



Sharing good fortune!

Priyanka Behera, Head – CSR, RSB Group, believes that business is not about making money but about creating social values and doing public good.

By Niranjan Mudholkar

Q What is the fundamental principle that guides RSB Group's CSR activities?

We 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 endeavour to think not just from the heads, but also from the heart. We believe 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. The RSB Group believes in conducting business in ethical way and in the interests of wider community by responding proactively to emerging social priorities and expectations, a forward approach to act ahead of the regulatory confrontation and balance at all times the interests of stakeholders. The Group has the earnest efforts to shape a brighter future by contributing in efforts to under-privileged in rural.

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CSR activities at Pune Plant

1. Social initiative for under-privileged by providing financial support to education of under-privileged students of Vidyashram School (English Medium) under Silver Spring Foundation, Warje Malwadi, Pune, a charitable trust, formed under Indian Trust Act, for a social cause by payment of fees for 23 students who are socially under-privileged & for books, stationery & uniform.
2. For under-privileged girls at Tribal Girls Hostel, Maharashtra Arogya Mandal (Public Charitable Trust), Ambegaon, Narudi, Near Pune, who are orphaned in Malin flood strategy. As part of green initiative, installed auto charge/ maintenance-free solar lamps to give sufficient light during the night for safety of tribal girls.
3. Installed solar lamps at Kinara Vridashram Matimanda Seva Trust for old age home at Ahirwade Phata, Village Kamshet, Near Pune, where young and old alike have been neglected by kith and kin, to give enough light during night hours.

Q Do you think it is important for corporates to pursue CSR activities with the same enthusiasm as they pursue their business goals? Why?

I always believe that corporates should pursue CSR activities with the same zeal, commitment and enthusiasm as they would do for achieving their business goals. As said earlier, business of business is not about all making money, but, as social commitment and obligation, enhance and enrich lives of those who are not so privileged as us. The joy of sharing and bringing a smile is incomparable. With statutory enactment coming into force since 2014 wherein two percent of average PBT for preceding three years to be contributed to CSR, has come as a big boost to down-trodden poor. It's all how much we care for community in a broader perspective. At RSB we have been working for last more than two decades in various community development projects as a social commitment, in unspoken action and deeds.



Q How do you align your CSR activities with the Group's Sustainability Strategy?

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 internalise the values RSB's approach to environmental challenges entails precautionary modelling of projects, initiatives to ensure greater environmental responsibility and utilisation of environment friendly technologies.

Besides, all our plants are globally accredited and certified to ISO 14001 in Environment Management System and is well integrated in CSR activities where project goes through strict scrutiny of Aspect/Impact Analysis, Implementation, Monitoring/Masurement and ultimately effectiveness of the same at planned intervals. Besides, our units at Jamshedpur, Pune & Pant Nagar have won coveted Deming Prize for integrating the EMS into every activity as a part of process.

Q You follow a structured path with the PDCA (Plan, Do, Check, Act) approach. How do you implement it?

Our every CSR Project goes through strict scrutiny of Deming's PDCA Cycle, the guidelines and formats for which are loaded in our intranet portal. RSB's approach to CSR and Sustainability Strategy goes in a structured manner centrally from corporate aligning with Vision/Mission values and statutes promulgated in amended Company's Act which mandates us for sustainable CSR practices. The structured path have PDCA (Plan, Do, Check, Act) approach as an integral part to ensure every activity and project is measured in terms of output and effectiveness is gauged post-output in a specified time span to achieve the desired social impact. The RSB CSR Policy Document rolled out after approval from the Board of Directors is uploaded in RSB global website. The social impact assessment has also been put in place in line with statutory requirements so as to touch the nucleus of CSR beneficiaries. The monitoring and measurement at planned intervals is

CSR activities at Jamshedpur plant

1. Adopted a school for education of tribal children, Dumaria, East Singhbhum having around 320 students, where RSB, Jamshedpur, provides:
 - a. Mid Day meal, b. Full meals to hostel inmates, c. School Uniforms, d. Winter wears & Carpets, e. Mosquito Nets, and f. Books & Stationery.
2. **Green initiative at Surya Mandir** - Develop and continually maintain greenery, lawn, trees, bushes, etc using bio-fertilizers with specific guidelines and operational control procedures. Green carpeting evenly maintained with adequate water supply. Control insects, rodents and repellents through organic pesticides. Adequate space for senior citizens. Garbage-free ambience with green disposal facility. Natural fall of leaves, branches and tree barks recycled for organic manure. Natural habitat for birds.
3. **Community based initiative** – Home for Senior Citizens for pleasure in leisure during the evening of their life through –
 - a. Indoor games, b. E-entertainment and amusement facilities, c. Chat Group, d. Greet-Meet of senior citizen, e. Snacks during greet-meet, f. Health check-up at planned intervals, g. Youth meeting seniors regularly to bridge the divide, h. "A home away from home" to have joyous togetherness, i. Regular interaction to listen to their experiences, j. Give quality life devoid of old age loneliness & isolation, k. Books & periodicals for reading & keep updated.
4. **Tribal people upliftment by giving them adequate health care:** In the villages of Bhagabandi and Badalgoda of [Dumaria block], interior Jharkhand, RSB conducts free medical camps once a week where the company's doctor & CSR representatives visit these places to provide free medical checkups, consultancy and medicines to the poor village folks.
5. Up-liftment of Under-privileged by providing them with sports facilities and opportunity to build/shape/brighten/compete in sports in future - built entire basket ball court at St Xavier School, Jsr, for under-privileged students to play during their PT and leisure time.



continual to check for gaps and timely actions are taken to ensure corrections are made with preventive measures to avoid any recurrence.

Q How do you monitor, assess and measure the impact of these CSR activities?

Our CSR Team spread across pan India is guided with monitoring and measurement mechanisms/reports especially tailor-made for each CSR Project with on-site assessment of effectiveness of CSR work through monthly/bi-monthly visits and ensure that it reaches the nucleus of CSR beneficiary. At RSB,

CSR activities at Mania plant, Odisha

1. 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 Padmabati Shiksha Niketan, an English Medium School (on CBSE pattern) formed under Society Act for a social cause.
2. Health initiative for socially under-privileged tribal people through establishment of RSB Health Centre at Mania, deep rural Odisha (total of 8056 patients treated per year), by providing:
 - a. Free medical assistance,
 - b. Free medical consultation,
 - c. Free medicines,
 - d. Free ambulance service,
 - e. Mobile clinic for all emergency cases,
 - f. 24/7 medical assistance,
 - g. Treatment at site where patients cannot reach clinic,
 - h. Reaching patients to nearby hospital for critical cases after giving emergency aids in mobile clinic (two ambulances kept),
 - i. Every patient given Health History Card for proactive track of chronology of illness with vital health parameters recorded,
 - j. Saving scores of lives with timely medical help,
 - k. Cataract/Medical camp for tribal folks,
 - l. Surgical treatment in emergency cases,
 - m. Blood camp and donate bottles to Blood Bank to serve needy,
 - n. Preventive health check-up of under-privileged students.

CSR activities at Lucknow, Pant Nagar, Dharwad & Chennai

Lucknow - Noor Convent School, Village & Post - Goila, around 50 km from Lucknow – provide:

1. Regular payment of monthly fees to under-privileged & BPL students totalling 26 nos, after verification of documented credentials.
2. Monitor/Check their improvement in academic performance.
3. Interact with teachers/principal for their academic improvement where gaps are noticed.
4. Interact with their parents how they work at home for studies and take their feedback.

Pant Nagar - Up-liftment of under-privileged students of Sri Puran Singh Mohan Interschool, Kuwanrpur, Gola Par, Haldwani, Dist: Nainital by providing them with hygienic stainless steel lunch plates, water purifiers and storage water tank for a comfortable study atmosphere.

Dharwad - Anganwadi for socially under-privileged tribal children of Heggeri Village, Near Dharwad, Belur, Karnataka. Provided –

1. Educational aids to imbibe basics in learning.
2. Utensils & plates for mid day meals.

Chennai - CSR initiative for socially under-privileged student-patients by providing financial support to carry out monthly physiotherapy treatment for differently-abled of Vishwas Special School, Chennai under 'Col. K.G. Pandalai Charitable Trust' as per Indian Trust Act, through paying Physiotherapist salary every month.

we believe that merely by completing the project, our responsibility does not end there, but continues thereafter to ensure that how far same is effective at the site. Our team directly interacts with under-privileged beneficiaries; taking their feedback through photographs and video recording, correct the gaps if any so as to get aligned in congruence with our plan. For e.g. the solar lamps we have installed still undergoes on-site assessment to see whether lamps are functioning properly and suffice the needs of under-privileged.

Q How do you involve and engage your employees in the CSR activities? What is their attitude towards this?

We involve our colleagues on the lines of i-Volunteer, where they participate in CSR activities with zeal and enthusiasm on their own – be it organising blood donation camps, celebrating their birth day or marriage anniversary at orphanage treating the inmates to meals, sponsoring the under-privileged children for their education or health, giving relief materials to affected people in natural calamities, meet the senior citizens who are in the evening of their life through greet-meets, donate used winter wears to have-nots, etc. all of which are self-motivated drive of RSBians, who are known for service to community by working in silence and only their deeds speak. 