

COMMUNITY INITIATIVES

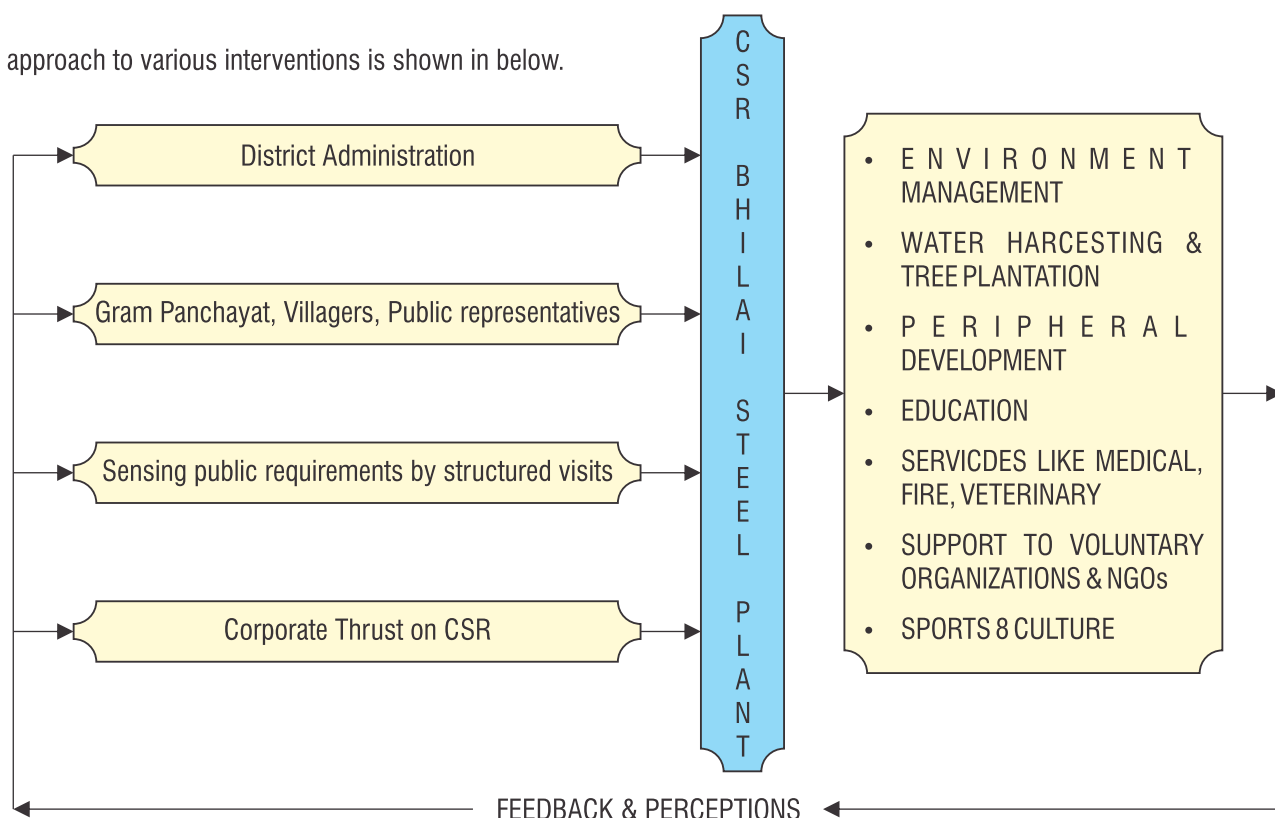
Spreading Smiles

Since inception, BSP has endeavoured to discharge its social obligations by contributing to the welfare of its customers, employees, suppliers and communities. In this context, BSP's initiatives cover an entire gamut of societal concerns including environment management, increased access to health, education, improved water and sanitation, electricity, roads, ancillary development, etc. to ensure overall development in its areas of operation. Thus, through these initiatives, BSP has made social responsibility a business maxim, integrating it into its business vision and processes.

Every operation and business process is designed and operated keeping in view of their impact on society which has earned respect for BSP in the region as a responsible member of the society and as an employer that cares for its people.



The approach to various interventions is shown in below.



Partnerships in CSR:

BSP's approach towards partnership is governed not solely on commercial considerations but is also aimed

at enhancing the social and economic capital of the country.

CSR Project	Strategic partner	Understanding Needs and Feedback
Mid day meal	Akshaya Patra and CG govt.	Regular association provides the understanding on needs/feedback.
Fishery project	FFDA, Durg	Fish seed quality, quantity, treatment of pond water
Welfare of Physically challenged	PRAYAAS and MUSKAN (NGOs)	Physiotherapy unit for rehabilitation installed based on feedback
Lok Kala Mahotsav	State Cultural Department	Selection of Artists - guidelines
Smoke less Chulhas	Art of Living Foundation	Design and installation, training
Sports & Culture in Bastar	Ram Krishan Mission	Needs identified through partner
Tree plantation	CG van Vikas Nigam	Variety of saplings, technical guidance
Mushroom cultivation	Jan Sewak Samiti	Hut design, Know how, marketing support

Employee Contribution

Employees are encouraged to participate in the CSR activities. Top management has already committed through declaring the BSP's policy on CSR & Sustainability. BSP's management practices have been displayed on the intranet website and an approach for systematically implementing the employee volunteering is being considered. More than 100 employees & their families volunteered to associate with CSR activities specially in the field of adopted tribal children and Model Steel Villages for skill development, environment (tree plantation), art & culture (training in the field of dramatics, cement sculpture, art on rice grain etc.)



Parameter	2009-10	2010-11	2011-12
Average Mid day Meal per day	21050	19886	22096
Expenditure on Mid day Meal scheme (in Lacs)	89.28	110.04	114.12
Intake in school for children from BPL families	25	25	50
Vacation training to students from Professional colleges	3637	4850	5895
Medical camps in Villages	264	231	301
No of patients in camps	36000	32000	46000
OPD patients in Ispat Kalyan Chikitsapaya	19067	19886	22096
Installation of Smokeless Chulas in MSVs	900	400	1800
No of trees planted along road side	60000	90000	100000



Departmental Action Plan & Progress on Major CSR activities in 2011-12

Plan Brief	Description
Development of Model Steel villages	Completion of physical infrastructure in 8 MSVs (Cum.17). Work is in progress in remaining 4. Installation of 1800 smoke less energy efficient chulhas in MSVs helped in 50% saving in fuel cost to the BPL families besides improving the environment.
Medical & health services	
Mega Health Camp	A 3 days Medical Camp was organized at Ranitarai, Durg from 27 to 29th Feb 2012. About 18 Doctors & 20 Para Medical staff from Medical Department participated. Pathology lab was also set up to carry out all regular pathological tests at site. About 6600 patients from nearby villages benefited out of this camp
Regular Medical Camps and eye camps in MSVs and villages in Rowghat area.	301 camps organized in MSVs and villages of Rowghat area providing services to more than 46000 patients. 21 special Eye camps were also organized in MSVs. 350 free IOL surgeries were also performed. 4000 spectacles were distributed in eye camps in Rowghat area.
Support for rehabilitation of differently-abled/ Physically Challenged persons.	<ul style="list-style-type: none"> In order to support the detection, treatment and rehabilitation of physically challenged persons, a physiotherapy unit has been established in Muskaan Vidhalaya for mentally retarded children. For early detection and treatment of deaf and dumb children in peripheral villages, a customized medical van has been deployed with the help of Prayaas Vidhyalaya for deaf & dumb
Education	
Opening a new branch of Bhilai Ispat Vikas Vidyalaya in Khursipar area.	Additional branch of BIVV opened in labour intensive area thereby increasing intake to 50 from 25 per year. Passed out students of class VIII were admitted in class IX in BSP English medium school. 224 students of BPL families are availing this facility for their career development
Mid-day meal to 30,000 students in 153 Gov. schools.	No. of meals supplied per day to 153 government schools in 2011-12 is approx. 22000.
Education scheme for meritorious students of MSVs.	A new Education scheme HONHAAR has been introduced in the year 2011-12 for meritorious students of MSVs. Under this scheme, students of MSVs who scores >80% marks in Xth board examination are provided with free education / Lodging & boarding and specialized coaching at Bhilai to prepare them for national level competitive examinations. This is in addition to the scheme of adoption of 20 Tribal boys / year since 2002



Departmental Action Plan & Progress on Major CSR activities in 2011-12

Plan/Brief	Description
Educational Tour for Tribal Children	In a unique initiative 100 students from distant Naxal affected Abhujmar (Bastar) area were taken to Mumbai and Delhi for an educational tour. BSP also provides free vacation training (refer Fig 8b.5) to the students of various professional Colleges including IITs, BITS, XIM, etc. The students are also provided accommodation at a nominal cost during their training period.
Adoption of tribal children	209 Tribal children have been adopted so far for education upto class XII. 2 Girls Tribal Girls sponsored for Nursing Course during 11-12 taking total no. to 10.
Income /skill Generation Schemes	
Mega Health Camp	22 Vermi- compost units have been established in 3 MSVs. 55 farmers have been trained in two programs. A vermin-compost training unit has been established in Kaushal Kutir.
Mushroom Cultivation	A Mushroom cultivation unit and a Mushroom spawn production unit has been established in Bhilai Ispat Kaushal Kuteer. Marketing of products is done through Swayamsiddha shop. SHG of unemployed youth is running the unit.
Fishery project	A fishery project has been started in MSV Borigarika for a group of 5 BPL beneficiaries in partnership with Fish Farmers Development Agency Durg.
Vocational Training Center – (Bhilai Ispat Kaushal Kutir)	New courses of Web designing, Tally, Mushroom cultivation, Solar drying of Fruits and vegetables introduced during the year. Total 650 trained in 13 different courses during the year.
Swayamsiddha	A self-help group of 10 BPL women formed with bank linkage. The group is undertaking management of Swayamsiddha marketing outlet. Income generation schemes of Durray weaving, Candle making, Quilt stitching, Processing of Mushroom products have been implemented for making the project sustainable. Unique scheme for solar drying of Fruits and vegetables has also been implemented for the SHG.
Bhilai Ispat Siyan Sadan	To provide Shelter and homely environment to retired B.S.P., SAIL and PSU employees, “Bhilai Ispat Siyan Sadan” has been established. At present all the rooms are occupied & 20 families living in well furnished rooms with facilities like Mess, recreation, Internet etc..
Solar Energy systems	The initiative includes installation of 61 solar street lights in 8 villages in Mines area, distribution of 850 solar lanterns in MSVs and installation of Solar dryer for drying of fruits and vegetables in BIKK
Road side tree plantation -	In partnership with Chhattisgarh Rajya Van Vikas Nigam (CGRVKN), BSP has planted about one lac trees in along 50 KMs road to contribute for C G Hariyaar Yojna.
Sports and cultural.	35th Chhattisgarh Lok Kala Mahotsava 2011, a mega event of Folk art and culture was organized in Mines and Bhilai location. During this Mahotsava exhibition of Chhattisgarh Hastshilp and Gramodoyaga organized as a new initiative to promote these artists. Grameen Lokotsava – 5 Grameen Lokotsava were also organized in this year in MSVs. Inter MSVs Sports organized at MSV – Dhaba. Kho-Kho, Kabaddi, Athletics were organized. About 300 children of Middle School participated in various events. Khel mela organized at Narainpur from 9th to 12th Nov.11 at Ramakrishna Ashram, Narainpur. Different athletics events such as 100Mt. race, long jump, high jump, and games such as volleyball; Kabaddi, Kho-kho etc. were organized. About 1500 tribal children from 31 schools / 136 villages Participated. All India Football Tournament organized in Jan'12 at Narainpur and Kanker.
Other activities	2 Battery operated cars have been provided to railways for deployment at Durg Railway Station for convenience of Senior Citizens and sick persons.

Results of the Community empowerment initiatives :

Category	Initiatives	Expenditure(Rs. lakhs)			Benefit to Community (Nos/individuals)		
		09 - 10	10-11	11-12	08 -09	09 -10	10-11
Physical infrastructure	Community halls, class rooms, street cementing, pond development etc	868	55	542	307327 Nos	20575 nos	23887 nos
Skill development & Livelihood creation	Woman empowerment Swayamsidha kaushal kutir	25.4	15.6	16.1	73	747	651
Public health	Daily health camps, Hospital, eye camps, free operations etc	13.2	16	16.2	36270	30520	45230
Education	Free School, Tribal adoption & other education facilities	26.3	28	85	197	291	389
Others	Akshypatra mid meal, Bhilai Ispat Siyan sadan, CSR in Mines etc	503.5	586	615	25000	25000	25000

Case Study

CSR at existing Mines and Rowghat

Sports

- Narayanpur : National invitation football tournament & District level village sports meet.
- Khel Mela : Mega sports event involving more than 3000 children for past 6 years.
- Football tournament at Antagarh - organized for past 3 years.

Infrastructure

- 75 bore well drilled.
- At IGKV, Jagdalpur, residential training provided to farmers.
- Rajhara - 1000 smokeless chulhas installed.
- Installation of solar lights in villages of Rowghat area.

