



## RESPONSIBILITY WITH A HOLISTIC VIEW

JSW, previously known as Jindal South West, is a Mumbai based organization and one of the leading conglomerates in India. From its inception as a steel company, JSW has expanded into a 13 billion dollar company expanding into other industries such as energy, cement, minerals, port and infrastructure, etc. Owing to its exponential growth, JSW has forayed into multi-national markets, having a notable presence in North America, Europe, South America, and Africa.

Recognizing the necessity of contributing to the growth of the country from both ends of the economic spectrum, JSW established a social development wing, the JSW foundation, in 1989. It envisions “empowered communities through sustainable livelihood”. The foundation is committed to reducing social inequalities by providing better opportunities through health, education, skill development and employment. It focuses on providing clean drinking water and clean air to breathe while also indulging in water conservation and agriculture related projects.

*Celebrations and festivities frequent this adopted village in Bellary*





#### BRIDGING THE COMMUNITY AND THE CORPORATE

The linchpin to any successful CSR activity is the trust garnered between the organization and the community. One of the major accomplishments of the JSW foundation has been this cultivation of trust between the company and the community. In Bellary, Karnataka, the villagers had provided their land to JSW for the construction of plants and factories in the hopes of employment opportunities and development in the area. This faith has been repaid by the organization as it managed to absorb most of the village youth and women by employing them into their factories and plants. The significance of this job creation, especially among the youth, can be further appreciated by considering the alarming past of the area. Youth in the villages around Bellary, on account of being near one of the booming mining areas of south India, were roped in by the mining mafia, enticing them with bikes and mobile phones, to do illegal activities for the mining mafia. There has been a significant dip in the number of youth opting to work for the mafia, and the stable, much safer, employment provided by JSW can certainly be listed as one of the factors for this. Apart from this, the JSW foundation has engaged themselves in a host of developmental activities around the 30 villages surrounding JSW campus.

*Top: The village receives drinking water through pipelines  
Facing page: Treated sewage water is directed onto the farmlands*







In Jaigad, Maharashtra, the area around the JSW energy plant and port is divided into Direct Impact Zone (DIZ) and Indirect Impact Zone (IDIZ). DIZ is confined to 10 kms radius from the plant, and Jaigad, Nandivade, Sakar Mohalla, Chaferi and Kasarsandelavgan are the five villages falling under this zone. According to Head CSR, JSW Energy Ltd (Ratnagiri), the company is trying to double the income of villagers falling in this region under their CSR initiatives. "We are trying to upgrade their standard of living and provide best possible facilities required to live a good and healthy life", he adds.

#### EDUCATION AND VOCATIONAL TRAINING

The company has set up a CBSE school, Jindal VidyaMandir, fully equipped with all the facilities under the CBSE guidelines in Jaigad. The school started with 40 students in 2010 and now has strength of 571 students, 35 teaching staff and 10 support cadre. In Bellary, the JSW foundation has directly facilitated the workings of around 42 schools in the locality by providing them with infrastructure, teacher's training, and model toilets among other help. In a unique initiative, the foundation has provided solar lamps to the students with the chargers fixed in the school. This has been done with the dual motive of providing the amenity as well as ensuring the students' attendance. The school is also provided with computer aided teaching which utilises visual and auditory methods to enhance the learning of the students.

The upliftment initiative is not only confined to the academic level as JSW under its CSR project has built a skill centre in Jaigad. The Skill centre comprises of BPO for girls who are willing to work (training and work) and courses in tailoring (fashion design) for girls and marine fitting for boys. Under the BPO, 125 girls from the five neighbouring villages that is the DIZ area are currently employed. Prior to the recruitment, the girls undergo a six month training process which helps them to enrich their skills for BPO operation. Currently there are 125 computers in for the BPO and the new batch of 30 is being trained. The JSW foundation also provides highly subsidized diploma courses for Industrial training and nursing, in collaboration with reputed institutes, at the Om Prakash Jindal centre for vocational training in Bellary. The village youth who go through the training are absorbed into JSW factories and hospitals.



(Above) Women are taught to make plates from betel nut leaves as a method of low-cost income generation  
(Below) Countless children have benefitted from the infrastructure support in schools  
Facing page: Tailoring units area means of joy and income for the women of Bellary



In Dolvi, Maharashtra, a women centric BPO has been set up for 120 participants with an investment of 1 crore rupees. It provides 3 month courses to the women, training them on E-publications and health care sectors. The women are provided a stipend of 3500rs per month during the training period.

#### GENERATING SUSTAINABLE LIVELIHOODS

To encourage women participation and to facilitate their empowerment, JSW had set up a tailoring centre at Vidyanagar, Karnataka which employed some 80 women in what was, essentially, run entirely by women. These women were initially offered training at JSW premises and then placed at the tailoring centre. The bulk of the orders came from JSW factories itself in the form of factory uniform requirements. The revenue, thus earned, is distributed evenly among the women.

"My husband died in an accident last year so I was forced to find work outside my home for the first time. I came to the (JSW) office to ask for some work and they directed me here. Here there is a safe environment for me to work, and with my earning I am able to take care of my children" says Hema, who underwent the training.

The success of the tailoring centre, consequently, followed with more demands from other villages for a similar initiative. Wherefore, five additional satellite centres were set up in different villages, and each of them were provided with an instructor and a coordinator. As to ensure the sustainability of these centres, orders are taken from nearby schools and factories which are then delivered only after a thorough quality check. These satellite centres themselves have been so successful that, recently, they have even received outstation orders, notably from government children's homes in Mumbai. Furthermore, women had started buying their own machines, and were then given training from the satellite centres after which they found orders from their own locality.

According to Ganesh Odkae, senior officer, CSR- JSW, "the rural upliftment for JSW is gender sensitive and the company believes that women are the foundation stone for any family". He adds that company has therefore set up skill development centres in jaigad, Maharashtra, like betel nut leaf plate making, mango pulp extraction and coconut art making exclusively for



women. Under the betel nut leaf making unit, the company has trained and employed a batch of women and the finish products in the form of plates are marketed by the company. The other rural initiative, under the CSR of JSW near the Jaigad energy plants, include setting different hydro phonic units for making maize feed for cow without fertilizers and soil. "The organic nature of this feed helps to improve quality of life for the cow, thus improving the standard of milk", says Leeladhar Khade, a beneficiary of this technique.

#### EMPOWERMENT THROUGH SELF HELP GROUPS

Countless women-centric self-help groups have been set up by the JSW foundation across the villages in a bid to increase the participation of women in the socio-economic milieu. The SHGs, on average, consists of 12-20 participants complete with an accounts keeper and two representatives who are also the signatories. The members are initially given accounts training and a general awareness about the benefits and functions of an SHG. It is also seen to that the positions of the account keeper and the signatories are rotated so as to ensure the participation of each member. The rotation method also allows for capacity building and increased familiarity with the banking procedures to take place during the process. Through the SHG, the women are able to acquire interest free loans from banks which they channel into income earning



Top: Farmers are gradually opening up to techniques like greenhouse farmings  
Facing page: The youth of Bellary are given special training and then directly absorbed into the JSW plants





activities. For example, in the village of Thalur, Karnataka, an SHG comprising of 10 women have successfully set up petty shops, small businesses from the loans they have received. There are 300 such SHGs set up in different villages which have a combined membership of approximately 5000 women. All of these self-help groups, remarkably, boast of a 100% loan repayment.

#### AGRICULTURE

On the agricultural front, the JSW foundation provides various inputs to the 4500 registered farmers. These inputs include knowledge sharing to improve farm productivity, providing with better quality seeds for better yield, introducing modern technology, among other facilities. In some farms, like the one

in Anthapura, Karnataka, JSW has constructed a sewage water treatment plant on the farmland itself. The way this works is by collecting the waste water from the nearby village, through a pipeline, directly to the sewage treatment tank constructed on the farmland. This water then goes through the filter and comes out clean on the other side from where it is diverted to the farmlands. Considering the paltry annual rainfalls, this method is a particularly effective one to encourage farmers to continue with their farming.

In Ratnagiri, Maharashtra, various initiatives are undertaken to villagers to earn their livelihood, and double their income. MangeshKurve 28, a farmer is one of the many beneficiaries of this. Kurte was a rice farmer and under the rice cultivation, he had a food to mouth situation. JSW through their csr initiative

helped Kurte to partly shift to cash crop plantation. It provided him with the means and resources required to do so. The company got G9 variety of seeds from Jalgaon and acquainted him with the drip irrigation facility. Today Kurte has 840 banana plants with 30-40 ton of output ready to hit the market. JSW has also helped farmers who have not shifted to cash crop. Milind Vaidya, 47, is a farmer since 1982. His association with JSW is from 2014. He is a world recorder holder (2nd place) for cultivating 19.24 tonne rice in one hectare land. "It was only possible due to new technique for rice cultivation which I became aware of due to JSW", he says. Inspired by these two, currently there are 39 farmers under JSW's guidance who are trying SRT method for yielding better results for their farms.

The company has worked on enriching fishery skills of the villager for upgrading it from sustenance to income generation. It under the CSR initiative has handed over a ICE plant for preservation and storage purpose to the villagers, thus benefiting over 1500 fishermen families. Besides, it's Crab fattening program and has resulted in increase in the size of crab from 250 grams to 1.5 kgs per crab.

#### COMPREHENSIVE HEALTHCARE

Keeping with organizational philosophy, a strategic and timed intervention is extended wherein the pregnant mothers are initially identified, provided with pre and post pregnancy counselling through a door-to-door counsellor, and offered institutional delivery at half the price. These include the costs of scanning, medicines and other services. Further, a bi-weekly general health camp is conducted in all the villages with an on-demand multi-speciality health camp on Saturdays. Due to the huge amount of raw materials required for the factories and plants, JSW has a hub of truckers coming from different parts of the country. In both the Bellary and Raigad plant, the truckers are given de addiction training by means of behaviour change therapy, counselling, road safety awareness, AIDS awareness programs, general health check up etc.

Besides, In Jaigad, JSW has also undertaken other initiatives like building a health care centre with full time male and female doctor and basic facilities like X-Ray labs, ECG centre, basic lab test and a cardiac ambulance for the DIZ. The health care has



six bed facilities and basic pharma amenities. The company has also invested in sanitation awareness campaign and has played a pioneering role in building toilets in all available houses in the village. All five villages under the DIZ are open defecation free villages with company investing Rs 88, 32, 002 through its CSR fund for this purpose

In Dolvi, Maharashtra, JSW has implemented the arogya thai project which focuses on preventive maternal child health. Targeting the far flung tribal hamlets which have to rely on local healers, the arogya thai seeks to inculcate institutional delivery, and complete immunisation among the people; while attention is also given to hands on support, general health awareness and procurement of birth certificates. Most of the tribal folk are also unaware of the Janani Suraksha Yojana (JSY) which allots a nominal amount to pregnant mothers; the project also focuses on imparting information regarding to JSY also.

#### WASTE MANAGEMENT

In Bellary, An effective waste management system is in place in the villages where JSW, in collaboration with Saahas NGO, has appointed Green friends who collect the waste from all the villages on a bi-weekly basis. Around 5-6 Kilograms of waste is

*This parking lot in Bellary frequently hosts awareness campaigns on general health and HIV*

*The premises of Sri Eshwara temple, which was reconstructed by JSW, are often used as meeting grounds by SHGs*





collected daily from 140 households, on the whole almost 5000 households are covered by this project. The villagers are already given awareness about segregating the wet waste from the solid waste, and have been also allotted waste bags for this purpose. These assorted waste bags are further sorted out in store houses, called 'Beyond broom', into recyclable and non-recyclable. The recyclable materials like tetra packs and plastic or rubber waste are transformed and sold by Saahas as T-shirts, books, bags and other stationary.

#### **WATER CONSERVATION**

Konkan, unlike many parts of Maharashtra is not a drought prone region; but being a coastal region, the water table is salty and being on the receding slope of Sahyadri ranges, the rain water ends up in the sea. Thus during hot summer, villagers of Jaigad and nearby villages complain of lack of water not only for farming but for drinking purposes. JSW has tried to address this problem through their water shed management initiative, they have completed 21 small and medium size dams to arrest the rain water and create a reservoir which could be used by villagers for throughout the year. "The structure in Watad is one of the major project under the JSW initiative and is solving the water problems of six adjacent wadis (very small villages)" says Prashant Ghosale, Sarpanch of the Watad village. These initiatives are under taken by JSW after consultation with Gram Panchayat, Agriculture department, Regional water supply department and minor irrigation department of the government adds Ghosale.

In Dolvi, Maharashtra, JSW foundation has a flagship project which focuses on the restoration of the mangrove forests. The aim is to restore 200 hectares of mangrove trees in an effort to strengthen the embankment near the sea side. A weakening of the embankment in the area had led to the spilling of sea water on to the farmlands, leaving salt residues that make the land unsuitable for agriculture. On conducting hydrological and soil tests, in consultation with the Nature Environment Wildlife and Society (NEWS), an 18 km stretch of land was planted with mangroves, using jute bags instead of plastic for the nursery. The project which was initiated in 2016 had employed 81 SHGs consisting of around 820 women, local villages, and panchayat members in the entire process. The project targets the plantation of a million mangrove plants by 2020, and has, so far, successfully planted 7 lakhs of them.

*Check dams are constructed to pool running water for the farmlands*