



JSL
JINDAL STAINLESS

Shaping a Stainless World

CHALLENGES OF CSR



Introduction



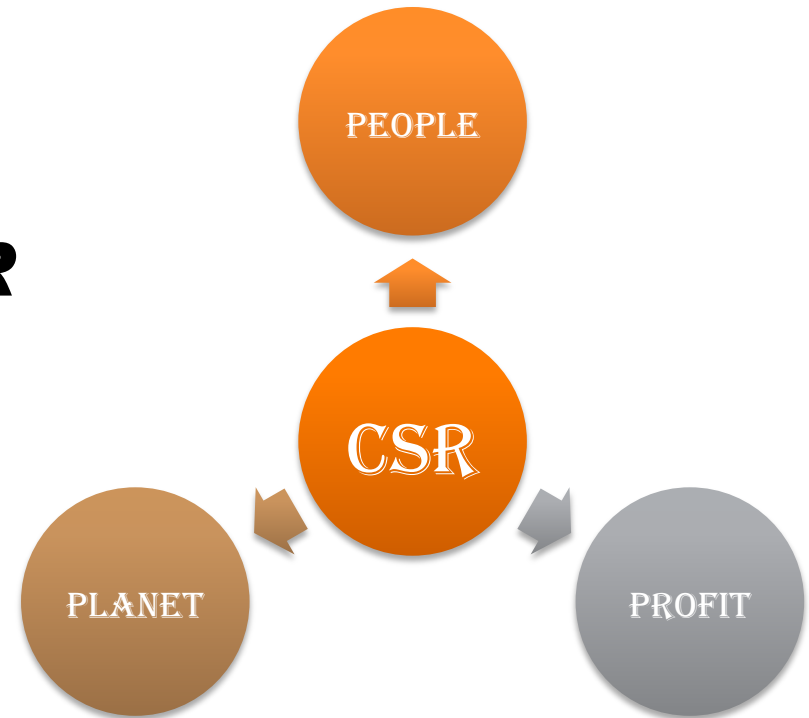
CSR continues to evolve

CSR a shift from CWP

CSR lends toward Sustainability

Purview

- Drivers**
- Challenges**
- Innovations**
- JSL CSR Initiatives**
- Sustainability of CSR**

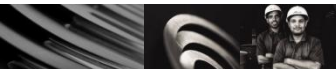


DRIVERS

- ***License to operate***
- ***Benefit distribution***
- ***Behavior Pattern***
- ***Risk Mitigation***

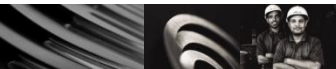
GET IT RIGHT

BALANCE



CHALLENGES

- INTERNAL ENVIRONMENT – TOP - DOWN
- EXTERNAL ENVIRONMENT – BOTTOM - UP
- COMMUNITY CHALLENGE – WHAT THE COMMUNITY NEEDS AND NOT WHAT THE CORPORATE THINKS IT NEEDS



INNOVATION



**Develop New
Products**

**Action Plan –
Inform, Inspire,
Involve, Implement,
Increase outreach**

JSL CSR INITIATIVES

Core Issues Addressed

- ❑ Education and Skill Training,
- ❑ Integrated Health Care,
- ❑ Women Empowerment & Livelihood
- ❑ Community Development
- ❑ Human Rights and Global Compact Network

Locations

- ❑ Hisar (Haryana)
- ❑ Jajpur (Odisha),
- ❑ Visakhapatnam (Andhra Pradesh),
- ❑ Delhi and NCR.



Education –



- Non Formal Education Centres
- Computer Centres
- Remedial Education Centres
- **Coaching Centres** – For competitive exams

Skill Training – Implemented / In process

Details	Impact	Remarks
<p>*Initiatives under skill training in partnership with Gol, NIIT Foundation, Schneider Foundation, Usha International, Don Bosco / ITC BPO Skill Himayat Programme – J&K youth</p>	<p>Youth now being trained in industrial trades Over 600 youth have been trained Approx 35 % self employed Approx 30 % placed</p>	<p>Himayat Programme is a PPP model with Centres opened up in J&K for short term programme and outside J&K for the long term programme – An innovative model</p>
<p><i>*The program has a revenue model wherein the fees collected from students is put back into the programme</i></p>		

Outcome: Bridging the skill gap between the industry needs and manpower available. Economic empowerment of community.

Livelihood Skills



- Agro based product training programmes
- Mushroom cultivation
- Beetle vine cultivation
- Stitching / embroidery
- Soft toy making
- Detergent and phenyl making
- ***Micro Enterprise Development***
Production Centre – Resourcing
to big stores like fabIndia etc.



Production Centre Items

Jaipur Exhibition



Integrated Health Care Programmes



- Mobile Clinics
- Specialist camps – eye camps, ortho camps, cancer detection camps etc.
- Drug abuse and rehab programme
- Malaria & TB / Respiratory disease interventions
- HIV & AIDS awareness programmes
- Save the girl child
- Clean drinking water programme

Women Empowerment & Livelihood

Programs



- SHG formation & strengthening (Rs. 20, 000, 000)
- Promotion of Entrepreneurs – opening up shops, tuition centres, beauty salons, etc.
- Focus on production units – Home linen, tailoring centres (cater to requirements of the plant / hospitals / schools, etc.
- Community based training activities
- Linking with Government programs like NABARD, MoRD etc.
- **Bamboo packaging programme**



Community Infra Development



- Access to water – Tube well, bore well, hand pumps, pipe lines, cleaning of ponds, etc.
- Access to Education – School infra development
- Access to health care – CHC / other Government institutions / dental care etc.
- Connectivity – Construction roads, culverts
- Miscellaneous Infra Development

Construction of community centres,
High mast lights payments of electricity bills, Beautification drives – Dhubri city



Environment



- Tree Plantation – Carbon Sequestration
- Waste Management Programme
- Bamboo packaging
- Energy Conservation Programme – Corporate Office

Business and Human Rights, UN Global Compact Network, Other Forums / National Voluntary Guidelines



Member of Global Business Initiative & HR

✓ – **Member of the UN WEP Leadership Group**

Invited to speak at UN Headquarters , Wilton Park (Agency of office of Commonwealth & U.K. Govt.) OHCHR, Geneva

✓ **Conducted awareness programme on Business & Human Rights for students and faculty members of Business & Law schools**

✓ **Facilitated launch of the First CEO Forum on Business and Human Rights**

Employee Engagement & Volunteering



Impact:

- ✓ Awareness about the various CSR initiative undertaken by JSL
- ✓ Sense of social responsibility and contribution
- ✓ Employees encouraged to volunteer their time and resources toward community based programmes – Highlight personnel contribution through recognition award and include their engagement through HR systems



Household making 'Pattachitra'



Bamboo Root-Work



Golden Grass Work



Dokra-craft Artisan

Silverwork



Terracotta Figurines



CSR & Sustainability



CONCLUSION

CSR IS A DIRECT CONNECT
BETWEEN HEAD AND HEART
WHEN
YOU SPEAK THE LANGUAGE OF
THE HEART





Thank You



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