful Difference in People's Lives

Amla Plantation (BSP)
Environmental Performance

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Ensuring environmental sustainability

The seventh Millennium Development Goal requires achieving sustainable development patterns and preserving the productive capacity of natural ecosystems for future generations. Both efforts in turn require a variety of policies that reverse environmental damage and improve ecosystem management.

Climate change is threatening our fragile ecosystems. We are staring at the prospect of an impending drought. Water scarcity is becoming a way of life. Pollution is a growing threat to our health and to our habitats.

Dr. Manmohan Singh

Environment Management at SAIL - A Solemn Commitment

SAIL is committed to protection of the environment and the promotion of responsible corporate policies that conserve and optimally utilise resources and at the same time, sustain the economic environment for growth. The environmental policy defined by the Company governs the environmental management of all operations at its facilities. SAIL recognises that ensuring environmental sustainability at its plants and mines requires setting challenging targets, committing to judicious use of resources and making its processes cleaner and energy efficient.

Corporate Environmental Policy

- Integrate sound environment management practices in all activities
- Conduct operations responsibly to remain in compliance as well as go beyond compliance
- Communicate the company environmental philosophy to all
- Address stakeholder concerns
Significant Environmental Impacts

The steel making process is a highly resource and energy intensive process. All steel plants have upgraded their production processes with clean technologies so as to minimize the impact on the environment. These efforts are manifested in the improved environmental performance of the plants which can be evidenced by comparing the following indicators:

<table>
<thead>
<tr>
<th>Indicators</th>
<th>2007-08</th>
<th>2008-09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Particulate Matter (PM) emission (Kg/tcs)</td>
<td>2.2</td>
<td>1.6</td>
</tr>
<tr>
<td>Specific water consumption (m3/tcs)</td>
<td>4.0</td>
<td>3.95</td>
</tr>
<tr>
<td>Solid waste utilisation (%)</td>
<td>77</td>
<td>78.6</td>
</tr>
<tr>
<td>Specific energy consumption (Gcal/tcs)</td>
<td>6.95</td>
<td>6.74</td>
</tr>
</tbody>
</table>

Table 4 : Significant Environmental Impacts

Air Emission Management

The company is progressively introducing state-of-the-art technologies for air emission management. Over 500 numbers of air pollution equipment are installed in the steel plants to keep the pollution load and ambient air quality within permissible limits. Particulate Matter (PM) emissions from stacks in SAIL have been progressively brought down from a level of 6.03 kg/tcs in 1998-99 to 1.6 kg/tcs in 2008-09.
Water Conservation

The bulk of the water consumed at production sites is used in process cooling, scrubbing flue gases and downstream rolling mills etc. Suspended solids and other discharges account for most of the effluents released into the water bodies. SAIL has steadily reduced its water consumption from 10.8 m³/tcs in 1998-99 to 3.95 m³/tcs in 2008-09. All SAIL plants have prepared comprehensive strategies for managing judicious use of water resources with a view to maintain both the quality and quantity of this vital resource. Substantial investments have been made for setting up effluent treatment plants in the coke ovens in each of the integrated plants.

Water consumption at Bhilai Steel Plant at 3.03 m³/tcs is comparable with the best in the world. Increased recycling, installation of recirculation systems, maximizing reuse of treated water and leakage control and up gradation of water systems have been instrumental in making SAIL steel plants highly water efficient.

SAIL steel plants have also taken up water harvesting projects in a big way.

Solid Waste Management

Earlier steel plants in India produced nearly 700-800 kg of solid wastes for every tonne of crude steel. Utilisation rates were also not so high and waste dumps occupied large tracks of land. However, with concerted efforts, nearly 80% of the wastes are today being recycled or re-utilised through safe disposal and re-use. Many steel wastes have today found use as precious by-products which the company recycles as efficiently as possible. The coking process gives rise to products in the form of tar, benzene etc. which are used as raw materials in the chemical industry. The Blast Furnace (BF) and Coke Oven (CO) gases are used as energy for processes and electricity generation.

At SAIL, for 13.41 MT of crude steel produced in 2008-09, 5.83 MT of BF slag, 1.34 MT of SMS slag and 0.91 MT of other process wastes were generated. Utilisation of most of these wastes is being made through internal recycling and selling to outside agencies.

Waste management strategies include reduction in silica and alumina content in iron ore through effective washing process and use of low ash imported coal in coal blend.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>Utilisation (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>2007-08</td>
<td>77</td>
</tr>
<tr>
<td>2.</td>
<td>2008-09</td>
<td>78.6</td>
</tr>
</tbody>
</table>

Table 5 : Solid Waste Management

To further utilise the BF slag generated, SAIL has incorporated a joint venture with M/s JP Associates for a cement plant with a capacity of 2.0 MTPA each at Bokaro and Bhilai.

As regards the management of hazardous waste, the authorization for handling, storage and transportation of the hazardous wastes from their respective State Pollution Control Boards as per Hazardous Waste (Amendment) Rules, 2003 for all the SAIL plants have been obtained. Inventorisation of hazardous wastes, have been done at the plants and the wastes are being disposed off as per the statutes. Secured landfills have been constructed at Rourkela, Bokaro and Salem. For others, agreement has been signed with West Bengal Waste Management Limited for disposal of hazardous waste.
Greenery Efforts

Extensive afforestation programmes are being followed in all the plants and mines. The basis of choosing the species of plants mainly depends on local soil characteristics and prevailing meteorological conditions. Since inception over 20 million trees have been planted in SAIL.

During 2008 – 09, a total no. of 2.9 lakh saplings has been planted as against 2.6 lakhs during 2007 – 08.

![Yearwise plantation done by SAIL](image)

Energy Conservation

The specific energy consumption for SAIL during 2008-09 is 6.74 Gcal/tcs as compared to the figure of 6.95 Gcal/tcs in 2007-08 registering an improvement of 2.7%.

<table>
<thead>
<tr>
<th>Plant</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSP</td>
<td>6.82</td>
<td>6.72</td>
<td>6.55</td>
</tr>
<tr>
<td>DSP</td>
<td>7.07</td>
<td>6.94</td>
<td>6.50</td>
</tr>
<tr>
<td>RSP</td>
<td>7.98</td>
<td>7.39</td>
<td>7.09</td>
</tr>
<tr>
<td>BSL</td>
<td>7.09</td>
<td>6.89</td>
<td>6.83</td>
</tr>
<tr>
<td>ISP</td>
<td>8.19</td>
<td>8.14</td>
<td>8.20</td>
</tr>
<tr>
<td>SAIL</td>
<td>7.16</td>
<td>6.95</td>
<td>6.74</td>
</tr>
</tbody>
</table>

Table 6: Energy Conservation

Initiatives for Preservation of Global Environment

Phasing out of Ozone Depleting Substances

Carbon Tetrachloride (CTC) is an Ozone Depleting Substance (ODS) with an Ozone Depleting Potential of 1.1 CTC. It has been traditionally used in steel plants for cleaning electrical machines, oxygen storage tanks, circuit breakers and electrical installations.

It has a highly destructive impact on the ozone layer. In order to address the problem of ozone layer depletion, a global agreement - the Montreal Protocol has been drawn up and signed up by over 190 countries. Under this protocol, the Govt. of India along with UNDP has taken up an umbrella project for the replacement of Carbon Tetrachloride (CTC), by Trichloroethylene at the six production units of SAIL viz. Bhilai Steel Plant, Durgapur Steel Plant, Rourkela Steel Plant, Bokaro Steel Plant, IISCO Steel Plant and Salem Steel Plant. UNDP has made available equipment to help SAIL stop CTC use at the plants. SAIL has ceased using CTC in its production activities now.

It is hoped that phasing out of CTC by SAIL will contribute towards preservation of the global environment through removal of ozone depleting substances.

Clean Development Mechanism

SAIL has taken the initiative of tapping the Carbon benefits available under the Clean Development Mechanism of the Kyoto Protocol agreement on Climate Change. SAIL has launched an ambitious CDM Programme. 71 potential projects have been identified for availing carbon credits.

Consultancy for taking up 38 projects (Category A) through the CDM cycle has already been awarded. The projects in this category cover the energy intensive Coke Oven, Sinter Plant and Blast Furnace operations of the SAIL plants. The Phase II of the
Environmental awareness programmes

SAIL workforce and their families enthusiastically participate in various awareness programmes like celebration of World Environment Day, Earth Day, Ozone Day and Environment Month. During these celebrations activities like mass tree plantation, eco-quiz, painting, essay competitions on environmental topics are conducted involving employees, students and the general public.

Eco-clubs at SAIL schools are an effective platform for the involvement of children in environment conservation activities. This movement is one of the largest such movements of green brigade in the country and has been instrumental in bringing children, their families and community together.

Environmental Recognitions

SAIL efforts in the field of Environment protection, combating Climate Change and Sustainability have received recognition from various national agencies. Some recent recognitions include:
- Greentech Platinum Award for BSP
- Greentech Gold Award for DSP, RSP and BSL
- Greentech Silver award for ISP
- Golden Peacock Award for Combating Climate Change bagged by BSP
- CII-ITC Sustainability Award 2008
- Good Green Governance G-Cube Awards 2007 at “Peace with Earth”
- Golden Peacock Environment Management Award, 2007 for BSP
- National Sustainability Award

Some Novel Initiatives

Bio-fuel Plantations

Bio-fuels today are emerging as the energy options for future. Some promising bio-fuel species like Jatropha and Pongamia are being used traditionally for domestic purposes in many parts of India. Karanj, (Pogamia pinnata), a plant native to India, appears to have good potential for bio-diesel. Bhilai Steel Plant has a large populations of Karanj trees both in the plant and the township.

In a novel initiative, the seeds from the Karanj trees were collected from the plants growing in the factory premises and used to produce 100 litres of bio-diesel. This bio-diesel has been used in the plant vehicles. This brought a saving of not only costly fuel but also enabled plant employees become sensitive to the need to protect the environment.
Jatropha seed oil is also emerging as a strong bio-fuel option in the country. Jatropha seeds contain more than 40% oil and their yields are considered to be more than 10 times that of corn. Jatropha plants require minimal care and can be used to cover marginal lands. Bhilai Steel Plant has been successful in raising fifty thousand trees of Jatropha.

Implementation of Environment Management System (EMS) linked to ISO 14001

In accordance with National Environment Policy, SAIL is building a management system at its different plants and units for further environmental protection, including acquisition of certification under the international standard ISO 14001 and through internal environmental assessment system so as to reduce the environmental impact in all aspects of activities.

All major units of SAIL are now accredited to ISO 14001, covering both production and service departments. Township of SAIL’s Bhilai Steel Plant is the second steel township in the country to be certified to ISO 14001. Implementation of ISO management systems has brought both tangible and intangible benefits, which extend beyond training in procedures for both executives and non-executives. The systems have helped bring synergy among departments, raise environment awareness levels and highlight areas requiring attention and correction.

Some benefits which can be quantified include:

- Conservation of resources such as fossil fuels, water, electrical energy, lubricants etc.
- Reduction of noise, dust and heat exposures through intensified usage of PPEs.
- Control of stack emissions and fugitive dust emissions
- Improved waste segregation and disposal practices
- Improved house-keeping
- Reclamation of spares

Because of the resource conservation measures taken, there is a reduction in the specific consumption of the inputs. The Hot Rolling Mill (HRM) of Salem Steel Plant was one of the first steel plants in the country to be certified to ISO 14001 in the 1990s. Environment management systems have now been fully integrated into its operations. There is a consistent reduction in key operational parameters with attendant benefits of pollution control and greenhouse gas reduction. The water consumption in the HRM at Salem Steel plant has significantly reduced to 0.40 cu.m/t in 2008-09 as against the target of 0.45 cu.m/t. Similarly, the electrical energy consumption was also reduced to 167 KWH/t as against the target of 180 KWH/t.

Garden inside plant premises at Continuous Casting Shop / Steel Melting Shop (BSP)
Eco-friendly disposal of used oil filters – fabrication of pneumatic Oil filter press

At steel plants, the lubricant oil filters are used in the diesel engines of locos and vehicles. In a typical integrated steel plant, every year, approximately about 100 loco engine oil filters and another 100 vehicle oil filters are changed during preventive maintenance. These used oil filters are drained of the oil by gravity whereby oil in the filter is brought down to 8-10% of weight. These used oil filters if sent to landfill contaminate the earth with the oil. This is an area of concern for the Loco Repair Shop (LRS) of steel plants. The workforce at the Loco Maintenance Section of Transport & Diesel department at Bhilai Steel Plant have designed and fabricated an oil filter press for eco-friendly disposal of used oil filters. The pneumatic power cylinder used for locomotive braking was used by connecting to a plate that forms a chamber with another stationary plate of appropriate dimensions. The compressed air available in the plant network at 4-5 atm is the driving medium for the power cylinder. The oil filter press is used successfully to press out the oil from the used oil filters to bring down the oil content less than 0.5%. The pressed used oil filters are subsequently fed to high temperature steel making furnace operating at 1600-1700°C for its final disposal without any risk of explosion. This initiative is one of the many ways where our committed work force is bringing in eco-friendliness in their work environment.

Benefits:
- Recovery of about 100 L of oil every year from the filters & use as fuel in the furnaces.

Amla Plantation at BSP

Plantation is one of most popular means of restoring the ecological balance in the region. Due to the heavy pressure of industrialisation, earth’s forest cover is depleting at a fast pace. This has become alarming now. Depletion of green cover not only decreases rainfall but also increases soil erosion and other related ecological hazards which impact the entire biosphere. Hence, plantation is the most effective way to console the barren earth crust. Keeping it in mind, BSP, initiated plantation programmes to restore the ecological balance in its operational region. However, success of a plantation programme depends upon the post - plantation activities when saplings are required to be taken care to grow. In drought-prone areas, therefore, plantation is not very successful in India so far, as most of the saplings die within 4 to 5 weeks of planting due to lack of water. Keeping the problem in mind, BSP decided to undertake plantation with climate conducive species where the success rate would be high. After discussing with National Medicinal Plantation Board, SAIL identified the Amla plant for plantation at BSP, since it would suit the climate of Bhilai. Being one of the most extensively used fruits for preparation of herbal medicines in India, Amla has a huge market in the pharma industry. In October, 2002, BSP planted 1,000 saplings all around the Bhilai plant, mines and townships. The survival rate was 82.82% which is the highest plantation success rate in India so far.
Extensive plantations have been carried out in SAIL plants and mines. While initial efforts were towards setting up of parks, gardens and developing avenue plantations, more scientific green-belt development programmes are under implementation. The green belt so developed acts as a dust and noise barrier in addition to adding aesthetic value to the environment.

Aushadi Vatika at Dalli Rajhara Mines

The Saptagiri Park of Dalli Rajhara Mines has developed a major area within the park as ‘Aushadhi Vatika’. Eco Club, Rajhara (BSP Higher Secondary School) adopted this garden for one year. During this period, the Eco Club members collected, planted and enlisted the medicinal plants from the surrounding areas, imparting awareness regarding the usefulness of the herbs to the general public of the region.

Damayanthi Bird Sanctuary at Salem Steel Plant

In the process of maintaining the ecological balance in the operational region of Salem Steel Plant, SAIL has developed a bird sanctuary using the vast land of almost 5 hectares adjacent to the plant’s cold rolling mills. During the industrialisation process, the regional biosphere loses many native species which is very difficult to restore in the same place. SAIL made an attempt to do so by converting the local unused land into an artificial water tank with a depth of 1 metre. This water reservoir has now become a habitat for more than 75 bird species out of which 30 are water birds, 7 species of fishes and amphibians, 16 species of reptiles and 5 species of mammals confirmed by the Salim Ali Centre for Ornithology and Natural History, Coimbatore. Thus, Salem Steel Plant set an example by taking the initiatives to ensure a cleaner environment for employees within the factory premises as well as restoring the ecology of the area. SAIL is also considering the recommendations by the Salim Ali Center to improve the bird habitat in the sanctuary by incorporating additional varieties of trees, mounds etc in a phased manner without disturbing the birds.

Vermiculture at DSP & RSP

So far as commercial scale of a vermicompost is concerned, an experimental study has been conducted by EMD at Durgapur township. At the premises of Durgapur House Canteen, an area of 8’X 4’ with a depth of about 1’ was dug. Coconut husk was placed at the bottom of the pit. After this layer, tea leaves, earthworm and soil were added followed by the layer of dry cow dung. The top layer consisted of infertile soil. The bed is being regularly fed with material like leaves of tea, green leaves, fruits, vegetables, waste potatoes, rice and other such canteen wastes. The outcome is being monitored and the compost formed can be used as fertiliser. A similar project has also been taken up at RSP.

Thus, in conclusion, by being responsible for the environment whilst at the same time increasing production, SAIL has ushered in a new era of responsible competitiveness.
Making a Meaningful Difference in People's Lives

SAIL - touching lives of the people

(PARATOR)
Social Performance

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Several studies have shown that educational attainment is not only an important precondition for sustained economic growth, but also a critical factor contributing to lowered fertility, infant and child mortality rates; better nutritional, hygiene and health status of people; improved reproductive health and empowerment of women; social mobility and political freedom.

Thus, it is evident that education, along with health, is a basic constituent of human development.

SAIL: Taking education to the masses

Recognizing that education is an integral part of human development and accepting the constitutional right of every Indian to education, SAIL has been contributing to increasing the literacy rates in the areas of its operations. Since the very beginning its efforts in imparting education to its employees and communities have strategically tried to address the developing countries issues of limited resources, inequity and inefficiency. SAIL’s efforts have been aligned along the National Education Policy 1986 that targets meeting gaps in public provisioning for literacy improvement, particularly in the educationally backward states.
Reducing Inequity

For instance, in order to reduce inequity and to make quality education affordable to all across its plants and mines, SAIL has employed the following strategies:

1. SAIL communities are offered quality education in at subsidized fees, which could be upto 50% lower as compared to the fees structure of other private institutions operating in the same area.

2. Primary education in Hindi and vernacular medium schools is provided gratis in several SAIL schools since inception and survival rate in these schools is 90%.

3. Since the plants and mines have been established in greenfield and remote areas, education to children belonging to SC/ST communities and economically weaker sections has been made free.

4. A system of scholarships based on merit as well as merit-cum-means is well established across all the plants and mines. Both academic performances as well as family incomes are used as decision-making criteria in awarding these scholarships.

5. 114 children belonging to SC/ST community have been adopted by BSP and their entire education, boarding, lodging is provided free of cost. Four (4) girls student have been adopted by BSP for Nursing course.

6. 14 children from nearly extinct Birhor Tribe of Jharkhand have been adopted by Bokaro Steel Plant.

7. Special scholarship scheme is being run for providing assistance to undergraduate SC/ST engineering students in premier technical institutes of the country.

8. 51 tribal students are taught free of cost in company sponsored DAV school at Chiria Mines, Jharkhand.

9. Most importantly, a majority of the schools are within 1-2 km of the target population, thus making education easily accessible to the children.

Highlights

- SAIL is running more than 130 schools in the steel townships and imparting education to more than 73,000 children.
- SAIL has achieved a Girl: Boy ratio of 1:1 for all levels of education.
- Survival rate i.e. rate of retaining enrolled students:
  - 90% in SAIL secondary schools.
  - 95% in SAIL primary schools.
- Special Schools are being run at the five integrated steel plant locations exclusively for poor, underprivileged children from below poverty line (BPL) families. These schools, which cater to over 1400 children, are providing the following free of cost:
  - Education
  - Mid day meals
  - Uniform including shoes
  - Text books
  - Stationary items
  - School bag & water bottles etc.

Improving efficiency

SAIL has been conscious of the need to provide well-equipped schools in order to retain its students. Towards this end, SAIL has adopted a three-pronged strategy that includes:

1. Provision of basic infrastructure including schools with airy classrooms, drinking water and sanitation facilities, electricity, well-developed playgrounds, computers, etc.

2. Availability of trained teachers and high grade learning equipments to make learning a pleasurable experience and to increase retention of students.

3. In keeping with global trends, Information Technology (IT) based education is also imparted at several schools. As a result, the students are computer-literate and can easily adapt to IT based higher learning as well as have access to IT jobs.
With the above-mentioned strategies in mind, SAIL units have built and managed several primary, middle and higher secondary schools and colleges that cater to both employees’ dependents and surrounding populations.

SAIL schools have ensured high level of literacy rates which are higher than national average in the steel townships as well as of those students coming from homes within 20 km of these townships. Hence, several thousand beneficiaries per year have been receiving quality education at these schools. Of these beneficiaries, approximately half belong to SAIL employees and their dependents and the remaining half are represented by SAIL’s communities within 20 kms of the townships.

In doing so, SAIL has not only made a significant contribution to national efforts to raise literacy levels but also to Millennium Development Goals of Achieving Universal Primary Education (Goal 2) and Promoting Gender Equality and Empowering Women (Goal 3).

Net Enrolment in Primary Schools

Primary enrolment in schools provides an insight into current flow and spread of education. It is used as an indicator for monitoring progress toward the goal of achieving universal
primary education, identified in both the Millennium Development Goals and Education for All initiatives. It has been estimated that in developing countries, one child in three is not able to complete five years of schooling.

Giving Primary Education its due, Sarva Shiksha Abhiyan, a time-bound initiative of the Central Govt., in partnership with the states, the local Govt.s and the community, has been initiated. This initiative aims to provide elementary education to all children in the age group 6-14 years by 2010. It embodies some of the past programs such as the Total Literacy Campaign, and District Primary Education Programme (DPEP).

Completion of Primary Education

The proportion of pupils starting grade 1 who reach grade 5, known as the survival rate to grade 5, measures an education system’s success in retaining students from one grade to the next as well as its internal efficiency. Survival rates provide an estimation of the wastage of school education and how it weakens the benefits of increased primary enrolment.

Various factors account for poor performance on this indicator, including low quality of schooling, discouragement over poor performance and the direct and indirect costs of schooling. Students’ progress to higher grades may also be limited by the availability of teachers, classrooms and educational materials.

In this regard, SAIL has a distinguished record of providing high quality primary education that has enabled the retention of students that enroll in grade 1 till grade 5 and beyond. Accordingly, the survival rate to grade 5 has been 95.8% at all SAIL schools. This is significantly higher when compared to the national average of 60% in 1999-00. Though the survival rate of India is gradually increasing, the latest estimates from Ministry of Human Resource Development reveal that of the students enrolled in primary school, the survival rates were only 41.3% in 1980-81 and 35% in 1960-61. It is believed that providing primary education remains a great challenge as well as an opportunity. Whilst its success may allow millions to rise out of poverty, its failure is bound to lead to an educational and social crisis in the coming years.

Education for All

Special Schools were started at five integrated steel plant locations viz Bhilai, Durgapur, Rourkela, Bokaro & Burnpur in 2007-08 exclusively for poor, underprivileged children. The facilities provided in these schools include free education, mid-day meals, uniforms (including shoes), text books, stationary items, school bag, water bottles and transportation in some cases. These special schools which had around 700 hundred students in 2007-08, provided education to more than 1400 children in 2008-09.

A number of benefits are being provided to the SC/ST children. These include scholarships to deserving SC/ST undergraduate engineering students, adoption by BSP of 114 children belonging to SC/ST community and four (4) girls student for Nursing course and adoption of 14 children from nearly extinct Birhor Tribe of Jharkhand by BSL Free education, boarding and lodging facilities, etc. are being provided to them. In BSP, no tuition fee is charged by the company schools from SC/ST students irrespective of their parents’ economic status.

Promoting Computer Literacy

As a part of its strategy of promoting computer literacy amongst students from disadvantaged families, SAIL has joined hands with various non-government organisations (NGOs). Under this scheme, personal computers (PCs) are distributed to different NGOs who provide computer education to the students.

Providing education to rescued children, earlier being exploited as child labour (SSP)
Making a Meaningful Difference in People’s Lives

Shiksha Protsahan Yojna
As part of Shiksha Protsahan Yojna of Bokaro Steel Plant:
- 10 non-BSL students, selected on merit-cum-means basis are getting scholarship, tuition fee waiver and book help from Class XI onwards which shall be extended up to completion of their technical education.
- 10 topper students each, from JAC & CBSE streams have been given referral books.

Listening attentively to the teacher on their first day in the school (BSP)

Learn to Read (L 2 R) - Learn to read programme started in association with Orissa Govt. for improving standard of education in primary classes by RSP in October, 2008

Ratio of Girls to Boys in Primary, Secondary and Tertiary Education
This indicator of equality of educational opportunity, measured in terms of school enrolment, is a measure of both fairness and efficiency. It targets elimination of gender disparity at all levels of education that in turn would help to increase the status and capabilities of women. Female education is also an important determinant of economic development and is also an MDG for promoting gender equality and empowering women.

SAIL schools have consistently maintained an average ratio of girls to boys of nearly 1:1 for all levels of education. Further, in line with the Govt.’s Mahila Samakhyta program, SAIL schools have adopted several proactive steps to ensure the enrolment and continuation of the girl child in its schools.

Completion of Formal Education
The Planning Commission of India has devised this indicator to capture current progress in spread of formal education among school going children. The indicator not only values education in early years of an individual’s life (as it looks at children in the school going age-group) but it also lays importance on a structured formal system of education (unlike non-formal education as is generally the case with adult literacy) and, more importantly, weighs progressively the capacity of the education system to retain enrolled students over successive classes from class I to XII.

Accordingly, of the children that enroll in SAIL’s schools offering secondary education, the survival rates have been over 90%.

Thus, it is evident that SAIL’s contribution to education, which is essential to human development, has been immense. SAIL’s school are not only imparting education to more than 73,000 students, but are also maintaining an impressive record of retaining the children, boys and girls alike, for achieving secondary education. There are two important reasons why SAIL’s record on survival rate and intensity of formal education has been so spectacular:

1. The quality of education and school infrastructure has not only ensured retention of students but blossoming of talents as well.

2. The accessibility of schools within less than a kilometer has attracted students from peripheral areas thus contributing to the overall improved literacy levels of the region.

It is no wonder then SAIL schools have been contributing to the national economy through its various professionals in the fields of engineering, medicine, civil services etc.
As part of the consistent endeavour to bring in meaningful changes in the life of people residing in the mines and surrounding areas, Raw Materials Division (RMD), SAIL has developed an Industrial Training Institute (ITI) at Gua mines in Jharkhand. Responding to the increasing need of a vocational training institute in the remote area of Jharkhand, RMD was quick to act on the proposal from the State Govt. for setting up the ITI.

The foundation stone for setting up an ITI at Samstipur, Bihar was laid on 1st March 2009.

SAIL is working in tandem with Chattisgarh state Govt. for establishing a technical university at Bhilai, Chattisgarh.

Professionals from SAIL Schools

RDCIS, Ranchi, adopted two schools which are imparting education to the children from very poor families.

- Mahatma Gandhi Smarak Madhya Sah Uchcha Vidyalaya, Hatia, Ranchi,
- Samajik Madhya Sah Uchcha Vidyalaya’ Check post-IV, Hatia, Ranchi

The school buildings of the above schools were in very bad condition. RDCIS, after adopting the schools, took-up the jobs of construction/repairing of class rooms, construction of toilets separately for girls and boys, barbed wire fencing, erection of Arch Gates, provision of drinking water facilities, provision of bench-desk sets, free distribution of books, exercise copies and other study material, etc.

SAIL Kanya Shiksha Niketan - A success story

SAIL Kanya Shiksha Niketan, an institution dedicated to the cause of educating “the girl child” came into existence on 3rd July, 2007. The school is an outcome of SAIL’s commitment under CSR to serve the underprivileged and the weaker section of the society. DSP Mahila Samaj was chosen by Durgapur Steel Plant to run the school exclusively for the “girl child” belonging to the BPL families.

On the occasion of the 1st Foundation cum Annual Day Function of the school, there was happiness, enthusiasm and excitement among the kids who were all dressed in bright costumes to put up the first performance of their life: and the anxiety and involvement of the parents was palpable. For some of the parents, it was a reality they perhaps may not have dreamt of and so they stood speechless with mixed feelings of joy and gratitude. DSP Mahila Samaj and the dedicated teachers of the SAIL Kanya Shiksha Niketan have tried to create a significant difference in the lives of these students.

The school started with 60 students in Class-I and now there are 180 students studying in Class I to Class IV. The students are provided with books, uniforms, educational kits and all stationery items free of cost. A hot nourishing meal is provided to them daily. Apart from regular academic classes, audio visual aids are used to make learning enjoyable. Regular computer classes, yoga, sports and games classes have been introduced for comprehensive and all round development of the students.

Reema Mahato, a student of this school, won the 2nd Prize at the “Sit and Draw” competition organised by the Department of Safety & Fire Services, DSP.

SAIL shares the joy and happiness of the students of the school and their parents.

The social dividend from female literacy tends to be very high. High female literacy is associated with lower infant mortality, better family nutrition, reduced fertility and lower population growth rates.
SAIL & Snehi: Spreading smiles

Rambabu is nine years old. He had been caught lying and stealing at school. The school issued warnings and the caregiver at the Bal Bhawan, Greater Noida, was perplexed. She had no complaints about Rambabu, but she was hassled by his changed behaviour. Then one day, it was time for a group activity by the Snehi team which is providing ‘Trauma and Mental Health Care’ to destitute children.

The activity was a simple story telling session with the objective of teaching the children life skills. It was only a coincidence, but that day the counsellor chose to tell the story of a puppy who fell into the traps of temptation and began stealing from his friend. The story moved on to explain the traps of temptations, the consequences of stealing and the need to set high values in life. That evening, Rambabu went up to his caregiver and said “Mummy, I am a strong boy and I can control my temptation just like I control my anger. I think I will try doing it”

Since then there have been no complains about Rambabu stealing or lying.

This is just one of the many anecdotes that have happened since SAIL has joined hands with Snehi, for this noble cause at Bal Bhawan, Greater Noida.
Survival Rate in Primary School : 95.83%
Ratio of Girls : Boys (Overall) : 1 : 1
Number of Adult Education Centres constructed during the year : 24
Number of additional class rooms built during the year : 203
Total Number of additional class rooms built : 719

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<th>Schools within township</th>
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<table>
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<tr>
<th>Schools outside township</th>
<th>Number</th>
<th>Students</th>
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</thead>
<tbody>
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<td>183</td>
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<tr>
<td>Secondary</td>
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<td>18,859</td>
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<tr>
<td>Tertiary</td>
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<td><strong>Total</strong></td>
<td><strong>269</strong></td>
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Table 7: SAIL Scorecard: Education
Making a Meaningful Difference in People's Lives

It is also true that in a developing country like India, access to health remains a major concern for the people. There are significant disparities in the urban and rural populations for various indicators for morbidity, mortality and health.

Realising this early on since it was located in backward areas, SAIL took upon itself the arduous yet essential task of setting up primary health care centers, reproductive and child health centers, as well as super specialty hospitals, in its areas of operations.

The beginning was modest, but after three decades of perseverance SAIL’s efforts have resulted in establishing 61 primary health centers, 8 reproductive and child health centers, 18 hospitals and 6 super specialty hospitals. These have resulted in access to improved health infrastructure for over 26.7 million people for ailments from common cold to measles, diabetes, reproductive and child health care, open heart surgery, neuro-surgery, kidney transplantation, etc.

SAIL has been an active participant in the National RCH programme across all since 1995. All SAIL hospitals have participated in the National RCH program. SAIL is also participating in other

Health & Medical care

Access to health is a precondition for societal prosperity. The benefits of access to health may outweigh the costs for two reasons: first, survival and improved health has an intrinsic positive value, and second, health improves the productive national capacity by realizing a human and national potential that otherwise would be wasted through sickness or death.

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Health is a fundamental right—and an essential ingredient of development

- Dr. Manmohan Singh
National Health Programmes like National Tuberculosis Program, anti-Malaria, Anti Leprosy Program etc. There are 24 hospitals including 6 speciality hospitals situated throughout the country having a total strength of more than 4056 beds for the benefit of employees, their dependents and the peripheral population and are managed by trained medical staff of around 4300 people. Various welfare activities under as part of Reproductive and Child Health Care (RCH) are-tubectomy, vasectomy, deliveries and immunization.

SAIL has promoted the Government’s Small Family Norms. A scheme for promoting small family norms have been in place since 1994. In the scheme for promoting family planning, an incentive of Rs. 400 is being provided for a tubectomy operation; Rs. 500 for a vasectomy operation and Rs. 50 to family planning motivator for each case. These incentives are being provided to both employees and non-employees and these are over and above the incentives being given by the Government. Also, there is a scheme for employees with two or less children, in which Rs. 2000/- are given to an employee (or spouse) for a sterilisation operation.

Various Health camps have been organised at hospitals of all plant/units like Tuberculosis Camp, Anti Leprocy Camp etc. To combat the threat of Tuberculosis and Leprocy, DOTS (Directly Observed Treatment) therapy and Anti Leprocy MDT has been made available free of cost at all Primary Health Centres etc.

![Preliminary eye check-up (BSL)](image)

**Highlights**

- Health Centres at Bhilai, Durgapur, Rourkela, Bokaro, and Burnpur set up to provide medical care to the poor and the needy, where free treatment is being provided including medicines, etc.

- Ten (10) Mobile Medicare Units were provided in each of the years 2007-08 and 2008-09 to different organisations such as Bharat Sewa Foundation, Helpage India, Jharkhand Govt., Global Cancer Concern India, etc.

- Around 2200 Health camps (including regular camps in the Model Steel Villages and peripheral areas) were organised in 2008-09 where free health check-up, path lab treatment, medicine, immunisation, etc. was provided to over 10 lakh needy people and 475 medical camps were held during 2007-08 in 12 states benefiting over 5 lakh needy persons.

**Project Bal Jyoti**

In order to treat child blindness, juvenile cataract, squint etc., project Bal Jyoti has been launched in May’ 08 at Hathikala block, district Sundargarh, Orissa by RSP. Preliminary check up camps are held and then after final testing, children are recommended eye surgery which is performed at Ispat General Hospital (IGM), Rourkela.
India has only a few specialized cancer centers and All India Institute of Medical Sciences in New Delhi is one of them. Every year hundreds of new cases of children with cancer come to the Institute Rotary Cancer Hospital and pediatric unit of AIIMS from various places of India. Most of the families are economically disadvantaged which limits their access to accommodation and in worst cases they stay on footpaths.

Keeping the above in mind CANKIDS, an NGO, thought of starting the Home Away from Home (HAH) project and SAIL came forward to support the running & maintenance of HAH along with cost of transportation of patients and their families between AIIMS & Home Away from Home.

The HAH provides outstation families with affordable, child appropriate accommodation during treatment and during the last one year 675 family stays have been recorded in the Home Away from Home. It has been successful in creating a low-cost option near the hospital, without substantial investment and low running and maintenance costs. “Home Away from Home” provides lodging, parent kits (bedding, utensils, etc.), food services and runs various programs for the children so that they do not lose out on the studies during their treatment. Apart from taking care of their education, the health and nutritional aspects of the children is also emphasised.
Reproductive and Child Health Program

In 1994 SAIL took a decision to partner with the Govt. of India (GoI) in the National Family Welfare Program (NFWP). Consequently, a Corporate Family Welfare Cell was developed at SAIL for the execution of NFWP. Between 1994-98, according to the GoI policy, the initiative essentially focused on sterilizations and birth control. However, with the introduction of National Reproductive and Child Health Program (NRCHP) by the Govt. of India as per the National Health Policy in 1997, and the adoption of a Population Policy in 2000, the program is currently operating as SSSSSAIAIAIAIAILLLLL's Reproductive and Child Health Program's Reproductive and Child Health Program's Reproductive and Child Health Program's Reproductive and Child Health Program, with a non-target approach. NRCHP has four components namely, Family Planning, Safe Motherhood, Child Survival & Immunization and Prevention/Management of Reproductive Tract Infections (RTI), Sexually Transmitted Diseases (STD) and HIV/AIDS.

The following section describes SAIL’s contribution to the NRCHP as well as to human development and MDG

Family Planning

Way back in 1994, a tripartite committee meeting was organised at New Delhi between GoI represented by the Union Health Minister, CEOs of Indian industries and medical department representatives. It was decided that in order to achieve the social goal of population control, industries should act as a partner to GoI. It was then that SAIL nominated its Executive Director (Medical & Health Services) to attend the meetings. Subsequently, the Board of Directors of SAIL consented to partner GoI for achieving the fulfillment of social objective of population control in the community. The SAIL Board approved yearly allocation of a medical budget, for distribution amongst all SAIL hospitals to meet the objective.

Between 1994-1998, in keeping with the GoI policy, SAIL articulated the following goals:

1. Birth Control: family welfare measures like distribution of condoms, oral contraceptive pills and insertion of intrauterine devices. The focus was on permanent sterilization both for the female / male population of the community.
2. Immunisation
3. Essential newborn care

Safe Motherhood and Child Survival & Immunization

After the implementation of Integrated National Reproductive Child Health programme by GoI, SAIL also redesigned its strategy and applied ‘non target approach’ in various SAIL units. Subsequently, with the introduction of Population Policy by GoI in the year 2000, the strategy was expanded to include birth control, antenatal care, child birth, essential newborn care, prevention of AIDS and care of the pre-school children.

Thus, in addition to sterilization, and in view of GoI’s revised strategy and in alignment with NRCHP, SAIL has been focusing on the following key areas since 1999 at all its units:

1. Neonatal and Infant Mortality
2. Maternal Mortality
3. Essential Newborn Care
4. Antenatal Care
5. Fertility
6. Immunisation Coverage
7. Prevention and treatment of HIV/AIDS

The program targets women in the reproductive age (15-49 years), pregnant women, newborns and children including adolescents.

Neonatal and Infant Mortality Rate

The *infant mortality rate* is the probability (expressed as a rate per 1,000 live births) of a child born in a specified year dying before reaching the age of one if subject to current age-specific mortality rates. Infant mortality represents an important component of under-five mortality.

Latest reports reveal that of all the measurable health MDGs, the world is farther from achieving the one for child mortality—a two-thirds reduction by 2015 - than any other.
RSP has taken an initiative in partnership with the Govt. of Orissa, University of Maryland, NIH of USA and NGO-Jana Shikshyan Sansthan-Rourkela, to reduce neonatal sepsis and IMR in babies less than 60 days old. Neonatal sepsis is rampant in RSP affecting 100 villages with 1,20,000 population and one of the main causative factors for infant mortality.

Every day more than 30,000 of the world’s children die from preventable causes—dehydration, hunger, disease. Here the highest- priority countries are in Sub-Saharan Africa and South Asia. Whilst South Asia is making progress, with child mortality falling from 12.6% to around 10.0% during the 1990’s, Sub-Saharan Africa trails far behind: there, 17% of children do not reach age five. At current rates the region will not achieve the goal for child mortality for almost 150 years.

According to the 2001 Census of India, infant mortality accounts for 72% under-five mortality rates.

Further, based on information available with Sample Registration Survey (SRS), neonatal mortality accounts for 65% of all infant mortalities. As per the 1981 Census, IMR was estimated at 115 per thousand live births that declined to 77 infants per thousand live births by 1991 and then to 68 per thousand live births in 2001. In contrast, in spite of overseeing nearly 8000 live births each year at its units, the RCH centres at SAIL plants have recorded IMR between a range of 0-39.2 per thousand live births for its various units. According to the 1991 Census, the range for IMR varied from 42 in Kerala to over a 100 in Uttar Pradesh and Madhya Pradesh.

Thus, SAIL has been successful in limiting mortality rates at its RCH centers to less than the lowest recorded in the nation.

It would be pertinent to point out that the National Health Policy 2000 aims at achieving an IMR of below 30 per 1000 live births by 2010. With a figure of 39.2 for 2008-09, SAIL is confident of achieving this target.

It has been seen that infant deaths are most often due to unhealthy conditions at the time of birth. Malaria, measles, diarrhea, neonatal sepsis frequently kills infants, especially when they are suffering from malnutrition.

The high success rate of SAIL in ensuring low IMR is not only due to the availability of superior medical infrastructure but is really the culmination of SAIL’s contribution to all activities that comprise its RCH initiative. Regular awareness camps on advantages of family planning, necessity of antenatal checkups, good nutrition for expectant mothers, essential newborn care, promotion of breastfeeding as well as immunisation have all together resulted in low IMR.
Universal Immunisation Program

Govt. of India (GoI), as part of the Universal Immunisation Program, provides vaccines for immunisation against diphtheria, pertussis (whooping cough) and tetanus (DPT vaccine), polio, BCG and measles as part of the basic health package. In addition, vaccines for hepatitis B are also provided.

According to the National Population Policy 2000, GoI’s immunisation target for 2010 is the universal immunisation of children against vaccine preventable diseases, elimination of Polio by 2010 and near elimination of Tetanus and Measles.

SAIL has been an active collaborator with the GoI for increasing the coverage of Universal Immunisation Program. Under this scheme, vaccines provided by the Central Govt. are administered by SAIL’s doctors at all plant locations.

Certification of BSP and BSL townships and peripheral areas within 10 kms declared “Polio Free” by WHO since 2000

Immunisation against Measles

The proportion of 1 year-old children immunised against measles is the percentage of children under one year of age who have received at least one dose of measles vaccine and the quality of child health care system in the country. The indicator provides a measure of the coverage of immunisation which is an essential component for reducing under-five mortality.

Among these vaccine-preventable diseases of childhood, measles is the leading cause of child mortality. Health and other programmes targeted at these specific causes are one practical means of reducing child mortality.

SAIL units have consistently partnered with the Universal Immunisation Program and reported average immunisation coverage of 90% for BCG, polio, measles, and other vaccines, providing vaccination to nearly 100,000 beneficiaries each year. Thus, through its RCH activities and immunisation drives, SAIL has actively contributed to the achieving the MDG goal of reducing infant mortality.

Infant mortality rates not only measure child survival, but also reflect the social, economic and environmental conditions in which children (and others in society) live, including their health care. Because data on the incidences and prevalence of diseases (morbidity data) frequently are unavailable, mortality rates are often used to identify vulnerable populations.

Thus, it may not be wrong to infer that SAIL has endeavoured to reduce the vulnerability of its population – both township and communities – by aiding infants in claiming their first right, the right to life.
Making a Meaningful Difference in People's Lives

Providing regular health-care to villagers in and around SAIL mines (Megahataburu Iron Ore Mines)
more suffer injuries, infections and other complications related to pregnancy. Of the maternal deaths occurring, 99% occur in the developing countries. It has been realized that in order to achieve the MDG of reducing maternal mortality ratios, developing countries must expand access to skilled birth attendants, emergency obstetric services and reproductive health care, bringing these services together within a functioning health and referral system.

Thus, it is important to monitor changes in health conditions related to sex and reproduction since it has been seen that Maternal Mortality Rate (MMR) like IMR continues to be high in developing countries. For instance, in India whilst the death rate for the overall population on the whole has been declining over the past century, MMR continues to be high and accounts for the leading cause of death in many states. According to the Registrar General of India, MMR in 1997 varied from 707 per 100,000 live births in UP to 29 per 100,000 live births in Gujarat with a national average of 407 per 100,000 live births. On the other hand, SAIL has recorded its average MMR range to be 0-118 per 100,000 live births.

The Ministry of Health & Family Welfare, GoI, have given the topmost priority on safe motherhood. It is determined to reduce Maternal Mortality Ratio to 100 for every one lakh live births. To achieve this objective, the Govt. have launched or revamped several schemes including Essential Obstetric Care, provision of 24 hours delivery services at PHCs and Post Natal Care for Mother and Newborn. Janani Suraksha Yojana as a Safe Motherhood intervention under the National Rural Health Mission has also been started and the entire money spent on this scheme is provided by the GoI.

High MMR is seen as a shameful failure of development. MMR is eminently avoidable provided one addresses the broader social issues that inhibit women from seeking health care. These include poor health care, often, on account of lack of awareness of good health practices; poor nutrition; early marriage of women, high and closely spaced fertility that often stretches from adolescence to menopause; and the low status of women that marginalizes them in decision making process at all levels.
Malaria and Tuberculosis

Malaria and tuberculosis are the major causes of adult mortality, especially in developing countries.

Malaria

The indicator for prevalence and deaths associated with malaria allows highly endemic countries to monitor disease and death from malaria, which have been increasing over the last two decades due to deteriorating health systems, growing drug and insecticide resistance, periodic changes in weather patterns, civil unrest, human migration and population displacement.

According to the World Health Organisation, (WHO) malaria infects 500 million people worldwide - nearly 10% of the total population - and kills more than 1 million annually. Control of malaria requires various strategies tailored to local needs since the distribution patterns of malaria vary from region to region. These would include awareness of doctors and health workers, capacity building for rapid diagnosis and effective malaria management, quick treatment of patients, as well as research for new drugs and vaccines, because resistance to current treatments undermines their efficacy.

SAIL hospitals have been treating nearly 10,000 malaria patients since the last 3 years. The superior medical treatment has brought down the death rates due to malaria to less than 10% of treated cases. Further, it may be mentioned here that RSP, that faced a crisis situation in terms of incidence of cerebral malaria some years ago, has built an effective strategy to combat cerebral malaria.
Tuberculosis

Tuberculosis is the world’s second largest killer, after HIV/AIDS. Further, detecting and curing tuberculosis are key interventions for addressing poverty and inequality. Since tuberculosis is an airborne contagious disease, primary control is affected through finding and treating infectious cases and thus limiting the risk of acquiring infection. The recommended approach to primary control is the Directly Observed Treatment (DOTS) Short Course strategy, an inexpensive strategy that could prevent millions of tuberculosis cases and deaths over the coming decade.

DOTS is a proven system based on accurate diagnosis and consistent treatment with a full course of a cocktail of anti-tuberculosis drugs (isoniazid, rifampicin, pyrazinamide, streptomycin and ethambutol). DOTS requires Govt. commitment, careful detection, consistent treatment, uninterrupted supply of anti-tuberculosis drugs and a monitoring and reporting system to evaluate treatment outcomes for each patient.

Hence, in conjunction with the national ongoing DOTS programme, SAIL units have integrated various elements of DOTS strategy in their treatment of TB patients.

Contribution to AIDS Awareness

The company is one of the first PSUs to get associated as an inter-sectoral collaborator of National AIDS Control Organisation (NACO), Ministry of Health and Family Welfare, Govt. of India. SAIL has continued its efforts to contribute to the society in prevention & control of HIV/AIDS through Information, Education and Communication (IEC) programmes in line with NACO guidelines. As part of the HIV/AIDS prevention and control programme, over 1,10,000 employees & approximately 6,00,000 no. of general population has been covered under the awareness programme/campaign. SAIL has an approved HIV /AIDS policy to prevent against any discrimination.

Health Camps

Free medical health centres for poor have been set up at Bhilai, Bokaro, Durgapur, Rourkela, Burnpur (Gutgutpara) providing free medical consultation, medicines, etc. Around 2200 Health camps (including regular camps in the Model Steel Villages and peripheral areas) were organised in 2008-09 where free health check-up, path lab treatment, medicine, immunisation, etc. was provided to over 10 lakh needy people and 475 medical camps were held during 2007-08 in 12 states benefiting over 5 lakh needy persons.

"NIVEDITA" - the free medical unit for the poor

As a part of its CSR initiatives, DSP decided to open a free medical unit for poor, christened “Nivedita”, within the steel township to give free treatment and medicine to the poor and under-privileged. It was considered appropriate and justified to develop the unused portion of the B-Zone Health Centre premises as Free Medical Unit under CSR for this activity.

With the setting up of "Nivedita", DSP has taken the initiative to organise free community medical service through Swami Vivekananda Van Prachar Samity, an NGO, who has the requisite experience and expertise to provide such facilities for the needy and poor with empathy and involvement. The organisation also organises regular medical camps in the SAIL Model Steel Villages.

DSP provided the required guidance and also the financial assistance for renovation of the building and also for running different clinics of the medical unit. In addition, assistance has also been provided towards procurement of most modern equipments for Physio-therapy and Dental Clinic etc.

"Nivedita" - provides the following services to the underprivileged :-

1. Treatment by general physician for common ailments,
2. Consultancy & treatment in the discipline of gynaecology, paediatrics, orthopedics, general surgery, cardiology.
3. Mother and Child care unit.
4. Dental dispensary and dental care unit.
5. Physiotherapy clinic.
For Differently Abled Persons

The Company extended support to a number of activities for the benefit of physically challenged persons and destitutes. 193 physically challenged & hearing impaired persons from peripheral villages were identified and crutches, artificial limbs & hearing aids were provided with the help of Bharat Vikash Parishad, a reputed NGO by BSL; hearing aid provided to 150 people & computer lab & furniture provided by CMO; 15 tricycles and five wheel chairs provided by CCSO at Dhanbad.

In one of these camps organised by SSP, a 18 month old girl was detected with congenital cataract in both the eyes (nearly blind) and was restored vision after surgery at SSP hospital.

During a health camp at Narayanpur- Rowghat area it was found that Master Ram Singh, aged 6 year was walking with a limp. Upon close examination, it was found that Ram Singh was suffering from soft tissue tumor in the left calf. With proper planning under local anesthesia, the soft tissue tumor was removed in January 2007. Now Ram Singh walks normally with out a limp.

In the same health camp it also was noticed that Master Kamlu aged 8 years was having surgical problems. He was diagnosed to be suffering from Congenital Talipes Equino Vavus (deformity of both feet), as a result of which he was unable to walk. Since it was a complicated case, he was asked to report to the near by JLN Hospital & Research Centre for treatment. In the month of June-2007 his deformity was corrected upon and a plaster cast was applied. Now he walks with a normal gait and carries on his daily activities like any other normal child.

SAIL Hospitals & Research Centres

Started in May 1963 with 263 beds in Bhilai, SAIL hospitals are now well-established at each of the SAIL plants. In particular, BSP, BSL, DSP and RSP hospitals are large with over 700 beds each and are considered to be the apex referral institutes in the states they are located in. Over the decades, Jawaharlal Nehru Hospital (JLNH) at Bhilai, Bokaro General Hospital (BGH) at Bokaro, Durgapur Hospital (DH), Durgapur, and Ispat General Hospital (IGH), Rourkela have developed a world-class primary, secondary and tertiary health care system that caters to both SAIL employees as well as the people residing around the townships of the steel plants.

The super specialities offered include services in Neurology, Cardiology, Gastroenterology, Nephrology, Oncology, Neurosurgery, Cardiac surgery, Burns, Urology and Paediatrics.

Chote Taray

Child Relief & You (CRY), a leading NGO working towards securing the basic rights of underprivileged children. ‘Chote Taray’ is their initiative at Jammu for instilling confidence amongst the children with special needs and enabling them to become a contributing part of the mainstream population. SAIL has joined hands with CRY in this endeavor.

Under this programme, one of the children CRY came across was Muzafer Ahmad, a 20 years old youth, who is mentally retarded with Down’s Syndrome. His physique is of a 10 years old. He is suffering from Leukodystrophy disease that adversely affects the mental capacity of a child. Though he understands both verbal and sign language, but when he speaks his words and language is not very clear.

He used to feel insecure in the company of people he did not know. He failed to identify himself amongst other children and cannot mix up well with any one. His behaviour included shouting, beating other children, using abusive language all the time, swallowing food without chewing, running away from home, self injurious, weak concentration power, dependent on daily activities etc.

The child was in need of special attention and education. The team has been working with the child since the inception of the project. Chote Taray provided a friendly and secure environment to help develop his confidence and work on his therapy.
For instance, JLNH caters to the needs of various rare types of treatment such as Closed Cardiac Surgery, Open Heart Surgery, Vascular Surgery, Thoracic Whipples operations, Neuro Surgery, Plastic & Reconstructive Surgery, Pacemaker implantation, Portal Hypertension Surgery like Lieno-Renal Shunt & Meso-Caval (H-Graft), Kidney transplantation, etc.

Similarly, BGH, a 910 - bedded hospital, is equipped with modern state-of-the-art equipment, qualified and experienced specialist and trained medical/paramedical staff. OPD and IPD facilities are provided in all speciality/super-speciality of the medical discipline with the help of specialists and modern equipments. Some of the specialities and super-specialities include: Medicine, General Surgery, Orthopaedic Surgery, Nuclear Medicine Deptt., Special Care Baby Unit (Level-II Neonatal Care), Cardiac Unit, Ophthalmology, Oncology, Cardiology, Gastro-enterology, Neurology, Nephrology, Intensive Coronary Unit, Neurosurgical Intensive Care Unit, Plastic Surgery and Burns care, etc. The diagnostic facilities include 700 MA, 500 MA, 300 MA X-Ray Machines, Endoscopy, Laser Therapy of Eye Unit, Elisa Test, etc.

Durgapur Hospital, while offering several of the super speciality services mentioned above, also has an active Hemophilia factor unit and provides blood clotting Factor VIII gratis to its patients. Similarly, prevention and control of Thalassemia is a remarkable activity being carried out at DSP.

In the same vein, the Malaria Research Centre at IGH, Rourkela has grown from strength to strength with each passing year. IGH has been recognised by WHO as a training centre for doctors from SAARC countries on malaria management. The 685 - bedded IGH is equipped with most modern/specialised units which are manned by specialists and trained medical/paramedical staff. Specialised units/facilities include Haemodialysis Unit, Burn Centre, Blood Transfusion Centre, Special Neonatal Care Unit, Super M-100/ X-Ray Unit, CT Scan, Endoscopy & Laproscopic Surgery, etc. The super-specialised areas available in the hospital are Cardiology, Neurology, Nephrology, Orthopaedic Clinic, Diabetic Clinic, etc. Around 3,000 major surgeries are performed annually and the OPD attendance on average is 4,108 per day, i.e. around 1.5 million per annum.

Thus, SAIL’s comprehensive health care programme is a means to an end of a solemn promise—to improve the quality of life for its employees, their family members and all those who live in the community. It is thus about people and expanding their choice of a good living.

Regaining of vision by Appayamma

Appayamma’s story reflects the travails of a typical low income farmer family. Lack of awareness and poverty prevented Appayamma and her husband to educate their children- two sons and two daughters.

The little piece of land they had, had to be sold to perform the marriages of their daughters and their sons started working in a mechanic shop as they lost their land. Old age came and took away Appayamma’s husband and she turned to her sons for support. The sons took care of the mother but a new problem arose- Appayamma was losing her vision. They knew that something had to be done for their mother and took her to a doctor who advised cataract surgery for her. That was fine, but where was the money to treat her, when they themselves were struggling to feed their families?

Hope came through the news that Sankar Foundation was organizing a free eye camp at her village - Duppada (Vizianagram District, Andhra Pradesh). Appayamma did not miss the chance and promptly turned up at the camp and to her joy; she was taken to the base hospital for surgery. 22nd of September 2008 was an eventful day for Appayamma. She got her left eye operated for cataract and the next day she was gleefully looking at the beautiful hospital interiors that she was in. She lost her husband, she lost her land…. but she lost hope when she lost her vision. She found it back alive to the efforts Sankar Foundation. SAIL is proud to be associated with Sankar Foundation in this noble cause.
SAIL Scorecard: Health & Medical

Number of Primary Health Centres : 61  
Number of RCH Centres : 8  
Number of Hospitals : 18  
Number of Specialty Hospitals : 6  
Number of beds : 4056  
Number of doctors : 787  
Number of paramedical staff : 3510  
Number of beneficiaries during the year : 47,19,520  
Number of Immunisations during the year : 1,82,363  
Number of Sterilisations : 19,670

Table 8: SAIL Scorecard: Health & Medical
A health camp in progress in a MSV (SSP)
It is well known that millions of Indians suffer from water-borne diseases such as choleric fever, amoebiasis, hepatitis, etc. due to absence of access to safe drinking water sources. Recognising the importance of availability of safe drinking water and the high morbidity rates in its absence, SAIL plants have been progressively providing access to improved water sources to people residing in its peripheral areas.

**Development of improved water sources**

Each plant within a radius of 20 Km of its township has ensured access and availability to improved water supply through construction of 4714 types of water sources including borewells with handpumps, overhead tanks, ponds, taps, tube wells as well as by laying down pipelines, as shown in the figure. These water sources, within a distance of 1-2 Km of target households, provide a minimum of 20 litres of water per capita per day. Such an access has been defined as reasonable access by the Global Water Supply and Assessment Report 2000.
Project ‘Jaladhara’ was taken up under the Corporate Social Responsibility initiatives of CMO in tribal villages of Visakhapatnam district. The project aimed to provide drinking water to the hamlets of Dummaguda and Sarada of Bonguda village from the natural springs of the Ranajilledu water falls in the picturesque Araku Valley. Water from the perennial natural springs, which are at a height of 60m from the village, is brought down to the village by taking advantage of the natural gradient (by the way of gravity). This has been done by constructing a cistern at the tapping point and laying a main pipeline (1.6 kms long) through mountain terrain to convey the water from the cistern at the tapping point to the tiny hamlets which house a population of about 450 persons. In the village premises filtration tanks and distribution tanks with taps have been provided. The uniqueness of the project is that no motor pumps have been used and the water is brought down through the natural gradient. Earlier the village folk (especially ladies) had to trek nearly 2.5 kms to collect water from the Ranajilledu falls.
These water sources have facilitated access to nearly 37 lakh people in the last 26 years. This is tantamount to incrementally providing access to more than one lakh persons every year since the last 26 years of its existence.

**Conservation of traditional structures**

While on one hand SAIL has established access to improved water through construction of various water sources, it has also endeavoured to conserve and reconstruct traditional structures such as ghats. For instance, villages of Chhattisgarh have ponds aplenty but there were no ghats/steps leading to the ponds. Drowning incidents were a common feature of these villages. Hence, inspite of the availability of water, the villagers were unable to freely make use of the pond out of fear for life. Accordingly, BSP constructed several ghats and repaired existing broken ones as well. This has resulted in enhanced availability of the pond water for the villagers.

BSL has constructed several ‘Chhat ghats’ to celebrate ‘Chhat’ the major festival of Bihar.

**Development of partnerships for maintenance of water source**

Lack of clean water and basic sanitation is the main reason that diseases transmitted by faeces are so common in developing countries. In 1990 diarrhea resulted in 3 million deaths, 85% of them among children. In 2000 about 1.2 billion people still lacked access to a reliable source of water that was protected from contamination. Of these 40% of the people were in East Asia and Pacific and 25% in Sub-Saharan.

Whilst South Asia had a relatively high access to clean water, with an over 80% access in 2000, its access to sanitation was very low with an average of less than 40% lower than that of Sub-Saharan which was more than 60%. Thus, by providing access to the main element supporting life, SAIL has not only quenched the thirst of many a villager but also helped in improved irrigation, and reduced morbidity and mortality from water-borne diseases. In doing so, SAIL has contributed to MDG 7 of ensuring environmental stability.
Table 9: SAIL Scorecard: Access to Improved Water Sources

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of people for whom created during the year</td>
<td>2,51,554</td>
</tr>
<tr>
<td>Total number of people for whom created</td>
<td>37,00,203</td>
</tr>
<tr>
<td>Number of water infrastructure created during the year</td>
<td>1050</td>
</tr>
<tr>
<td>Total number of water infrastructure created</td>
<td>4714</td>
</tr>
</tbody>
</table>

*Providing improved water source through hand pump in an MSV (CMO)*

Table 9: SAIL Scorecard: Access to Improved Water Sources
Road Connectivity

Transport, upward social mobility and integration are linked in many ways. A good road connectivity of habitations, particularly of rural areas, is often the primary means of supplementing the public effort directed at providing basic health and educational services, as well as infrastructural support for production, trade and commerce at the local village level. In many cases, particularly in sparsely populated areas and towns with large hinterland, good road connectivity may altogether obviate the need for public provisioning of some of these services in each and every village and, at the same time, help forge durable economic linkages of such habitations with rest of the economy.

Road connectivity is, therefore, a useful indicator of ‘inclusionary’ aspect of development process and, perhaps, reach of the market as well. It is particularly relevant in the Indian context where road transport alleviates poverty.

For instance, for the poor, the lack of affordable access road transport deprives them of the ability to take advantage of employment opportunities and even of very basic social services. Reliable access to schools and health services for the poor contributes directly to their accumulation of human capital, which is a key factor in sustainable poverty alleviation. In as much that jobs and basic social services are relatively highly valued by the poor, it can be said that the associated road transport access is of high value to the poor. Moreover, road network creates and stimulates positive synergy and enhances social cohesion by giving freedom of movement and by providing access to the same opportunities to all citizens through its cross border effects (wealth redistribution). Consequently, good road connectivity has powerful positive effects on the poorer parts of the population.

According to the 2001 Census, over 70 per cent of the population continues to live in rural areas.
and where over 50 per cent of villages with population of less than 1000 are yet to be connected by roads. Currently, the road length per million population has increased from 21.68 Km to 25.82 Km. Accordingly, building and maintenance of roads has been one of the top priorities for SAIL units in all their areas of operations. SAIL has been involved in the construction/repair of 67 Km of (pucca) roads during the year 2008-09, thereby providing access to more than one lakh persons. This compares well with the national figure which is 25.82 Km of road length per million population.

SAIL's contribution in providing access to roads for its rural communities should be viewed in the context of its areas of operations: Its BSP unit has constructed/repaiired more than 50 km of roads in the state of Madhya Pradesh (BSP has now become part of Chhattisgarh) where only 38% villages with a population of less than 1000 people were connected by roads. Similarly, it has constructed/repaiired more than 75 and 200 Km of roads in West Bengal and Bihar respectively, the only two Indian states where villages with populations of more than 1500 have not been connected by roads. In the same way it has developed more than 75 Kms of roads in its mines that are located in dense forests and where the terrain is extremely inhospitable.

### SAIL Scorecard: Road Connectivity

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction / Repair of Pucca Road during the year</td>
<td>66.73 Km</td>
</tr>
<tr>
<td>Providing road access across</td>
<td>38 villages/year</td>
</tr>
<tr>
<td>Total number of beneficiaries during the year</td>
<td>1,16,295</td>
</tr>
<tr>
<td>Total number of beneficiaries</td>
<td>56,06,453</td>
</tr>
</tbody>
</table>

Table 10 : SAIL Scorecard: Road Connectivity

SAIL has been instrumental in development of road infrastructure in around its periphery (RSP)
Engendering Development

In most societies women fare less well than men. As children they have lower access to education, health care and sometimes food; as adults they receive less education and training, work longer hours for lower wages. In the Third World, women and girls are especially burdened by water and fuel collection, reducing their time and opportunities for education, literacy and income-generating activities.

Most often they have unequal rights and insecure access to land and other natural resources, limiting their opportunities and ability to access other productive assets. Thus, whilst discrimination against women takes many forms, it is most apparently manifested in terms of education and health. The powerful links between productivity and girls’ and maternal health— including reproductive health—and girls’ education are too often stymied by women’s lack of empowerment. The lifecycles of educated girls illustrate the synergies among social sector interventions. Better-educated girls are likely to marry later, especially if they receive secondary education and they engage in economic activities outside the home. They have fewer, better-educated, healthier children. And they earn higher incomes in the workforce. If girls are kept out of school or educated women are not allowed to fully participate in the labour market, these potential gains are squandered. If public investments in basic infrastructure (such as safe water) ignore women’s needs, women may be condemned to spend hours a day fetching water when they could be participating more productively in society.

The Empowered Woman, she moves through the world with a sense of confidence and grace. Her once reckless spirit now tempered by wisdom. Quietly, yet firmly, she speaks her truth without doubt or hesitation and the life she leads is of her own creation.

*The Empowered Woman*
by Sonny Carroll

Developing the skills of under-privileged women (RSP)
When women have no say in household decision-making, the synergies between productivity, health and education are destroyed. Gender equality is thus more than social justice- it promotes development. It is widely recognized now that although gender equality by itself is not a MDG, it is central in achieving all other goals. Thus, unless women’s capabilities are improved, gender equality increased and their roles in society as change agents reinforced, MDG cannot be achieved.

**SAIL: An equal opportunity employer**

SAIL is an equal opportunity employer that has employed both women and men of caliber. Since its inception, several women have not only held positions of responsibility in its management but have also headed various departments. SAIL had the distinction of having Ms. Ishar Judge Ahluwalia on its Board in 2001, before the Narayana Murthy Committee on Corporate Governance came up with the proposal.

SAIL employs about 7000 women employees in both technical and non-technical area which is around 6% of total employees. Though historically and traditionally SAIL as a Public Sector Undertaking has been a labour intensive manufacturing industry with more employees being men in both technical and non-technical areas, over the years, more and more women are entering this non traditional sector. This trend is no more an exception. Women employees brave the hazardous nature of the operations in a steel company and work in tandem with their male colleagues on the shop floor in tough working conditions.

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**Taking cognizance of Sexual Harassment at the Workplace**

In pursuance of the directives of the GoI in terms of the directions given by the Hon’ble Supreme Court of India, SAIL constituted Complaint Committees at its units in 1998. These committees are meant for redressal of women employees for matters related to sexual harassment at the workplace.

---

**Educated Girl marries later**

- Has fewer more evenly spaced children
- Seeks medical care sooner for self and children
- Provides better care and nutrition for self and children

- Increases probability of children’s survival; health transition
- Reduces overall fertility demographic transition
- Improves children’s learning and education

*Source: Mehrotra and Jolly 2000.*

*Figure 14: Educated girl marries later*
Mahila Samaj / Samitis: 50 Glorious Years of Pioneering Work

Recognising that gender equality and empowerment of women leads to faster progress of society, Mahila Samaj was formed in 1957 in Bhilai when the industrial complex was just coming up. Since then this revolutionary institution, which started with just 50 members on August 4, 1957, has inspired other SAIL plants to develop their Mahila Committees as well. These include Deepika Mahila Samiti at RSP, Ispat Mahila Samaj at VISL, Mahila Karmodyoga Cooperative Industrial Society at DSP, Bokaro Mahila Samiti at BSL and Bolani, Hilltop & Kiriburu-Meghahatuburu Mahila Samitis. These Mahila Committees, at each of the plants, have become the pioneer of community welfare and has been given the status of an ancillary industry by SAIL. It has a total of around 4000 members and 15 affiliations with national level organisations. It is involved in various activities especially those involving women from the weaker sections or belonging to SC/ST communities. The members, through internal revenue collections have been conducting/operating in various areas

1. Products/ Services for SAIL Employees
   - Hand Gloves
   - Soaps
   - Masala
   - Spices
   - Canteens

2. Community Welfare
   - Sewing /Embroidery centre
   - School for special persons
   - Health and hygiene education
   - Psychological support to ill-treated tribal women
   - Creches
   - Adult education
   - Medical centres & dispensaries
   - Kindergarten schools
   - Children’s library

3. Community based Campaigns
   - Literacy
   - Water & electricity conservation
   - Healthcare and communicable diseases
   - Anti-polythene drive
   - Fire hazard and safety
   - Cleanliness and tree plantation

4. Workshops
   - Banking
   - Information Technology
   - Insurance
   - Civic facilities
   - Rights of women

5. Assistance to National Causes
   - Kargil War Relief etc.
   - Welfare for poor women
   - Gujarata Earthquake
   - National Defence Fund
   - Cholera control
   - Flood/cyclone/Super Cyclone relief, etc.
   - Chief Ministers Blood/Drought Relief Fund

The Shiromani award has been conferred on Dr. Meena Limaye at BSL.
The first Medical Department of Bhilai Steel Plant was started in December 1956 with Dr. (Miss) Dasgupta, in charge.
including hand gloves factory, masala section, soap factory, contributing to women's colleges and for rehabilitation of the differently abled and many other similar activities.

The achievements of SAIL in affording accessibility to employment to women coupled with those of Mahila Samaj for impoverished women are significant. In India, the Gender Equality Index (GEI) measures the attainments of human development indicators by women and contrasts it with those attained by males. It has been reported that GEI rose marginally from 62% in 1980s to 67.6% in 1990s. From this it may be inferred that on an average, the attainments of women is only two-thirds of that of men.

Gender disparities are rampant throughout the world, especially the developing world. However, it has been well established that for any real development to take place, amelioration, education and upliftment of women is essential.

SAIL through its various initiatives, has endeavoured to accord an equal status to women.

**Minu Karmakar**

Assistance under Peripheral Development Scheme of DSP was given to Swami Vivekananda Vani Prachar Samity, Durgapur two years back for setting up a production unit of “Soap, Gunny Bag and Duster” for industrial use, an employment generation project for a women group from the weaker section of the society around the steel township.

A women group by name “Vivekananda Service Centre” was formed with 10 women (either jobless or working as maid) from the adjoining slum areas. Required training and motivation was given to the members to carry out the job.

Minu, aged 16 years, daughter of Late Swapan Karmakar, a slum dweller, was inducted in the group in view of the condition of her family. She had dropped out of school and had been working as a maid in the steel town because her father was paralysed and bed-ridden.

Presently, Minu is associated with production of Gunny Bag and Duster at Vivekananda Service Centre and earns Rs. 1200/- per month. She has restarted her education by taking evening classes in the school run by Swami Vivekananda Vani Prachar Samity and currently is studying in class-VI. It may also be worth mentioning that Minu has conducted a training session on Gunny Bag and Duster production for the team sent by Mahila Samaj, ISP, Bumpur.
Plastic waste forms a major part of the garbage, whether it be a single household, a colony or an entire township. As part of cleaning up plastic garbage from the steel township, DSP CSR cell conceptualised a plastic waste removal programme (an eco-friendly project) in association with Swami Vivekananda Vani Prachar Samity, Durgapur and Art of Living, Durgapur.

A women group was formed by Swami Vivekananda Vani Prachar Samity, in association with SAIL, having 11 women from the weaker section of the society who were jobless and who belong to Scheduled Caste and motivated them to carry out the job. The group was named “Vivek Bahini” and it has been running the plastic waste removal programme successfully since last couple of years. This has resulted not only in a cleaner and eco-friendly environment in the township but also in providing livelihood generation where the average income of each member is INR 1200/- pm. The group is now having a bank account from where they can get loan in an emergency. The members are also covered by Group Mediclaim Policy for INR 25000/- per year for each member.

As a result, the quality of life of all the group members has improved, they also feel more secure and more confident with improved self-dignity of the women folk in view of the support rendered by SAIL for the said project.

DVC Para (Bagan Para), Parulia, Durgapur, West Bengal has been adopted as one of the SAIL Model Steel Villages for comprehensive development in the areas of basic infrastructure, education, health & hygiene, social, cultural and employment generation etc under Corporate Social Responsibility of DSP.

Manju Ruidas (22 Yrs) and Gouri Guru (20 Yrs) of DVC Para were sitting idle without any job. The two girls were having required qualification to become teachers for the pre-primary education in the village. Based on their qualification and the poor condition of their families, they were selected for teachers’ training.

Both the girls have been given required teachers’ training for pre-primary education at Swami Vivekananda Vani Prachar Samity and are now working as teachers at the Pre-primary Education Centre at DVC Para and are earning Rs. 700/- per month. They are also working as the contact person for awareness and motivation camps at the village.
Salem Steel Plant has launched a pilot scheme in Thirumalaigiri for upliftment of rural women as part of its developmental activities in peripheral villages under Corporate Social Responsibility. The scheme is aimed at developing the skills of the underprivileged rural women in garment making so as to enable them to take up employment with garment companies and generate revenue by undertaking tailoring work in their homes. As many as 84 women have been trained under this scheme.

The scheme was implemented at a cost of Rs. 1.82 lakhs in collaboration with Centre for Non-formal Vocational Training, Sona College of Technology, Salem. It envisages training of the women in garment making and embroidery. Consumables required for tailoring, teaching aids and cloth have been issued free of cost. Industrial visits and interaction sessions have also been organised as a measure of confidence building. The course was conducted in 3 batches of 20 candidates each and 3 days in a week for each batch. The women who complete the training are advised to take another test which is conducted by District Welfare Office, Salem. Passing the test will enable them enroll as members in the District Co-operative Society. As a member of the society, they can get orders from the society for garment stitching which will ensure regular income and thereby improve their living standard.

In order to facilitate smooth conduct of the course, seven (7) sewing machines have been procured and supplied by Salem Steel Plant.

Advanced training has also been planned for those who have the aptitude and qualities to become entrepreneurs. Some of them have shown interest to seek employment and a few opted for being on their own in their homes. This scheme has turned out to be a roaring success as over 100 women have already registered for the next batch.

SAIL Scorecard: Engendering Development

<table>
<thead>
<tr>
<th>SAIL Scorecard: Engendering Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of women employed</td>
</tr>
<tr>
<td>Number of women in management</td>
</tr>
<tr>
<td>Number of women in non-executive position</td>
</tr>
<tr>
<td>Number of women engaged in institutions (Mahila Samaj)</td>
</tr>
<tr>
<td>Quantum of orders generated in 2008-09 (Amount in Rs. Lakhs)</td>
</tr>
</tbody>
</table>

Table 11: SAIL Scorecard: Engendering Development
Vendor development is also important for import substitution, cost reduction and quality improvement. Vendor development needs are dependent on factors such as make-or-buy decisions, amount of sub-contracting, breakeven points at manufacturing and plant capacity. This helps in bringing about a fair competition among the suppliers and ensures that supply failures are kept at a minimum.

Accordingly, ancillarisation (also known as sub-contracting; preferred supplier status) plays an important role during the industrial development of a nation. A healthy relationship between parent and ancillary industries would reflect in overall gains to our national economy. Large and small industries complement and supplement each other. Coexistence of industries and inter-sectoral cooperation among them create essential attributes for industrial economy ecology.

In the 1960s, the Govt. of India had launched a nationwide programme for encouragement and development of the small scale sector. With this objective in mind, the Bureau of Public Enterprises issued specific guidelines in 1971 to all public sector undertakings asking them to promote small scale industries and ancillaries in their respective regions.
Ancillary Development by SAIL

SAIL units responded to this call by identifying various small scale industries (SSIs) as ancillary units. These units belong to various categories, including mechanical and electrical engineering, refractories, paint, fibre-glass and safety items, etc. Since 1978, 42 units have been identified as ancillary units each year progressively at various SAIL plants.

These ancillary units have been provided with orders worth Rs. 600 Crore each year resulting in employment of nearly 745 persons each year.

Capacity Building of Ancillary Units

With a view to providing encouragement, assistance and opportunities for development to ancillary units at various SAIL units, the following facilities have been provided from time to time:

- Transfer of own land to plant’s Ancillary Development Associations (ADAS) for establishing SSIs.
- Supply of potable water and other infrastructure facilities
- Extension of consultancy services to the entrepreneurs for selection of proper industries.
- Scrutiny of project reports for proposed industries, which is still continuing.
- Publication of brochures and booklets to acquaint the entrepreneurs of the SAIL units' requirements.
- Exhibition of spare parts and drawings to allow the entrepreneurs to get an exact idea of the parts required by a steel plant.
- Purchase preference given to ancillary units, which is still continuing. In some units such as BSP, it has been decided that in case an outside party is lowest against a tender, 50% of the tendered quantity is reserved for ancillary unit subject to matching the lowest rate.
- Exemption from payment of earnest money and security deposit against a tender.
- Long-term price fixation for items of sizeable consumption.
- Detailed drawing for fabrication, etc., are prepared by the plants and supplied to the industries for execution of work.
- Handling equipment provided wherever possible on hire on requisition from the industries.
- Testing facilities available in the plants used for the orders placed on the ADA unit free of cost.
- Inspection of products done in the premises of the industries wherever required; stage inspection facility also extended.
- Payment against supply cleared within the time limit of a month or so.
- Available by-products supplied to as raw materials for manufacture of further products.
- Ancillaries/SSI units exempted from depositing earnest money on security deposit; cost of tender documents is not charged from them.
- Monitoring to ensure planned growth of industries done by a committee known as the Plant Level Committee (PLC) headed by the Managing Director of a plant and which has other senior officers of the plant and the concerned organisation of the state and Central Govt. as members.
A Success Story

Electronic & Power Control Co., an enterprise of Kakku Electronic & Power Control (P) Ltd., was formed in 1969 as an important substitute unit engaged in development of electro-mechanical control equipments imported from the erstwhile USSR, for Bhilai Steel Plant.

With the continuous support of engineers of BSP, Kakku was able to develop a wide range of other import substitute products to satisfy the requirements of its mother plant, BSP and jointly contributed in saving our country’s foreign exchange reserves.

With such impressive performance, Kakku was then given the honorable status of an ancillary industry to BSP.

Today, Kakku has become one of the leading manufacturers of various types of electro-mechanical control equipment material-handling equipment, etc. It is recognised as a one-stop solution brand for all major steel plants and metal industry in India. Kakku’s competencies include, apart from electromechanical capabilities, panel building division, automation division, project division, well-equipped tool room with the latest spark erosion machine for die-making, pentographs, etc. With over 100 different machining centres/machines, Kakku ensures the quality of its products at each step. This is further strengthened through stringent quality control with the accreditation of ISO 9001:2001.

Kakku currently has a turnover of nearly INR 65 million. It openly acknowledges BSP’s assistance in reaching this height since it was able to develop its competency in many product lines only due to its association with BSP.

The role played by BSP for development of ancillary industries has been appreciated by various Govt. authorities. It is heartening to mention that the Govt. of MP had honoured the BSP with the prestigious Sahayak Udyog Mitra awarded in the year 1997 for active role played by the company for development of industries and the Chhattisgarh region. BSP was the first organisation to have been awarded this honour.

If the quantum of ancillarisation is any measure of development of an industrial region/area, then the growth of ancillary industries in and around SAIL’s steel townships is a precise example of it. The steady growth of SAIL’s plants and expanding business horizon created a conducive atmosphere for establishment of ancillary industries.

SAIL started its ancillarisation program as early as in 1978, with only 31 ancillary units on record, and has been adding on an annual basis 42 units. These ancillary units have generated a revenue of Rs. 212.54 crore in 2008-09 and today employ 10,310 people.

Today I am changing the name of Bhilai. I am rechristening it as “Bhalai”, meaning welfare. The welfare of India will be reflected here.

— Acharya Vinoba Bhave (during a round of the ancillary industries) January 3, 1964.

SAIL Scorecard: Ancillary & Local Industries

<table>
<thead>
<tr>
<th>Developing ancillaries since 1978</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adding 42 ancillary units annually</td>
</tr>
<tr>
<td>Creating employment for more than 700 people /year</td>
</tr>
<tr>
<td>Number of units recognized - 1861</td>
</tr>
<tr>
<td>People employed - 10310</td>
</tr>
<tr>
<td>Quantum of orders generated - 212.54</td>
</tr>
<tr>
<td>in 2008-09 (Amount in Rs. crore)</td>
</tr>
</tbody>
</table>

Table 12 : SAIL Scorecard: Ancillary & Local Industries
A new unit coming up at IISCO Steel Plant
Sports, 
Culture & Heritage

Contributing to sports has been embedded in the corporate philosophy of SAIL right from its inception. The company created and provided sports facilities at the steel townships when their blueprints were being drawn. These were created with a view to make sports a major pillar in developing better citizens and enhancing sportsmanship and team spirit. This was all done at a time when these regions were highly underdeveloped and far away from conceiving such facilities. Taking a step further, SAIL developed these sports centres into full-fledged academies. SAIL is not only helping the nation meet its infrastructure requirements, but also lending a helping hand in preserving the country’s culture & heritage.

SAIL: Creating Stars

The Sports academies scan the peripheral areas of the steel plants as well as different regions of the country and select suitable young talents for enrolment. The trainees are put through strict training by well-qualified coaches in each of the fields and groomed to higher levels of competence. SAIL has established several residential Sports Academies like:

- Football Academy at Bokaro
- Hockey Academy at Rourkela
- Athletics Academy for Boys at Bhilai
- Athletics Academy for Girls at Durgapur
- Archery Academy at Kiriburu
- Football Academy at Burnpur

“Culture is the widening of the mind and of the spirit”

-Jawaharlal Nehru
The objective of including sports as a major social activity in the lives of the employees of SAIL was not only to provide them a holistic lifestyle, an opportunity to develop physical skills and pursue hobbies, but also to make sports a major channel for creating better citizens and inculcating team spirit. SAIL formed the Steel Plant Sports Board in the 1960s in association with TISCO, to promote the spirit of competition within the steel industry through inter-plant events and sharing of views amongst employees. Since then, of course, the area of sports has expanded manifold in SAIL and encompasses national and international-level sports events and association of eminent sports persons.

The basic philosophy of SAIL for development of sports, focuses on:

- Spotting young talent with the idea of ‘catching ‘em young’, and imparting training to them to raise them to national and international standards.
- Developing a few selected disciplines for better attention and results.
- Formation of academies in selected sports disciplines.
- Promoting promising talents by awarding scholarships.

A committee at the corporate level of the company monitors all the sports activities of SAIL, including policy formations and their implementation, budget, coordination with the steel plants and outside agencies, etc. The committee’s work is aided by a sports cell in each plant/unit, headed by a sports officer, which conducts year-long sports activities in different disciplines at the unit level.

The academies scan the peripheral areas of the steel plants as well as different regions of the country and select suitable young talents for enrolment. The trainees are put through strict training by well-qualified coaches in each of the fields and groomed to higher levels of competence. Continuous emphasis on sports activities has helped SAIL develop players who have gone on to compete at the state and national levels of various tournaments.

SAIL is also running Day Scholar Training Centres in different disciplines - for hockey and athletics at Rourkela, for athletics, hockey, football and boxing at Bhilai, for football and athletics at Durgapur, and athletics, football & table tennis at ISP, Bumpur.

At present, the company conducts round-the-year sports activities in its main plants (Bhilai, Rourkela, Durgapur, Bokaro and Bumpur) in the following disciplines: athletics, basketball, bridge, chess, cricket, football, hockey, kabaddi, power lifting and volleyball. Besides, the plants individually promote other sports like badminton (both feather & ball), body building, boxing, carrom, gymnastics, handball, judo, karate, kho-kho, lawn tennis, swimming, table tennis, taekwondo, trekking, weightlifting, wrestling and yoga.

The race is on - children participating in the Narayanpur Khel Mela (BSP)
Game in progress on the astro-turf ground of SAIL Hockey Academy (RSP)
A number of sports activities in the disciplines such as football, kho-kho, kabadi, archery, athletics etc. are also organised in the Mines area of Chiria, Kiriburu, Rowghat which are inhabited predominantly by tribals.

The steel townships of SAIL boast of an impressive sports infrastructure. There are sports complexes with provision of facilities for the handicapped, grounds, indoor and outdoor courts, tracks, pools, gymnasia and stadia conforming to national and international standards in some of them.

Continuous emphasis on sports activities has helped SAIL develop players who have gone on to compete at state and national levels of various tournaments. Apart from this, SAIL has constituted teams from among its employees and their wards for taking part in various national-level sporting events. At present, the company has regular teams in football, hockey and cricket.

Arjuna/Dronacharya awardees with SAIL include Rajendra Prasad in boxing, S.K. Patra in bodybuilding and Minati Mahapatra in cycling.

The organisation provides a huge opportunity for promotion of local and other hidden talent, who get the chance to blossom to their full potential. Besides, to bring in a better sense of competition, the teams are affiliated with various associations. SAIL’s football team is affiliated to the Indian Football Association, Kolkata and hockey team to the Indian Hockey Federation.

By broad-basing sports at the grassroots level in the steel townships/company run schools, the organisation has embraced sports as a way of life for personality development. Every year SAIL employees’ wards are awarded sports scholarships on the strength of their achievements at the national and zonal levels.

To further promote sports at the grassroots level, SAIL organises a mini-marathon every year on 24th of January at 19 venues across India on the occasion of the foundation day of the company. The SAIL Trophy of cricket tournament organised to promote new talent in the country remains a prestigious event.

The second SAIL Open Golf Championship was a big success with major international players participating in this tournament which is part of the Asian tour schedule.

As an organisation, SAIL also undertakes sponsorships of various major sporting events. To state some recent instances, SAIL has extended support/sponsorship to: Delhi Soccer Association, SAIL - Nehru Champion Colleges’ Hockey Tournament, World Deaf Athletics Championship, 70th Senior National and Inter-State Table Tennis Championship, SAIL National Ranking Table Tennis Championship (East Zone) 2008, 19th National Kayaking & Canoeing Championship 2008, National Wrestling Championship, Women Junior Coaching Camp 2008 by Women’s Cricket Association of India, in Tennis - Chennai Open, ATP Challengers Series Tournament for Men, the Indian Davis Cup team, etc.

Apart from sponsoring major sports events like Subroto Cup & Durand Cup Football Tournaments and Indian Davis Cup Team

SAIL Hockey Academy Cadet in Junior World Cup Hockey Team

Birender Lakra, a cadet from the SAIL Hockey Academy at Rourkela was selected to be part of the Indian Hockey Team which participated in the Junior World Cup held at Singapur & Malasia in 2009. Birender has other achievements to his credit which included: selection for National camps held at Bhopal & Gurgaon in 2007 and 2008 for different international hockey tournaments. He was a member of the Indian Hockey Team which participated in various international tournaments and in many of these tournaments Indian team was either the winner or runners up. Birender Lakra is the son of late Shri Ignace Lakra who was working in the Ispat General Hospital of RSP.

Five more cadets from SAIL Hockey academy were shortlisted for the National camps held at Bhopal & Gurgaon in 2008. They are: Jerom Lakra, Amardeep Ekta, Sanjeev Barla, Ajajus Salam & Upendra Pillai.

Archery Academy: Going Global

Sumita Kumari, a junior archer from SAIL Eklavya Archery Academy, Kiriburu, was selected for the Indian Junior Archery Team which represented India in the Youth Archery World Championship at Ogden, USA in July 2009. She was part of the Indian team which participated in the youth archery world championship, Turkey held in October 2008. Rajendra Guiya, a SAIL employee who is chief coach of the SAIL Archery Academy was the coach of the Indian Team.

Five more cadets from SAIL Hockey academy were shortlisted for the National camps held at Bhopal & Gurgaon in 2008. They are: Jerom Lakra, Amardeep Ekta, Sanjeev Barla, Ajajus Salam & Upendra Pillai.
for a number of years, the company has supported sportspersons of different hues in various ways. Some of the sportspersons thus supported have done the country proud in international events. Leander Paes, Nisha Millet etc. are just a few of the many who received support from SAIL and have risen to greater heights in their respective sports or games.

SAIL has also looked beyond the company to reach out to promising young sports talent at different regions and locations across the country by offering financial support for training and helping them achieve higher standards.

### Sports Discipline in Plants

<table>
<thead>
<tr>
<th>Plant</th>
<th>Disciplines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Durgapur Steel Plant</td>
<td>Athletics, Basketball, Body Building, Boxing, Bridge, Chess, Cricket, Football, Hockey, Kabaddi, Power Lifting, Volleyball.</td>
</tr>
<tr>
<td>Rourkela Steel Plant</td>
<td>Athletics, Badminton, Basketball, Bridge, Body Building, Cricket, Chess, Football, Hockey, Kabaddi, Lawn Tennis, Table Tennis, Volleyball, Weightlifting, Boxing, Powerlifting.</td>
</tr>
</tbody>
</table>

### Infrastructure available in Steel Townships

#### Bhilai Steel Plant

**Pant Stadium Complex, Sector–I**
- Two Basketball courts with light and two mini courts
- Three Volleyball courts with light & one sand court
- One Football ground with light
- One Kabaddi ground
- One Cricket ground
- One Tennis court.

**Sports Complex, Sector–IV**
- Two Handball grounds with light
- Two Kho-Kho grounds
- One hall for Judo and Karate
- Three Ball Badminton grounds.

**Jayanti Stadium Complex, Indira Place**
- Athletic track
- One Hockey ground
- Table Tennis and Badminton in indoor hall
- One hall for bridge
- One Cricket ground
- One Ground for handicapped
- One hall for indoor games in sector – VI
- One hall for Gymnastics
- One hall for Boxing and Chess in sector – II
- Two Swimming Pools under officers club.

#### Durgapur Steel Plant

- One international standard stadium (Nehru stadium)
- Seven Football grounds (standard school size)
- Eight lane 400m track in stadium
- Basketball courts of national standard with fibre board at ASP & DSP
- Basketball court at Netaji Bhawan and Tansen Athletic club
- Boxing Ring – international standard
- One Swimming Pool
- One Multi Gym and conventional Gym.

#### Rourkela Steel Plant

- 20 Nos. standard size Football grounds
- Two stadiums at Sector-VI for Athletics, Cricket, Football, Hockey, Volleyball, Boxing Hall & Chess Hall and another Biju Patnaik Hockey Stadium at Sector-V
- Three Swimming Pools at Indo German Club, Rourkela Club, Russian Hostel
- Gymnasium at Ispat stadium for Weight Lifting, Power Lifting and Body Building
- 16 station multi gym at Hockey Academy hostel
- Indoor Hall for Table Tennis and Badminton (capacity 600)
- Two Basketball courts at Sector–VI.

#### Bokaro Steel Plant

- 34 Play Grounds (300 mtrs.) at school premises
- One stadium (400 mtrs.) for standard competition in Sector–IV
- Two Swimming Pools (30 mtrs.) at Sector–IV/V
- One 16 station multi gym at Sector–III
- Four indoor halls at Sector IV, VIII, IX & XI
- 8-Lane Athletic Track in MKM Stadium in Sector–IV.
### SAIL: Achievers in Sports

<table>
<thead>
<tr>
<th>Achiever Name</th>
<th>Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rajendra Guiya</td>
<td>Archery</td>
</tr>
<tr>
<td>P.N. Gantayat</td>
<td>Athletics</td>
</tr>
<tr>
<td>Sanjay Mishra</td>
<td>Badminton</td>
</tr>
<tr>
<td>Romen Ghosh</td>
<td>Badminton</td>
</tr>
<tr>
<td>Hanuman Singh</td>
<td>Basketball</td>
</tr>
<tr>
<td>S.K. Patra</td>
<td>Body Building</td>
</tr>
<tr>
<td>Rajinder Prasad</td>
<td>Boxing</td>
</tr>
<tr>
<td>Bansi Seal</td>
<td>Boxing</td>
</tr>
<tr>
<td>P.M. Mohapatra</td>
<td>Chess</td>
</tr>
<tr>
<td>Ms. Kiran Kumari</td>
<td>Chess</td>
</tr>
<tr>
<td>Rakesh Shukla</td>
<td>Cricket</td>
</tr>
<tr>
<td>Surinder Khanna</td>
<td>Cricket</td>
</tr>
<tr>
<td>Vivek Razdan</td>
<td>Cricket</td>
</tr>
<tr>
<td>Rajesh Chauhan</td>
<td>Cricket</td>
</tr>
<tr>
<td>Gursharan Singh</td>
<td>Cricket</td>
</tr>
<tr>
<td>K. Bhaskar Pillai</td>
<td>Cricket</td>
</tr>
<tr>
<td>Vivek Razdan</td>
<td>Cricket</td>
</tr>
<tr>
<td>Bishan Singh Bedi</td>
<td>Cricket</td>
</tr>
<tr>
<td>Kirti Azad</td>
<td>Cricket</td>
</tr>
<tr>
<td>Maninder Singh</td>
<td>Cricket</td>
</tr>
<tr>
<td>Sunil Valson</td>
<td>Cricket</td>
</tr>
<tr>
<td>Ms. Minoti Mohapatra</td>
<td>Cycling</td>
</tr>
<tr>
<td>Pradeep Choudhary</td>
<td>Football</td>
</tr>
<tr>
<td>Peter Thangraj</td>
<td>Football</td>
</tr>
<tr>
<td>Shyamal Bose</td>
<td>Football</td>
</tr>
<tr>
<td>Nirmal Sengupta</td>
<td>Football</td>
</tr>
<tr>
<td>Amandeep Singh Johl</td>
<td>Golf</td>
</tr>
<tr>
<td>Michael Kundo</td>
<td>Hockey</td>
</tr>
<tr>
<td>Amarjit Singh</td>
<td>Hockey</td>
</tr>
<tr>
<td>Joydeep Sarkar</td>
<td>Volleyball</td>
</tr>
<tr>
<td>Sahi Ram Jakhar</td>
<td>Volleyball</td>
</tr>
<tr>
<td>Mehtab Singh</td>
<td>Wrestling</td>
</tr>
</tbody>
</table>

### Preserving Local Talent

SAIL launched an Archery Academy at Kiriburu, district Singhbhum (West), Jharkhand. It is the first of its kind in the chain of SAIL’s other sports academies. It provides learning opportunity and a platform to the local talents, who otherwise have scanty opportunity to hone their skills. Besides imparting four years of standard training on archery, SAIL also provides the trainees free education, stipend, and other facilities.

Shri Rajendra Guiya, renowned Archer and Asian Championship winner, is the chief coach. His wife Smt. Kalpana Guiya is the Coach for the Girl cadets and Shri Chandrasekhar Laguri is the Assistant Coach. The academy is making available the state-of-the-art facilities to the trainees. While the talent is honed during the day time, SAIL also ensures that the tribal cadets receive education by scheduling the evenings for studies.
Sushil Kumar makes SAIL proud

Sushil Kumar upheld the hopes of Steel Authority of India Limited (SAIL) by bagging the bronze medal in the 66-kg freestyle wrestling competition at the Beijing Olympics.

Sushil Kumar and Yogeshwar Dutt, two wrestlers who participated in the Beijing Olympics, were spotted by SAIL as potential medal winners in international games. The company has sponsored their training and other expenses for preparation for the 2010 Commonwealth Games. Another wrestler who took part in the Olympics, Rajiv Tomar, is also being developed by SAIL for the Commonwealth Games. Mr. Dutt, Mr. Kumar and Mr. Tomar respectively competed in the freestyle lightweight 60-kg, 66-kg and heavyweight 120-kg category.

2005 Arjuna awardee Mr. Dutt as well as Mr. Kumar successfully competed in the Asian Wrestling Championship held in South Korea in March 2008. While the former bagged the gold medal in the 60-kg event, Mr. Kumar won the silver in the 66-kg category. Both have trained in Patiala under the guidance of Padmashree, Arjuna awardee and Asian gold medallist (1982) Guru Mahabali Satpal Pehalwan and have also undergone training schedules in Minsk, Belarus and Havana. Former Commonwealth gold medallist Mr. Tomar defeated world-renowned wrestlers at the qualifying round of the Beijing Olympics held at Switzerland and bagged the silver in the 120-kg heavyweight category.

SAIL Score Card: Sports

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of new sports facilities built during the year</td>
<td>-</td>
</tr>
<tr>
<td>Total number of people for whom training provided during the year</td>
<td>-</td>
</tr>
<tr>
<td>- from SAIL family</td>
<td>4789</td>
</tr>
<tr>
<td>- from local community</td>
<td>7036</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>11825</strong></td>
</tr>
<tr>
<td>Total number of events participated in during the year</td>
<td>-</td>
</tr>
<tr>
<td>Prizes won during the year</td>
<td>-</td>
</tr>
<tr>
<td>Scholarships provided (number)</td>
<td>-</td>
</tr>
<tr>
<td>Scholarships provided (total value in Rs. Lakh)</td>
<td>-</td>
</tr>
<tr>
<td>Infrastructure building and maintenance, Sports materials</td>
<td>-</td>
</tr>
<tr>
<td>(equipment, sports gear, etc) (Amount in Rs. Lakh)</td>
<td>173.02</td>
</tr>
</tbody>
</table>

Table 13: SAIL Scorecard: Sports
SAIL: Nourishing and Nurturing the Socio-cultural Fabric

SAIL has become a representative cultural hub of the country with its beautiful steel cities all over India providing patronage to folk artists of respective regions. A mini-India, SAIL cities are the melting pot of different languages, traditions and customs. The multi-hued cultural canvas of the steel cities bears testimony to their efforts at preserving and promoting the tradition, culture and heritage of their individual regions. There are a number of initiatives in which SAIL has been active, including establishment of huge gardens and zoos, direct and indirect assistance in establishing centres for the arts, public libraries, organising regular cultural festivals with focus on promoting folk and traditional art forms, and preserving heritage structures.

Bhilai boasts of holding the Lok Kala Mahotsav every year since 1976. The Mahotsav plays host to a variety of performing arts as well as new talent. The annual folk arts extravaganza is organised by BSP in the steel city and mines townships without a break since 1976. BSP vehicles go deep into the jungles of Bastar to ferry the artistes to Bhilai and back. Tribals of Narainpur and Sarguja were brought on the stage in the first year of what was then called madhai and is now called mahotsav. It was then an entirely novel experience for the tribal folk as well the working class in Bhilai. The mutual respect built over three decades has stood the test of time. This unique folk arts carnival has scored several important landmarks and launched scores of artistes on the national and international stage and festivals to propagate the folk arts of the region in India and abroad. The most illustrious among these is Teejan Bai, a tribal woman and an employee of BSP who was conferred the Padma Bhushan title of honour by the Govt. of India. She is the first tribal woman to have received this honour. Teejan Bai has worked relentlessly for reviving a dying folk performing art called Pandwani.

In 2008-09, the Lok Kala Mahotsav was held for 5 days at Rajhara mines, Nandini mines and at Bhilai as part of SAIL’s Bhilai’s effort to promote the tribal culture of Chattisgarh. In the Lok Kala Mahotsav the folk music and dance of Chattisgarh attracted around 20,000 peoples.
in which tales of the Indian epic, Mahabharata, are depicted through songs and theatre. Another exponent of Pandwani, Usha Barle, employs the Pandwani style not to recount history alone but also to create awareness on contemporary issues such as HIV/AIDS, pulse polio, etc.

Lokostavas organised in villages near Bhilai each year become the stepping stone for the talented artistes who are invited to participate in the Lok Kala Mahotsav. Gramin Lok Kala Mahotsav were organised at various locations during the year by BSP's Community Development Department to encourage the growth and development of the participating artistes from the village and to hone their talents. Sports and Recreation group of BSP also organises dance and music festivals annually in collaboration with the Chhattisgarh Govt. and All India Radio/Doordarshan.

A light and sound show to mark 150 years of India's first war of Independence and the freedom struggle was conceived by Supriyo Sen and his troupe of over 100 artistes from Bhilai. The programme was conducted at New Delhi in May 2007.

Bhilai has produced famous artistes like the Late Devdas Banjare of the Panthi group who has been honoured with the Ghasidas Samman; sitarists Bimlendra Mukherjee and his son Buddhadiitya Mukherjee who have performed at numerous prestigious programmes; Pandwani exponents Teejan Bai, Usha Barle and Ritu Verma; theatre artistes Supriyo Sen, Vibhash Upadhayay, Shravan Kumar, Rajneesh Jhanji, Kaushal Upadhyay, and Shaktipat Chakravarti; flute player Dushyant Deshmukh; filmmaker Anurag Basu; tabalchis Bhalchandra Shegekar, Ravendra Karmakar and Sarjeet Chakravarti; singers Sapna Awasthi, Mahua Chhatterjee, P.T. Ullas Kumar, Deependra Haldar and Prabhanjay Chaturvedi; drummer Deepankar Das; Mini Jhanji in dance-drama; and playback singer Pamela Jain, among others. Bhilai has also produced famous folk singers like Rajni Rajak and K.K. Patil. Amit Sana, a Bhilai lad, was the runner-up in the first Indian Idol - Sony Channel's much publicised and acclaimed musical talent hunt/reality show.

In 2005-06, 17 artistes from Bhilai Steel Plant set a world record during a singing marathon by singing devotional songs continuously for 31 hours and 45 minutes.

Rabindrasangeet embodies a breathtaking fusion of Nobel Laureate Rabindranath Tagore's music and poetic genius. It has not only withstood the test of time for more than a century, but has also secured a unique place for itself in the subcontinent's musical culture. Our National Anthem is an exposition of this mesmerising musical form. Durgapur, for several decades now, has been popularising this genre of music amongst residents of the steel city and people around it. A number of cultural groups have been playing a pivotal role in imparting training of Rabindrasangeet to children and putting up regular concerts of the same. Prominent among them are School of Music, Durgapur Ballet Troupe, Nrityangan and Panchajanya Music School. DSP has been encouraging and popularising Rabindrasangeet in this region by providing infrastructure, financial grants, etc., to the above cultural bodies as well as showcasing musical talents in the above genre through DSTV, DSP's inhouse TV channel.

Rourkela is among the select few industrial cities of the country to have a very well-crafted and well-executed cultural calendar. A number of important festivals such as Karma Purva Sandhya - a mega tribal dance festival - form an intrinsic part of this calendar and are celebrated every year. On these occasions many eminent artistes of national and international repute are also felicitated. Under RSP's patronage, the famous Vedvyas Sangeet Nrutyotsav organised by Bhanja Kala Kendra has increased by size as well as stature. This five-day-long cultural extravaganza has now become an occasion that showcases the convergence of the best of the traditional, classical as well as folk dance and music from every corner of the country. Rourkela Natyotsav-2007 - a ten-day-long mega drama festival - witnessed some of the finest performances in the disciplines of script, story, direction and histrionics with each troupe showcasing its best talent.
The Bokaro Sangeet Kala Academy established under the aegis of Bokaro Steel, is a thriving centre for training in various forms of classical music and dance. Several alumni of the centre, including those from Asha Lata Vikalang Vikas Kendra, have gone on to perform across the globe and successfully establish professional careers in the field of performing arts.

Bokaro Steel Plant has also adopted children of the near-extinct Birhor tribe, and is looking after their complete upbringing and education. These children are now brimming with confidence that they can negotiate the modern world on their terms and retain their rich cultural heritage.

Other SAIL plants/units have also been doing similar activities over the years.

SAIL has supported innumerable cultural events as part of its efforts to preserve and promote traditional art and culture. These include Oriya Mahotsav, Jaidev Utsav, Birth anniversary celebrations of renowned Hindu poet Ramdhari Singh “Dinkar”, Kabir Panthi Sammelan, etc.

Preserving Heritage

Heritage is one of the pillars of survival of mankind. Through the ages, human beings have been depended on various cultural, ritual and religious traditions as life support. With the advent of scientific development and cultural modifications, common practices of day-to-day life have been changing continuously. Old practices are becoming heritages and new ones are becoming habits. But, the world is not uniform. Development and advancement has never occurred uniformly and, hence, some parts are still left behind in the process of development. We call them backward. But responsibility still lies on the rest of the world to preserve the heritage and help the history to continue forever.

South Kosal is one such place in Chhattisgarh where development has been delayed. It is the habitat of one of the oldest tribes of India, Gond. Since long ago, Gond kings have been ruling this area covering almost 36 districts in Chhattishgarh. By origin the Gonds are tagged with the Dravidian sect. Gondi, spoken by Gonds, is also one of the dialects of the Dravidian language. As per history, this tribal community is spread all over MP, Vidarbha, Orissa and Chhotanagpur areas. The richness of their cultural heritage is now history. Rich in high quality iron ore, this area became the centre of attraction for mining companies since the early days of industrialisation. Invasion of miners from outside the region disturbed the original culture of the natives and influenced them to absorb some practices that were alien.

These Gonds believe that they are the descendents of ‘Burha Dev’, the first man on this earth. During the mining activities in this area of Mahamaya jungle, lot of artifacts of this tribal community were found which were rich with the tribe’s cultural history and religion.

Understanding the importance of preserving the evidence of this rich heritage, SAIL had an initial plan to involve the Archaeological Survey of India (ASI) to do it. But realising the impact of it, SAIL withheld this initiative to involve ASI so as not to disturb the existing tribal community and their sentiments. However, SAIL was promised to look after this ancestral religious place which could not take place due to the fear of hampering tribal sentiment. Mr. S.G. Shrikhande, Mines Manager of Mahamaya Mines, tried to reinstate the shattered and broken worship place of Burha Dev after recognising the cultural importance of this place in the Indian
In this process he interacted with the local people and found out that the zamindars of Dondilohara were the caretakers of the Burha Dev and nearby areas. He then talked to Srimati Lakshmibai, the so-called Queen of Dondilohara. With her sincere intervention it was possible to develop the place of Burha Dev with modern amenities. ASI took over the excavation work and with the help of BSP, the place was revived within six months, as a historical and ancestral heritage of the local tribes. Burha dev in Mahamaya is not only a symbol of belief for his worshippers but is a picturesque valley where nature has blossomed to her fullest. SAIL is also involved in conserving, preserving, restoring, maintaining and landscaping five ancient monuments at Lodi Gardens in the Capital. This is being done through financial contributions to the National Cultural Fund (NCF), an arm of the Archaeological Survey of India (ASI), for undertaking the preservation work of the complex.

The project to conserve Sikander Lodhi’s Tomb, Sheesh Gumbad, Bada Gumbad (mosque), Mohammad Shah’s tomb and Athpula (old Lodi Bridge) and their environs in the sprawling Lodi Gardens, New Delhi is part of the ASI’s efforts to restore, upgrade and maintain national monuments under the Ancient Monuments Archaeological Sites & Remains Act, 1958.

Mohammed Shah’s Tomb at Lodi Garden, New Delhi

Athpula - old Lodi Bridge - part of the Lodi Garden monuments complex

Bokaro Steel Plant has contributed financial assistance to ASI towards development of infrastructural facilities and amenities etc. at archeological sites of Lauria Nanandangarh and Chankigarh in West Champaran district of Bihar.

As part of ISP’s efforts to preserve the national heritage and legacy a statue of Poet Kazi Nazrul was inaugurated in May 2008, at Churulia village (the birth place of the poet), district Burdwan, West Bengal.
Rikhi Kshatriya: Chhattisgarh’s Folk Arts Performer

Famous for his performances with his rare collection of folk music instruments, Rikhi Kshatriya, a Senior Technician in Bhilai Steel Plant’s Convertor Shop, has a rare collection of 137 folk music instruments gathered over almost two decades by scouting 16 districts of Chhattisgarh. Rikhi plays all the instruments himself and has a troupe of 22 men including himself. The men in his troupe come from places like Dalli Rajhara, Dongargaon, Gandai, Dhamtari, Khairagarh. Rikhi began taking keen interest in folk music in ’89 -’90. Rikhi gives credit for failing my several times in Class 11 because of my interest in folk music that had become a passion by then, my father did not discourage me."

Hailing from Salouni near Khairagarh, Rikhi’s father, Meghnath Singh too used to sing and play in local Ramlila. Meghnath Singh was also an employee of Bhilai Steel Plant - he joined BSP in the 60s and retired in 1996 as Chargeman from CRM (Mech), Blast Furnaces - he currently stays with Rikhi. Rikhi himself joined BSP in 1985 after his ITI.

Rikhi, who was given the platform initially at the Chhattisgarh Lok Kala Mahotsav organised by BSP every year, has performed at over three dozen places and has been honoured by the Govt. of India’s Cultural Dept. with its fellowship and the Chhattisgarh Govt’s Gaurav Samman and Lok Kala Sadhak Samman amongst many others.

When he met the President, Dr. Kalam in Rajbhavan on 27th January 2004, Rikhi played the ancient folk instrument, the Tambura. He had found out that Dr. Kalam used to play the Veena. He therefore presented Tar-vaidya. Dr. Kalam in fact took so much interest that he played the instrument. Rikhi then presented a Tambura to the President. On 30th April 2005, Rikhi Kshatriya performed at Rajbhavan, Raipur before the Hon’ble Prime Minister, Dr. Manmohan Singh at a cultural programme organised for the visiting VVIP. On 30th April 2005, he presented taal vaidya, with all his troupe members playing the instrument, daffda. A bigger version of daffli played with two sticks one big and the other small, daffda is a traditional and popular folk instrument without which any wedding or welcome in most parts of the country would be incomplete. After performing, Rikhi presented a daffda to the Prime Minister, Dr. Manmohan Singh at Rajbhavan.

Not only does he collect and play the folk music instruments, Rikhi also makes these instruments. At one of the Raipur Shilpa Madai (handicraft Fair) Rikhi made ten to twenty pieces each of 24 types of instruments, including chikara. Says Rikhi, “this instrument was seen in this region of Chhattisgarh 100 years back.
when the harmonium had not been seen. Made of shagaon wood, it is not a traditional folk instrument. I stayed in jungles and got the the khol (hollow portion of the instrument) made from local craftsmen there. Almost all my pieces were sold at the fair.”

About his work Rikhi says “All I want is leave to pursue my interest, participate in programmes or for academic purposes. Thanks to the support I have been getting from management, I have got leave from time to time.” In fact, Rikhi has done his graduation, PG and post-graduate diploma etc., while in service.

At the Republic Day 2005 celebrations, Rikhi and his troupe took part in Rashtriya Rang Shala for 20 days in New Delhi. Participating in the Republic Day tableau of Chhattisgarh that featured Rudra Shiva of Tala village and ancient theatre school of Sitabengra, Rikhi presented Baiga - an adivasi karma nritya. In the in Republic -Day Parade 2000, Rikhi and his troupe, then representing Madhya Pradesh, played 15 mandhar instruments simultaneously while presenting a group dance along Rajpath.

Performing with his troupe at a cultural evening organised by Govt. of Chhattisgarh on 15th August 2002 in Raipur, Rikhi and his troupe played the tune of our national anthem with 50 traditional folk instruments which are rarely used now. The performers used folk instruments such as dhankul, hirki, thiski, gatka, madar, madiya, dhol, tambura, khirkichi, farakka, jhumka, mirdin, dholak, bansuri, mahri, dafda, timki, tasa, singhbaza, nagada, akhada dhol, mridang, chikara, khuhi, bhangra, ghoongroo, khartal, khankhana, tamok, dungru, ektara, chimta, dhini, mazira and paepna etc. Several of these instruments were traditionally used by tribals of the region.

Rikhi has been featured in Zee News, Star News, Aaj Tak, ETV, Sahara Samai and Doordarshan’s Ghoomta Aina. He is also thrilled about being featured in BBC hindi.com’s ‘Bhule bisre sajon ko sahaj kar rakhna’ in Bharat ke aas paas section for 15 days in April 2005.

Netaji Bhawan - Centre of Cultural and Sports Activities

DSP unswerving endeavour in the field of social development and sports in and around the steel township had given birth to Netaji Bhawan, way back in 1970s at Durgapur. The Bhawan had its own charm then, but with time, it lost its shine; and its condition depleted drastically.

In recent times, however, DSP, with a renewed focus to strengthen its grip on culture and sports decided to rejuvenate the Bhawan and establish it as the ‘Mecca of Durgapur’s cultural and sports activities’. Subsequent renovation and upgradation of the centre made it a place to be proud of.

Equipped with state-of-the-art sports facilities, library, multi-gym and a centrally air-conditioned auditorium and green-room, Netaji Bhawan is today the only one of its kind in the steel township. The centre also has two well developed basket ball courts with fibre glass boards, substantial lighting facilities and sitting galleries. The galleries are such strategically built that one may witness two games simultaneously on either side. This basket ball facility not only invites sport-fanatics to further hone their skills but also attracts freshers to try their hand.

The revival of Netaji Bhawan came as a blessing to residents in and around the township. It has instilled in them a sense of kinship and togetherness, besides of course giving an impetus to the region’s cultural and sports activities. Children around the steel township are today seen spending more time on productive activities in the centre, rather than weaning away into unproductive gossiping.

Netaji Bhawan today is an example to those who would otherwise be lost in the wilderness of society. In constant pursuit of excellence, SAIL plants are committed to more of such social development in days to come.
Making a Meaningful Difference in People’s Lives

It Takes a Village—for India’s Prosperity

SAIL has taken up the challenge of comprehensive development of 79 villages, with more than 1 lakh population, across India currently spanning eight states as Model Steel Villages (MSVs). These states are Bihar, Chhattisgarh, Jharkhand, Karnataka, Madhya Pradesh, Orissa, Tamil Nadu and West Bengal. The development has been planned in phased manner spanning three years. The canvas of development work undertaken in these villages includes promotion & sustenance of:

- Medical and health services
- Education
- Roads and Connectivity
- Sanitation
- Sports facilities
- Community Centres
- Livelihood promotion
- Self Help Groups

The booming Indian economy has brought into focus the sharp difference between urban and rural India. Nearly 700 million Indians live in 600,000 villages across rural India yet, their lives remain untouched by the prosperity currently experienced by their urban brethren. Thus, there is a compelling and urgent need to improve the socio-economic status of the rural citizens. Realising this need, the concept of SAIL Model Villages was mooted.

If we have to ensure inclusive and equitable growth, we need to knit and integrate our rural areas into the modern economic processes that are rapidly transforming our country.

— Dr. Manmohan Singh
Out of the 79 villages, 13 were completed during financial year 2007-08 and 30 villages in 2008-09, thereby completing 43 villages by March 2009. For each of the adopted villages, detailed assessment was conducted to map their respective development gaps and requirements. Based on these assessments, village-specific developmental work was planned and initiated in a systematic and phased manner.

SAIL accepts its Corporate Social Responsibility not as an obligation but as an investment towards creating social harmony between the Company, the township and its neighbours residing in the periphery. A brief glimpse of the initiatives taken by SAIL plants/units for transformation of the villages is as under:

**Bhilai Steel Plant**

Twenty one (21) villages were identified by Bhilai Steel Plant (BSP) to be developed as Model Steel Villages (MSVs) out of which nine villages have been completed till March 2009. In 2007-08, the Health Centre, Classrooms, Road, Community Centre, Vocational Training Centre (Swayam Sidha Bhawan) were completed in MSV Pipperchhedi. Similar facilities were made available to eight (8) more MSVs namely Khapri, Doomerdih, Pahandor, Mahakakala, Kachandur, Bodegaon, Borigarika and Pauwara in 2008-09. In addition the villages were provided other facilities which included: leveling of playground, Street Cementing, Cremation Shed, Bore well & Decorative Entry Arch / Display Boards.

BSP plans to provide similar infrastructural facilities soon to the

### Highlights

- 79 villages, spread across 8 states, have been adopted as “Model Steel Villages (MSVs)”.
- The overall development of the villages is being taken up in a planned manner. The focus areas include:
  - Medical & Health Services
  - Education
  - Roads and Connectivity
  - Sanitation
  - Sports facilities
  - Community Centers
  - Livelihood promotion through Self Help Group
- 43 Model Steel Villages completed up to 31st March, 2009. These include 13 villages that were completed in 2007-08

*Display Board at MSV, Doomerdih (BSP)*
remaining 12 villages namely Dhaba (Anjora), Daniya, Chetua, Devbaloda, Dhaurabhattha, Patora, Changori, Konai, Machandur, Anda, Janjgiri and Katro. Regular “Eye Camps” are being organised in all the MSVs since July 2007.

Some of the other activities being undertaken in these 21 MSVs include:

- **Bahu Kaushal Bal Vikas Prashikshan Shivir**: Bahu Kaushal Bal Vikas Prashikshan Shivir for schoolchildren is being organised for the development of the different skills of the children and their personality. During the camp training is imparted for making useful products from waste material, sand work, collage work, ceramic work, making of toys, envelopes, paper flower, jute work, embroidery, mat work etc.

- **Achar, Papad & Agarbattis making**: Under the Employment / Income generation for rural women of Model Steel villages, training is imparted to women for preparing Achar, Papad & Agarbattis and their products are being marketed in various places like hotels, shops, canteens, hostels etc.

- **Stitching**: BSP provides stitching training to the Below Poverty Line (BPL) women and it has provided sewing machines, interlocking machine, raw material and stitching training to the women group. Stitching orders from different schools and institution have been received by the women which would help in income generation and would provide encouragement to these women to stand on their feet.

- **Smokeless Chulhas**: To improve the quality of life of the inhabitants of the peripheral villages, BSP has started installation of smokeless Chulhas / Energy efficient Chulhas in BPL houses of MSV Pipparchedi successfully. At present 10 women are making and installing the chulhas in different villages and are making their earning from this activity.

Pipparchedi is one of the villages selected as a model village by BSP. For the benefit of the women folk of this village a self help group consisting of 23 women in three groups named “SWAYAM SIDDHA” (Self Sufficiency) was formed. This group was formed to promote the entrepreneurial spirit and generate a source of income for these backward families. A training program Swayam Siddha Yojna was implemented for this group and necessary assistance is being given in the field of quality improvement & marketing of Swayam Siddha Products.

A small group of 7 girls from Pipparchedi called “Sapta Bahna” (Seven Sisters) was also formed to propagate CSR activities in nearby villages. A “Bahu Kaushal Bal Vikas Prashikshan Shivir” (Multi-skilled Children’s Development Training Camp) was organised for school children. Moral education was also given for shaping their future and the children were advised to stay away from vices.

14 House wives were involved as trainees for this program. A ten days training camp was held at Pipparchedi by the Indian Grain Storage Management and Research Centre, Hapur, Uttar Pradesh. This training has helped villagers in manufacturing/repairing of storage bins, GI buckets etc. which in turn helps them in income generation. Construction of Primary Health Centre, Swayam Siddha Bhawan, Community Hall & concreting of road was also undertaken.

**Durgapur Steel Plant**

Durgapur Steel Plant (DSP) adopted 11 villages for developing into Model Steel Villages (MSVs) and the same have been completed by March 2009. These are Akundra, Kataberia-Bauripara, Kataberia-Adivasipara, Kataberia- Ruidaspara, Dasirbandh, Andal Leper’s Colony, Mohantobagan, Dhoadanga, Baganpara (DVC Para ), Dampara and Namo Ruidaspara.

DSP has provided community center, solar lights, sanitation units, wells, roads, smokeless chullah, regular free medical camps, income generation schemes, non-formal pre-primary education, sports and cultural development in these villages depending upon the need of the villagers.

DSP is also taking care of the medical and health care requirements of the villagers through regular medical camps. The methodology adopted to involve the villagers in the developmental work was as under:

- Meetings were held with the villagers, panchayats, local communities regarding the basic needs of the village.
- Taking into account different factors like feasibility of implementation, availability of required resources, acceptability of the villagers and potential to contribute to the identified objective, the developmental schemes were proposed.

- The proposed schemes were then discussed with the villagers to ensure their acceptability, to earn their confidence about the scheme and to generate ownership of the villagers.

- Representative of the local Panchayat and other Govt. agencies were also briefed and taken into confidence about the proposed schemes.

During the execution, villagers were directly involved and engaged gainfully.

This has not only instilled a sense of ownership about the project and sensitized the beneficiaries about the importance of self sustenance but also ensured livelihood generation, skill enhancement and effective utilisation of the assistance given.

The plant adopted "Andal-Kajora Lepers Colony" as one of the SAIL Model Steel Village and provided full support for creation of the following facilities in partnership with the "Art of Living", Durgapur: Low cost housing, smokeless chulah, community centre, PCC pavement inside the village, well for drinking water, community toilet blocks, bathroom block, septic tank with soak pit.

Most of these families come from diverse backgrounds and belong to the minority communities or Scheduled Castes and Tribes. Strangely, it is leprosy that binds them together. Detested and hated by society, they had lost their self respect and dignity to illiteracy, years of begging and inhuman living conditions.

For these 35 families of "Andal-Kajora colony", situated around 14 km from Durgapur under the Kajora Gram Panchayat, it was indeed a home coming when they were handed over the keys of their one room dwelling units. For the time first time in many years, these families would not get drenched in rain, nor would they have to shiver in the cold winter night. Each of them had a roof over their head and the summers would be much cooler. Today, each of them had a home to call their own!!

DSP has created a difference in the lives of these 35 families who had been socially ostracised and emotionally battered and were leading a life of abject poverty and humiliation.

**Employment Generation amongst Men**

As part of SAIL’s Corporate Social Responsibility (CSR), Durgapur Steel Plant has decided to adopt “Akundara-Adibasipara” in Kanksha Block of Durgapur Sub Division of West Bengal as one of the SAIL Model Steel Village for comprehensive development in the areas of basic infrastructure, education, health & hygiene, social, cultural and employment generation etc.

Kartick Murmu (22 Yrs), an unemployed youth of Akandara-Adibasipara, a MSV of DSP, was involved in installation of smokeless ovens in each family of the village and also in the construction jobs of community centre, bus stand, sanitation units and PCC road.

In the process, Kartick developed his skill in installation of smokeless oven and masonry job. Subsequently, he has been given the responsibility of installation of smokeless oven in the MSVs of IISCO Steel Plant (ISP) and has successfully installed 125 smokeless ovens. Kartick is now also working as a mason in and around Durgapur and earning his livelihood.
Misguided youth brought back to mainstream

"Akundara-Adibasipara" in Kanksha Block, Durgapur Sub Division, West Bengal, was adopted last year as one of the SAIL Model Steel Villages for comprehensive development in the areas of basic infrastructure, education, health & hygiene, social, cultural & employment generation etc. under the Corporate Social Responsibility of Durgapur Steel Plant (DSP).

DSP officials made their first visit to the village in May 2007 for assessing the village’s location, status of its basic infrastructure and other facilities. During their visit DSP officials came in contact with Keshar, a local youth, who was completely inebriated even though it was around noon in peak summer time. During their interactions with Sri Kalo Tudu, the "Mukhiya", or leader, of the tribal village, the DSP officials learnt that Keshar used to earn his livelihood as a daily labourer, but availability of such a job is very poor - only about 10 to 15 days in a month, on an average. Keshar had developed the habit of drinking liquor regularly and had become an alcoholic.

From the very first day interactions were initiated with Keshar to motivate him to get over his alcoholism. Regular interactions with the villagers, holding of motivation camps and involving the villagers in all projects, helped in building confidence of the villagers in DSP. The villagers have become motivated and are involved in the different activities.

Regular counselling convinced Keshar about the ill-effects of alcohol abuse. He has discarded his habitual alcoholism and claims that now he partakes occasionally. He has also taken an insurance policy, a saving which he admits he could afford only because of leaving his habitual alcoholism. Keshar has now become an example to be cited.

Rourkela Steel Plant

Rourkela Steel Plant (RSP), has adopted 16 villages for developing them as Model Steel Villages. Initially the developmental work in Chikatmati village was taken up in 2007-08. An integrated approach for overall development of the village was undertaken by constructing/providing amenities like health centre, concrete road (2500 m), tube wells, deep wells, pipe lines, community centre. In addition 29 villagers were trained in sewing, embroidery etc.

In 2008-09, three other peripheral villages namely Laing, Bankibahal and Jagdishpur were taken up and the following infrastructure constructional activities were undertaken in each of these villages: community centre, hand pump/ tube well, deep bore well with pipeline. Income generation activity such as goatery, poultry, sewing & embroidery, WADI etc. were taken up and three months training at SRI Ranchi for sustainable income generation through employment training in the fields of motorcycle repair, cycle repair & electronics was also imparted.

RSP plans to provide similar infrastructural facilities soon to the remaining 12 villages namely Jaidega, Dumerjore, Ushra, Jabghat, Bijadihi, Pograbahal, Kapatmunda, Loadsara, Baniguni, Jabanposh, Jamsera and Dalposh. The income generation activities, similar to the ones in the other MSVs, are already being undertaken. Regular health camps are also being organised in all the MSVs since 2007.

Chikatmati is one of the villages adopted as Model Steel Village by RSP. Various developmental activities have been undertaken for the betterment of this village. These include construction of class rooms, community centre, roads, drain and culverts, tube wells, bus shed, village gate & sign boards etc. A health centre has also been constructed and is successfully running.
The income generation schemes being undertaken by SAIL plants/units have helped in providing livelihood to a number of people. Initiatives taken up by Rourkela Steel Plant (RSP) in this regard are:

**WADI:** Biswanath Barla, one of the farmers of Dumajore, had planted different fruit bearing trees like mangoes, lemons, leechies, etc. on his 1.5 acre farm two years ago. The plants were irrigated through drip water irrigation method and shall be ready for fruit bearing in the next two years. Biswanath’s estimated income will be approx. Rs. 12,000/- to Rs. 15,000/- per season (year) from these plantations.

**Poultry:** Each family was given 15 numbers of a special variety of chicken “Vanraj” free of cost, along with their three months’ feed and free veterinary treatment to the chicks. The gestation period is about 45-60 days. By this time the chicks grow and weigh around 1.5 kg - 2.0 kg and are ready for being sold in the market. The villager gets an average price of Rs. 150 per chicken.

Under this income generation scheme, the recipients are given chicks twice, free of cost, along with chicken feed. Afterwards the Self Help Groups/family members purchase the same from the supplier out of the income generated through the earlier sale proceeds. Thus this process has in-built sustainability with the average monthly income of the family (owning 15-30 chicks) being Rs. 1000/- to Rs. 1500/-.

**Goatery:** Under this income generation scheme, each family is given 5-10 numbers of a special variety of goats (Bengal Black Goats), free of cost. The male/female ratio is maintained as per standard norms prescribed by Veterinarians.

Gestation period for ‘Goat’ is about 8-12 months after which the ‘Goats’ are capable of multiplying and become saleable. The villager gets an average price of Rs. 100 to Rs. 120/- per kg of body weight of the goat.

This process too has in-built sustainability with the average monthly income of the family is about Rs.1000 to Rs.2000/-. 

**Nursery:** Under this scheme, about 4000 saplings are germinated and sold in open market (individual buyers/forest department/institutional buyer, etc.). Seam-Lata and Drum sticks are the types of the saplings provided. The SHG called ‘Nirmala’ having 13-women members, made a profit of Rs. 12000/- during the last financial year (2008-09).
Bokaro Steel Plant

Bokaro Steel Plant (BSL) has adopted 8 villages for developing them as Model Steel Villages. Integrated Rural Development Programme was designed and followed under the scheme Bokaro Steel Gramin Vikas Yojana. To start with, the developmental work in Bansgora and Gorabali MSVs were completed in 2007-08. An integrated approach for overall development of these villages was undertaken by constructing/providing amenities like school building with boundary, chaupal, PCC road, drain along the village street, Panchayat bhawan etc. In 2008-09, five other peripheral villages namely Chamsobad, Manago, Tentulia, Jhopro and Khuntri were taken up and infrastructure activities such as construction of school building, PCC road, drain along road, pond excavation etc. were undertaken in each of these villages.

A snapshot of the activities undertaken in Gorabali, one of the Model Steel Villages adopted by BSL:

Gorabali is one of the Model Steel village adopted by Bokaro Steel Plant having a total population of around 5000. For the overall development of the village, BSL constructed a school building for the benefit of the children, laid down 2100 mts of pucca road and constructed a pond to provide access to water for the local community. A number of hand pumps were also installed and handed over to the village administration. A one day workshop on the subject “Women Empowerment and Role of Self Help Groups (SHG) in Self-reliance”, was organised with the help of a NGO, Mahila Janashakti Sangathan. More than 350 women from the eight adopted MSVs participated in the workshop. Representative from NABARD & Lead District Manager (LDM) explained the benefits of SHGs to the women of the villages. However more initiatives have to be taken for promotion of SHGs among poor women to empower them & provide them collateral-free low interest bank finance for income generating activities.

Two day Vikalanga Sahayata Shivir (Differently abled assistance camp) was organized under CSR programme to provide free artificial limbs & hearing aids to physically challenged persons of the model steel villages.

The population of Gorabali was earlier dependent on the non-qualified medical practitioners (mostly quacks) in absence of the Govt. Health Centre. The health status of the women was very poor and pregnant women rarely had any access to qualified medical practitioners. Three Anganwadi Kendras have been started under ICDS project and health centre has been set up. Regular health camps are also being organised. This has helped in providing proper medical care to the needy.
IISCO Steel Plant

IISCO Steel Plant (ISP) adopted six (6) villages in 2007 - 08 for developing them as Model Steel Villages viz. Gutgutpara, Dhairapada, Kankardanga (leprosy colony), Haramdih, Nakrasota and Ballakzore. The developmental work planned for Gutgutpara MSV was completed in the same year while the work for the other MSVs was completed in 2008-09.

A unified approach for overall development of these villages was undertaken by constructing community centre, school building/additional classrooms, PCC road, drinking water facility, smokeless chulha, low cost sanitation units, installation of solar street lights, providing vocational training like stitching, income generation through self help groups, etc.

Gutgutpara is one of the villages adopted as Model Steel Village by ISP. The village lacked education, medical & health care facilities before being adopted by the plant. Asansol Municipal Corporation used to supply drinking water once a day. The three wells of the village were also not being maintained properly. Seeing the need for the overall development of the village, ISP decided to undertake the following developmental activities:

- **Education** – Construction of a primary school with toilet facility.
- **Medical and Health care** – Organising health awareness camps & running a health center.
- **Drinking water** – Installation of deep tube wells, 20,000 ltrs. storage tank, deepening of the existing pond & making a new pond.
- **Road Connectivity** – Construction of 3 km road.
- **Cultural and Recreational facility** – Extension of the community center, organising folk art workshop and local mohotsav/festivals etc.
- **Sanitation Programme** – Providing low cost sanitation unit (toilet) in each households and construction of toilet for community hall.
- **Income Generation Scheme** – Skill development such as welding, gas cutting, mushroom cultivation etc.
- **Training Programme** – Training for rain water harvesting, female health guide (ayah/caretaker) and mushroom cultivation etc.
- **Sports** – Developing young children for athletics, archery etc.
Alloy Steels Plant

Alloy Steels Plant (ASP) has been contributing towards development of the society through various developmental & social projects around its peripheral areas, over the years, with a firm belief that organisational prosperity & socio-economic growth go hand in hand & they are complimentary in nature. As part of its efforts, ASP adopted two Model Steel Villages, Pratappur (which is about 5 km away from the steel township) in 2007 and Champadanga in 2008. ASP identified seven major sectors as a focus of attention in these villages: educational infrastructure, health & sanitation, drinking water, road connectivity & illumination, income generation schemes, social welfare schemes and sports & culture.

Based on the requirements of the villagers ASP has undertaken and implemented a number of infrastructural developmental in these villages. While the developmental activities planned for Pratappur have been completed, those planned for Champadanga will be completed shortly.

With an aim for development of Pratappur as a Model Steel Village in a phased manner, ASP selected some major projects for onward implementation in this village based on local socio-economic parameters and neglected key-areas demanding immediate attention. As part of the completion of the developmental activities at Pratappur ASP has implemented the following:

- Construction of 1.65 Km pucca black top road starting from village bus stand and extending upto cement-concrete

Income Generation training in handicrafts at MSV, Pratappur (ASP)
The Surya Sen Sarani, a 2.6 km stretch of metallic road, is the only connecting link between the National Highway no. 2 and a number of major industrial units such as DVC (DTPS), ASP, DSP & ancillary industries around Angadpur. In addition, a number of upcoming educational institutions are also situated on this linkage.

This very busy road, which used to teem with lots of traffic & activities in the day time, depicted almost a contrasting scenario after sunset. The reason was that there was absolute darkness prevailing on this stretch due to absence of street lighting. It was also a source of awe, horror and fear for the regular commuters as well as the residents of the adjoining villages who fell easy prey to anti-socials who took advantage of the darkness.

Despite this being a matter of grave concern, it remained unattended for quite a long time. ASP took up the initiative of providing street lighting on this part of the road. The plant contacted all concerned agencies for a solution, which was not forthcoming. Finally ASP took up this challenging assignment for the benefit of the society.

This project was completed totally with in-house expertise within three months. The total length of the cable-line laid was 3.5 km and 83 electrical poles with halogen lamps were installed at regular intervals on both sides of Surya Sen Sarani.

Today, the crowds thronging this crucial road portray a picture of confidence & pleasure, the fear of night ride being a thing of the past. This endeavour once again confirms ASP’s spirit of lighting the lives of its people as well as its neighbourhood.

- Construction of an additional floor for P.K.T. Vidya Mandir
- Construction of a culvert at the front of the school enabling the entry to the school from the main approach road, thus facilitating the movement of the students and the staff.
- Construction of 30 toilets through Sulabh-International catering to 120 families which had no sanitation facility available.
- Renovation of three village ponds which is an immense help in irrigation in agriculture-based village during summers.
- Creating scope for pisciculture which has opened a new horizon for enhancing income.
- Construction of a community centre is an answer to a long awaited need of the villagers for promoting a better cultural-environment.

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Raw Materials Division

SAIL has the second largest mining outfit in the country. The mines of SAIL started their operations as captive sources of raw materials for its integrated steel plants. Major portion of its mining activities is managed by Raw Materials Division (RMD) which was formed in 1989 with the avowed purpose of creating synergy of all the SAIL mines in the eastern sector, to rationalise supply of basic raw materials to the steel plants so as to achieve self sufficiency in quality iron ore.

RMD has adopted nine villages one in each of its mines, to be developed as Model Steel Villages. These villages, which are spread across 3 states, are Pacheri Basti (Kiriburu Iron Ore Mine), Kalta Basti (Kalta Iron Ore Mine), Indira Awas Colony, Baraiburu (Meghahatuburu Iron Ore Mine), Bolani Basti (Bolani Iron Ore Mine), Tantra Basti (Barsua Iron Ore Mine), Guasai (Gua Iron Ore Mine), Ankua (Manoharpur Iron Ore Mine), Gairtalai (Kuteswar Limestone Mine) and Sinduria (Bhawanathpur Limestone Mine).

The developmental activities planned for these villages includes basic amenities like medical & health services, providing drinking water facility, basic education, roads & connectivity, sanitation, community centres, livelihood generation, sports facilities etc. Out of the nine villages identified to be developed as Model Steel Villages, developmental activities in three villages viz. Kalta Basti, Indira Awas Colony, Baraiburu and Pacheri Basti have been completed.

Kaltabasti is one of the villages adopted as Model Steel Village by RMD. Concrete roads were made and pipelines laid in the village for arranging drinking water from natural sources. For electricity, solar street lighting system has been installed. In addition to that, RMD revamped the educational and sports facilities by adding new rooms to the existing school and constructing a stadium. The company has also constructed a community hall cum vocational centre. Under the self-employment generation scheme, RMD has set up a centre for stitching & leaf plate making and prepared a pond for fishery. More than 1000 fruit bearing trees have been planted in the village.
Central Marketing Organisation

CMO is the marketing division of Steel Authority of India Limited and has been engaged in different CSR activities. Unlike other steel plants and units of SAIL, CMO does not have its own township or a defined territory and is having a countrywide network spread across the length and breadth of the country through its Branch Sales Offices.

Nearly 700 million Indians live in 6,00,000 villages across rural India, yet their lives remain untouched by the prosperity currently experienced by their urban brethren. As part of their initiative towards contributing in providing some facilities to the needy, CMO took the initiative of developing three Model Steel Villages in Bihar considering the state is one of the most poor and under-developed states of India and where even the per capita consumption of steel is between 2 to 4 kg – one of the lowest in the country. These villages are having a large number of people belonging to Scheduled Castes (SCs) and Scheduled Tribes (STs) and people below the poverty line and as such these villages were the right choice for developing as MSVs.

The three Model Steel Villages namely, Sultanpur and Yusufpur in Vaishali district and Saharbani in Khagaria district, were mapped and requirements of the local people assessed. Based on the same and to help realise the dreams of people of the three villages CMO constructed school building, roads, individual toilets, drainage system, Community Hall with boundary wall etc and installed hand pumps and solar lights in these villages.

The developmental work in two of these villages i.e. Sultanpur and Yusufpur has been completed while the work in Saharbani will be completed shortly.

CMO personnel undertook the tasks with their heart and soul. They regularly visited the villages, appreciated the needs of the people and implemented the projects with utmost care and concern.

Sultanpur is one of the villages adopted as Model Steel Village by CMO. To provide access to potable water to the village a total 50 hand pumps have been installed. Construction of primary school building, 150 toilets and a pucca road along with drainage has been completed. A total of 54 solar lights have also been installed.
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## Abbreviations Used

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<tr>
<th>Abbreviation</th>
<th>Full Form</th>
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<tr>
<td>ASP</td>
<td>Alloy Steel Plant</td>
</tr>
<tr>
<td>BF</td>
<td>Blast Furnace</td>
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<tr>
<td>BOF</td>
<td>Basic Oxygen Furnace</td>
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<tr>
<td>BSP</td>
<td>Billet Steel Plant</td>
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<tr>
<td>BSL</td>
<td>Bokaro Steel Plant</td>
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<tr>
<td>CO</td>
<td>Coke Oven</td>
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<tr>
<td>CR</td>
<td>Corporate Responsibility</td>
</tr>
<tr>
<td>CSR</td>
<td>Corporate Social Responsibility</td>
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<tr>
<td>DSP</td>
<td>Durgapur Steel Plant</td>
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<tr>
<td>GEI</td>
<td>Gender Equality Index</td>
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<tr>
<td>GoI</td>
<td>Government of India</td>
</tr>
<tr>
<td>FICCI</td>
<td>Federation of Indian Chambers of Commerce and Industry</td>
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<tr>
<td>HDI</td>
<td>Human Development Index</td>
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<tr>
<td>HDI</td>
<td>Human Development Index</td>
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<tr>
<td>IMR</td>
<td>Infant Mortality Rate</td>
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<tr>
<td>IISCO</td>
<td>IISCO Steel Plant</td>
</tr>
<tr>
<td>LD</td>
<td>Linz-Donawitz</td>
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<tr>
<td>MEL</td>
<td>Maharatna Elektromet Limited</td>
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<tr>
<td>MDG</td>
<td>Millennium Development Goals</td>
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<tr>
<td>MT</td>
<td>Million Tonne</td>
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<tr>
<td>NGO</td>
<td>Non-Governmental Organisation</td>
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<tr>
<td>PSU</td>
<td>Public Sector Undertaking</td>
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<tr>
<td>RM</td>
<td>Rolling Mills</td>
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<tr>
<td>RSP</td>
<td>Ranchi Steel Plant</td>
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<td>RCH</td>
<td>Reproductive and Child Health</td>
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<tr>
<td>SAIL</td>
<td>Steel Authority of India Limited</td>
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<tr>
<td>SCOPE</td>
<td>Standing Conference of Public Enterprises</td>
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<tr>
<td>SCST</td>
<td>Scheduled Caste/Scheduled Tribe</td>
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<tr>
<td>SERF</td>
<td>Social Economic Development Fund</td>
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<tr>
<td>SME</td>
<td>Small and Medium Enterprises</td>
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<td>SMS</td>
<td>Steel Smelting Shops</td>
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<td>SP</td>
<td>Steel Plant</td>
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<tr>
<td>SSP</td>
<td>Salem Steel Plant</td>
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<tr>
<td>TCS</td>
<td>Torre de Cristal</td>
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<tr>
<td>UNDP</td>
<td>United Nations Development Programme</td>
</tr>
<tr>
<td>VISP</td>
<td>Vizianagaram Iron and Steel Plant</td>
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<tr>
<td>WHO</td>
<td>World Health Organization</td>
</tr>
<tr>
<td>YOY</td>
<td>Year on Year</td>
</tr>
<tr>
<td>INR</td>
<td>Indian Rupee [1 Million = Rupees 10 lakh, 1 Rupee = Rupees 10 Cents]</td>
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