



RSB Transmissions (I) Limited



"Ethics is our foundation, passion is our energy, humanism is our path, excellence is our goal and immortality is our destination.

We only dream realities."

Mr R K Behera
Chairman



Mr S K Behera
Vice Chairman &
Managing Director



"Corporate Responsibility is the prize of greatness and CSR works best where an organization's leadership wants, enables and gets it to happen.

That's what we do at RSB!"

Ms Priyanka Behera
Head - Corporate Social Responsibility

BRIEF PROFILE OF THE COMPANY

RSB is a leading global engineering institution with turnover in excess of INR 1,800 crore, manufacturing wide range of products, viz. Propeller Shafts, Steering Systems & Components, Transmission Components & Assembly, other automotive components, etc, and Construction Equipment Aggregates. Presently, it has thirteen manufacturing plants spread over seven locations in India - Jamshedpur (Jharkhand), Pune (Maharashtra), Dharwad (Karnataka), Chennai (Tamil Nadu), Pantnagar (Uttarakhand), Cuttack (Orissa) and Lucknow (Uttar Pradesh) as well as a plant each in three international locations - Homer (USA), Tessengerlo (Belgium), and Silao (Mexico). RSB operates in two verticals, namely Automotive and CMI (Construction, Mining & Infrastructure) Equipments & Aggregates.

In the Automotive Vertical, RSB is a leading global manufacturer of Propeller Shaft/ Steering Systems & Components, an array of Axles including Front Axle, Trailer Axle, Tractor Axle, Dummy Axle & Axle Beam, Fully Finished Gears, Shafts, Hubs & Sleeves and passenger car steering systems, viz Manual/Power Steering Gears, Steering Rack & Pinion, Tie Rod, Hydraulic/Aluminium Pumps, Transmission Components like Differential Cases, Yokes and Carriers for medium and heavy commercial vehicles, passenger cars, tractors and light commercial vehicles. In the CMI segment, it is a leading manufacturer of heavy fabrications and aggregates like Frames, Arms, Booms and Buckets for excavators, back hoe loaders and front-end loaders.

CSR INITIATIVES

As a responsible business entity, our Corporate Social Responsibility Programme complements our business philosophy and objectives.

RSB functions with the philosophy of pride in quality products and efficient services with state-of-the-art technology and latest IT infrastructure that enables smooth functioning.

The groups core capabilities range from designing to manufacturing of aggregates and systems. The Group has two verticals - Auto Components & Systems and Construction Equipment Aggregates.

RSB believes that true happiness comes when the good fortune is shared with those who are not as fortunate as we are. This has been Our CSR philosophy since 1975. Therefore, the group has made CSR an essential fabric of business life with a humble endeavour not only to think from the head, but also to feel from the heart.

We believe business of business is not about making money, but creating social values and doing public good – an obligation beyond the requirement of law to pursue long-term business goals that are good and bring about positive impact to the society.

RSB's approach to CSR & Sustainability Strategy spreads in a structured manner from the corporate at the centre aligning itself with the vision, mission, values and statutes promulgated in amended Company's Act which mandates sustainable CSR practices to all across the organization

The structured path has **Plan, Do, Check, Act** (PDCA) approach as an integral part to ensure that every activity and project is measured in terms of its output and its post-output effectiveness is accessed over a specified time span to achieve the desired social impact.

The **Social Impact Assessment** has been put in place in-line with the statutory requirements so as to touch the nucleus of potential in beneficiaries in dire need of the CSR support.

The monitoring and measurement at planned intervals is continual to check for gaps and timely corrective actions are undertaken along with preventive measures to avoid



any recurrence of the undesired.

Educational Programme

The objective is to **up-lift the tribal community by providing it access to quality education and opportunities** to build, shape and brighten their future.

RSB adopted a school, **Lakhadia Prathmik Vidyalaya**, having around 320 students, where RSB, Jamshedpur, provides complimentary:

- Mid-day meal
- All meals to hostel inmates
- School uniforms
- Winter wear and carpets
- Mosquito nets
- Books and stationery

Lakhadia Village, Dumaria Block, Jharkhand, is located at a distance of 90 kms from Jamshedpur and is on top of a hill with uneven topography and tough terrain. With no connectivity by road or any other conveyance one has to Snake up 12 kms by foot from the ground level through a perilous zone predominantly naخال-dominated.

Social Impact Assessment of the educational programme shows that:

- Students strength has increased from 25 at inception to 400
- Regular counselling has inspired parents to send their children to schools
- Hygienic and nutritious meals have helped
- Absenteeism is near nil
- Standard of living has improved

RSB has helped in the up-liftment of under-privileged by providing them with sports facilities



and opportunities to build capability to compete in sports in the future.

RSB has contributed towards under-privileged budding cricket players (boys & girls) to enhance their sporting skills in cricket and to send them to Jammu and Balia to participate in AIB Cricket Tournament .

Social Impact Assessment of the sports programme shows that there has been:

- Opportunity for budding under-privileged players to have a lively experience of cricket-with-a-difference



- Health improvement through physical exercise and cricket. Interaction among budding players at planned intervals

- Positive feedback from the sports fraternity



- Conformance to Schedule VII, item (ii) of Ministry of Corporate Affairs Notification

dated 27th February 2014 regulation

Social Commitment to Environment

Maintenance of Greenery at Surya Mandir Garden, Jamshedpur.

Activity:

- Developed and maintained greenery, lawns, trees, bushes, etc. using bio-fertilizers with specific guidelines and operational controls.
- Green carpet evenly-maintained with adequate water supply.



- Control of insects and rodents through organic pesticides.
- Adequate space for senior citizens.
- Young adults, children and elderly have demarcated space for brisk walking and exercising.
- Green trees dotting the lawns and garden are planted keeping in view direction of wind flow to ensure a cool ambience in warmer months.
- Natural habitat for birds.
- Adequate lighting in dusk hours.



Social Impact Assessment:

- Niche of greenery at Jamshedpur
- Increase in visitors – young and old – to breathe fresh air and for taking brisk walks (footfall increased from 25 to 350 per day)
- Use of bio-fertilizers from leaves - **Reduce, Reuse and Recycle**
- Natural habitat of birds – increase of nests from 5 to around 30
- Number of trees increased from 10 to 250
- Review of site through visit of CSR representatives at intervals

This CSR Initiative conforms to Schedule VI, item (iv) of Ministry of Corporate Affairs Notification dated 27th February 2014.

Community-based Initiative for socially under-privileged

by providing education to Below Poverty Line rural children at Village Mania, Cuttack and deep rural pockets of Odisha through establishment of DAV Padmabati Shiksha



Niketan, an English Medium School (on CBSE pattern)

Activity:

- Education and transport to under-privileged students
- Text books/stationery to the under-privileged
- School uniforms to the under-privileged
- Medical check-ups at planned intervals
- Digital literacy with separate computer laboratories
- Induct/involve/encourage under-privileged students in drama, sports, music, dance, singing, arts, drawing, etc. competitions and give award/accolades to motivate them to rise in their career and life
- Academic internal audits by recognized and reputed external education professionals at planned intervals
- School promotes traditional Indian value system by teaching vedic shlokas, yoga, etc.
- Collaborated with DAV, a renowned educational institution of the country & rechristened as 'DAV Padmbabati Shiksha Niketan'. Classrooms extended to accommodate more students.



Social Impact Assessment of the under-privileged

- Clean drinking water provided. No illness reported.
- All the under-privileged students passed their examinations.
- Enhanced grasp and assimilation of learning reflected in progress reports.
- English communication (oral/written) improved.
- Healthy and positive feedback from parents about the school and progress of their children.
- Majority of the girl students excelled in their studies.
- Indian values/culture well-taught and practiced.



- Attendance more than 90% and absenteeism mainly due to normal health reasons on account of seasonal climatic changes.
- Medical check-ups and generation of medical reports. Parents advised to take care where health issues were noticed by the certified doctor (qualified MD–Paediatrics).
- Green ambience and surrounding.
- Regular Parent-Teacher Meetings to discuss the progress of each student and corrective action taken wherever required.

Health Programme

Upliftment of the tribal community at Jamshedpur by giving them adequate healthcare facilities

Activity:

- In the villages of Bhagabandi and Badalgoda of Dumaria Block in the interior of Jharkhand, RSB conducts free medical camps once a week.
- Company physician and representatives visit these places to provide free medical check-ups, consultancy and medicines to the villagers on-site.



Social Impact Assessment:

- Till date more than 48,000 patients have been treated
- Eating and living habits have become healthier
- Improvement in standard of living
- Patients are extremely satisfied with the treatment
- Chronic cases are referred to hospitals



This CSR Initiative conforms to Schedule VII, item (i) of Ministry of Corporate Affairs Notification dated 27th February 2014

Community-based Health Initiative for under-privileged tribal people of Mania, Odisha

Activity:

- Free medical assistance. Health Centre manned by a MD (Paediatrics), a MBBS doctor and qualified paramedical staff
- Free medical consultation
- Free medicines
- Free ambulance service
- Mobile clinic for all emergency cases
- 24/7 assistance
- Treatment on-site when patients cannot reach the clinic
- Reaching patients to nearby hospital for critical cases after giving them emergency aid in the mobile clinic
- Every patient given Health History Card for proactive track of chronology of illness with vital health parameters recorded
- Saving scores of lives with timely medical help
- Cataract/Medical camp for tribal folks
- Surgical treatment in emergency cases
- Blood donation camps to donate blood to Blood Banks to serve the needy
- Preventive health check-up of under-privileged students



attended the Health Centre during a year. They are examined, medical advice provided and medicines administered free of cost

- Total 144 under-privileged students were medically examined free-of-cost
- Total of 339 cases were given minor surgical treatment/stitching/ dressing on an average a year
- Total of 206 serious patients were sent to different referral hospitals at Tangi and Cuttack (66 patients to SCB MCH, 131 patients to Tangi CHC and 9 to other centres) due to the critical nature of their illness through RSB's Mobile Clinic free of cost
- Every patient was issued a Health History Card to keep track of the chronology of their illness with vital health parameters recorded during every check-up
- The ambulance travelled a total of 6,492km on average per year ferrying serious and emergency cases. The Mobile Medical Unit travelled a total distance of 307km carrying highly critical cases to admit patients at SCB MCH and CHC, Tangi

This CSR Initiative conforms to Schedule VII, item (i) of Ministry of Corporate Affairs Notification dated 27th February 2014

Old Age Care

Community-based Initiative: Home for Senior Citizens at Jamshedpur

Activity:

- For senior citizens for pleasure in leisure during the evening of their lives
- Indoor games
- E-entertainment and amusement facilities
- Chat Group
- Greet & Meet of senior/very senior citizens
- Snacks during Greet & Meet



Social Impact Assessment:

- Total of 8,394 patients (monthly average of 699) have

- Health check-up at planned intervals
- Youth meeting seniors regularly to bridge the divide
- 'A home away from home' to have a joyous togetherness
- Regular interaction to listen to their experiences
- Give quality life devoid of old age loneliness and isolation
- Books & periodicals for reading and keeping updated
- **Social Impact Assessment:**
- More than 125 Senior Citizens avail the facilities

Brought smiles at old age through social engagement initiatives



- Medical help to those who can't afford cost of the treatment
- Networking of senior citizens and feeling of security and oneness
- Enjoy small bites during fun and frolic time of the day

This CSR Initiative conforms to Schedule VII, item (iii) of Ministry of Corporate Affairs Notification dated 27th February 2014

Community Initiatives

Self-sustenance for Rural Community at Odisha

Activity & Social Impact Assessment:

- Seal leaves are collected from the jungle and then stitched together
- The village has been provided with three machines to press the stitched leaves into plates.



Three SHGs are trained to operate the machines. Hundreds of people are benefitted



This CSR Initiative conforms to Schedule VII, item (ii) of Ministry of Corporate Affairs Notification dated 27th February 2014.

Around **500 saplings** were planted at the outskirts of Jamshedpur, Mania (Cuttack), Lucknow, Pant Nagar, and Pune during 2017. The CSR Team ensures that the saplings receive enough water and monitoring.

All Plants in the RSB Group are **certified for Health, Safety & Environment (ISO 14001 & OHSAS 18001)**

Awards & Accolades

- RSB has been conferred with the **Best CSR Initiative Award** by TATA Motors Limited, Jamshedpur and the **Alankar Trophy**
- Received **CSR Excellence Award** from the Minister of State for Home Affairs
- Ms Priyanka Behera, Head – CSR, was conferred with **Most Impactful CSR Leader Award** at the World CSR Congress
- Dr B K Sahoo, Head of RSB Health Centre, Mania, Rural Odisha, received **People's Award** from Aditya Birla Group, ITP Media, Mumbai
- Received the **DCCIA Appreciation Award** from the hands of Mr Chandrahekar Bhawe, IAS, Former Chairman, SEBI and CMD, NSDL
- **CSR Excellence Award** from Times of India Group, Machinist, at Chennai, which was later telecast in ET Now Channel.
- **CSR Excellence Award** from Amity University
- Ms Priyanka Behera received **Hall of Fame award** at World CSR Congress 2018 at Kuala Lumpur for Leadership Excellence in CSR



Our Humble Contributions



Tsunami Relief, Uttarakhand: RSB with humility, in tranquil silence, for CSR-in-action, took pride in handing over a cheque of Rs 25,00,000 to the Honourable Chief Minister of Uttarakhand, Mr Vijay Bahugana for the relief of victims hit by the Himalayan Tsunami.



Disaster Relief, Kerala: Our humble contribution was of Rs 5,00,000 in 2018.



Tsunami Relief, Japan: RSB in all humility, donated Rs 10,00,000 as part of its social commitment for the victims.