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|| VIVECHANA ||

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JSW CSR FOOTPRINT



Associate Editor

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EDITOR'S NOTE**STRENGTHENING PARTNERSHIPS**

Mukund Gorakshkar
Executive Officer, JSW Foundation

Friends,

As we move towards building multi-faceted, creative alliances in our quest of finding shared solutions to various social developmental challenges, we acknowledge the need to strengthen these alliances in parallel. It is our firm belief that partnerships grow and thrive when there is an environment of trust and free space to experiment.

We respect our 65 departmental and civil society partners in guiding us to further align ourselves with the needs of our communities. To design and sustain genuine partnerships, we are creating a platform to draw on their experiences and further strengthen our protocols in participatory planning and development.

In this process, we feel the need to weigh our choices of whether we should assume the character of a good civil society institution or remain content with surpassing development index for sectors of our intervention, given that we operate in a CSR framework. Another related point that needs to be pondered upon is the geography of our interventions as the act persuades us to work in the neighbourhood of our operations, while there are regions beyond our geography that require critical interventions.

The challenge lies in strengthening partnerships that will assess, intervene and evaluate the relevance of such outreach.

Cover Picture - Avtar Singh and Vishal Ruhil (JUDO)

A PROGRAM OR A PHILOSOPHY?

In a recent conference, one of our colleagues was overheard saying that maternal health problems were rare in their DIZ, therefore the opportunity to implement the Janam se Janani Tak (JSJT) program did not exist for them. This got me thinking how JSJT is being perceived across all our CSR teams- is it being perceived as just another project/program for women and child rather than a philosophy that guides the CSR policy at JSW. Needless to say, the perception of JSJT is imperative for all practitioners and allies of CSR at JSW.

When I got an offer to work for CSR at JSW Vijayanagar in 2013, it was quite a moving proposition drawing me back to my old district of Ballari, where I reported as deputy commissioner way back in 1993. Though enticing, I wanted to ensure that working here would be gratifying and that I would be contributing significantly to the society at large. The team under Dr Palled was highly motivated and I could see wonderful programmes being implemented and impacting the socio-economic scenario in the neighbouring villages. I saw these purposeful programmes as beautiful flowers, but strewn around. I wondered how they would look if they were all arranged and more so, if there was a theme behind such an arrangement. As I looked deeper, I found the latent, vaulted theme of '**Janam se Janani Tak, JSW Apke Saath**', a genuine concern for the women and children- the most vulnerable sections in the remote area and a long term commitment through a life-cycle approach.

Janam se Janani Tak translates into "From birth to the time you give birth, JSW is with you." As implied by the title, the philosophy includes the child and the new mother and includes all the age groups that come in between. It is a life-cycle approach, where we have identified



Dr. Srinivas Kedar
Chief CSR, JSW Foundation

clear target population and have developed sharp interventions for each of those target populations. Our logo depicts a woman and a child, and has 6 colours each of which depicts a separate phase of life where JSW CSR undertakes specific interventions.

Across each of our locations, a number of these interventions are being practiced addressing the various target groups. Yet very often our interventions have taken the form of reactive, one of engagements that seem sporadic as opposed to well thought out comprehensive interventions. The framework allows us to communicate confidently, that across our locations a fixed set of opportunities are being provided for particular target groups. It helps us state with certainty that when JSW interacts with the aforementioned target groups, we are able to transform a community in measurable ways (Impact). It gives us the freedom to choose target groups (and not work across the life cycle) and yet does meaningful work that can create impact. The framework helps us to move from intermittent to planned, from mere budget spending to actually impacting lives. At the same time as our CSR is maturing, our management is interested in communicating the impact of our work. Significant impact can be achieved only if we focus on missions and act on comprehensive programs. This approach together with a defined Direct Influence Zone (DIZ) has the potential to demonstrate JSW's commitment to social development.

If we take a closer look at the philosophy, the following programs get included:



PREGNANT WOMEN AND NEW BORN CHILDREN

- 1) Ensure 100% institutional delivery
- 2) All pregnant women are registered and receive 100 IFA, 2 TT and have at least 4 ANC's
- 3) Reduction in Low Birth Weight babies
- 4) Ensure 100% immunization of infants

PRE SCHOOL CHILDREN

- 1) Increase in enrolment in Anganwadi Centres (AWCs)
- 2) Increase in Retention in AWCs
- 3) Improvement in student attendance at AWCs
- 4) Increase in student participation and interaction
- 5) Increase in pedagogical activities at the AWC

EMPLOYABLE WOMEN

- 1) Increase in the number of SHG groups
- 2) Increase in the earning of women (part of the groups)
- 3) Increase in the financial literacy of the women
- 4) Increase in the number of women holding bank accounts
- 5) Increase in the number of women earning
- 6) Increase in the number of women trained in skills
- 7) Increase in the number of toilets and the usage

INFANTS

- 1) Reduction in incidences of water and vector borne diseases including diarrhea
- 2) Reduction in malnutrition among children
- 3) Reduction in infant mortality rate

SCHOOL CHILDREN

- 1) 100% vision screening and corrections
- 2) Zero drop out between 6 to 14 years
- 3) To Ensure that no school child reads under kerosene lamp at home
- 4) 25% increase in quality of learning when compared to district average
- 5) Increase in enrollment to higher primary schooling

ADOLESCENTS

- 1) Reduction in Anaemia cases to zero
- 2) Increase in percentage of vocationally trained adolescents
- 3) Increase in awareness on health and hygiene
- 4) Increase in gender awareness

MISSION FOR VISION



Making eye care accessible to the population in our plant's vicinity is one of our CSR initiatives. Moreover, it is critical that every child is covered through specialized eye screening and given right treatment to arrest any further worsening of sight loss, in applicable cases. Our program 'Mission for Vision' at Salem is looking at eye care holistically and is committed to tackle every preventable and curable case related to eye care. **Ms. Sathiyabama Baskaran**, Manager- CSR, throws light on the context of the program.

"As per the document published by World Health Organization, Vitamin 'A' Deficiency (VAD) remains a significant cause of preventable childhood blindness. VAD is a major public health problem in the developing world. India contributes to 85% of the cases in South East Asia. Globally around 19 million children under the age of 15 are visually impaired and of these 12 million children are visually impaired due to refractive errors, a condition that could be easily diagnosed and corrected.

At Salem, we started conducting eye camps in government schools in two Gram Panchayats close to our plant in 2012. Initial eye screenings suggested that around 12% of the children are suffering from vision problems, primarily due to two reasons, 1) Vitamin A deficiency and 2) Refractive errors. We came to know that treating vision problems by giving spectacles is only one part of the solution. We realized that there is a clear need to develop a comprehensive program to address the root cause of the issue. Hence we designed the 'Mission for Vision'.

The program has four main components:

1. Dietician counselling, charts on display and pamphlets for periodic distribution in schools for children, on importance of diet relevant for good eye sight;
2. Encouraging consumption of fresh vegetables
3. Creation of 'Nutrition Gardens' near households to grow fresh vegetables;
4. Eye screening and provision of free spectacles

The program is covering 82 government Schools and has outreach to more than 10000 Children. More than 1000 children have been given free vision correction spectacles. We have given seeds of vegetables like Ladyfinger, Radish, Brinjal, Chilli, Spinach etc. for 150 such nutrigardens in Pottaneri and M. Kalipatti Panchayat villages.”

Mrs. M. Mary Rubina Prema,
Headmistress of Government Higher Secondary School, Mathanaickenpatti



“The Eye screening camps are very useful to rural students. Most of them come from a poor economic background and this may be the first time that the eye screening is done for them at school. The free spectacles given by JSW are very useful to our students and we ensure that they wear it regularly. I thank JSW for all the support.”

Mrs. P. Kamalam,
President of Pottaneri Panchayat



“JSW has been conducting eye screening camps in government schools since 2012. The initiative is welcomed by us as it helps students with vision related problems. The feedback I received from their parents is positive. I really appreciate the awareness component of the mission for vision; the community is aware about the necessary nutrition and general eye care and nutri gardens are becoming popular in households to fortify food intake of children.”

Mrs. M. Banupriya,
House Wife

“We are growing our own vegetables organically for our children so that they get more nutrition which will help them grow stronger and give them a better eyesight. I am encouraging my daughter to eat green vegetables from our nutri garden. I thank JSW for coming forward and starting such an initiative.”



Sri Bhubana,
Student

“During the eye camp in our school, I was diagnosed with a vision problem. The medical team promptly referred me to Agarwal Eye Hospital in Salem. The doctors suggested me to do eye exercises and now I see an improvement in my eye sight. I am thankful to JSW for conducting eye camps in schools. Lots of students like me are benefitting from this initiative.”



TAKING SPORTS IN INDIA TO A NEXT LEVEL

India's dismal record at the Olympics and the opportunity to better it by putting in place a comprehensive and meticulous funding and mentoring system is the JSW Group's prime motivation behind starting off with the Sports Excellence Program (SEP). **Mr. Mustafa Ghose**, Chief Executive Officer, JSW Sports talks about the journey:

The program, launched in 2012, has grown steadily with a rising number of top Indian Olympic athletes coming under the SEP's wing. Today, the SEP funds 39 athletes across five disciplines namely; track and field, boxing, wrestling, judo and swimming. The JSW-SEP offers the athletes access to high-class training gear and equipment, regular exposure in tournaments on foreign shores, an exhaustive training schedule worked out in consultation with the best fitness trainers, sports psychologists and discipline-specific coaches that India has to offer.

The JSW – SEP's objective is to make India one of the top 10 sporting nations by 2024. With the progress and results that JSW-SEP has shown and achieved in just three years, the goal to become a sporting powerhouse in less than 10 years from now is clearly within sight.

The performance of JSW-SEP athletes in international and continental competitions in 2014 showed just how much potential the program has. At the 2014 Commonwealth Games in Glasgow, Scotland, JSW-SEP supported athletes brought home 12 medals with three golds, seven silvers and two bronze medals. A couple of months later at the 2014 Asian Games in Incheon, South Korea, eight medals were won by JSW-SEP athletes.



Premkumar Kumaravel (Long Jumper)

2015 is an important year with an eye on the 2016 Summer Olympics. A host of Olympic-qualification tournaments are coming up as are World and continental championships.

TRACK AND FIELD

OP Jaisha, Sudha Singh and Lalita Babar have dominated middle-distance and long-distance running in Asia for long. All three athletes are part of JSW-SEP and their talent came to the fore last month at the IAAF World Athletics Championship in Beijing. Lalita Babar smashed her own National Record (NR) in the heats of the 3000m steeplechase, cutting off almost seven minutes from her time. Her time of 9.27.86 seconds was good enough for a spot in the final. Running against some of the best steeplechasers in the world, Lalita led more

than half of the race but ultimately finished eighth, a very creditable showing. Jaisha and Sudha also managed to make heads turn as they finished in the top-20 of the women's marathon. Jaisha set a new National Record while Sudha finished just a minute behind the senior athlete. All three runners have qualified for the Rio de Janeiro Olympics and are currently in a preparatory camp under the tutelage of renowned Belarusian coach Dr. Nikolai Snesev.

The JSW-SEP provides high-quality running apparel and a carefully chalked out nutrition program designed to push them as close to the qualification mark as possible. Premkumar Kumaravel, is a long-jumper with a glittering future in Indian athletics. The first long-jumper to go past the 8-meter mark, Premkumar has shown steady progress. Being part of the JSW-SEP has allowed the 21-year-old long-jumper to train in the United States of America at the Olympic Training Center in Chula Vista, California and also in Colorado Springs allowing him access to a host of invitational meets and competitions where he can test himself against the best American jumpers. Completing JSW-SEP's track and field portfolio is 2014 Asian Games

gold medalist Seema Punia. The 31-year-old is a multiple medalist at the Commonwealth Games and is tipped to pose a strong challenge with the discus at Rio. The JSW-SEP has already arranged for Seema to train in the United States as she prepares for what promises to be a grueling year with the World Championships and the Olympic Games coming up.

BOXING

Vikas Krishan has recently returned with a silver medal won at the Asian Boxing Championships in Bangkok. The 23-year-old Southpaw also secured qualification to the World Boxing Championships on the back of his strong performance in Bangkok. A former Asian Games gold medalist and the 2011 World Championship bronze medalist has set his sights firmly on gaining qualification for the Rio Olympics by the end of this year. The World Boxing Championship which will be held in Doha, Qatar in October is the first Olympic qualifying tournament and Vikas aims to seal his berth for the 2016 Olympics with a strong performance in Qatar.

A former World Junior Champion, Zareen Nikhat has made heads turn with her speed and technical prowess right from the time she put on her mitts. The gutsy boxer, a complete natural, recently added a gold medal won at the Nations Cup boxing tournament in Serbia to her kitty. Zareen is currently training in Hyderabad with an eye on participating in a few more international competitions.

WRESTLING

JSW-SEP's wrestling portfolio is one of the strongest and with multiple World Championship medalists; it is one of the most exciting disciplines that the program supports. At the end of August, JSW-supported Bajrang Punia and Babita Kumari were honoured with the Arjuna Award commemorating a wonderful year that both wrestlers have enjoyed. Amit Kumar and Bajrang lead the charge in the men's section having shown



Vikas Krishan Yadav (Boxing)



Sandeep Tulsi Yadav (Wrestling)



Left To Right - Avtar, Vishal, Sunibala, Vijay, Sushila



Narsingh Panoram Yadav (Wrestling)

a strong run of form over the last year. Amit and Bajrang were both medalists at the 2013 World Wrestling Championship and they have done their reputations no harm by picking up a gold and silver respectively at the Commonwealth Games in 2014. Bajrang went a step further, clinching silver in the 61 kg category at the Incheon Asiad. Narsingh Yadav, a Commonwealth Games gold medalist and a 2014 Asiad bronze holder is another wrestler to watch out for.

Arun Kumar, Pawan Kumar, Sandeep Tomar, Satywart Kadian and Sandeep Yadav are worthy contenders in their respective weight categories and all of them are expected to make a strong bid for a spot at the Rio games. Geeta and Babita Phogat are the flag bearers for JSW-SEP's women wrestling contingent. Geeta, a Commonwealth

Games and World Championship medalist was the first Indian woman wrestler to qualify for the Olympic Games, appearing at the 2012 London edition. Her sister Babita has come up fast over the last couple of years, winning a host of international medals. Vinesh Phogat, a cousin of the Phogat duo is another rising star, having already accumulated a Commonwealth Games gold medal and an Asian Games bronze medal in 2014. Sakshi Malik, Navjot Kaur and Geetika Jakhar, all three picked up medals in Glasgow and complete what is a power-packed wrestling contingent at the JSW-SEP.



Mr. Mustafa Ghouse

Chief Executive Officer,
JSW Sports

“The performance of JSW-SEP athletes in international and continental competitions in 2014 showed just how much potential the program has.”

JUDO

Shushila Likmaban clinched silver at the 2014 Commonwealth Games and the 19-year-old Judoka has shown steady progress in her 48 kg class over the last couple of years. She put up a fighting show at the Asian Games and much is expected of her in the next couple of years. The other Judokas who are part of the JSW-SEP are Avtar Singh, Karanjit Singh Mann, Vishal Ruhil, Vijay Kumar, Sunibala Huidrom and Garima Chaudhary.



Garima Chaudhary (Judo)

SWIMMING

One of the most exciting verticals in JSW-SEP kitty, nine swimmers with the oldest being a 16-year-old have been identified and are undergoing training in South Africa under renowned swimming coach, Graham Hill. The South African counts Olympic gold medalist Chad le Clos as one of his pupils and

JSW-SEP has ensured that the nine swimmers train in South Africa for a year under his impressive tutelage. The swimmers who are part of the JSW-SEP are Vaania Kapoor Achuthan, Damini Gowda, Aryan Makhija, Vedant Khandeparkar, Karan K Raju, Manav Dileep, S.Siva, S.Danush, Likith SP.



Aryan Makhija (Swimming)

AN EDUCATION INITIATIVE WHICH GAVE MOTIVE TO YOUNG LIVES

The lives of 20 youths in a remote village of Himachal Pradesh changed when they got jobs in their respective village school.

Mr. Parveen Thakur from the Kutehr CSR team talks about how this turnaround was made possible.

“Six Gram Panchayats of Kutehr HEP in Chamba District of Himachal Pradesh were suffering from acute shortage of government teachers in their respective village schools. The main reason was difficult mountainous terrain coupled with poor road connectivity. This resulted in a sharp drop out rate of students (mostly tribal) in the schools.

Once the problem was identified we decided to address it. First objective of the intervention was to fill the vacant positions of teachers in all government schools in the DIZ and enhance the quality of education. We then created a Village

Education Committee to identify, recruit and monitor school teachers. The most innovative part of this intervention was to encourage the committee to recruit teachers from their respective villages itself.

The task was daunting as it required aligning various stakeholders. The immediate priority was to bring members of the Gram Panchayats and the Education Department to the discussion table. Taking along the Gram Panchayats, the schools were identified for intervention. Meetings with Deputy Director Education, Block Primary Education Officer (BPEO), Centre Head Teacher (CHT), Headmasters, Principals and Panchayati Raj Institutions (PRIs) were conducted post which formal applications were submitted to PRIs and School Management Committees (SMCs) from grampanchayats to screen the candidates who applied for the job. We were also present during the screening process.





The intervention brought phenomenal results as it enabled 20 educated unemployed youths to be appointed as primary school teachers. It has changed the lives of these young men who now have an income source. The impact indicators like attendance of students in the schools and their exam results both show an upward trend.

To add to the joy of the chosen, they have been selected as government teachers (as per the new policy by the state government's education department), after appearing for interviews conducted by SMCs. At present, 18 teachers are rendering their services towards their respective village schools.

The most important part of the initiative is the continuous monitoring and assessment of the quality of education in the schools which was highly appreciated by the community.

The CSR team is now very keen to improve the infrastructure of schools beginning with construction of separate toilets for boys and girls.



Bhagat Ram,
BEE0

“All the teachers deployed by JSW in government primary schools are teaching very well and the students are getting benefited immensely.”



Angat Ram,
Pradhan Gram Panchayat, Garola

“JSW is continuously supporting our village level education by facilitating primary school teachers since 2011. I am happy to see youth of my gram panchayat serving as teachers.”

LIGHT OF KNOWLEDGE

SIR MV MEMORIAL NSCM

JSW LECTURE SERIES



On 15th September, the birth day of Sir Mokshagundam Visvesvaraya, is celebrated as Engineers Day in India; Nehru Science Centre and JSW have come together to start a lecture series in the name of Sir M Visvesvaraya to pay the tribute to the legendary engineer. **Dr. Shiva Prasad Khened**, Director, Nehru Science Centre (NSC), highlights the lecture series.

The seeds of nation building that Sir Visvesvaraya cultivated were sown early in his engineering career, which he started in the erstwhile province of Bombay under the British rule. It was in consideration of this that the Nehru Science Centre decided to approach corporate houses for supporting the centre in presenting a biographic exhibition "Sir M Visvesvaraya: The Legendary Nation Builder" and to complement this exhibition with a series of lectures for the benefit of school students during the year 2014.

The credit for successfully organising this

exhibition, the lecture series and bringing out a well researched, richly illustrated catalogue for the exhibition should rightfully go to Mrs. Sangita Jindal, Chairperson, JSW Foundation, who very graciously came forward to not only financially support the Nehru Science Centre in this endeavour but also played a key role in motivating us to make this event an annual event by calling it a **NSC-JSW Sir MV Memorial Exhibition and Lecture Series**.

For the inaugural year, 2014, the event consisted of an exhibition "Sir M Visvesvaraya: The Legendary Nation Builder" and a lecture series on the topic "Iron and Steel Heritage of India". It was inaugurated by Dr Anil Kakodkar, Former Secretary Atomic Energy Commission, in the presence of Mr Sajjan Jindal, CMD, JSW Group, Mrs Sangita Jindal, Chairperson JSW Foundation, Mr G S Rautela, DG NCSM, and several other distinguished dignitaries on 15th September, 2014 at the Nehru Science Centre.

School children look up to role models,



Dr. Shiva Prasad Khened,

Director, Nehru Science Centre (NSC)

“The NSC-JSW Sir MV Memorial lecture series which included an exhibition on Sir M Visvesvaraya provided an opportunity to a large number of school students.”

whose life and works they could emulate in their career. Unfortunately though, while there is plenty of information in the public domain including print and electronic media on celebrities' sports and bollywood, there is hardly any such information on the life and works of great scientists, engineers and statesmen, which is easily accessible to the students. The NSC-JSW Sir MV Memorial lecture series which included an exhibition on Sir M Visvesvaraya provided this opportunity to a large number of school students. This successful exhibition was showcased at the centre for three months.

The students also had an opportunity to listen to the lectures of four internationally acclaimed leading scientists. The speakers included Prof N Ballal, from IIT Bombay; Prof VibhaTripathi from Banaras Hindu University; Prof Sharada Srinivasan from IAS Bangalore and Prof S Ranganathan from IISc, Bangalore who spoke on the main theme of the lecture series “Iron and Steel Heritage of India” and interacted with

scores of students. The event concluded with an inspiring, highly motivational, concluding valedictory lecture by Prof Raghunath Mashelkar.

NSC and JSW have jointly chosen **Water for Life** as the topic for the annual NSC – JSW Memorial event for the year 2015. The event will include an exhibition on the topic ‘Water for Life’ that will be complemented with 4 to 5 lectures by leading scientists and series of events and competitions for the school students. The event is scheduled for inauguration on 15th September 2015.

JINDAL VIDYA MANDIR AT THE ALTAR OF KNOWLEDGE

JSW is committed to promote and support quality education for students, both for the children of its employees and others. Running five *Jindal Vidya Mandir* (JVM) and one *Jindal Adarsh Vidyalaya*, JSW is set to establish a paragon of excellence in education with state-of-the-art infrastructure and ambience in these schools. **Ms. Sampada Palsule**, Consultant, JSW Foundation narrates her experience while illustrating the plan to take these schools to the next level.



Away from the din of urban life, JVM – Vasind is about 65 km from Mumbai. Founded in 1989 under the aegis of Jindal Educational Trust, the school prides itself in having state-of-the-art facilities - classrooms equipped with electronic white boards and teachers using internet and communication technology, videos, graphs, power-points to teach. The school has had 100 % results in board exams for years in a row. Last year middle school students participated in an external, scientifically designed, skill-based assessment test called ASSET and scored above the national average. This story is being repeated in 5 other JVMs in Vijayanagar, Salav, Kalmeshwar and Ratnagiri. The JVMs at all the locations are considered among the best in their districts.

Although academically, the schools are providing nonpareil services, we felt that it is time to take them to the next level of holistic excellence. While the schools have implemented elements of 21st century learning, there are still remnants of assembly



“It’s a sultry summer morning in Vasind, a small town in Maharashtra. In a brightly lit classroom, grade 4 students are learning place values through a 3-D diagram being shown on an electronic white board. Teacher then asks them questions to gauge their understanding; students raise their hands, eager to answer. Across the hallway, grade 5 students are discussing about the river systems of India that they are seeing on map on a similar electronic white board.



line schooling, with teacher-led classrooms and children learning by rote.

To prepare students to be lifelong learners, we want them to be able to think critically, reflectively and creatively, to be able to analyze and ask questions, to be able to listen with empathy, to be able to persist. We want to make learning rounded and all-inclusive by creating an environment of real experiences that enables them to construct their own knowledge. To prepare them for life, we want to provide opportunities to hone leadership qualities and ability to work well in teams.

Teachers, the torchbearers of our school vision, are being exposed to best pedagogical practices. While thinking about moving from rote learning to real learning we also realize that “rote teaching” is what leads to “rote learning”. If the teachers do not understand the purpose and objectives of a lesson, if they aren’t convinced about the utility of activities, if they don’t understand the theory or rationale behind the pedagogical methods, then they would engage in rote teaching. While planning teacher trainings, we need to take care not to get trapped in rote teaching.

Students being the reason de’etre of a school,

while planning any new initiative in our school, we start by asking the question, ‘What impact will this initiative have on the quality of children’s understanding, confidence, learning, progress or achievement?’

Schools are specialized spaces for learning. Traditionally school buildings have been conceived to provide shelter and to support the activity of education. As such they are treated as structures of bricks, mortar and concrete rather than enclosures that encompass a learning environment. The concept of “Building as Learning Aid” is being studied and we are exploring ways in which the space inside and outside classroom, within the school premises can be used to present skills and knowledge in an engaging way, how the educational value of the built space can be maximized.

As a part of school strategy to create student led classrooms, we are identifying more ways in which children can engage in problem solving and activity based learning. Opportunities are being created for students to formulate, organize, and take charge of school events. The idea is to provide a space where individuals are free to express themselves, contribute to school life and live to the fullest.”

COLLABORATION FOR FOUNDATION OF WELL-BEING



JSW Cement is giving a lot of thrust to community health care in and around its Nandyal manufacturing facility. **Mr. Oinam Sanjoy Singh**, Orthotist & Prosthetist with Mobility India, outlines the partnership of Mobility India with JSW Cement Nandyal for people with disabilities with a focus on empowerment.

“JSW Cement collaborated with Marianilayam Social Service Society (MSSS), Kurnool to promote health and well-being in its communities. In due course of time, the Company came in touch with us at Mobility India (MI), a partner NGO to MSSS. Thus, the partnership of JSW Cement and MI came into being in 2013. MI has been a progressive force in bringing about a change in

the disability rehabilitation and development sector with a focus on empowerment, inclusion and participation of people with disabilities. Our organization is active in promoting assistive technology and other social services since the time of its establishment in 1994. As a model of disability friendliness, the Research and Training Centre of MI stands tall. On the other hand, the MI Regional Resource Centre in Kolkata caters to the rehabilitation needs in the city and the Inclusive Development Centre in Guwahati, caters to the North-Eastern Region. MI also has field offices in urban slums of Bangalore and Garden Reach (Kolkata).

JSW Cement has been meaningfully



contributing to communities in and around Nandyal, especially in the area of education and health, showing an intact sense of responsibility towards the people. We offered our expertise to the Company to venture into the area of assistive devices for locomotor disabilities. The Company responded with at most empathy to the cause and came forward to learn more about it and to partner with Mobility India to provide assistive devices to the underprivileged people. With the help of MSSS, we screened the 14 villages adopted under CSR. The CSR team of JSW Cement did all the ground work to prepare for the programme and many volunteers from JSW also came forward to help us follow up with the beneficiaries after the fitment was done.

In the last two years, our partnership has completed two assessment programmes and one fitment programme in the rural areas. The second fitment programme is under process.



Mr. Oinam Sanjoy Singh

Prosthetics and Orthotist, Mobility India

“The Company responded with at most empathy to the cause and came forward to learn more about it and to partner with Mobility India to provide assistive devices to the underprivileged people. With the help of MSSS, we screened the 14 villages adopted under CSR.”



During the first fitment programme in January 2014, a total of 129 aids and appliances were fitted; the maximum number of fitments done by MI in one project till date. Following the success of the first assessment and fitment programme, it was decided to go ahead with second assessment and fitment programme in November 2014. A total of 212 aids and appliances are provided to the beneficiaries so far. The partnership has also involved the local government officials.

We wish to continue replicating the success of the programme in more areas in times to come.

THE GOOD BUSINESS

CHANGING THE LIVES OF RURAL WOMEN IN SALAV



Empowered women are the sine qua non of a progressive society. At JSW Steel Salav, economic empowerment of women is of paramount importance and a lot of impetus is being given to promotion of entrepreneurship among women. The same is reiterated by **Mr. Vikas Ganvir**, Assistant Manager-CSR, while sharing his experience of creating opportunities for several women in the community.

“I have always believed that women, if given an equal opportunity, can build a future for themselves, their families, the society and the nation. Our past and present have enough exemplars to reinforce my belief in women

and their potential. Right from the beginning of my career, I have been promoting rural entrepreneurship, especially among women. I have brought my abundant experience to this organization in this domain and together we are addressing the need of training and skill building for women.”

The villages on the peripheries of Salav Plant have good literacy penetration, for both male and female alike. A few women ran their own enterprises, but their economic contribution and entrepreneurial skills were largely untapped. “My initial interactions in the community gave me the hope that women are willing to improve

upon their skills and aspire to change their lives. So we started training them in beautician courses, tailoring, jewellery designing, mehndi art, crafts etc. A unique addition to the exercise has been identification of the best trainees from each course and training and monitoring them over a period of time after which they become the trainers themselves." Today, six such women entrepreneurs have become trainers, who keep the momentum of the program going.



Shabnam Rahil Kaloke from the village Savroli, got married at the age of 14, and before her 19th birthday, her husband passed away leaving her with two children to feed and nowhere to go. She recollects, "I was lucky that my parents accepted us and gave us a roof on our head. I knew I had to stitch my life together and move ahead. For days I kept fiddling with the idea and then came the opportunity to learn jewellery designing and tailoring." Over the next few months, Shabnam trained herself. The confidence that the training gave her was the turning point in her life as she opened shop to sell artificial jewellery, Macramé products and clothes made by her. "I am thankful to JSW for giving me recognition, confidence and self-esteem."

Aparna Patil, a resident of Salav village works as a Community Organizer and it fills her with pride when she talks about her journey. "I received training for basic computing, tailoring, jewellery designing, mehndi art and beautician course, all facilitated by JSW Steel. While on training, they found me exceptionally good at mehndi art, so I was given an opportunity to train other women in the art. But I wanted to contribute more, so I started assisting CSR department in community



activities. I am fortunate that I have been given an opportunity to work as a Community Organizer."

Varsha Patil, a resident of the same village has a similar story. She is a commerce graduate and comes from a poor family. "I tried doing a job in Mumbai but could not sustain myself. I always wanted to become an entrepreneur. JSW CSR helped me with



the training in macramé crafts. And since then I have not looked back. Today I am not only selling my products successfully but also working as a trainer in Macramé craft run by JSW."

Today in Salav, several women entrepreneurs are generating decent and productive work hence reducing poverty, and have achieved greater gender equality.



PILLARS OF SAFE MOTHERHOOD

The Safe Motherhood Initiative is a worldwide effort that aims to strengthen maternal and newborn health efforts at global, regional and national levels in context of equity, poverty reduction and human rights. JSW is committed to safe motherhood. In the Sonography project at Vasind **Shubhangi Gadekar**, Junior Manager has gone beyond the mandate of her duty and voluntarily audited every document related to the project. She shares her experience as a volunteer: "I believe everyone can contribute their time and skill to CSR initiatives and make it successful; I did the same by using my auditing expertise to verify documents related to the Sonography project implemented at Primary Health Centre, Vasind and Kamakhya Sonography Centre at Shahapur. The project ensures that the pregnant women in tribal areas of our DIZ must undergo Sonography to monitor the growth and health of their foetus. The exercise is critical for both, the mother and the foetus. I am proud that I got the opportunity to become a part of the project and thank plant management for the same.

Like any other division, CSR is also critical as far as the commercial protocols and other auditory protocols are concerned. It should be followed diligently to be able to remain on top of documentations for various internal departments and external stakeholders.

As QMS Lead Auditor, I played a role in verifying the documents of Safe Motherhood's Sonography project. The experience was new to me and I

learned a lot from it. I enjoyed the challenges the project offered to me like verifying names, tests carried out, recommendations by PHC and the signature of doctor. I came across similarity in names; the same had to be clarified and supported with the Sonography medical report, and recommendations from PHC duly stamped by PHC centre.



Subhangi Gadekar

Junior Manager,
Vasind

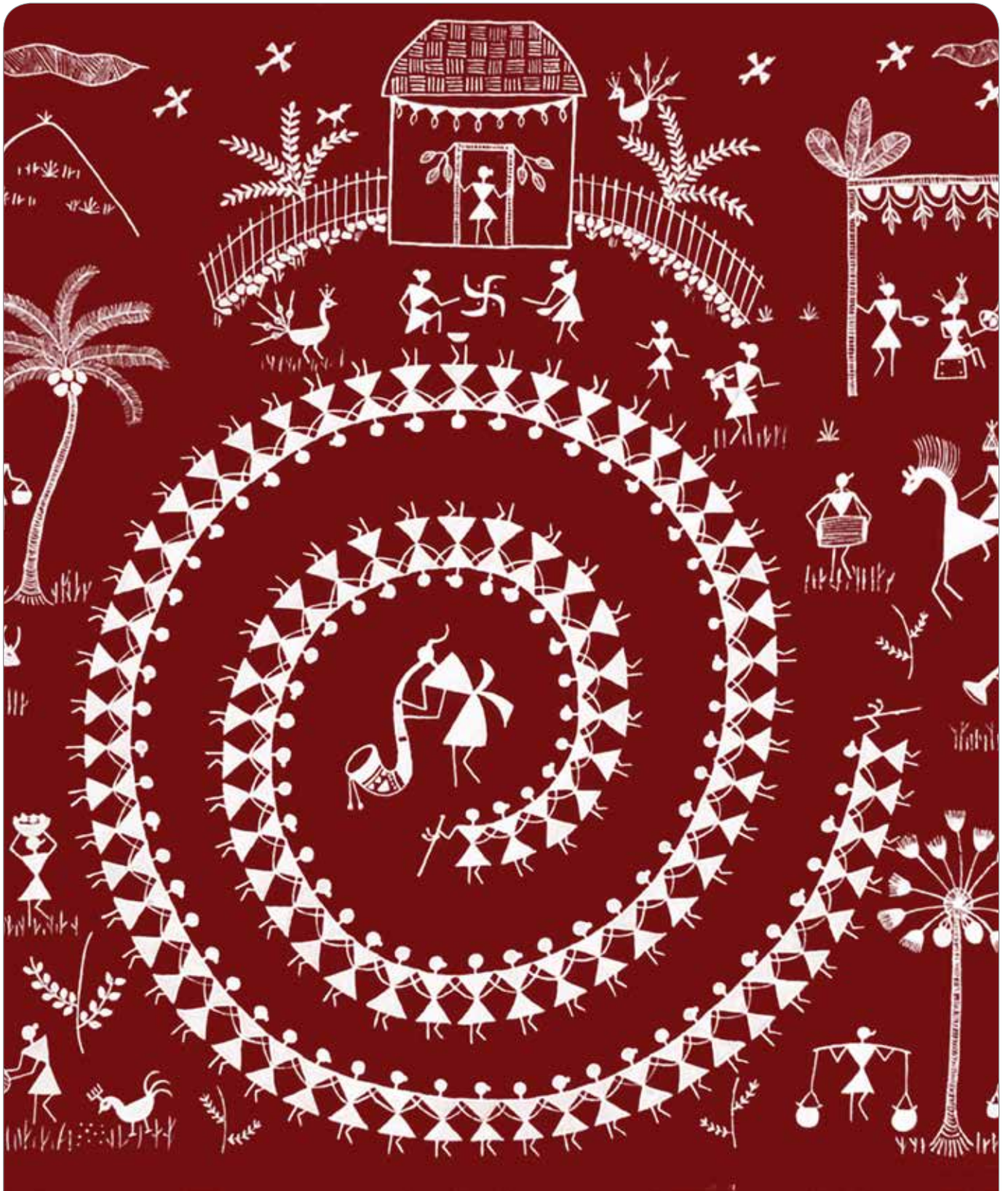
"The experience was new to me and I learned a lot from it. I enjoyed the challenges the project offered to me like verifying names, tests carried out, recommendations by PHC and the signature of doctor."

I would love to contribute my skill voluntarily for causes as noble as this. Being a mother of two growing children, I understand how important it is to get right medical attention during pregnancy. I hope my humble contribution will make a positive difference to the project.



**“ART MEETS MODERNITY”
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Photograph by **Pradeep Kaushik**



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