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Priyanka Behera, Head – CSR, RSB Group, has been conferred with Most Impactful CSR Leader (Global Listing) Award by World CSR Congress in a glittering function held on the eve of World CSR Day at Taj Lands End, Bandra, Mumbai, attended by CSR fraternity and dignitaries from Europe, US, Asia, Far East countries besides Pan India.



Speaking on the occasion, Priyanka said: “While thanking the august CSR Forum, this award is richly deserved by all my colleagues across the group and my CSR team, in

particular, who have toiled to ensure that our CSR efforts reaches directly the under-privileged have-nots – the nucleus of CSR beneficiary”.

The 100 Most Impactful CSR Leaders (Global Listing) is a tribute to those who are missionaries and passionate about CSR. Those Leaders who have believed that CSR Leadership must contribute to Social change are recognized. The World CSR Day pays a tribute to such leaders who are transformational agents.

The criteria of selecting CSR Leader Award is after intense research process undertaken by the Research Cell which consists of professionals in History & Management with over 5 years research experience. It is the iconic job of the research cell to produce a shortlist of Individuals who are doing extraordinary work and track the record of their achievements. The shortlist is then reviewed by a Jury Panel comprising of senior professionals from across the globe.

CSR at RSB Group

RSB is a leading global engineering institution, manufacturing wide range of products, viz. Propeller Shafts, Steering Systems & Components, Transmission Components & Assembly, other automotive components, etc, and Construction Equipment Aggregates, operating in several countries. Presently, it has 13 manufacturing plants spread over 7 locations in India, namely Jamshedpur (Jharkhand), Pune (Maharashtra), Dharwad (Karnataka), Chennai (Tamil Nadu), Pantnagar (Uttarakhand), Cuttack (Orissa) and Lucknow (Uttar Pradesh); and one each in Homer (USA), Silao (Mexico) and partnered venture at Brazil.

RSB believe that true happiness comes when the good fortune is shared with those who are not as fortunate as we are. Therefore, Group has made CSR an essential fabric of business life with humble endeavor to think not just from the heads, but also from the heart. We believe business of business is not about making money, but creating social values and do 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 believes in conducting business in ethical way and in the interests of wider community by responding positively to emerging social priorities and expectations, a forward approach to act ahead of the regulatory requirements and balance at all times the interests of stakeholders.

With a view of enhancing and enriching the lives of those around us, RSB has undertaken various efforts to bring about a positive difference in the lives of denizens by taking up several initiatives and thereby address the social needs. RSBians make a positive difference by working aggressively in areas of community development. RSB has the

earnest efforts to shape a brighter future by contributing in efforts to under-privileged have-nots in rural . While RSB believes in doing the work in action, but speak of deeds only in silence.

RSB pursues the triple imperatives of protecting the environment, socio-economic upliftment and sustainable developmental models for growth while respecting government initiatives and commitment to employees, community and stakeholders at large. RSB's social responsibility philosophy is integral to its corporate strategy, and our employees are guided to internalize the values

RSB's approach to environmental challenges entails precautionary modeling of projects, initiatives to ensure greater environmental responsibility and utilization of environment friendly technologies.