

## JINDAL STEEL & POWER: THE CORPORATE SDG CHAMPION



*'Passion for People' is one of the core values of Jindal Steel & Power. To enrich people's lives, Jindal Steel & Power has been partnering with the people for their sustainable prosperity through responsible industrialisation. Our sincere efforts have consistently been contributing to developing economies, industries and societies in the communities and countries where we conduct business by integrating our business priorities with community aspirations as envisioned by our Founder Chairman, Shri O P Jindal.*

**Naveen Jindal,**  
Chairman, Jindal Steel & Power

Sustainable Development Goals (SDGs), adopted by United Nations in 2015, is the universal call to action to end poverty, protect the planet, and ensure peace and prosperity in the world by 2030. The SDGs recognise that action for ending poverty and deprivations should be taken together with strategies to improve healthcare and education, reduce inequality and drive economic development while tackling climate change and preserving oceans and forests. The SDGs calls for mobilising globally efforts for achieving social, economic and environmental sustainability in the world. The Indian Government, as a signatory to the 2030 Agenda for Sustainable Development, has been making various efforts to achieve these global goals.

In line with the ethos of sustainable development and community empowerment inculcated by its founder Shri OP Jindal, Jindal Steel & Power (JSP) is making various efforts to contribute to India's effort to achieve SDGs. Under the leadership of its Chairman Mr Naveen Jindal, the leading steelmaker has been taking up multi-faced social initiatives to improve the quality of life of the community, especially in and around its business locations. All the social interventions of JSP are spearheaded by its social arm JSPL Foundation under the leadership of Ms Shallu Jindal and are aligned to the SDGs to build a cohesive model of sustainable development of the society. JSP is one of the few corporate organisations in India that address 16, out of 17 SDGs.

JSPL Foundation is focused upon improving the human development index by promoting community healthcare, quality education, developing critical civic infrastructure in rural areas, facilitating livelihood generation opportunities, promoting sports, art & culture and several other programmes on a sustainable basis.



**SDG 1** calls for ending poverty in all forms. Jindal Steel & Power, under its corporate social responsibility, have made multidimensional efforts to reduce poverty by promoting income generation activities in the rural areas. JSPL Foundation facilitates inclusive economic growth by assisting small farmers and vulnerable communities to have sustainable earnings and improved quality of life. Promotion of community dairy to generate additional income and formation and strengthening the farmers' groups for better access to finance information on backward and forward linkages are two major initiatives by the Foundation in this direction. The Foundation promotes LEISA (Low External Input on sustainable agriculture) practices by switching over from HEIA (High External Input for Intensive Agriculture) in both Seasonal Agriculture and Cash crops including Horticulture and Tree based Agriculture. For the underprivileged and the vulnerable who are not in a position to take up income generation activities for physical/mental debilities, JSPL Foundation provides social security support.

Poverty and hunger are closely related and the SDG-2 calls for zero hunger, food security and improved nutrition. Under the project Sneh, JSPL Foundation provides nutrition support to underprivileged and vulnerable children and senior citizens in Odisha's Angul and Barbil and Chhattisgarh's Raigarh and Tamnar benefiting 1500 families, 5000 children and 300 senior citizens. This initiative has been very helpful in combating malnutrition and improving the educational performance of the children as well. **During the COVID-19 pandemic the Company provided more than one million meals to the poor and vulnerable across India under its Mission Zero Hunger programme.**



JSP Foundation believes that ensuring healthy lives and promoting well-being is crucial to achieving sustainable development. **In line with SDG-2, which calls for Good Health and Well-Being**, the Foundation has taken up a number of initiatives to create and enhance health services and spread awareness about public health issues. Under the aegis of JSPL Foundation two multi-speciality Hospitals namely OP Jindal Hospital & Research Centre at Raigarh and Tamnar with 100 and 27 beds, respectively are operational providing state-of-art tertiary health care services. These two multi-speciality hospitals provide affordable health services to the community, besides free treatment for underprivileged sections of society. With an objective to make quality healthcare services accessible to rural communities, the Foundation has set up Telemedicine centres across the 7 locations in 3 Eastern States of India.



*JSPL Foundation, the Social Arm of Jindal Steel & Power, has evolved and grown as a responsible Change Maker in India, shaping up the lives of nearly 2 million people across the country. The Foundation is consistently working to improve the Quality of Life of people across the country, mainly the underprivileged and socially vulnerable sections of society. While executing the sustainable CSR Programmes of JSP, the Foundation has stood firmly beside the needy during the Calamities and Pandemic and has ensured to orient its contribution as a dependable enabler of People's action for a better Tomorrow*

**Shallu Jindal,**  
Chairperson, JSPL Foundation

These centres, connected with the above two Hospitals and a few State level Govt Hospitals provide advanced health services from super specialists to around 25000 people every year. Project Vatsalya, implemented by JSPL Foundation, has contributed to substantial improvement in maternal and child health in total 88 villages of Chhattisgarh, Jharkhand and Odisha. The Foundation's innovative programme **Kishori Express** has been addressing anaemia in adolescent girls and women in rural areas. A customised vehicle known as Kishori Express reaches out to villages and schools and conducts regular haemoglobin check-ups



and community sensitisation to eliminate anaemia among girls. It also provides nutritional support as per requirement. So far the programme has reached more than 1.8 lakhs, adolescent girls, across 537 villages in Odisha and 15 villages in Jharkhand. Programme Kishori Express is also being implemented in 87 villages of Haryana under the GOI's Aspiration District Programme launched by the Hon. Prime Minister Mr Narendra Modi. As a part of its preventive healthcare programme, JSPL Foundation organised regular health camps and community sensitisation programmes in remote and tribal villages. In order to mitigate the social stigma and to identify and assist HIV positive members of the local community, JSPL Foundation often undertakes HIV screening and awareness camps. To date, more than 3.6 lakhs of people have been screened voluntarily through the Integrated Counselling and Testing Centres (ICTC), operational at business locations of JSP based on NACO guidelines.

**The SDG-4** focuses on quality education and JSPL Foundation has taken a series of initiatives to improve the quality of higher education, mass education, school education, skill education and special education for Persons with special needs. In order to bridge this gap and strengthen classroom processes, JSPL Foundation has supported the engagement of 178 community teachers in 113 vernacular schools across Odisha, Chhattisgarh and Jharkhand. O.P. Jindal Global (Institution of Eminence Deemed to Be University) founded by Jindal Steel & Power has been awarded the prestigious 'Institution of Eminence' status by the Government of India. Ranked among the top 800 universities in the world in the QS World University Rankings 2020, the University brings international learning experiences to the Indian higher education system and ranks as no 1 Private University in India. At Punjipathra, Raigarh, the OP Jindal University has been established as the only University in India dedicated to Steel Technology and Management. The OP Jindal Schools located in Angul, Barbil, Raigarh, Taraimal, Tamnar, Kunjemura, Rabo and Patratu have been facilitating quality education among 12500 students from more than 100 villages/ small towns.

ASHA –The Hope Centres, are vocational and rehabilitation centres for children with special needs and seek to empower people with disabilities. The Centres located near JSP's operation in three states have provided support for cognitive, social and psychological development, opportunities for skill development, and special education to about 5000 specially-abled children. In order to enable the meritorious needy and vulnerable students for higher education, JSPL Foundation has provided more than 10000 students across India.

In line with **the SGD-5** that calls for Gender Equality, JSPL Foundation has been taking various initiatives for the socio-economic empowerment of women. The Foundation's initiatives are focused



on minimising the economic vulnerability of women in rural areas and augmenting their access to cash income on a sustainable basis. It supports the formation and capacity building of Women SHGs and facilitates backward and forward linkages for their income generation through training, seed money and marketing support. The Foundation has helped more than 12000 women SHG members to enhance their income.

**SDG-6** calls for Ensure availability and sustainable management of water and sanitation for all. JSPL Foundation is facilitating the community's access to clean and safe drinking water through the Installation of Water ATMs and overhead tanks, running Mobile Water Vans and installation of tube wells in villages. The Foundation has also set up two excess Iron Removal Plants to make potable water

available for the rural community. Foundation's Drinking Water initiatives have benefitted more than 18 lakh people across three states. In line with the Government of India's Swachh Bharat Programme, the Foundation has also taken up multifaceted measures to make villages Open Defecation Free and improve sanitation.

For Affordable Clean Energy, as per SDG-8, JSPL Foundation promotes renewable energy by installing solar lights and solar operated pumps for irrigation. It also promotes smokeless cooking stoves as a part of its effort to provide clean and safe cooking fuels.

Decent Work and Economic Growth is the 9<sup>th</sup> SDG and Jindal Steel & Power helps the community to have better economic opportunities by developing their skill in various areas. The Foundation has established OP Jindal Community Colleges at three locations and has skilled more than 100000 youths in various vocational trades. In order to refine the traditional skills, the Foundation supports the capacity building of traditional artisans and women, which has contributed in better earnings for them.

In line with **SDG 9**, the Centre of Steel Technology and Product Development (CSTPD), established by Jindal Steel & Power at OP Jindal University is conducting research on reducing carbon footprint and thereby promoting green steel making.

The **SDG-10** calls for reducing inequality. JSPL Foundation makes various efforts to eliminate gender



inequality by encouraging women's education, promoting women in sports like hockey and football, supporting women entrepreneurs for better income, strengthening and capital formation for Self Help Groups and regular gender sensitisation programmes in the rural and tribal areas. The Foundation has been actively working on not only the economic empowerment of the Women but also on their health front and in the facilitation of enhanced decision making power of the Women in families, Gramsabha and Panchayats.

Jindal Steel & Power, as envisioned in **SDG-11**, promotes building eco-friendly building technology for a sustainable future. It has developed its township with Schnell Home

technology equipped with the building materials for reducing in-situ temperature and replacing wood and built its plants with zero outside discharge. The Company manages its waste in a responsible manner. The **SDG-12** calls for responsible consumption and production. The Company focuses on reducing its energy and water consumption, recycling water and paper and reusing water paper and industrial slurry with no to plastic use. The JSPL Foundation in collaboration with NABARD has been implementing an Integrated Watershed Project over a catchment of 4000 acres in Angul district resulting in groundwater recharge across all slopes and controlling erosion of the topsoil and thereby doubling the farmers' income on a sustainable basis. In line with the **SDG-13**, JSPL Foundation promotes community plantation in the peripheral villages across operational locations of JSP. More than one million saplings have been planted under this initiative. It has also set up 250 ponds, which act as carbon sinks. Jindal Steel & Power is the first Corporate in Odisha to implement watershed projects in partnership with NABARD.

As per **SDG-15**, JSPL Foundation is implementing WADI development programme, an agro-horti-silvi-pasture-pasture-based at Tamnar in partnership with NABARD. It has converted 500 Acre of barren land to orchards with intercropping of vegetables, transforming the lives of 500 tribal farmers and their families and enhancing their income by more than 3 times. It also promotes the use of vermin-compost SRI methods of farming and Azolla Cultivation.



In order to maximise the outcome of its social interventions, JSPL Foundation, as envisioned in **SGD-17**, operates in tandem with the Government and other development agencies to bring radical transformation in the lives of the communities and integrate them into the mainstream development process of the country. JSPL Foundation has been working with the local community consistently to build social capital by facilitating social investments in a participatory mode. In addition to the Government departments, the Foundation works with reputed organisations like NABARD, Sight Savers India, NACO, OSACS, Asia Heritage Foundation, Prayas, RAWA Academy and various other non-government organisations.