



Corporate Social Responsibility (CSR)

Annual Report 2019-20



International Women's Day Celebrated at Danagadi Bhawan organized by SHG members

JINDAL STAINLESS LIMITED

Kalinganagar Industrial Complex, At/Po: Danagadi, Dist: JAJPUR - 755026

Executive Summary

1. Promotion of Education and enhancement of Skill

- a. *Child Nutrition Project*
- b. *Village Library Project*
- c. *JIIT Computer Education Project*
- d. *JIIT Electrical Project*
- e. *Beauty & Wellness Project*
- f. *Sports and Education Project*
- g. *Special Education Project*
- h. *Stainless Steel Fabrication project*
- i. *School Educational project*
- j. *Data monitoring & Education Project*
- k. *School Scholarship Project*

2. Integrated Health

- a. *Community Health Services Project*
- b. *Community Dental Care project*

3. Promoting gender equality & women empowerment

- a. *Asmita Production center*
- b. *Grassic Design Project*
- c. *Cutting and tailoring center for under privileged girls*
- d. *Boutique Project*
- e. *Sanitary napkin project*
- f. *Women Empowerment and Economic Project*

4. Rural Development

- a. *Farmers Development Project*
- b. *Rural Development with Community*
- c. *Disaster relief – Fire, Cyclone Fani & COVID-19*
- d. *Safe drinking water project*
- e. *Solar water system project*

1. Promotion of Education and enhancement of Skill

1.1 Childhood Education & Nutrition Project:

Sixty students are studying in the education centers at Marutikar and Kiapada. The Marutikar centre is shifted to the community centre which is renovated by JSL. The centers celebrated Ganesh Puja and Teachers Day with lot joy and organised cultural events. Regular meetings of the mothers and parents are organized for improvement of the school. The children are provided with school bags, play materials and teaching and learning materials. Two teachers each at Marutikar and Kiapada education centers are engaged with required training. The ladies club members of JSl also distributed school bags and learning materials etc. to the children and spent time with the children.



The birth anniversary of world famous mathematician Mr. Srinivas Ramanujan was celebrated by organizing mathematics Olympiad in Kiapada education centre inviting selected students from 25 schools from Jajpur and Keonjhar district on 22nd Dec 2019. , Mathematics Olympiad was organised at Kiapada education centre.

1.2 Village Library: A village library is functioning at Hudisahi, Trijanga in which various types of books such as epics, novels, Puranas, Dharma Shastras, story books, books for youths, farming, matriotic books etc. available for reading for the villagers. 204 new books are provided to the library this year. The village library also visits two villages such as Manatira and Kharadi with books and news papers. The details of readers visited the library are given below:

Sl No.	Centre	Newspaper readers	Books issued	Books collected	Books pending
2	Village library TRC	4810	977	940	37
3	Village library Bainsipur	3672	200	193	07
4	Mobile library Kharadi	239	232	218	14
5	Mobile library Manatira	279	209	183	26
6	Siaria		198	188	10
Total					

1.3 IIIT Computer Education & Beauty Culture Project: The courses running are basic and advance computer courses and six months duration Beauty & Wellness course. A total of 186 youths have been enrolled in the said courses out of which 76 trainees are passed out and 110 are continuing their training. Some passed out students opted for jobs in local areas in malls and others continued with their higher study. The details of the courses and students in each skill training course are given below:



S. No.	Batch	No of students	Remarks
1	Adv. Comp, 15th Feb - 2019 to 15th November-2019	22	Passed out
2	Computer summer, April-2019 to June-2019	34	Passed out
3	Adv. Comp, June - 2019 to Feb-2020	24	Cont.
4	Adv. Comp, 18th July - 2019 to 18th April-2020	20	Cont.
5	Adv. Comp, Oct - 2019 to June-2020	24	Cont.
6	Adv. Comp, March - 2020 to Nov-2020	22	Class started on 1st March-2020
Sub -Total		146	
7	Beauty & Wellness April-2019 to Oct-2019	20	Passout
8	Beauty & Wellness NOV-2019 to May-2020	20	Cont.
Sub Total		40	
Total no. of trainees		186	

A friendly cricket match was arranged between students of IIIT Computer Education Centre and IIIT Electrical students in presence of CSR staffs, where IIIT Electrical students won the match. All the arrangements were well managed and the students, faculties enjoyed a lot.



Fig: CSR team with IIIT cricket team

Computer Education Centers:

Computer Education Centers running at Budhraja, Gulam Rasul and Ollala High Schools and monitoring is assigned to our JIIT Computer Education Centre. Required computers, furniture and computer teachers are provided for the centers. 436 students are impacted due to the computer education and training this year.



Dazzle Beauty and Wellness Center inaugurated at Danagadi



Customer Bridal Makeup



Practical class of Pedicure



Fig: Beauty Parlour and Classes in progress

Success Stories:

Mrs. Anitarani Behera (Trisha Beauty and Wellness Centre)

Mrs. Anitarani Behera aged about 34 years, w/o- Dilip Kumar Behera at- Solei, Po- Danagadi, and Dist- Jajpur belongs to a poor family, father is a cook and mother is a housewife with one sister. She was suffering a lot of problems after her marriage because of financial problem. Her husband is working in Jindal stainless limited



as a worker. Her two sons are reading in English Medium School and is unable to pay fees of school in proper time. On June 6, 2018 she was admitted in the beauty and wellness course through her nephew who is a computer student of JIIT computer education centre. After successfully completed the beauty and wellness course she wanted to open her own parlor at- Ramachandrapur, Keonjhar because there is no parlor in the vicinity and also there is one of her relative's house which will help to stay there safely. With support and cooperation of her trainer and her husband she successfully got a loan of Rs.70,000/- as Mudra Loan from the bank with the help of her training certificate which is a golden opportunity to open her own parlor.



Now she is very happy and her restless work and self-confidence leads her life to a better position with the income of her own parlour.

Pinky Madal an ex student of the above course also opened her parlour in Singagadia village and has been adding her income in her family.

1.4 JIIT Electrical Project:

A total of 39 students are enrolled and passed out in the Advance Electrical course during the year. JIIT Electrical Workshop is promoted by the ex students and faculty of the trade as a micro enterprise for taking up electrical service jobs from the locality and plants.



1.5 **Subject Teacher for Budhraj High School:** Two subject teachers are deployed at Budharaja High School to teach science and arts subjects and also to train in computer.

1.6. Sports & Education Project - Football Coaching



This is the second year of the five students sent to Sudeva Football Academy, Delhi for coaching in football. The children are selected from Danagadi and Sukinda Blocks. The children are provided with text books, copies and other materials for their study and daily use at hostel. The students are admitted in

Odia medium schools and provided one Odia tutor to teach them. Out of 5 students 2 students are performing well and are given scope to play in national level championship games at Goa, Delhi and Kolkatta.

1.7 Special Education Project : Classes in Beleswar deaf and dumb high school resumed after small repairs which are damaged due to Cyclone Fani. The school is supported for reconstruction and renovation of the class rooms to be fit for the students to study. NDS provided the required training to the teachers by deploying one trainer in the school. All the students of the classes are also taught through this language of the deaf and dumb to learn and express their feelings. A total of 62 students and teachers are benefitted due to this initiative.



Fig: Indian Sign language classes going on for students and teachers

1.8 Medical Coaching by SFDC: This year out of the five girls one tribal poor girl is sponsored for availing coaching for medical entrance test at SFDC. Kumari Bangali Majhi is admitted under this project at Berhampur coaching centre. She has filled her entrance test form to appear the test after CORONA crisis is over.

1.9 Stainless Steel Fabrication Training at Government Polytechnic

An Agreement is made in July, 2019 between Jindal Stainless Foundation and Government Polytechnic, Jajpur a Government technical institution under the administrative control of the Directorate of Technical Education, Odisha & Skill Development and Technical Education, (SD&TE) Govt. of Odisha with the objective to impart high end training on “Stainless Steel Welding” to the poor meritorious



students of the Government Polytechnic pursuing Diploma Courses in Mechanical/ Metallurgy/Electrical Branch (Final year) for enhancement of their technical skill to join different steel plants/ organizations after completion. A total of 40 are trained in two batches selected from the above branches and are provided the on shop practical training through the faculties of the polytechnic under the technical guidance of Mr. Jagannath Panda of Central Growth Shop. The students also are provided exposure visit to the plant to strengthen their technical knowhow. The students are also provided with certificates after their training. This kind of collaboration on SS fabrication is unique in Odisha and government applauded the initiative.



ରଗଡ଼ି ପଲିଟେକନିକରେ ଷ୍ଟେନ୍‌ଲେସ୍ ଷ୍ଟିଲ୍ ଫେବ୍ରିକେସନ ସ୍କିଲ ଡାଲିମା ଉଦ୍‌ଯାପିତ

ରଗଡ଼ି, ୯।୧୧ (ନି.ପ୍ର) କୋରେଇ ରୁକ୍ ଅନ୍ତର୍ଗତ ରଗଡ଼ି ପଲିଟେକନିକ ଏବଂ ଜିହଲ ଷ୍ଟେନ୍‌ଲେସ୍ ଲିମିଟେଡ୍ ଦ୍ଵାରା ଆୟୋଜିତ ପ୍ରଥମ ବ୍ୟାଚର ସ୍କିଲ ପ୍ରଶିକ୍ଷଣ ଶିବିର ଉଦ୍‌ଯାପିତ ହୋଇଯାଇଛି । ଏଥିରେ ପ୍ରଥମ ବ୍ୟାଚରେ ମୋକାନିକାଲ ମେଟାଲିଂ ଇତ୍ୟାଦିର ୨୦ ଜଣ ମନୋନିତ ଛାତ୍ରଙ୍କୁ ପ୍ରଶିକ୍ଷଣ ଦିଆଯାଇଥିଲା । ଷ୍ଟେନ୍‌ଲେସ୍ ଷ୍ଟିଲ୍ ଫେବ୍ରିକେସନ ସ୍କିଲ ଟ୍ରେନିଂ ଓଡ଼ିଶାରେ ପ୍ରଥମ ଥର ପାଇଁ ରଗଡ଼ିସ୍ଥିତ ସରକାରୀ ପଲି ପଲିଟେକନିକର ଶୁଭାରମ୍ଭ କରିଥିଲେ । ପ୍ରମାଣ ପତ୍ର ବନ୍ଧନ କାର୍ଯ୍ୟକ୍ରମରେ ପଲିଟେକନିକର ଅଧ୍ୟକ୍ଷ ରାଜେନ୍ଦ୍ରକୁମାର ପୂର୍ଣ୍ଣିକ ସଭାପତିତ୍ଵରେ କୌଶଳ ବିକାଶ ଏବଂ ଟେକନିକାଲ ଏକ୍ସକେଣନ ଓଡ଼ିଶା ସରକାରଙ୍କ ଅତିରିକ୍ତ ସଚିବ ସୁଦର୍ଶନ ପଣ୍ଡା ମୁଖ୍ୟଅତିଥି ଭାବେ ଯୋଗଦେଇଥିଲେ । ଜିହଲ ଷ୍ଟେନ୍‌ଲେସ୍ ଷ୍ଟିଲ୍ ଲିମିଟେଡ୍ ପକ୍ଷରୁ ଏକିଏମ ସିଏସଆର ସୁକାନ୍ତକୁମାର ରଥ ଏବଂ ସେଣ୍ଟ୍ରାଲ



ଗ୍ରୋଥ ସପର ଆସୋସିଏସନର ମ୍ୟାନେଜର ଜଗନ୍ନାଥ ପଣ୍ଡା ଅତିଥି ଭାବେ ଉପସ୍ଥିତ ଥିଲେ । ଏହି ଦୁଇ ମାସିଆ ପ୍ରଶିକ୍ଷଣ କାର୍ଯ୍ୟକ୍ରମରେ ଅଧ୍ୟାପକ ମାନସକୁମାର ମିଶ୍ର, କେଦାରକୁମାର ଜେନା ପ୍ରଶିକ୍ଷଣ ବିଷୟ, ସମୟ ସାରଣୀ ସମ୍ପର୍କରେ ଆଲୋଚନା କରିଥିଲେ । ଏହି ଅବସରରେ ଛାତ୍ରମାନେ କେତେକ ମଡେଲ ତିଆରି କରି ଉପସ୍ଥାପନ କରିଥିଲେ । ଜିହଲ ଷ୍ଟେନ୍‌ଲେସ୍

କର୍ପୋରେଟ୍ ସିଏସଆର ମୁଖ୍ୟ ରାଜୀବ ଉଲ୍ଲିୟମ କାର୍ଯ୍ୟକ୍ରମରେ ପ୍ରମୁଖ ଭୂମିକା ଗ୍ରହଣ କରିଥିବା ବେଳେ ଛାତ୍ରଙ୍କୁ ଜିହଲ ଷ୍ଟେନ୍‌ଲେସ୍ ଲିମିଟେଡ୍ ପୁରସ୍କାର ପରିଦର୍ଶନରେ ନେଇ ପୁଣି ଉପସ୍ଥିତ ଥିବା ବିଭିନ୍ନ ପ୍ରକାର ମେସିନାରୀ ଓଲଟିଙ୍ଗ ଓ ସେଣ୍ଟ୍ରାଲ ଗ୍ରୋଥସପରରେ ପ୍ରାକ୍ତିକ କାର୍ଯ୍ୟକୁ ପରିଦର୍ଶନ କରାଇ ଅଭିଜ୍ଞତା ହାସଲ କରିଥିଲେ । ଅଧ୍ୟାପକ ମାନସ ମିଶ୍ର ଧନ୍ୟବାଦ ଅର୍ପଣ କରିଥିଲେ ।

1.10 Data Monitoring and Education Project :

Donkey Works a start up in developing mobile app to store data of CSR activities and to track and monitor the same. The CSR data are uploaded in the app platform regularly after the required training and workshop with the proprietor of the app developer. The data is being presented to the management and this helped in analyzing the impact of the CSR initiatives.



1.11 School Education Project/ Digital Equaliser Programme: Through its 'Digital Equalizer' (DE) Program JSF intends to transform the school ecosystem to foster an environment of collaborative learning by effectively



empowering teachers to use technology as a pedagogic tool leading to better learning outcomes among students of 10 under-resourced government schools in Danagadi and Sukinda Blocks. Required support like laptop, projector etc. are provided to the schools and training provided to the teachers and Head masters to make use of the same while teaching mathematics, science, English, Geography etc. 1309 students are impacted due to digital equalizer programme in ten government schools from grade 6th through 8th.

1.12 School Scholarship Project: Smiling Star Pvt. Limited has facilitated scholarship on behalf of JSF in Jajpur district by conducting meetings, seminars, organizing kiosks etc. in schools, colleges and technical institutions etc. 502 students in Jajpur district are facilitated to get scholarship.

1.13 International Yoga day Celebrated: International Yoga day is celebrated in all the educational and skill training centers in Kalinganagar area. The students and teachers actively participated and gave the message for a healthier India.



2. Integrated Health Programme:

2.1 Community Health Services Project:

JSF has been looking after the community health by organizing health camps in and around the periphery of JSF plant with a doctor, pharmacist and one assistant. 15 villages are covered every week as per the health camp schedule. A total of 21,045 patients were treated in 883 static and mobile health camps during the year.



2.2 Community Dental care Project:

Dental Care centers are running at Kaliapani mines area and Nadiabhanga. The dentist deployed under the project visited the centers every Saturdays alternatively to treat the dental patients. A total of 554 patients are treated in 47 dental camps in both the centers during the year.



3 Women Empowerment and Gender Equality:

3.1 **ASMITA Production Center** : ASMITA Production Centre is promoted as a micro enterprise involving the sewing trained under privileged girls from different villages. A brief of the activities is given below:

a) ASMITA Production Center delivered two bulk orders with JSL in which 4575 nos of safety Jackets are stitched and supplied. Annual Rate Contract (ARC), have been signed with JSL from January to December 2020 for supply of safety jackets as per purchase order from JSL.



b) ASMITA received Excellency feedback as per Vendor performance Evaluation Report from TATA JUSCO under the parameters of timely delivery of quality materials

c) Generated new Vendor Code with Tata Power and also received new order to supply Orange Safety Jackets.

d) New level of ASMITA designed and procured to display own brand.

e) Participated in new COVID-19 initiative and prepared 3 ply surgical Mask as new product innovation and development process.

f) 2 new members joined in team ASMITA and total 13 members involved in the process of getting Livelihood for their family.

g) ASMITA has been collaborated with big and outside suppliers from Kolkata, Chennai, Mumbai, Surat to cater its backward and forward linkage.



3.2 Grassic Design Project - Antia Village:

JSF partnered with Mudra Foundation to make prototype products of golden grass by design up-gradation with the collaboration of artisans and international designers. Two workshop centers are set up in Antia village of Dasarathpur Block of Jajpur in which 20 girls and two master trainers and designers from Mudra Foundation guided the village girls/artisans to make different types of bags and other materials as per the demand in international market. Some prototypes are displayed internationally at Tokyo and necessary changes are made. The Ikat fabric is stitched by ASMITA in the prototype grassic bags/baskets.



3.3 Cutting & Tailoring Center for underprivileged girls/women

CSR department has been running four tailoring training centers for the underprivileged girls and women in six different villages (shifted to other village after training is over). The duration of skill training course on ladies tailor is six months. A total of 196 girls are trained

in eight batches during the from 1st May 2019 to 31st October 2019 and from 1st November to end of the year.

The details of the trainees undergoing training in different villages are given below:

SI No	Centre Name	Total Girls trained
1	TRC	60
2	Monoharpur	25
3	Barapal	27
4	Kantipur	44
5	Rabana	21
6	Dasamania	19
	Total	196



Success Stories:

Miss.Kuni Besra (Asmita Tailoring center, TRC)

Miss. Kuni Besra aged about 25 years, D/O- Saheb Besra at- Sarangpur and Dist- Jajpur belongs to a poor family, her father is a daily labourer at Jindal stainless limited and has one brother and one sister and her step mother is very strict for her family. She was suffering a lot of problem to provide better education to her brother and sister. Monthly income of her family is 5 to 6 thousand. So, she decided to do some work and support her family in day to day expenditure. At that time she heard that there is a tailoring center in Danagadi sponsored by Jindal stainless foundation. Then she admitted in tailoring course in Asmita tailoring center sponsored by Jindal stainless foundation. After completion of 6 month tailoring course, she opened a tailoring shop at her own village Sarangpur. Now, her monthly income in her shop is 6000 per month which is very helpful to her family. Now she is very happy and finally gets the opportunity to support her family. She is deeply inspired by Jindal stainless foundation and always obliged after getting an adequate support and cooperation to introduce herself and her restless work and self-confidence leads her life to a better position with the help of her job.

3.4 Boutique Project: Asmita Boutique Centre, Dhabalgiri and Rabana

Two Asmita Boutique centers have been promoted under promotion of micro-enterprises for the underprivileged girls of Kalinganagar area. Two well trained trainers have been engaged as in charge of the centers. The boutique centers are running with eight members of the passed out students of the tailoring centers. The objective of the project is to inculcate enterprising spirit amongst the minds of the girls. Besides, the boutique centre run by Divyang Premalata Behera is supported with her house rent.



3.5 Sahaja Sanitary Napkin Making Project:

Sahaja Sanitary Napkin Making Unit is promoted and a producer group is formed in which five women/girls are involved in the production of the napkins. The napkins have been sold in the market in the SAHAJ brand. The group is facilitated to procure another unit from an agency which procured one new type of machines, but could not run. The Sahaj group procured the same out of their own fund and started production after required training is provided to them. Besides, production, the women members conducted awareness and sensitization amongst the rural adolescent girls regarding menstrual hygiene in 20 villages.



3.6 SHG Project:

Women SHG Project: Besides regular thrift and credit activities amongst the SHG members, the members, take up lots of income generating activities such as poultry, goatery, dairy, sheepery, duckery, mushroom cultivation, vegetable cultivation, production of phenyl, snacks, grinding and pulverising to make flour, besan, biri powder, small businesses etc.



Mushroom Unit in satabainsia



Poultry Farming training

In collaboration with Block Veterinary Office, Danagadi, Jajpur, organised a one day training session on poultry farming in which 50 individual women representing 10 SHGs participated. Important topic covered in the training session was, why there is need for poultry farming, which varieties of poultry that can survive in



local environment, how to keep the poultry place clean and hygienic, shelter for birds. The Doctor also covered on the process of establishing poultry farm, its upkeep, vaccination of the birds etc. He focused on the income that can be generated from sale of poultry which is a profitable business if done properly. Participants raised question which were answered by the doctor. Later protection net was distributed to the beneficiaries.

SHG Members Participated in 3rd Kalinganagar Mahostav

The SHG groups promoted by the CSR team participated in the 3rd Kalinganagar Mahostav held at at Maa Mahapat ground Telibahali, Danagadi from 9th to 10th December 2019. The event is organised by the district administration with around 300 stalls to exhibit and sell the products made by the SHG members in this Mahotsav. Jindal Stainless Foundation organised a very very attractive and unique stall depicting the CSR activities and all other rural development/community development works organised and going on in Kalinganagar area. The local MLA inaugurated the stall in presence of ADM and other dignitaries. The SHG members displayed 55 types of SHG products like Deshi Ghee, Besan, Chhatua, Phenyl, Snacks, Agarbati, Sanitary Napkin, Safety Jackets, Golden grass crafts, home furnishing materials etc.



3.7 Women's Empowerment Economic Project:

Access Development Agency deployed to implement the project of taking forward Women Livelihood development initiatives to a new high targeting the 2449 women SHG members of 200 SHGs in 27 villages. The following activities have been taken up /under process by Access:

- Income generating Activites promoted: Ghee, Goatery, Agarbati, paper plate, snacks making, Besan & Attachaki, Mushroom Paper Plate Making Unit at Manoharpur
- Product Development (Packing, Branding): Ghee, Agarbati, Besan and Atta, Snacks



- Vaccination Drive for Goatery Units (PPR Vaccination) of Asanbahali (180 nos of Goat vaccinated)

- Formation of Milk Producer Group at Kumbhiragadia with 34 Members of 9 SHGs
- Market Linkages of Agarbatti and Paper Plate initiated
- Activities convergence planning with OLM held
- Mobilisation and sensitisation meeting with all SHG members for promotion of Producer Company

4. Rural Development Projects:

4.1 Farmer Development Programme

83% of the population in Odisha resides in rural areas and is dependent on agriculture as the main source of livelihood. This sizeable target group offers multiple opportunities for socio-economic innovation and creating models for demonstrating sustainable 'doubling of farmer incomes'. Accordingly, Jindal Stainless Limited, Govt. of Odisha's Department of Agriculture & Farmer Empowerment and Gram Unnati Foundation (GUF) launched the 'Doubling Farmers' Income' project across 9 districts of the state. The project's focus on diversification of farming towards dairy, horticulture, floriculture, aquaculture, agro forestry, apiculture etc. is fully aligned to the Govt. of India's DFI agenda.



The activities carried with through the NGO partner Gram Unnati Foundation is given below:

High Value Aromatic Paddy successfully introduced in Danagadi Block:

Paddy is the most important crop for Jajpur district with most farmers growing generic, non-differentiated varieties. A high value aromatic paddy variety which commands a price premium was introduced in the area. SRI (System of Rice Intensification) technique was introduced for the cultivation of aromatic paddy to ensure optimum resource utilisation and yield increase. 126 progressive farmers in Danagadi block were carefully selected to conduct trials on an area of 0.1 acre each. The average price realization for the farmers who sold aromatic paddy was Rs.40/kg as opposed to Rs. 17/kg that they were getting for regular paddy. Overall profit from Aromatic paddy was almost three times higher than that from traditional paddy (Rs. 21,030 for Aromatic/ Rs. 8,340 for Traditional). Most farmers (approximately 80%) retained their entire produce for self-consumption or as seed for sowing the year after.



Maize cultivation as fodder for the cattle

A new & improved variety of maize was introduced in the district in collaboration with a leading seed manufacturer. Trials were conducted in all four target blocks of the district, where 5 progressive farmers each were selected & seeds were provided to them free of cost. Training regarding maize production was also organized for the farmers. The crop has good growth and getting very positive note from government veterinary department for scaling up of the same.



When the lockdown & curfew was being observed by the state, we came up with a new idea of creating a channel where farmers can access the consumers & vice versa.

Groundnut -Groundnut is an important crop during the Rabi season for farmers in Dharmasala & Danagadi blocks. In both these blocks, GUF developed a cluster of groundnut farmers who were imparted regular training. A special session on pest disease and nutrition management was organized with the support of subject matter specialist from Krishi Vigyan Kendra Jajpur. More than 50 village-level trainings were also organized on the crop. Besides, a booklet on package of practices for groundnut was developed in Oriya and shared with farmers. GUF had also tied up with an institutional off-taker to ensure sale of farmers' produce.

Vegetables -GUF actively worked in the vegetable vertical in the districts. It distributed saplings of common& exotic vegetables to the farmers of Rasulpur block through the central nursery established at Barabati. Trainings regarding important activities like trellising, nutrition management, pest management were provided to the farmers.

Green Gram - Green Gram is being cultivated on a large scale in Cuttack district since it is one of the major crops. Previously farmers were growing green gram through traditional varieties of seeds, but this year High Yielding Variety seeds were provided to them by GUF. GUF developed a cluster of Green Gram farmers & conducted several training sessions on good agricultural practices with respect to green gram.GUF also linked High Yielding Variety growers with several buyers.

Status of MoU with Govt. of Odisha“Doubling Farmer’s Income Project” as on April 2020

1. No. of districts covered: Cuttack, Jajpur, Khordha, Nabrangpur & Puri.
2. No. of Blocks covered: 12.
3. No. of GPs covered: 54.
4. No. of villages covered: 197.
5. No. of farmers covered: 17843.
6. Farmers outreach indirectly through OLM: 35270.



7. No. of trainings conducted: 1385
8. No. of lead farmers trained: 3784
9. No. of demo plot set up: 197
10. Training on soil health management: 259
11. Farmers covered on ground nut cultivation: 380
12. Farmers covered under new aromatic paddy crop Govindbhog: 126
13. Training of Krishi Mitras and ELSPs in Jajpur. OLM intensive blocks in Jajpur, Cuttack districts.
14. Training of cashew nut farmers of Jajpur, Cuttack and Khordha districts on pre and post-harvest care of cashew nuts involving the State Cashew development board.
15. Baseline survey of 17843 nos of associated farmers.
16. Kitchen Garden activities with 40 women SHGs in 7 villages in 2 blocks of Jajpur district.
17. Vegetable, maize, cashew nut, coconut collection Centre set up at Barabati.



CASE STUDY



Case Study

Padmabati Mohanta, w/o - Sankarshan Mohanta is a marginal farmer from Jhumpan village in Danagadi block of Jajpur District. She is a mother of two and the family depends entirely on farming for their livelihood. Padmabati was previously engaged in cultivating paddy on 2 acres of her land. She used traditional methods of farming, producing 7-8 quintal per acre. She was not following any scientific methods of farming. Every year, the standing paddy crop attracted pests like stem borer, BPH, Blast, leaf spot etc. According to Padmabati, the losses due to pest attacks and poor farming practices were more than 30%.

Alongwith the introduction of aromatic paddy, GUF approached Padmabati and trained her on SRI Cultivation techniques on 2nd June 2019 and facilitated input linkages. GUF introduced her to organic methods of seed treatment and demonstrated the same. On 29th June 2019, GUF set up a raised bed nursery in her field. Training of nursery bed treatment was provided along with pesticide free of cost. Training on various topics like Integrated Pest Management, Integrated Nutrition Management, Yield Estimation, Nursery Cultivation, Bed Preparation, Post-Harvest Management etc. was provided. Due to the intervention & training, Padmabati started putting fertilisers in split dosage which was highly beneficial for paddy cultivation.

GUF also promoted home based organic pesticides like Neemastra, Jivamurta, Handikhata & cow dung for various pest attacks. Due to all these interventions the overall productivity per acre grew. Earlier farmers were doing weed management manually but GUF trained them to use Mandwa Weeder.

As a result of such interventions, net profit to Padmabati increased from Rs 8,340 per acre to Rs 21,030 per acre (shown in Exhibit below). She found the results of the pilot very positive and now plans to increase the area under the crop next season onwards. She is also one of the lead farmers for the project who will be motivating other farmers to take up improved agricultural practices.

Orientation of Lead Farmers on APICOL Schemes

A workshop is organised at Rasulpur Block Conference Hall to impart training and orientation to the lead farmers of the block on agri entrepreneurship. Mr. Shyam Sundar Das, District Nodal Officer, APICOL is invited to orient the lead farmers. The main objective of APICOL is to promote agribusiness in the state. Mr. Shyamsundar Das spoke on various



innovations in agriculture ranging from potato cultivation in Israel to fisheries etc. He explained regarding the Mukhyamantri Krishi Udyog Yojana and the subsidies available for the agri entrepreneurs. The executing partner Gram Unnati Foundation ensured the participation of the lead farmers and shall follow up with the farmers who have shown interest to take up different projects.

Case Study:

Annappurna Dei, a lady farmer increased her income upto 50%

Annappurna Dei aged 40 belongs to Gholapur village of Narsinghpur Gram Panchayat in Rasulpur Block have been cultivating vegetables. She mainly grows vegetables like brinjal, Long Beans, Capsicum, mustard and Seet Pepper in 6 acres of land. When Gram Unnati foundation, the partner NGO engaged in Development of Farmer's Project visited her fields she had problem in the long beans, brinjal and capsicum field which were mostly affected by fungal diseases. She was suffering from a huge loss. The field staff of GUF recommended him to use Trichoderma Viridae @ 5gm/ ltr of water, Nimastra and Handi Khata. The preparation of the organic pesticides were demonstrated in her field. She is surprised to see the



outcome after the application of the above. There is increase in flowering and plant health. Her income increased by around Rs. 12,000 per acre. Time of yield increased upto 1.5 months and her yield increased by 35 kgs per 2 decimal cultivated land. Her production expenses were cut down due to the use of handi khata (herbal manure) as she no more had to buy costly pesticides from the market. She herself not only benefitted, but also able to persuade and taught her brother and other villagers regarding the benefit of organic farming.

Case Study: Jagat Muduli a 70 Yr old farmer raised his income upto 46%

Jagat Muduli, a resident of Bhagatpur village which falls under Barabati gram panchayat of



Jajpur district, Odisha. He is a 70-year-old small farmer and has a land holding of four acres. After completing his elementary education, he joined his family occupation of agriculture, which is his primary source of income. He grows crops in all the growing seasons i.e. Ravi, Kharif and Zaid. His major crops include pointed gourd, cucumber, cauliflower, cabbage, chilli, brinjal, okra, long beans, bitter gourd, rich gourd etc. He also grows paddy and maize, but for self consumption. The annual rainfall in the area is more than 150 cm, He ensures an adequate supply of water for his crops from rain, tube well, and a nearby pond.

Gram Unnati Foundation (GUF) approached Jagat in August 2018, before which Jagat used to face the problem of fungal diseases in brinjal and cucumber. He incurred massive loss (40 %, as stated by Jagat) in production of brinjal, cauliflower and cucumber due to pest infestation. GUF provided on field training to Jagat and other fellow farmers about the use of *Trichoderma viride* (dosage of *Trichoderma viride* is five grams per liter of water) which is used to treat fungal infestation. He also learned the preparation and use of Neem-astra (a mixture of water, cow urine, cow dung and crushed neem leaves), which is a homemade and zero cost pesticide, used to treat stem borers. GUF conducted on field integrated pest management training, with the help of which Jagat was able to identify the type pests and insects in his field and was able to apply the suitable treatment.

After the intervention of GUF, the agricultural input of Jagat reduced by 50% (approx.) from Rs. 12000/- to Rs. 6000/-. The yield for brinjal rose by 30% (from 18000 kg per acre to 24000 kg per acre) and yield of cauliflower rose by 29% (from 7000 kg per acre to 9000 kg per acre). Now Jagat sells his vegetables produce at GUF's vegetable collection center, Barabati, where he gets three to four rupees per kg above the market price.

4.2 Rural Development Projects with Community : (Community interactive projects - community Sports, Women's Day)

4.2.1 Women's Athletic Meet

With lot of joy and happiness around 200 village girls and ladies undergoing training in different skill development centers such Computer education, electrical, sewing, beauty and wellness, sahaj sanitary napkin unit, ASMITA Unit etc. gathered at IDCO Ground at Trijanga Rehabilitation Colony on 3 March 2020. Selected and interested ladies participated in various athletic events such as relay race, needle and thread race, *puchi* (a traditional Odia game for the girls), skipping, music



chair, Mahila Kabaddi etc. The Mahila Kabbaddi was very very interesting and the girls played with lot of joy and vigour. The winning teams and players were awarded on the occasion of international women' day organized at Danagadi Bhawan.

Subhajeet Mallick sponsored to participate in International Taekwondo Championship

Master Subhjeet Mallick, a student of standard 6th studying at Byasanagar Public School, Jajapur Road has brought laurels to the district and to Odisha as JSL sponsored him to participate in the 4th India Open International Taekwondo Championship 2019 under 28 kg category at Khudiram Anushilan



Kendra, Kolkata. Around 200 participants from 20 countries participated in the event organised on 23 and 24 December 2019. Master Subhajeet has been a gold medallist in the 3rd district taekwondo Championship, 18th Odisha State taekwondo Championship played in 2019 and Gold medallist in the 39th National Taekwondo Championship 2019 played at Lucknow. Subhajeet participated in two events of Kungfu and Kyoroji.

4.2.2 International Women's day Celebrated

International Women's Day is an opportunity to use the platform to empower and support women for equality. On the day of 8th March 2020, CSR Department celebrated "International Women's Day 2020", at Danagadi Bhawan, Jajpur to provide the platform, scope and opportunities to realize the sense of women empowerment through various CSR Initiatives and holistic effort of JSL Foundation for the development and empowerment of the women through women self help groups. More than 600 plus SHG women and girls and students covering from 200 SHGs and 27 peripheral villages along with Guest dignitaries actively participated and enjoyed the programme. Smt. Bidyutlata Das, Writer cum Social Worker, Jajpur inaugurated the programme, in her speech she focused on Industrial revolution in Jajpur. Smt Arati Baisakh, speaker on the occasion reiterated about the importance of Women in Society, Multi tasking effort of women,



Marriage reforms, Education and Proper Guidance, Societal bottlenecks, Personality Development, Childcare and upbringing, Character Building and financial upliftment. The guests present on the occasion lunched new packaging with a new look to the Sahaj Sanitary Napkin on the stage. Mrs. Rucha Vaidya, President of JSL Ladies Club explicitly exerted the Role of social Developmental Process and Impacts for bringing changes in the welfare of whole society. Then Mrs Manju Bansal and Mrs Babita Singh, Member, JSL Women Club, Jajpur also shared some valuable talk regarding on the importance of women on the occasion of International Women’s Day. After their discussion Mrs Arati Baisakh, Chief Speaker addressed and shared her feelings with full of excitement and the addressed the thematic perception of “Each for Equal”. In her speech she pointed Basudhaiba Kutumbakam, World as a family covered to provide moral impetus regarding internal spirit and power, Preventive measures for degeneration of Society, Importance of Mother, 16 Reforms Programme (*soda sanskar*) , Management with storytelling process in a very sweet voice. According to her “Mother is the base of a good society”. On this occasion 5 women who done commendable job in women empowerment are awarded with *Manapatra* along with other winners of various competitions.



4.2.2.1 Exhibition of SHG Products and Demonstration of Livelihood activities:

A stall was organized to display and sell the SHG products in the premises of Danagadi Bhawan. In these Stalls, SHGs like ASMITA, SAHAJA sanitary Napkin Making Unit, Medical Team, Access Development Services and Sanjeevani participated and demonstrated their products in an organized way and shared their process operation and product range



and also marketed their products.

Competitions amongst the Women SHG members:

The women members nominated from all the 200 women SHGs from 27 villages of the vicinity of JSL plant participated with lot of joy and happiness in various competitions organized on 4 March 2020. A total of 150

selected women from the SHGs gathered at the Community centre at New Siarira at Tirjanga Rehabilitation Colony to show their hidden talent. Events organized are Rangoli - a traditional art drawn on



ground using the soft stone dusts of various colours. Also debate, song and dance competitions are also held amongst the women. The winners are awarded with prizes and certificates on the occasion

4.3 Safe Drinking water Project (Swajal)

JSF tied up with Swajal and installed 2 water purification systems at Manatira and Kumbhiragadia high schools in which 1120 students and teachers are benefitted due to the safe drinking water project. The school management is mobilized to make the required platforms and enclosures etc. for safety of the system. Display platforms with stone carving and granite stone constructed at both the locations.



4.4 Infra Structure Development

As per the request of villagers of Marutikar village, the incomplete Community Centre of the village is taken up for renovation. The villagers were very happy to have their community center ready and is used for community festivals and functions. The child education project is also running in the center every day.

4.5 Disaster Relief

4.5.1 Fire Victims supported for reconstruction

Saroj Kumar Jena and Udaynath Perai, two workers working under a contractor in Ferro Chrome Department of JSL are worse affected due to fire incidence in which all their belongings are burnt along with their mud walled thatched house in Ollal and Kantipur villages respectively. They have been working under the contractor in JSL since last 8 years. Looking at their poverty and financial condition, CSR department supported them in their hour of crisis to reconstruct their thatched house.



4.5.2 Relief distribution to the Cyclone Fani Victims in Danagadi Block:



The Cyclone Fani hit Odisha on Friday 3 May 2019 with a wind speed of more than 200 km. made landfall on the coast of Odisha, Jajpur district. The vulnerable households of the villages having kutcha houses were badly damaged by the cyclone. CSR department identified five such villages such as Marutikar, Tikar, Manatira Mundashai and Asanabahali from its operational areas of the Danagadi block and identified 211 badly damaged houses for providing relief. As per the request and survey conducted by the women SHGs of the said villages Jari pala (tarpaulin) and bamboos were provided through women SHGs to the affected households. Besides, 10 villages are identified to conduct special health camps for one month with free



medicines. The district administration and the local administration is informed about the relief distribution and the victims were provided with the said items for their house repair. Goats are provided to the SHG members of Manatira Mundasahi to restore their livelihood affected due to Fani.

4.5.3 COVID - 19 Relief

The daily wage earners, beggars of leprosy colony etc. were provided relief through one local club the youth mass and Radhakrushna SHG in Jajpur road and Solei villages respectively. A total of 93 families with 450 members are supported with one week dry food as per their requirement. The tailoring trained girls stitched and distributed 3000 masks to the villagers, besides 10,000 masks are provided through the women SHG members.



Relief at Leprosy Colony & Zarsahi, jajpur Road on social distancing and hand wash

Awareness

4.6 Drinking water project in 5 schools (PIRAMAL)

The PIRAMAL water project is successfully running at 5 schools (Kaitha, RC Nodal, Siaria, Madhusudannagar, Buddharaj Bidyapitha and SSVM, Kiapada. A total of 3700 students and teachers in the said schools are benefitted due the project.



4.7 Solar Water System



Solar Irrigation and Water Project:

The solar irrigation and drinking water projects damaged due to cyclone fani is restored by Claro Energy at Manoharpur and Manatira Mundasahi.

Sensitization on Ground Water Management:-

CSR Department organized an interactive session in in collaboration with Central Ground Water Board, South Central Region, Government of India on 7 Feb 2020 at Rajiv Gandhi Seva Kendra, Manatira Gram Panchayat. The lady scientists from ground water board gave a presentation on different methods of ground water preservation, micro watershed development, water recharge, rain water harvesting methods and the role of communities in preserving our precious ground water and recharge of ground water. They also replied to various questions of the participants present such as women SHG members, PRI members, Sarpanch etc.



Luci Light (Inflatable Solar Light)

CSR department organised two counters in GET hostel and SMS canteen area for promotion of Luci solar light to the JSL plant employees on 14 and 15 November 2019 where 437 numbers of solar lights are distributed to the workers and workmen and to the community people through women SHGs.

Besides, JSL has donated Rs.8 Crores to Odisha State Disaster Management Authority, Government of Odisha and to Govt. of India for the restoration works of Cyclone Fani and for COVID -19 rebuild works.

XX

CSR Annual Report
Financial Year 2019-2020
Jindal Stainless (Hisar) Limited

Deaf School Empowerment project – “NAI DISHA”:

A program on developing the knowledge & skills of the deaf students enrolled at Welfare Centre for Persons with Speech & Hearing Impairment (WCPSHI), Hisar and Sonipat is being executed in partnership with Noida Deaf Society. Around 229 students are encouraged and getting benefitted in developing Indian Sign language skills, Basic English Communication, Value education and Computing. Also to maintain the physically and mentally fitness, sports activities such as skipping ropes, cricket, badminton, football are organized in routine manner. The assessment shows the improvements in the academic performances. There has been also increased communications among the teachers, Parents and friends thus inculcating a positive attitude towards leading the life.



Smart class project:

Smart Class labs installed in partnership with Next Education India Pvt. Ltd at 2 schools namely Govt. Sec. Secondary School, Model Town and Defence Public School, Shyam Vihar are functioning well for improving the teaching practices through visual learning's. The initiative was able to reach around 600 students reducing the digital learning gaps. Students and teachers are finding it interesting and learning's has become easier with the accessibility to have multiple solutions or options leading to improvements in the reading skills and academic progress.



Stainless Skill Training Institute – PRERNA:

Stainless Skill Training Institute functions as a platform for building the skills and knowledge among the women to develop their vocational skills and secure livelihood. The well equipped institute offers courses in the areas of Dress Designing & Fashion Technology and Beauty Culture. 168 students from the rural and urban areas were trained and certified. Post training, majority of the students chosen this as a source of livelihood and making handsome earnings.



O. P. Jindal Vikas Kendras – “UNNATI”

O. P. Jindal Vikas Kendra is operated at 3 locations namely Shiv Colony, Village Satrod Kalan & Nalwa with focus on enhancing the vocation skills of ladies residing in and around the respective locations in the field of stitching and tailoring so that they become skilled and self dependent. The courses are designed in two modules i.e. Basic and Advance and each module are for a period of 6 months. Apart from the course curriculum, the students are also getting exposure in embroidery, handicrafts items, maintenance of the sewing machines, and health awareness session on various diseases etc. 183 students were completed the courses and awarded certificate thru cJindal Stainless Foundation. The majority of the students are stitching /repair cloths of her/family at home that reduce the cost of tailors along with few are doing stitching job works from their home.



HIWEL- Hole in the Wall – “KHEL KHEL MAY”

An innovative approach in the field of education was promoted by making the Computer Learning Stations accessible to the children of the school and communities. The Learning Station has inbuilt curriculum that is functional thru various interesting modes. The Children are accessing the stations on their own and enhancing their skill and knowledge in various streams of learning's thus improving the academics and developing new horizons. They are digitally literate and moving towards gaining more knowledge, awareness and perfection in digital education.



Mobile Health Dispensary- "SEWA":

The Mobile Health Dispensary project in collaboration with N. C. Jindal Hospital endeavors to fill the gap of inadequate proper primary health facilities for poor in rural areas. Medical services are delivered to the rural masses of the 10 villages. The medical team diagnosed the patients and provides medicines to the clients. A nominal registration fees of Rs.10/- per beneficiary is charged. During the reporting period, the mobile unit conducted 239 visits and 6547 people were treated. Health awareness sessions on various diseases such as Allergic Diseases due to agriculture (Asthma/ Respiratory disease), Prevention and early detection of Cancer, Water Borne diseases etc are also organized throughout the year.



Cancer awareness workshops cum follow up visits in rural areas

In Collaboration with the Roko Cancer Charitable Trust, awareness workshop cum follow up camps were organized with the prime objective to create awareness among the rural communities and to motivate the vulnerable cases to seek treatments at the local hospitals. Sessions were organized especially women on the Breast, Cervical and Oral Cancer highlighting the causes, signs and symptoms, risk factors, associated myths and facts, preventive techniques, screening tests etc. Counseling sessions on one to one basis were conducted. The post camps advices given to the patients last year were taken up in positive manner and the further examinations and consultations were taken with few exceptions. After their tobacco cessation counselling they are also trying to quit bidi and hukkah smoking and also maintain good oral hygiene.



Adolescent Health and Menstrual Hygiene Project "Udaya":

The Project "Udaya" aims to disseminate proper knowledge and awareness among adolescent age groups on menstrual health, child sexual abuse and domestic violence of 5 schools in partnership with Sachhi Saheli. A mass level sensitization workshops was organized with the students and the teachers. Identified teachers were intensively trained as Master Trainer to further sensitize the respective school. Students are getting correct and proper knowledge and the sharing among the peers has begun which was not happening earlier. The students are gradually learning to manage emotions and relationships that is important for leading healthy lifestyles.



Save the Girl Child project - "JEEVAN JYOTI"

In Partnership of Childreach India, Save the Girl Child project was implemented in 3 locations namely Shiv Colony, Surya Nagar and Satrod Khurd. The project aims is to reduce female feticide, maternal and child health, create social awareness on the importance of girl child, health & hygiene, gender equality and hazards of unsafe abortions. 848 CMWs were identified and were counseled regularly. Information on topics such as girl child education, good touch bad touch, immunization, Institutional delivery, family planning, keeping track of pregnant women, regular health check-up etc was shared. Stakeholders meeting was also organized to involve them in the planning, decision making and tracking and controlling the incidences. 378 institutional deliveries were recorded having 195 boys and 183 girls. The adolescent were trained in the computer literacy, stitching & tailoring courses at the Skill Development Center.



Safe drinking water in rural schools

The Water Purification units in partnership with Primal Foundation were made available and accessible to the students of the rural schools namely Rajkiya Varistha Madhyamik Vidhyalaya, Village Durjanpur and Government Senior Secondary School, Village Chirod. Around 1224 students from both the schools are getting clean drinking water from the systems.



Solar Water Pump project:

The Solar water pumps are installed at the villages namely Umra & Sultanpur to promote the environment friendly water lifting technology helped the farmers in accessing the water anytime of the day and save the diesel &

electricity cost. Around 23 acres of agriculture land is irrigating in the both Rabi & Kharif season with the solar pump.



Improving Farmer’s income through improved production practices & market linkages in Hisar and rest of India with Nabard:

In partnership with Gram Unnati Foundation, project on “Improving the Farmer Income through Production Practices & Market linkages” is being implemented in 25 villages in and around Hisar and rest of India with Nabard. 602 farmers are associated with the project and are given technical advisory services focusing the soil preparations, seed treatment, sowing techniques, disease & pest control, dairy farming, natural/Organic farming, proper usage of fertilizers & bio fertilizers, sprays, decomposer, irrigations , storages etc for both Rabi & Kharif crops. Apart from technical advisory services, the organization also helped the farmers for participating training, Kisan mela and exposure visit held at various Institutes. The Linkages have been developed with likeminded Institutions for gaining the benefits of various schemes such as procurement of the seeds, training on dairy farming, registration on e-portal, soil & water testing etc. The project have been developed linkages with the NABARD to strengthen the Farmers Production Organizations (FPO’s) in 6 districts of Haryana, 3 districts of Rajasthan and 2 districts of Uttar Pradesh. In continuation of this, the GUF has been conducted meetings with various stakeholders – DDM, NABARD, Chairman and CEO of FPO, district officials etc. to better understand the situation of agriculture and impact of

climate change in each of the target areas and submitted draft details project report along with proposed activities to NABARD.



Maintenance & Restoration of O. P. Jindal Memorial Park

The restoration and maintenance of O. P. Jindal Memorial Park is being implemented in partnership with Prabhaav Foundation. The park is covered in 24.5 acres of land . Regular activities related to its beautifications are carried out such as plantation of the seasonal flower plants/trees, grass mowing, irrigation, cleaning, mural painting etc. Additionally, Stainless Steel toilet, benches, dustbins, R O unit for safe drinking water, topiary & giraffe structure etc were installed. Series of community's sensitization drivers were organized periodically on various social issues to create a sense of belongingness towards the park. A mega cultural, entertaining and informative event was organized for the local communities to create awareness and generate a sense of ownership towards the park maintenance. The changes are visible and the people are appreciating the work done in the park by sharing positive

feedback and are enjoying at the park. People are coming here to relax, enjoy and spend some time away from the routine of their homes and work.



Improving the farmers' incomes in and around Pataudi and Mewat:

In partnership with Gram Unnati Foundation, project on improving the farmers' income is being implemented in and around Pataudi and Nuh (District Gurugarm & Mewat). This programme supports the integrated development of agriculture focusing on technical advisories services along with market linkages and market-linked production. Among 1850 farmers were identified for the engagement of the project in the intervention areas. The regular Interactive meetings/visit are held with the farmers and technical inputs are shared for the betterment in terms of organic cultivation, marketing, disease & pest control, soil and water testing, selection of seed, crops rotation, dairy

farming etc. The Trainings & workshop for the farmers were also organized to orient them about the technical aspects of the best agriculture practices and addressing their queries related to Rabi and Kharif crops. The Linkages have been developed with the various Institutions for gaining the benefits of various schemes such as procurement of the seeds, training, exposure visit, registration on e-portal, soil & water testing etc. The project is exploring tie ups with other institutional buyers in Delhi NCR to present farmers the opportunity to access a larger market.



CSR Annual Report

Financial Year 2019-2020

Interventions in Delhi-NCR

Jindal Stainless Foundation (JSF), besides other CSR initiatives, has been promoting Environment Protection and sports across geographies to include Delhi / NCR. In Delhi the prominent Environment Park at the AIMS crossing is being maintained under the aegis of Jindal Stainless Limited through its Foundation for the past many years. In sports, JSF has been promoting Football and Tennis, wherein it supports talented children from an underprivileged background to up-skill their talents and they are an opportunity for football at 'Sudeva Sports Academy, Delhi' and for tennis at different clubs and sports schools.



Delhi was once considered as one of the greenest capital cities in the world, yet over the years the pollution levels have touched an all-time high. It is because of such poor air quality and depleting green cover that has negatively impacted outdoor sports in and around NCR. In view of the above and based on needs of the communities to promote golf as a sport, JSF has partnered with Delhi Golf Club (DGC) and supported the game. By implication such support will include maintenance of the Environment i.e. greens and providing opportunities to the local caddies and others in up-skilling through sustained training.



JSF has been engaged in protecting the environment and promoting sports across the location to include NCR. While maintenance of 'Environment parks' has been an ongoing project in the Capital Region as mentioned, supporting sports in the capital region is a recent initiative. Efforts toward the latter are being made to develop and upgrade the skills of children from the marginalized sections of society. In Delhi, JSF supports Football at 'Sudeva Sports Academy, Civil

Lines Delhi' and support girls in tennis coaching. Seeing the immense potential and a clear outcome of such an intervention, JSF in partnership with DGC to support Golf as a sport in the NCR, which will involve two critical areas i.e. environment protection and training.

The engagement with DGC highlights two critical components i.e. environment sustainability and encourage golf as a sport. It is a great way of encouraging caddies and others from the underprivileged sections of society and who can ill afford the sport, to upgrade their skills and imbibe a sense of pride in them by becoming golfers and further improve their quality of life.

Project Stain-Less Roads

With an aim to generate collective consciousness and strengthen constructive contribution towards safe environment in the society with respect to Road Safety, an initiative 'Stainless Roads' under School Education Programme was launched by JSL – CSR in collaboration with International Road Federation – India Chapter.

The programme of work, being catered to the Cyclists, Bystanders, Motorcyclists, Commercial and Heavy Vehicle Drivers, School Children and Employees of Jindal. The rationale behind the programmes is to enhance safety of vulnerable road users during dark hours, create awareness and promote the Good Samaritan Law and train the bystanders' on providing first aid support to the road accident victims during the golden hour, thereby increasing the chance of survival and containing injuries and disabilities.

Bicycle Conspicuity Drive –AIS-90 (standard) retro-reflective tapes of specified dimensions as given in the table below were affixed on various parts of the bicycle (also based on experimentation regarding visibility from all sides, front, rear and sides) for reflecting lights against headlights of other vehicular traffic.

Road Safety Education to School Children –IRF worked with the students of 20 schools located in Delhi for the following activities (Best Practices in road safety) Activation / Formation of road safety clubs in schools. Conduct Training of trainers - Orientation, Good Samaritan Law, Basic Life Support trainings for members of clubs (teachers and selected students) School transport drivers Training , Conduct Quiz for senior classes ,Design and plan yearlong IEC activities like poster slogan writing, painting competition, Skit etc through these Clubs.



