

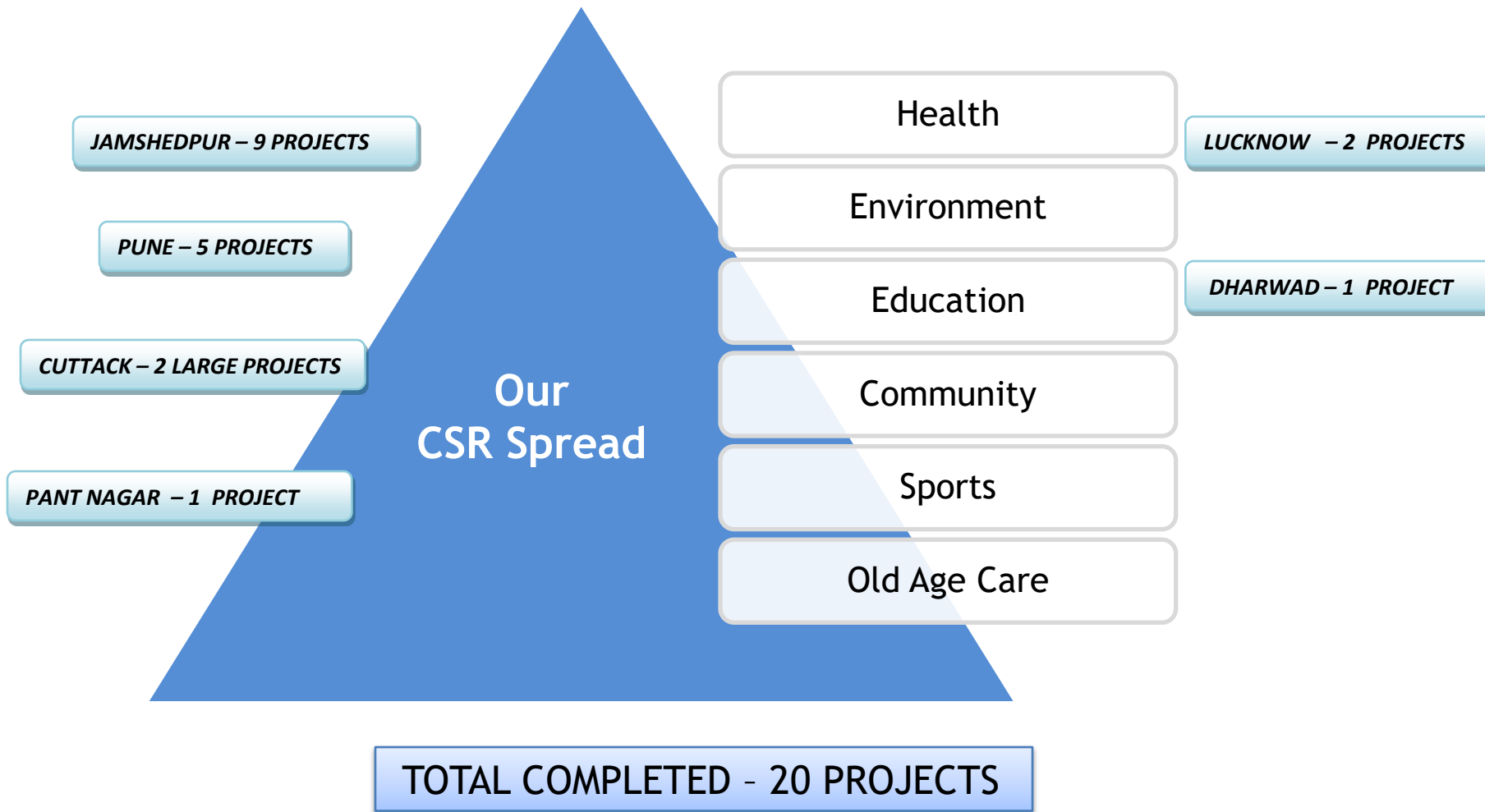


Corporate Social Responsibility-CSR

where deeds are spoken in silence...

APR 2019 - MAR 2020

RSB's CSR Spread



CSR Initiative - 1 & 2 @ Jamshedpur (Health Camp & Mid-day Meal for girl students)



Objective → Upliftment of tribal community by giving them adequate healthcare facilities & give mid day meals to girl students of Lakhadia School. (Started in Oct 2004)



Activity → In the villages of Bhagabandi and Badalgoda of [Dumaria Block], interior of Jharkhand (naxal dominated area), RSB conducts free medical camps once a month. In addition, every month provisions are supplied to School girl students for mid-day meal. Blankets have been distributed to girl students in Winter of 2019 to protect them from severe cold.



Social Impact Assessment

Company physician & representatives visit these places to provide free medical check-ups, consultancy and medicines to the villagers. Distributed winter blankets to girl students in winter of 2019.



→ Till date almost 50,000+ patients have been treated so far. Good recovery. Non-invasive treatment. Due to counselling, healthy eating and living habits inculcated. Better standard of living. Patients are extremely satisfied with the treatment. Chronic cases are referred to hospitals. Total 56 students benefitted from mid-day meal.



Applicable legal requirements

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



CSR Initiative - 3 @ Jamshedpur



Objective → Joy of Giving Week @ Birbans Panchyat, rural Jharkhand and 350 beneficiaries.



Activity → Conducted one hour awareness session on Month and Child Care at site.

1. Umbrellas for all front line health workers and Jal Sahiya.
2. Sanitary Napkins to under-privileged adolescent girls.
3. Fruits for all pregnant women and adolescent girls registered in Anganwadi.
4. Toys for children.
5. Baby Welcome Kit and towels with bed cover to new born children.
6. Clothes to under-privileged.



Social Impact Assessment → Around 350 beneficiaries covered.



Applicable legal requirements → CSR Initiative conforms to Schedule VII, item (i) of Ministry of Corporate Affairs Notification dated 27th Feb 2014

CSR Initiative - 4 @ Jamshedpur (Health Camp @ BSA School



Objective → To provide quality primary health services free of cost to the girl students at their doorstep,
To save Health Expenses of School children; and
To sensitize school girls for health and hygiene
@ BSA School, Sundernagar, East Singhbhum district, Jharkhand,

Activity → RSB conducts free medical camps twice a month where the company doctor & CSR representatives visit these places to provide free medical checkups, consultancy and medicines to the Tribal girls Children.

Company physician & representatives visit these places to provide free medical check-ups, consultancy and medicines to the villagers.

Social Impact Assessment → *316 tribal girls from the all remote area Potka & Jamshedpur block of East Singhbhum district. People from Lakhadih and other neighboring villages also visit to avail the facilities*

Applicable legal requirements → CSR Initiative conforms to Schedule VII, item (i) of Ministry of Corporate Affairs Notification dated 27th Feb 2014



CSR Initiative - 5 @ Dharwad



Objective → Community-based Initiative for under-privileged @ Shri Maitri Home for Orphans & Destitute, near Dharwad.

Activity → Donated a tailoring machine to have-nots orphans & destitute for skill development/sustain a living by tailoring & earn their living. Distributed mosquito nets as preventive measure for Malaria & Dengue.



Social Impact Assessment

There were around 42 inmates
There were big sigh of relief and smiles from beneficiaries as inmates can develop skills for sustain a living and also not infected by mosquitos

Applicable legal requirements →

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



CSR Initiative -6 & 7 @ Lucknow (Noor Convent School & Joy of Giving Week)



Objective



Community-based initiative for up-liftment of under-privileged and below-poverty-line students of Noor Convent School, rural Lucknow, by providing them with assistance for quality education and opportunity to build/shape/brighten their future. In Joy of Giving Week, distributed Fruits/gifts to registered pregnant women having MCTS (Mother Child Track System) card at village Anganwadi Centre for promoting “Early registration”. . Sanitary Napkin to adolescent girls staying at rural road-side transit huts. Distributed mosquito nets for preventing Malaria & Dengue to deep rural under-privileged around Lucknow.

Activity



- Regular payment of monthly fees to under-privileged & BPL students totalling to 24 students, after verification of documented credentials
- Monitor & Check their improvement in academic performance
- Interact with teachers and principal for their academic improvement where gaps are noticed
- Interact with their parents how they work at home for studies and take their feedback.
- Distributed Sanitary Napkins to adolescent girls & mosquito nets to road-side hutment dwellers.

CSR Initiative – 6 & 7 @ Lucknow....Contd

Social Impact Assessment

- Support increased to 24 students
- Regular counselling has inspired parents to send their children to schools
- Students are hygienic & well-behaved
- No absenteeism
- Improved academic performance
- Feel of contentment of parents about future of their little ones
- Joy of learning is conspicuously noticeable
- Closer attention to students by teachers has yielded good performance as seen in progress reports. Good extra-curricular activities.
- Around 81 road-side hutment under-privileged from Daan Ustaav

Applicable Legal Requirements

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



CSR Initiative - 8 @ Pant Nagar

Objective → Community-based initiative for up-liftment of under-privileged and below-poverty-line road side dwellers by distributing warm winter clothing, odomos mosquito cream and napkins for adolscent girls..

Activity →

- Distributed winter clothing.
- Conducted awareness campaign on hygeine for keeping good health.
- Distributed fruits
- Distributed napkins to adolscent girls.

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



CSR Initiative - 9 @ Mania, Odisha



Objective

Community-based health initiative for socially under-privileged tribal people.



Activity



- Free medical assistance/Consultation
- Free medicines/Free ambulance service
- Mobile clinic for all emergency cases
- 24/7 assistance
- Treatment at site where patients cannot reach clinic
- Reaching patients to nearby hospital for critical cases after giving emergency aids in 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
- Surgical treatment in emergency cases
- Preventive health check-up of under-privileged students.

Two doctors & one Para-Medical Staff maintain Health Centre. Dr BK Sahoo, MD(Pediatric), FIAMS(Pediatrics) and Dr BC Marandi, MBBS & 2 drivers to take care of emergency.

- Expansion work completed 1000 sq ft to house Dr Examination Room, Medicine Store Room and Dr's Cabin. Electricity & misc work pending



CSR Initiative – 9 @ Mania, Odisha ...Contd

Social Impact Assessment



Applicable Legal Requirements

- Total of 4390 patients(monthly average of 366) Apr 19-Mar 20 were attended at Health Centre during the year, who were examined, medical advice provided and medicines administered free of cost
- Total 124 under-privileged students were medically examined free-of-cost
- Total of 103 cases were given minor surgical treatment, stitching/ dressing(Apr19-Mar20)
- Total of 116 serious patients were sent to different referral hospitals at Tangi and due to their critical nature of illness thro' RSB Mobile Clinic free of cost.(Apr19-Mar 20)
- Every patient issued with Health History Card to keep track of chronology of illness with vital health parameters recorded during every check-up
- Ambulance travelled total distance of 9860 kms during the period ferrying serious and emergency cases. Mobile Medical Unit travelled total distance of 142 kms carrying highly critical cases to admit patients at SCB MCH & CHC, Tangi.
- Ambulance maintained with dedicated drivers devoid of breakdown.
 - Expansion work of 1000 sq ft for two doctors'c abin, examination room and medical store room well in progress.

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

CSR Initiative – 10 @ Mania, Odisha



Objective

Community-based initiative to by providing education to rural children at Village Mania, Cuttack and deep rural pockets of Odisha through establishment of DAV Padmabati Shiksha Niketan, an English Medium School under the management of premiere leading national educational institution DAV, under CBSE Affiliation.



Activity



- Education and transport.
- Medical check up at planned intervals
- Digital literacy – computer lab separately provided
- Encourage sports & extra curricular activities.
- Interact, whenever required, with under-privileged students/their parents and teachers to get the feel of education facilities provided and action on feedbacks.
- English communication continued to be strengthened continual touch of Odisha / Hindi per curriculam.
- School building already extended.
- Indian cultural continue to be imbiied on children.
- IXth Std added during 2019-20.
- Compound wall, re-painting of school building, extension of additional class rooms & lab, digital education set-up, sports ground expansion/levelling, other infrastructure requirements, under completion .

CSR Initiative – 10 @ Mania, Odisha(contd)

Social Impact Assessment →

- Clean drinking water provided
- No illness reported nor failure
- Addition of class rooms & construction of compound wall are going as per schedule to take on load in 2020-21.
- Enhanced grasping & assimilation as evidenced by progress report. Play ground expanded.
- English communication (oral/written) improved.
- Healthy & positive feedback from parents about the school & their children
- Girl students excelling well in studies
- Attendance – more than 90% and absenteeism mainly due to normal health reasons on account of seasonal climatic changes
- Medical check up done and reports given to Parents, who are advised to take care where issues are noticed by the certified doctor (qualified MD Pediatrics).
- Indian values/culture well taught and noticed in practice.
- Green ambience and surrounding.
- Regular Parents-Teachers meet to discuss the progress of each student and corrections made wherever required

Applicable Legal Requirements →

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



CSR Initiative - 11 @ Pune - MID-DAY MEAL TO UNDER-PRIVILEGED SCHOOL CHILDREN IN PIMPRI-CHINCHWAD GOVT SCHOOLS



Objective

°Partnering with Annamrita Foundation, Pune, to provide mid-day meal to Under-Privileged School Children in Pimpri-Chinchwad govt schools.



Activity

- °Provide mid-day meal to under-privileged School Children in government Schools situated in Pimpri-Chinchwad, Pune, as mandated by govt statutes.
- °Ensure right nutrition is provided while providing meals through dedicated staff of Annamrita Foudn to suppoort their education.
- °The support automatically encourage parents of under-privileged children to send them to school, instead making them to odd jobs to earn a living.
- °Promotes literacy and education by default.
- °Ensure wholesome hygienic meals are made in hi-tech kitchens and transported/distributed in accordance with food safety norms.



Social Impact

- °1100 school students are benefitted daily.
- °Meals prepared are piping hot and transported & in hygienic pre-sealed containers 15 mind before the meal breaks. Menu changed every day.
- °Meals are serviced with sterile plastic gloves.
- °Absenteeism almost nil.
- °Joy of learning and nourishment noticeable.
- °The sense of secured feeling of children seen on parents for their future.



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

CSR Initiative - 12 @ Jamshedpur



Before



After

Objective

Partnered support in Maintenance of infrastructure of Shishu Mandir (School) , Jsr, - social commitment to education .

Activity

Provided infrastructure support in upkeep of school building.

Painting part of exteriors

Social Impact Assessment

Better ambience.

Motivation to students for evincing keen interest in Learning.

Improved facilities.

Applicable Legal Requirements

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

CSR Initiative - 13 @ Jamshedpur - Voting & Election Awareness to common folks



Objective

- Voting Awareness for common folks in rural Jamshepur for Lok Sabha and State Assembly Elections

Activities

1. Conducted Voting Awareness to rural folks on the importance of exercising franchise.
2. Conducted interactive sessions.
3. Awareness covered differently abled at their place of stay.
4. Old Age and Senior/Very Senior citizens were covered on importance of exercising franchise.
5. Wheel chairs were provided to old/disabled.

Social impact assessment

Turnout for voting in both Lok Sabha and State Assembly Elections was quite good - as statistics published reveal.



Applicable legal requirements

CSR Initiative conforms to Schedule VI, item (ii) of Ministry of Corporate Affairs Notification dated 27th Feb 2014



CSR Initiative - 14 @ Jamshedpur



Objective

Community based initiative-Home for Senior Citizens for pleasure in leisure during the evening of their life (Bridha Shanti Niketan)

Activity

For senior citizens

- Indoor games
- E-entertainment and amusement facilities
- Chat Group
- Greet-Meet of senior citizen
- Snacks during greet-meet
- Health check-up at planned intervals
- Youth meeting seniors regularly to bridge the divide
- “A home away from home” to have joyous togetherness
- Regular interaction to listen to their experiences
- Give quality life devoid of old age loneliness & isolation
- Books & periodicals for reading & keep updated

Social impact assessment



- More than 52 Senior Citizens avail the facilities
- Bringing 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

Applicable Legal Requirements

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

CSR Initiative - 15 @ Jamshedpur



Objective

Community based initiative-Home for orphaned Senior/ Very Senior Citizens for providing dental treatment and denture at Ashirwad Old Age Home.

Activity

- Interact with senior/very senior citizens
- Arrange visit of doctors for very old people
- Fix up appointment with Dentist
- Arrange silver filling/root canal treatment
- Health parameter check up before dental treatment
- Fix teeth by dentist
- Fix complete denture wherever required
- Follow up on recovery by visits

Social impact assessment

- Around 15 Senior Citizens availed the facilities
- Smiles at old age through social engagement initiatives
- Intake of food improved by proper chewing
- With better intake of food, health improved.
- Dental hygiene improved through counseling

Applicable Legal Requirements

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

CSR Initiative - 16 @ Pune



Objective

Community based initiative for under-privileged slum folks at Aurangabad in partnership with Savitribhaji Bhai Phule Trust & Hjedgewar Hospital

Activity

10000 under-privileged women in slums underwent intense on-site Awareness Training about Anemia causes and Prevention with direct interventions to cure 300 women patients of Anemia, to demonstrate the cure for anemia. Women trained on Mental Health Issues and ill-effects of Addictions by doctors and para-medical staff. 110 selected Women will go through intense Leadership Development Program and will be the peer leaders for various change initiatives in their respective localities. 250 Daughter-in-laws, coming in the project areas, will be imparted knowledge on Reproductive Health, Better Relationships with families and capacity to cope up with the changed environment.



Social impact assessment

Total of 4010 slum women were trained in various skills, viz Treatment of Anaemia through camps, Leadership Programs, Newly Weds Counselling, Mother-in-law & daughter-in-law counselling Meets, Mental Health Groups, Skill Development for sustenance



Applicable Legal Requirements

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



CSR Initiative - 17 @ Pune



Objective

Education support to Ms Lipsa Rani, a brilliant top ranking sunder-privileged girl student (stood 2nd in merit in State Board of Odisha) through payment of college and tuition fees and hostel. RSB is helping to fulfil her ambition of becoming honest IAS officer.

Activity

Every Quarter remit the fees based on performance of previous quarter of previous quarter.

Social impact assessment

Initiative to bring up deserving girl student to brighten up future through education support.

Ms Lipsa Rani continue to excel in studies and performance as evidenced by quarterly and preliminary examination results.

During the interaction with parents of girl student (who is only girl child), there was ray of hope brightly lit in their smiling faces that future of their daughter was in safe hands.

Their daughter's ambition to become woman IAS officer as felt by her parents, is seen in glimpses of horizon.



Applicable Legal Requirements

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



CSR Initiative - 18 @ Pune



Objective

Rehabilitation of cyclone Fani affected victims of Odisha in 2019 through partnering with Odisha Government.



Activity

Donated to Chief Minister's Relief Fund Rs 50 lakhs as part of humble gesture to victims of calamity of Fani

Social impact assessment

Funds utilized by special task team to rehabilitate the victims.



Applicable Legal Requirements

During the interaction with parents of girl student (who is CSR Initiative conforms to Schedule VII, item (viii) of Ministry of Corporate Affairs Notification dated 27th Feb 2014



CSR Initiative - 19 @ Pune



Objective

Rehabilitation of flood affected victims off Kolhapur & Sangli , Maharashtra, due to floods, ravaged by torrential rains in 2019 through partnering with Maharashtra Government.

Activity

Donated to Chief Minister's Relief Fund Rs 5 lakhs as part of humble gesture to victims of flood in Sangli and Satara



Social impact assessment

Funds utilized by special task force under Chief Minister's Secretariat, to rehabilitate the affected flood victims.



Applicable Legal Requirements

During the interaction with parents of girl student(who is CSR Initiative conforms to Schedule VII, item (viii) of Ministry of Corporate Affairs Notification dated 27th Feb 2014

CSR Initiative - 20 @ Jamshedpur



Objective →

Adopted Anganwadi for school at Village Bir Banas, Village, Birbana Gram Panchayat, Saraikela Dist, Rural Jharkhand, for pre-Primary and Primary Children (inaugurated by DC, Jharkhand Govt, in March 2020)

Activity →

- Painted Entire Anganwadi building externally
- Internal painting with glossy finish
- Pipe line laying
- Toilet Repairs and taps fitted
- Writing boards with marker pens
- School Books, toys, water bottle & bags
- Furniture for children
- Table and chair for teachers
- Principal/Meeting room - table and chairs
- Water tank
- Fitted fans and roof made leak-proof
- Full electrical wiring and lights fitted
- Surrounding ambience given a face lift
- Class room walls painted depicting characters of classical stores.



Social impact assessment →

- 312 children from Bir Banas and surrounding village will be benefitted.
- Motivation for children to study with good ambience
- Teachers inspired with conducive environment for imparting education
- Parents inspired to send children to school
- Clean water, good sanitation and clean toilets

Applicable Legal Requirements →

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



Awards & Accolades



→ CSR Excellence Award Times of India Group, Machinist, at Chennai, which was later telecast in ET Now Channel (May 2017).



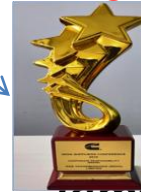
→ CSR Award from Amity University (Mar 2018).

→ Ms Priyanka Behera received Hall of Fame Award for Excellence in CSR Leadership at World CSR Congress at Kula Lumpur (May 2018)



→ Ms Priyanka Behera received Women Glory Award for CSR Excellence (Aug 2018)

Award from Cummins India (Jul 19)



Other Awards (2014 to 16):

1. CSR Initiative Award by TATA Motors Ltd - Jamshedpur
2. CSR Excellence Award from Minister of State for Home Affairs, Delhi.
3. Ms. Priyanka Behera conferred with Most Impactful CSR Leader Award at World CSR Congress.
4. People's Award from Aditya Birla Group, Mfg Today, RSB Health Centre.
5. DCCIA Appreciation Award from the hands of Mr Chandrahekar Bhawe, IAS, Former Chairman, SEBI and CMD NSDL.

**Corporate Responsibility is the
prize of greatness & CSR works
best where an organization
leadership gets it and want it to
happen and enables it to happen.**

**Thats what
@ RSB
we do!**

THANK YOU !

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