



The Sports and Recreation group of BSP organizes sports tournaments as well as cultural activities in Bhilai, thus taking care of this vital need of the society. There are also 13 clubs spread over the sectors of Bhilai, to cater to the recreational needs. Sports and Cultural Group of BSP organizes sports activities in 29 disciplines categorized under priority & other games. Under priority games 12 games are included namely Athletics, Hockey, Boxing, Volleyball, Football, Badminton, Cricket, Basketball, Kho-Kho, Kabaddi, Power Lifting, Handball and 17 disciplines in other games.

Different initiatives are taken to promote the aspiring sportsman of the society. For promoting performance in selected sports discipline a Day Scholar Scheme was started in 2003. Under this scheme Athletics, Boxing & Hockey was started. In the year 2006 Football was added to it. For further promoting sports, in the year 2007 BSP has independently started Day Boarding Scheme in Basketball & Volleyball. In the year 2008 Day Boarding Scheme in Athletics at Rajhara was started in which 13 girls and 2 boys were enrolled.

For promoting the games, Bhilai is well equipped with following **Infrastructure facilities**

- **JAYANTI STADIUM** :- Athletics and Hockey ground with a seating capacity of 25,000
- **PANT STADIUM** :- Football, Tennis, Kabaddi, Basketball & Volleyball grounds with Flood light facilities & a seating capacity of 15,000.
- **HANDBALL COMPLEX** :- Handball, Kho-Kho ground with Flood light and seating capacity of 3000.
- **JUDO HALL**
- **INDOOR HALL** :- Badminton & Table Tennis.
- **CRICKET STADIUMS** :- 02 Cricket Stadiums with 03 Turf wicket each and practice pitches.
- **BALL BADMINTON COMPLEX** :- 03 Flood light grounds.
- **IRON GAMES** :- 01 Iron club for Weight Lifting & 01 Power Gym for Power Lifting.
- **ISPAT CLUB, SECTOR-2** :- Boxing and Chess.
- **BRIDGE HALL** :- A separate building for Bridge club.
- **DISABLED CRICKET GROUND** :- A separate ground for Disabled Cricket team..
- **NATIONAL HANDBALL ACADEMY** :- The N.H.A. was setup in 1992 in Bhilai in collaboration with Sports Authority of India and Handball Federation of India. 50% of current Indian players have passed out from NHA, Bhilai.
- **S.A.A.** :- The Athletics Academy was setup in Bhilai in the year 2003 as per Corporate Sports Committee plan for promoting excellence in various Athletics events. Presently there are 20 cadets on roll.

ACTIVITIES OF SPORTS GROUP.

- To spot talents at School level, Sports and Cultural Group organizes **Inter school tournaments** in Football, Handball, Chess, Badminton, Table Tennis, Cricket, Boxing, Volleyball, Hockey & Athletics in different age groups. From these tournaments budding talents are identified, and in process are trained throughout year by our NIS Coaches and Sr. players and they are given exposure in State, National and SPSB tournaments.
- For employees welfare and physical fitness **Inter Deptt. tournaments** in Football, Chess, Badminton, Table Tennis, Cricket, Volleyball & Athletics is conducted throughout the year.
- As per guideline of Steel Plant Sports Board, this year BSP will be organizing **SPSB Basketball & Boxing tournaments.**
- **Summer coaching camp** is conducted every year during the school summer vacation. Around 2700 school children participated in 29 sports disciplines.
- **State level tournaments** and camps are organized as per their Schedule dates.
- 10 **National level tournaments** are organized as per their Schedule dates.
- Around 1200 BSP school students (boys & girls), employees (men & women), ex-employees & physically challenged in various age groups participated in **Independence Day run** Around 2000 School children, youth, employees in various age group participated **SAIL foundation day run.**

With a sole objective of promoting sports in rural areas around Rowghat, sports events for school children were started from 2006. The events conducted includes Athletics, Football, Volleyball & Kho-Kho. The events were organized in coordination with **Swami Vivekananda Ashram School, Narainpur**. Four blocks around Rowghat area in which 64 villages are situated, were covered. Around 2000 children participated in which all facilities like food, stay, sports kit, sports materials, cash prizes, mementoes and transport (to and fro) were fully sponsored by Bhilai Steel Plant. The expenditure was met through S&RG/ CSR budget. During closing ceremony in the year 2006, H'ble Governor of Chhattisgarh State, Lt.Gen. (Retd) Shri .K.M.Seth praised Bhilai Steel Plant in an appreciation letter, sent to the Managing Director , "This initiative of your is not only laudable but would go a long way in creating the much desired awareness amongst tribal children and also in bringing them into the main stream of our society".

"All India Iron Ore Gold Cup Football Tournament", being organized by BSP at Rajhara Mines from last 31 years, is the oldest "A" class tournament in Central India. Ten "B-Division" teams participate in this tournament and the stadium of seating capacity of approximately 20,000 persons remains full during every match. **Sports and Cultural Centre**, the Sports complex of Education deptt., has been principally allotted to Sports and Cultural Group. In future it will be renovated in which apart from furnished office there will be comfortable lodging and boarding facilities for outstation players/ Artists. Cultural programmes will also be organized.

BSP has allotted specific sports ground for **differently abled** persons and 180 physically handicapped dependents were extended opportunities for self-employment. There is scholarship to such dependents from class IX to Post Graduation. Cricket tournament for the disabled (East Zone) & national level tournament was organized twice in a row (2006-07 & 2007-08). Support is provided to differently abled children through "Sneh Sampada" & "Muskan" (for the mentally challenged), "Prayas" (for deaf & dumb).

By entering into MOU with Akshay Patra Foundation, BSP in association with state government, is providing midday meal to school children of peripheral villages. The plan caters to 30,000 children daily.

On the **cultural** side, the emphasis is on music, drama, literature and fine art etc. The dance and drama troupes from Bhilai have won awards at national level and several artists have won prominence in media, AIR and Television. For promoting the folk art of Chhattisgarh, BSP organizes a Lok Kala Mahotsav both in Bhilai Township and in the captive mines of Rajhara, Nandini and Hirri. This highly popular festival has provided a platform for the emergence of noted talents like Padma Bhushan Smt. Teejan Bai Pandwani Singer and Shri Devdas Banjare Panthi dancer both of whom have won wide acclaim on the international stage.





To promote **Income Generation Schemes**, assistance is being provided for marketing & quality improvement of **Swayam Siddha** (Achar, papad & Agarbatti) products. 20 BPL women have started to stitch Tunic apart from dresses and assistance is being provided for marketing & quality improvement of Swayam Siddha tailoring material. Training was imparted to manufacture and install **smoke-less/energy efficient chulhas** and 55 such chulhas were installed in the year.

Development of Model Steel villages

- Infrastructural construction activities
- Free Health Services.
- Cattle breed improvement by animal husbandry & veterinary camps.
- Women empowerment through income generation programmes.
- Sports and cultural activities.
- To implement initiatives for achieving Millennium Development Goals (MDGs).

Infrastructural Construction Activities

S. No	Activities	2007-08		2008-09	
		Quantity	No of Beneficiaries	Quantity	No of Beneficiaries
1	Additional class rooms	6	480	10	900
2	Primary Health Centers	6	11735	7	12600
3	Community Halls	5	9900	9	16200
4	Vocational Training Centers	8	15760	8	14400
5	Over Head Water Tank	4	7468	5	9000
6	Tube wells	19	3800	22	39600
7	Cremation sheds	8	15055	8	14400
8	Roads	4 X 1.6 Km	500	3 X 7 Km	6000

Under **Back-yard Poultry** scheme, 42 units of backyard poultry distributed to 42 BPL families with each unit consisting of 55 chicken with 17 days feed along with necessary medicines. Additional poultry feed with 30% contribution from beneficiary and balance 70% by BSP is provided. Under **Bee-Keeping scheme**, training imparted to 20 BPL families and distribution of bee-boxes and bee-colonies will start in 2009-10. In order to solve the **sanitation problem** and for **charging ground water level**, a sump has been made in 42000 sq.ft. area. The soil gathered from digging is used for filling up big pits in surrounding areas. People are not aware of sending/ continuing education of their children, particularly girl child in schools. **Shala Praveshi Utsav** is one of such awareness program which will lead to achieve MDG i.e. **"Achieve universal primary education"**.

BSP's Public Relation Department regularly gives press releases to the local and national news papers to inform the society about the works being done by the BSP for the society. Apart from this BSP has its own weekly video magazine 'Bhilai Reflections' and in-house publication 'Parikrama'. Bhilai Steel Plant has received the Golden Peacock Award for CSR activities, twice, consecutively in '07-'08 and '08-'09.

Corruption, Public Policy, Anticompetitive Behaviour and Compliance

BSP as a part of public sector organisation is committed to follow the Central & State Govt guidelines for prevention of bribery and corruption in the organisation. Central Vigilance Guidelines are strictly followed through the procedures formulated and implemented by Vigilance Deptt. System improvement and close examination of high value contracts and purchases continued to be the thrust area for the Vigilance Administration during the year.

Bhilai Steel plant does not encourage any kind of political lobbying and political influence in its working pattern. However, BSP gives respect to all National and State level political representatives. Bhilai Steel Plant has not paid any money to any political party during the reporting year. There is no case pertaining to violation of anti-trust and monopoly regulations.

When ever any incident of corruption is noticed, necessary action is taken for improvement in system & procedures to strengthen them. If necessary, new procedures are also formed. When ever it is proved that the intention of the individual in the incident of corruption is malafied, punitive action is also taken.

There was no fines and non-monetary sanctions for non-compliance with laws and regulations during the year.



Product Responsibility:

CUSTOMER HEALTH AND SAFETY

The main products of BSP are various kinds of steel products and process by-products. The steel products are generally environment friendly and do not pose any health or safety hazard during their use. Therefore, Specific procedures for preserving customer, health & safety during the use of its products are not required. BSP addresses the environmental issues of the products by carrying out Life Cycle Assessment Studies to reduce the environmental burdens during mining to production stages.

The process by-products like slags and some hazardous wastes material is also generated. Use of safety appliances like Safety helmet, Safety Boots, Chemical Splash Goggles, Nose mask, Hand Gloves is mandatory. Hazardous Wastes handling is done as per Hazardous waste management & handling amended rules 2003. BSP has received the Authorization for the same valid till Feb 2010. There is no incidence of non-compliance with respect to regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle.

PRODUCT AND SERVICE LABELING

The product information regarding BSP products is widely publicized through the SAIL website www.sail.co.in which contains details with regard to Grade, Sizes and Applications. The published product catalogues help in informing the customers regarding the products. The stamping and embossing on prime steel products ensures proper product identification. All the norms for physical dimensions, chemical composition and technical delivery conditions for the associated specification are strictly adhered to during production and dispatch of various products manufactured by BSP. Tests certificates are issued along with the deliveries to the customers. There is no incidence of non-compliance with respect to regulations and voluntary codes concerning product and service information and labeling..

Customer Satisfaction

Bhilai has been leveraging the key business drivers to provide superior value to customer on sustainable basis. In reaching out to customer, Central Marketing Organisation (CMO) is our partner for marketing of our products. BSP has devised specific strategies for enhancing customer satisfaction. The various strategies adopted by BSP in enhancing customer satisfaction are enlisted below.

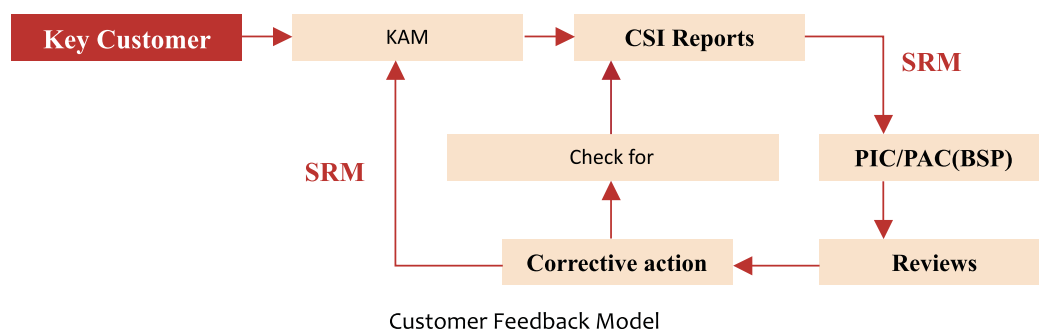
- Market segmentation
- New product development
- Customisation.
- Maximising Value added products.
- Key Account Management
- Internal customer satisfaction
- Quality Improvement
- Customer service through IT
- Partnership with customers

There is structured process adopted by Top management of BSP for monitoring/review of customer satisfaction and taking appropriate measures through provision of resources to enhance customer satisfaction.

BSP has various channels for gathering feedback from customers. The Key Account Managers (KAM) and Application Engineers of CMO along with our market development officers are constantly in touch with customers to get regular feedback regarding our products / services. Feedback gathered from these sources is discussed every month in the "Quality Improvement Committee (QIC) meeting chaired by Head of Quality. Future course of action is decided and responsibilities fixed for improvement at the shop floor. This has resulted in a number of improvement initiatives taken at shop floor thereby enhancing customer satisfaction.



Customer Satisfaction Review and Improvement Process



Details of settled/closed Complaints

	2006-07	2007-08	2008-09
Total No of Complaints (Nos)	24	14	5
Quantity under complaint (T)	406	215	48.76
Total Saleable Steel Despatches (T)	4220543	4394203	4438307
Quantity under complaint as % of total saleable steel despatches	0.010	0.005	0.00011

There are no cases/incidents filed by consumers on the safety aspects.

Customer survey is conducted every year by an independent agency for assessment of the organization from customers' perspective and there input is utilised to facilitated further improvement.

BSP ensures that its marketing communication practices conform to generally accepted standards. One of the credo of SAIL clearly states that “We uphold highest ethical standards in conduct of our business”.

SAIL as a whole has a comprehensive system of advertising addressed by corporate communication department for its corporate image and product promotion. The advertisements related to BSP for regional and global levels are managed by SAIL at corporate level. Advertisement campaigns viz. “Steel Green”, “Steel in Need SAIL in Deed”, “This butterfly comes to our plant in search of flowers; Not all our customers want steel” are conducted on regular basis. In addition to this, BSP in line with communication policy of SAIL also advertises it's image in the local region, to permeate the grass root level. There are no incidents of non-compliance with regulations and voluntary codes

Marketing communications, including advertising, promotion, and sponsorship The privacy related to consumer information, such as, the specifications of special products developed for specific consumers are protected through confidentiality agreements. No complaints regarding breaches of customer privacy and losses of customer data received. No fines were imposed for No incidences of noncompliance with respect to laws and regulations concerning the provision and use of products and services and no fines was paid during the year.