

Dated : 26-Oct-2016

## The RINL way -- Empowering Lives under CSR

Corporate Social Responsibility (CSR) is a duty of every corporate body to protect the interest of the society at large: Sri P Madhusudan, CMD, RINL, the corporate entity of Visakhapatnam Steel Plant is always in the forefront right from the beginning in giving back to the society by enhancing the quality of life in and around the plant premises be the epitome of a good corporate citizen. True to its spirit of helping others in society, RINL has been continuously striving to bring in efforts and initiatives which bring about a tangible change in the lives of the community. Sri Madhusudan, CMD, RINL mentioned that the CSR of the company is based on the twin pillars of Inclusive Growth and Sustainable development. RINL focuses on implementation of CSR programmes and reviewing the progress of the initiatives under CSR on a continuous basis for effective results.



PhotoCaption:

RINL projects under CSR focus primarily on education, health, sanitation, environment improvement, skill development etc. These projects that have been undertaken span across many villages and cover a wide range of beneficiaries. An amount of Rs 126 crores has been spent to date for taking up initiatives for the betterment of the society in this region. Education: The flagship project of CSR "Chetana", an adult literacy programme of RINL was conducted through Pratham Education Foundation. Chetana benefitted around 1650 women to date. In addition to Project Chetana, RINL focused on "Vidya Vikas", an endeavour to bridge infrastructure gap in the government schools. Five additional class rooms, entry gate, furniture etc, were provided to ZP High School, Gajuwaka, in addition to several schools in the district in the current financial year benefitting several hundred of students. Swachh Vidyalayam Programme: RINL partners with the government too in terms of supporting the fund availability. Under the scheme of Swachh Bharat

Mission of Government of India, RINL constructed 86 toilets in 33 schools in Visakhapatnam district. In addition to supplementing infrastructure, RINL also undertook sanitation awareness sessions in government schools titled "Bal Swachhta jagruti". To substantiate the waste collection efforts, dustbins were provided to Greater Visakhapatnam Municipal Corporation in the Gajuwaka Zone under CSR. Project Grama Vikas: Infrastructure projects extend beyond education sector benefiting communities as a whole too. Under "Grama Vikas" project, laying of a cement road and construction of a modern bus shelter (at a cost of Rs 50 lakhs) at Chepalapalem, one of the peripheral villages of VSP, earned much appreciation. In addition to the central govt initiatives, RINL has also partnered with the state govt. in supplementing the "Sujala Pathakam" scheme of A.P Govt. which provides RO water plant in the rural areas of Visakhapatnam district. Twenty two (22) RO water plants were set up in 22 villages in the rural and agency areas of Visakhapatnam District to provide clean & hygienic water to the villagers. Health Sector: RINL's approach towards health sector has been to address the infrastructure as well as access gap in medical care. The access gap is bridged by conducting of medical camps and mobile medical vans. "Nethrajyoti" and "Sanjeevan" are mobile medical units funded by RINL for eye care and cancer detection. 1000 Free cataract surgeries are performed for the cases screened through Nethrajyothi van belonging to disadvantaged sections. Recently another ambulance, which is used for collecting cornea through Mohsin Eye Bank was added to the fleet of mobile health care. The infrastructure gap is fulfilled through huge infrastructure projects. One of the key projects has been the supplying of steel for construction of a multistoried, multispecialty complex at King George Hospital (KGH), Visakhapatnam to the tune Rs 2 crores. "Alambana" is one of the key infrastructure projects undertaken for the benefit of HIV affected children at St. Joseph's hospital Prathipadu, East Godavari District. A building of two floors which caters to the needs of 50 nos. of affected children. Each floor consists of a waiting hall, a matron room, a sick room, dining & recreation space, dormitory with toilets. Skill Development Project: RINL has largely contributed in the Skill development programme of Government and imparted skill enhancement as well as development training through its two CSR projects namely "Kaushal" and Saksham". Project Kaushal has been implemented through National Scheduled Castes Finance Corporation & Apparel Training Development Corporation which provides placement based skill training to 200 SC youth. Project Saksham provides trainingn



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