

minds AND **mettle**

MSPL NEWS BULLETIN

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Empowering Communities is a Rewarding Experience



True to our calling, we mined out yet another precious metal. On 8th of January 2012, MSPL was bestowed with the NDTV Profit Business Leadership CSR Award for the year 2011, held at New Delhi. Our Chairman and Managing Director, Shri Narendrakumar A. Baldota received the award from Shri Pranab Mukherjee, Honourable Finance Minister, Govt. of India.



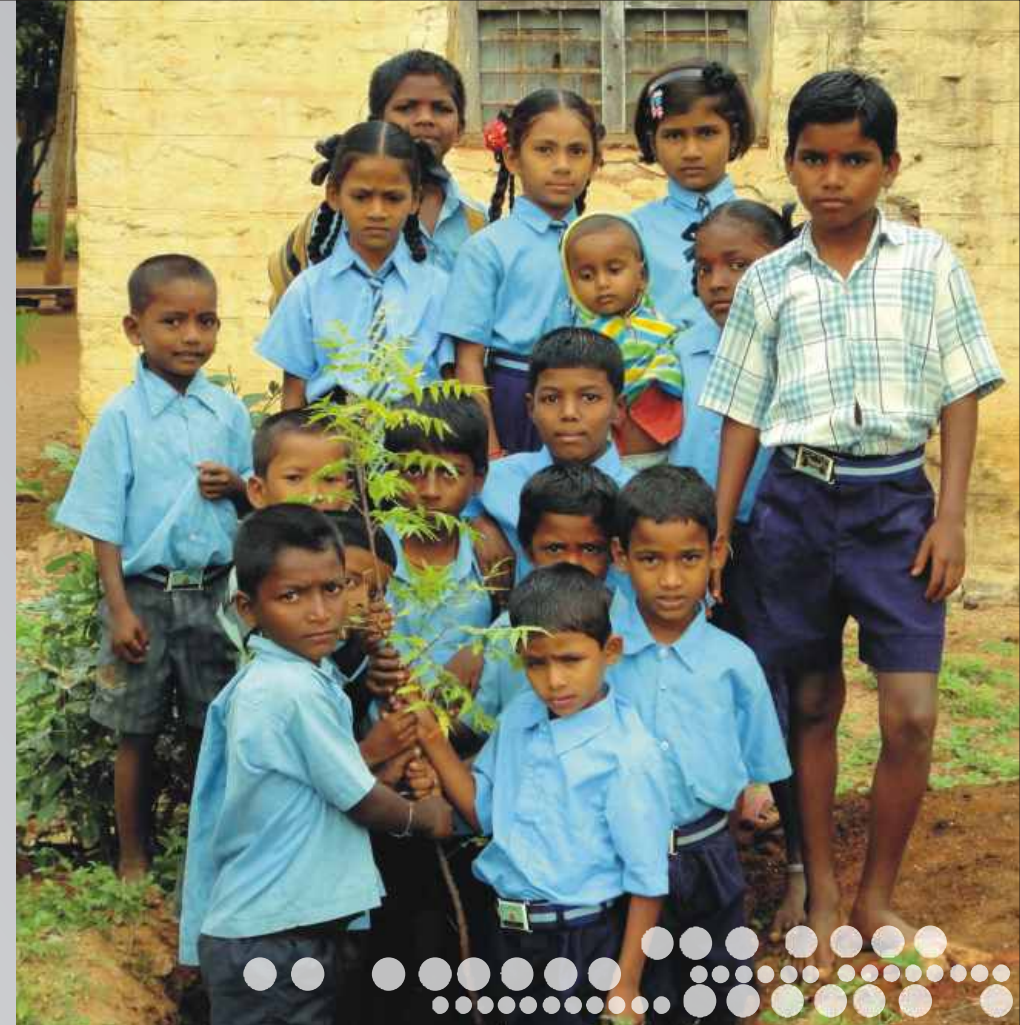
Empowering communities is a rewarding experience

On the momentous occasion, Shri Narendrakumar A. Baldota, CMD, MSPL Ltd. said, "Today when the mining industry is facing turbulent times, we pride ourselves in maintaining our principles and integrity in business and loyalty to employees, customers and other stakeholders. With all humility, I accept this award and emphasise on continuing our efforts towards achieving sustainable and equitable growth".

Since 2008, the NDTV Profit Business Leadership Awards have been awarding organisational excellence. These awards acknowledge the best, the brightest and the most dynamic of Indian organisations that have emerged leaders in their respective verticals and are leading India in its journey towards being an economic superpower. The selection criterion is based on a unique methodology that involves identifying Indian companies reporting on the Global Reporting Initiative (GRI) at A+ level and analysing their annual reports. MSPL was chosen from over 70 such companies.

During the award function, the finance minister rightly said, "As stakeholders in the development of our country, we have to work together in strengthening the drivers and the demographic dynamics of our economy. We need to delink our business sentiments from global cues. We need to lift ourselves from despondence and cynicism, and focus on the positives".

The eminent jury included stalwarts like Dr. Amit Mitra, Secretary General - FICCI, Dr. Prannoy Roy, Chairman - NDTV, Ms. Shanti Ekambaram, Group Head, Wholesale Banking - Kotak Mahindra Bank, Mr. T.N. Ninan, Editor and Publisher - Business Standard, Mr. Dorab R. Sopariwala, Editorial Advisor - NDTV, Ms. Naina Lal Kidwai, Country Head - HSBC India, Ms. Kalpana Morparia, Chief Executive Officer - JP Morgan, India, Ms. Manvi Sinha Dhillon, Managing Editor - NDTV Profit, and Ms. Zia Mody, Senior Partner - AZB & Partners.



Since four decades,
the Baldota Group has been actively
involved in community service. Considerable
progress has been made in replenishing
the area in and around our mines.

Over 18.5 lakh trees planted
18 villages adopted
1,766 toilets constructed

This award reiterates the fact that businesses around the world need to become more inclusive and responsible. Long before the term 'Sustainability' was well recognised, we have been voluntarily reporting on sustainability in accordance with the GRI G2 reporting framework and receiving independent assurance by a third party agency.

As the old saying goes 'every dark cloud has a silver lining'; for us this award denotes just the same. Even though the mining industry is going through a tough phase, we have remained steadfast to our commitment to empower communities and continued our work in the areas of education, health & hygiene, livelihood and social infrastructure.

We are partners with various local communities and regularly undertake activities that improve their quality of life and trigger all-round sustainable development. To generate more employment and livelihood opportunities, we have formulated alternative credit systems, that are based on their own Self Help Groups (SHGs) and have connected them with banks and other resource agencies for financial and technological support.

The Baldota Group has always remained committed to make a difference in the lives of the underprivileged and this award will only motivate us to strive harder in fulfilling our promises.

Inauguration of Blood Component Unit

on the occasion of 10th anniversary of Blood Bank



Every two seconds, someone in the country needs blood. Extrapolating this statistic to the population of Hospet, 5 people in Hospet require blood everyday. Unfortunately Hospet, with a history of 300 recorded accidents every year had no blood bank until 2001, when the town got a new lease of life in the form of Smt. Vasantidevi Baldota Blood Bank. From a humble beginning of 1-2 units of blood issued per day to 20-25 units per day - the blood bank has come a long way. This year marked a milestone as the blood bank completed 10 successful years of touching lives.



A blood component separation unit enhances the purpose of a blood bank as it separates the whole blood unit into four components - red blood cells, white blood cells, plasma and platelets. Hence one unit of blood can be used for multiple patients. Other advantages of the 'component therapy', as suggested by WHO are:

The recipient can be treated with only those blood components that are lacking, reducing the occurrence of adverse transfusion reactions.

Therapeutic support for patients with special transfusion requirements can be provided.

When varied storage conditions and shelf lives are applied for different components, it improves the components' quality and functional capacity.



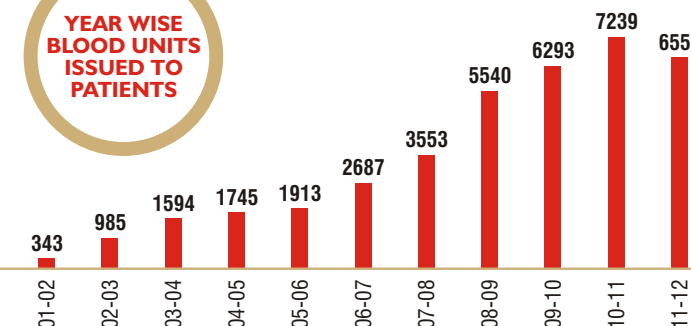
At the Smt. Vasantidevi Baldota Blood Bank, there is no buying or selling of blood. The blood is collected from voluntary donors and issued to those who need it, free of cost. To enhance the accessibility, several blood donation camps are also organised, in addition to the regular replacement donations. Other than this, blood awareness, cardiac, orthopaedic, eye and dental camps are also conducted to take care of the health and well-being of the community.

Smt. Rashmi S. Baldota
Director,
Smt. Vasantidevi Baldota
Blood Bank



Smt. Rashmi S. Baldota

YEAR WISE
BLOOD UNITS
ISSUED TO
PATIENTS



The Baldota Group celebrated the 10th anniversary of the Blood Bank by installing a blood component separation unit. Inaugurated by Smt. Vasantidevi A. Baldota, Dr. Umesh Halikeri, Dr. P.D. Vinayak and Dr. Naaz on 22nd December 2011, this new installed unit will further enhance the effective usage of blood for people in need.

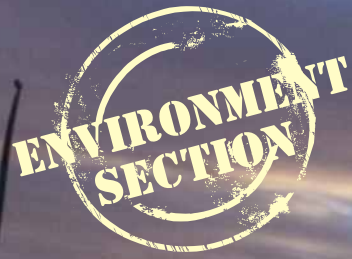


Spearheaded by the respected Shri Abheraj H. Baldota, the Smt. Vasantidevi Baldota Blood Bank has, till date, given new hope to over 27,000 lives of Hospet, putting smiles on the faces of their families.

We at Baldota Group are proud to have embraced this emerging technology. The difference is clearly visible within a period of just 4 months of incorporation. Through the blood component separation unit, Smt. Vasantidevi Baldota Blood Bank has benefited a total of 708 lives wherein patients have been provided with various need-based blood components - 620 packed blood cell units, 62 platelet units and 26 plasma component units.

While speaking at the inauguration of the blood component unit, Mrs. Rashmi S. Baldota, Director of the Blood Bank, welcomed the guests and expressed gratitude to the Baldota Group for its various CSR activities, including the institution of Blood Bank and now, the blood component unit. She also shared the data and issues related to the collection and issue of blood units.

By supporting the blood bank, we aim to ensure healthcare access for our neighbouring communities.



Conserving Tomorrow, Today

W I L D L I F E W E E K C E L E B R A T I O N 2 0 1 1

Being environmentally responsible has been one of MSPL's core ethos. Towards conservation of the rich web of life, that we call biodiversity, we have been working hand-in-hand with Society for Wildlife and Nature (SWaN). For more than 15 years, MSPL and SWaN together have become a daunting force propelling various conservation activities. This year was no different; apart from the ongoing initiatives, we celebrated the Wildlife Week 2011 starting from 3rd October. The aim was to generate awareness about the alarming loss of natural habitat that threatens the existence of various wild species.

As a part of the celebrations, quiz, drawing and essay writing competitions were organised for primary and high school students and the winners were given away books on nature and certificates. A number of wildlife film shows were screened across the week in schools and colleges, in and around Hospet.

A special event was held at Govt. PU College, T.B. Dam to initiate the week-long celebrations. It began with a soulful invocation song by Mr. Vijay Kumar and students, in the presence of teachers and students of nature clubs from Koppal and Hospet taluka.

Mr. Manoj Agrawal, Vice President of MSPL, then inaugurated the event by pouring water to the plants. 'All the living beings are the rightful inheritors of the Earth' was his message to the audience. "Hunting, poaching and pollution are posing a major threat to the very existence of wildlife. As the wildlife habitats are dwindling fast and global warming is increasing day by day, it is essential to educate the young minds towards conservation of nature and wildlife," he said. He also released the poster on sloth bears published by SWaN.

Mr. Samad Kottur, Honorary Wildlife Warden of Bellary district and President of SWaN highlighted the importance of halting the conversion of natural habitats into human settlements and agricultural fields, to prevent long term ecological disturbances and loss of forest resources.

Mr. Manu of Mysore Amateur Naturalists (MAN) stressed on the duty of every individual in conserving the environment in a clean and pollution free manner and Mr. Pampayya Malimath, a wildlife photographer, propagated the ecological wonders of Daroji Bear Sanctuary, that encouraged children to learn the importance of conservation and maintenance of a delicate ecosystem.

The function also witnessed the felicitation of retired RFO Mr. I. Ravindra Nath, to acknowledge and appreciate his dedicated service at the Daroji Bear Sanctuary. Mr. Shankar S. Angadi, Secretary, SWaN and Mr. H.K. Ramesh, AGM (CSR) also shared their views on wildlife conservation, while Mr. Hanumanthappa presided over the function.



Ongoing conservation in action at SWaN

Tree plantation drives, environmental quiz, drawing and essay writing competitions, and nature club visits are some of the regular activities that this green arm conducts to instil a sense of pride and ownership in the community members about environment. Below are, some of the key endeavours that took years of persistence, to bring about a positive change.

Saving the Great Indian Bustard

In 2006, SWaN members discovered 9 Great Indian Bustards near Siruguppa taluka of Bellary district. Listed as a critically endangered species by IUCN and with less than 300 surviving in India, SWaN took on the responsibility of protecting these feathered friends. Since then, volunteers have left no stone unturned in tracking and protecting the nesting grounds of these birds to ensure that they flourish in the wild.

Instituted under the aegis of MSPL, SWaN has been instrumental in creating awareness, educating young minds and sensitising locals about wildlife conservation.

Bird watching programmes

SWaN conducts numerous bird watching sessions. It shares information and knowledge about fatal effects of certain fungicides and pesticides on the avian population, especially migratory birds and endangered species.

Campaign against 'Ritual Hunting'

During the festival of Ugadi, a common custom among locals of Hampi is hunting the wild animals. In 2005-06, SWaN began a relentless drive to end this brutal practice. SWaN also urged the government to ban ritual hunting. Every year, volunteers patrol the forest grounds during the hunting season to thwart any attempt by hunters. To spread awareness, pamphlets are distributed and interactive sessions are held with villagers. This perseverance has resulted in zero ritual hunting for the past three years.

Fitness at Work

The wealth of a nation depends on the health of its citizens. At MSPL, we emphasise on maintaining a healthy fitness quotient at our workplace. An array of activities take place, round the year, to ensure physical, mental and social well-being of our employees.

Inspired by the astounding success of 'Stay Fit', an interactive fitness programme for employees, MSPL continued on its fitness mission. 'Stay Fit' is a brainchild of the Directors of MSPL, who decided to ideate a holistic health & fitness programme which can take care of, not only the employees but also their families. Mr. Shrenik N. Baldota, Executive Director, MSPL along with the

management took active steps in formulating a programme, which was entertaining enough to ensure participation. Designed scientifically and organised effectively - the programme facilitates exercises sensitive to age, gender and body dynamics. This programme will help them to, not only build vigour through physical activities, but also foster harmony through social interactions.

In the reporting quarter, we organised nature walks, sports activities and other such events that acted as chargers of mental and physical energy. Bonding between employees also increased as a by-product.

1 Handball tournament

The Baldota Group inter-unit handball tournament witnessed participation of seven teams at the Vasavi school ground. Mr. Rahul N. Baldota, Executive Director, MSPL inaugurated this tournament. The two teams that qualified for the finals were IYLI (IYLI Gurunath Iron Ore Mines) and PVS (Pathikonda Iron Ore Mines), with the latter emerging as the winner of the tournament.



Employees' health, productivity and quality of life can be improved, if they are given opportunities for physical activity.

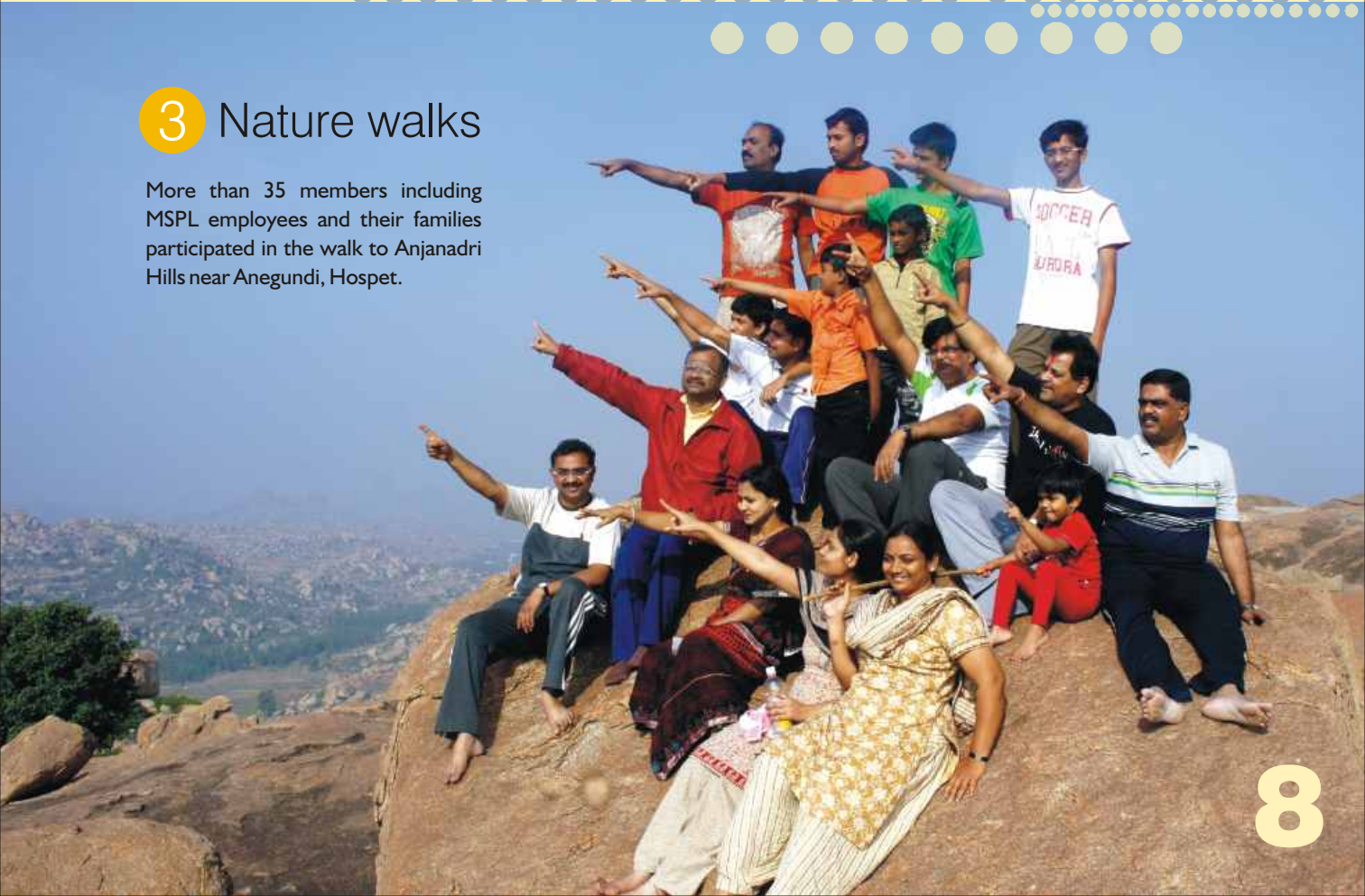


2 Republic Day participation

The 'Stay Fit' club members performed a pyramid act at the Baldota Group Republic Day celebrations. An expression of energy and flexibility, the pyramid formation based on the theme of 'Mother India' enthralled the audience. Mr. Shrenik N. Baldota, while saluting the national spirit also emphasised the importance of health and fitness. He exhorted all the employees to join 'Stay Fit' and participate in physical activities.

3 Nature walks

More than 35 members including MSPL employees and their families participated in the walk to Anjanadri Hills near Anegundi, Hospet.





One Platform. Multiple Best Practices

Coming together of socially responsible organisations

MSPL participated in the CSR Live Week, a platform for leading Corporations, Social Entrepreneurs, Philanthropists and NGOs to showcase the social initiatives adopted & supported by them. Held at Gurgaon in March 2012, CSR Live Week saw a participation of more than 400 participants from multi-disciplinary backgrounds and served as a perfect medium for various organisations to discuss their CSR initiatives.

The show was conducted in two folds; the Exhibition - a display of CSR activities by all corporates and the Seminar - wherein participants were allowed to read their papers or make a presentation on their CSR activities.

Social practices that came to the forefront were aplenty; ranging from Poverty to Pollution, Global Healthcare to Global Warming, and Clean Water to Sustainable Food. Among the participants were multiple illustrious corporate houses like Aditya Birla Group, Adani, Tata, Maruti Suzuki and DLF. Also present at the show were media, students and a host of NGOs. The week also provided an excellent opportunity to the general public to know about various social initiatives taken up by corporations and individuals.

Our stall was very well-appreciated by one and all. The big benefit was the sharing of best practices across the corporate world and exchange of emerging corporate social responsibility plans and policies. This event, will indeed, help us know more about social initiatives that can be undertaken for the upliftment of the society.



Responsibility | Sustainability | Philanthropy

CSR LIVEWEEK



**The CSR Live Week
is India's most
exciting and
comprehensive
gallery & exhibition
on Corporate
Social Responsibility.**

Reveling in the Rich Heritage

Nestled in the foothills of the Western Ghats, Davangere is home to a rare harmony of industrial growth and cultural conservation. To encourage and celebrate this rich diversity, Davangere District Industries Centre, under the stewardship of DC, organised Davangere Utsava from 11th to 13th February 2012. The festival hosted various cultural programmes, including dance, folk songs, poets' meet, as well as an industrial exhibition. As leaders of the mining industry, custodians of culture and proud citizens of Karnataka - team MSPL heartily attended the festival and participated in the industrial exhibition. With a reception of over 40,000 people, this festival is sure to boost the development and tourism of this district.



Adding Value to Society

Social responsibility has been central to MSPL since its inception. Our Founder Chairman, late Shri Abheraj H. Baldota, always believed in inclusive growth. His belief of not being the owner of wealth, but a privileged trustee to serve the community with it, continues to motivate us. We have always remained steadfast towards adding value to the social environment and impacting lives.

Inspired by the vision of former President Dr. A.P.J. Abdul Kalam, MSPL has always remained dedicated towards adopting villages located close to the operations of our mines and wind farms. This commitment, which started as social investments, has grown multi-fold in recent years. This year we adopted yet another village 'Ginigera' situated near our pellet plant to ensure a better quality of life for the village people. Before adopting the village, our CSR team conducted village meetings sharing our community initiatives, mode of implementation and community partnership with the members of panchayat and the village leader. We have collected baseline information to understand community needs and to chart a plan for development. We have also initiated the formation of SHGs and construction of toilets in the village.



With this new addition to our family our adoption count has reached to a total of 18 villages.



Our aim is to bring about a grassroot transformation in all our adopted villages through a series of social interventions. Following are some interventions implemented during the reporting period.

1 A stitch in time

To empower a family, empower the women in the family. Since 2007, MSPL has been encouraging women livelihoods by training women in tailoring skills. Till date, we have established vocational training centres in 6 villages, trained 527 women and distributed 485 sewing machines to encourage them to translate their newly learnt skill into profession. This initiative has empowered most women with confidence and financial independence who have now started supporting their families.

During this quarter we distributed sewing machines to 89 trained women at Hosanangapura, Attikatte, Kidadhal and Sringerathota villages. The distribution function was attended by Smt. Chitra N. Baldota, Mr. Sawkar, Mr. K.S. Bhat and Mr. Manoj Agrawal in the respective villages.

Village wise break up of sewing machines distributed during the two quarters:

Village	No. of Machines Issued
Hosanangapura	30
Attikatti	22
Kidadal	18
Sringara Thota	19
Total	89

3 Clean water is for everyone

Clean drinking water is the need of the present as well as the future generation. To improve the quality of water in villages, we installed a water purification plant with capacity of 1,000 litres per hour at Danapur under Public Private Partnership. The plant was inaugurated by Shri Narendrakumar Baldota, CMD, Baldota Group of companies. Mr. Balaswamy Desappa, Executive Officer, Taluka Panchayat, Hospet, and Zilla Panchayat as well as Gram Panchayat members were also present during the inauguration. The building and raw water has been mobilised from the Gram Panchayat.



4 Hope is life

It is hope that keeps life going. With a hope of benefiting the blind, we organised an eye screening camp at Ingaligi and Basapura villages. Carried out in association with Nitralakshmi Vidyalaya, Hospet, these camps screened more than 250 people and operated 24 people thereafter.

5 Enabling lives, step by step

MSPL Limited along with Bhagwan Mahaveer Viklang Sahayata Samiti, Jaipur initiated a camp for a much-needed cause. The objective was to empower the disabled people, especially the financially-challenged, in and around Hospet and Koppal with free Jaipur Foot/Limbs and Calipers.

Held at Hospet from 21st to 26th February, 2012 – doctors screened 461 people. Out of them, 284 were given free-of-cost aids with respect to their challenges.

Below is a detailed break up of beneficiaries:

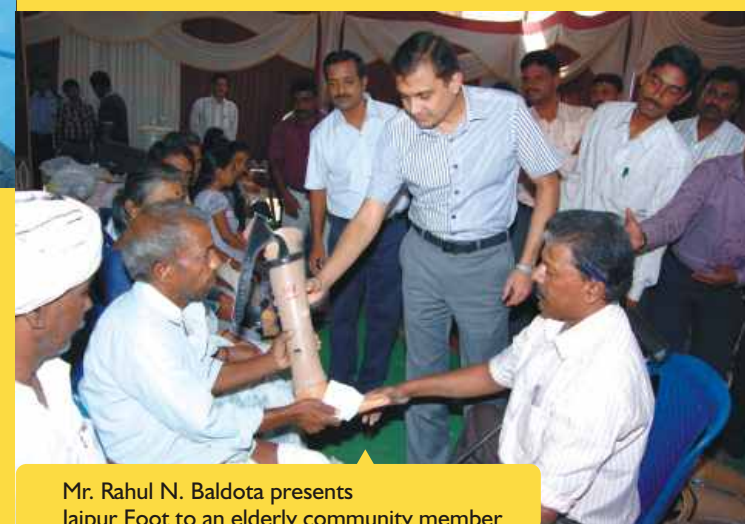
Aids	Limbs	Minor Operations	Crutches	Calipers	Wheel Chairs	Tricycles
No. of Beneficiaries	82	51	29	112	5	5



Mr. Amlan A. Biswas and Mr. D.R. Mehta gift the child, the tool of independence



Mr. Amlan A. Biswas and Smt. Chitra N. Baldota encourage the kid by gifting him the Jaipur Foot



Mr. Rahul N. Baldota presents Jaipur Foot to an elderly community member



Mr. D.R. Mehta, Mr. Amlan A. Biswas and Mr. Abhinav Khare teach the beneficiary the vehicle of change

2 On the journey of education

'Education for all' is the ultimate milestone we strive to achieve on our journey of providing education. We have continually extended our support to the children of our neighbouring communities ensuring for them a rewarding future. During this quarter, we organised special classes for learning English, Mathematics & Science for 10th standard students at Hanumanahalli, Danapur, Basapura and Kanavihally villages.

The objective was two-tiered - to create interest for studies among children that would in turn reduce school dropout rates and to provide additional support that would enable the rural students to score at par with urban students.



6 Being positive



MSPL has extended financial support to Rotary Club, Hospet which has taken initiatives to ensure a caring environment for the people affected with HIV/AIDS. The motive of the club is:

- To provide appropriate information on HIV/AIDS
- To facilitate medical counselling for people with HIV/AIDS
- To eradicate stigma about the disease
- To provide medicines for opportunistic infections
- To provide supplementary food for PLHA and their children to improve their immunity

Towards the cause, the Rotary Club conducts regular camps at Hospet and is currently providing assistance to about 248 people infected with HIV/AIDS on a monthly basis.

Some of the patients have also started Antiretroviral Therapy (ART) with the support of National AIDS Control Society.



7 From illiteracy to e-literacy

The significance of computer literacy in the 21st century cannot be ignored - be it for rural or urban students. MSPL established computer training centres in five villages. More than 42 individuals have benefited from each batch conducted every six months.

This year we set up a new centre at Danapur. It was inaugurated jointly by Shri Narendrakumar A. Baldota, CMD, Baldota Group and Mr. Anadhana Reddy, Member of Zilla Panchayat, Bellary in the presence of Taluka and Gram Panchayat Members, Baldota staff members, village leaders and Self Help Group members.



Shades of Nature

Based on the theme 'Nature and Beauty, a drawing competition was organised in eleven different schools of Hospet and nearby villages from 15th July to 23rd July 2011 on the eve of World Environment Day. More than 3000 children painted their imagination and presented nature at its best. **Winners of the competition were gifted bicycles and certificates.**



A Tribute to the Doyen of Indian Geology

Padma Shri B.P. Radhakrishna | 1918-2012

On the fateful day, 26th of January 2012, Padma Shri Bangalore Puttaiya Radhakrishna, an eminent Earth scientist passed away. MSPL, a member of the mining fraternity, salutes the life and work of B.P. Radhakrishna. The void left by his demise will be felt for a long time.

Born on 30th April, 1918 in Bangalore, BPR, as he was affectionately known, devoted more than seven decades of his life to the cause of Earth Science.

BPR joined the Department of Mines & Geology, Government of Karnataka as a Field Assistant, and retired as a Director. Even after retirement, he continued to hold several positions in the state government and industry.

During his tenure, he spearheaded major initiatives towards the exploration of iron, manganese, chromite, gold and a host of minor minerals/non-metals.

The visionary that he was, BPR emphasised on wise management of water in India, way ahead of the time. Towards this he instituted the State Groundwater Cell in 1966, a first-of-its-kind centre in India for the development of groundwater resources in Karnataka.

BPR played an instrumental role in forming the Geological Society of India in

the year 1958 at Bangalore and bringing it on the national and international stage. He shouldered the responsibility of Secretary from 1958-73, then progressing to become the Editor from 1974-92 and President from 1993-2007. Karnataka Mines Safety Association was also his brainchild. His inspections of mines and his constructive suggestions to improve the mines are well remembered by all mine owners.

He firmly believed that Geology is "extremely relevant to science, society and human progress".

Development of iron ore mining industry was the platform where Shri Abheraj Baldota worked with him. He appreciated the futuristic vision of Shri Abheraj Baldota regarding sustainable growth, environmental stewardship and social responsibility, in the publication of

the Geological Society of India.

The multi-faceted BPR wrote several popular biographies in the Kannada language including his father's. A few of his recognitions include the National Mineral Award, Government of India (1971), P.N. Bose Medal of the Asiatic Society, Kolkata (1990) and D.N. Wadia Gold Medal, National Science Academy (1993). In 1993, the President of India conferred 'Padma Shri' on BPR for his service to science.

BPR was busy almost until the day he died at his home in Bangalore. His life and work will remain a testimony to his sterling qualities and many achievements.

At MSPL, we pledge to honour his soul by treading the path of responsible mining and respectable living.

As a geologist, BPR took special interest in -

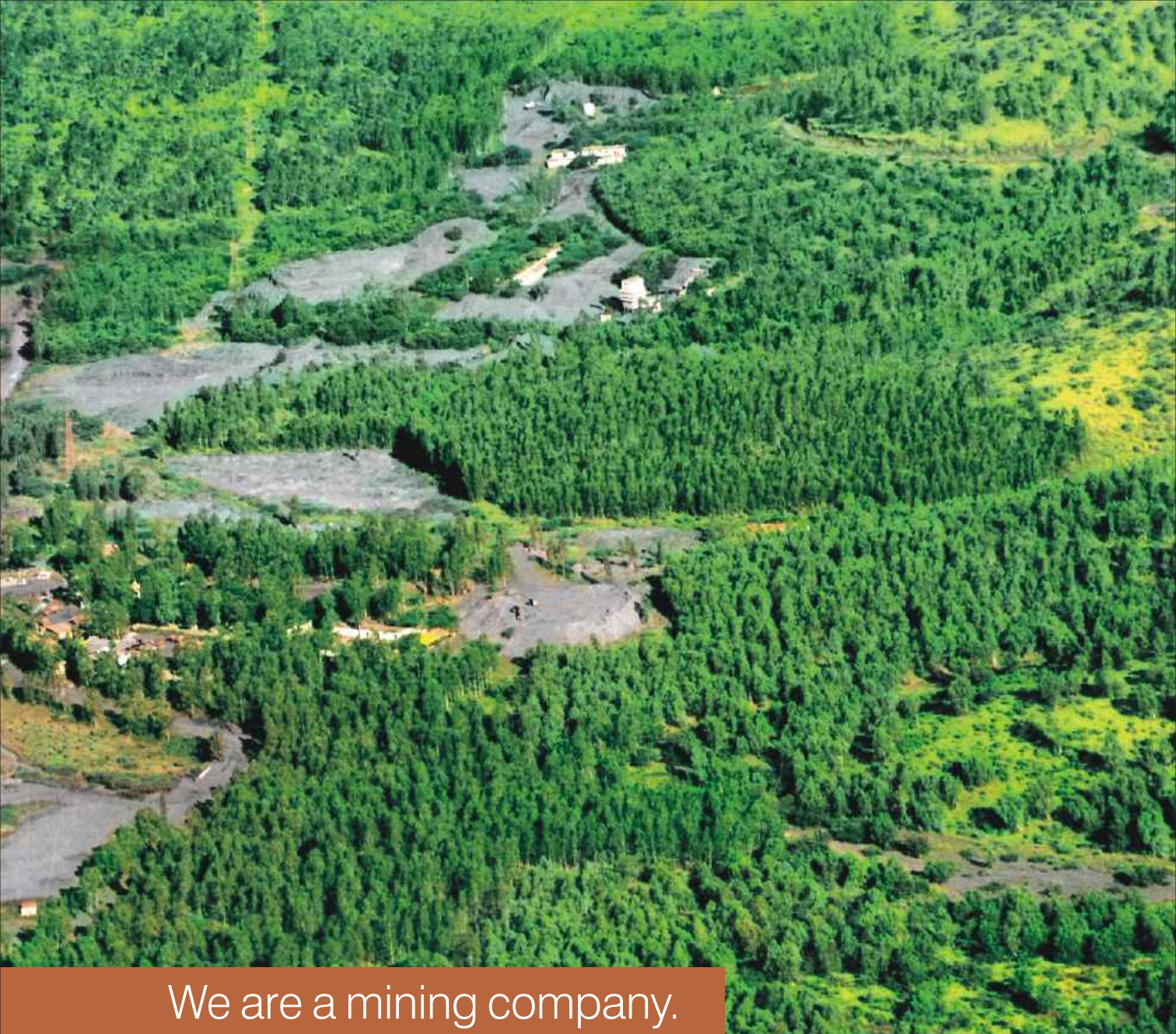
- Geomorphology and landscape evolution
- Global warming: anthropogenic or otherwise
- Evolution of the Indian continental lithosphere
- Issues related to water and mineral resources of the country
- Metallogeny and crustal evolution and the role of impact processes



**A geologist, a water conservationist, a writer and an admirer of ancient Indian culture
BPR was a man of high principles and led a simple Gandhian life.**



Month	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12
Avg. Wind Speed (Km/Hr)	2.31	2.08	2.65	3.01	2.82	2.80
Min Temp. (°C)	25.0	21.0	14.0	15.0	16.5	19.0
Max Temp. (°C)	38.0	33.0	30.0	32.5	36.0	39.0
Total Rainfall (mm)	43.0	9.5	0.0	0.0	0.0	0.0



We are a mining company.

We are responsible for this.

Since 1977 we, at MSPL, have been tirelessly working to transform **240 hectares of harsh mining terrain into lush landscape by planting over 18,10,000 trees.** Going beyond our sphere of influence, we have also planted 85,000 trees outside the lease area.

We are one of the leading mining companies in the world who regularly publish and publicly disclose their environmental and social performance through a detailed independently audited sustainability report. Testimony to this commitment is a series of recognitions:

FIMI-CSR Awards | Business World-FICCI-SEDF CSR Awards | Indira Priyadarshini Vriksha Mitra Award | The Council of Fair Business Practices-Jamnalal Bajaj Uchit Vyavahar Puraskar



BALDOTA

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