



# **minds** AND **mettle**

MSPL NEWS BULLETIN

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## Charting a new growth course

"Change is the only constant". At MSPL, we navigate through changing winds and challenging storms, guided by the compass of strategic decisions, actions, and diversification. Our foray into the shipping business has been one such strategic venture to meet our objective of organic growth and synergise our group's various business interests.



## Charting a new growth course

To give shape to our shipping venture, our wholly-owned subsidiary in Singapore, namely MSPL Diamond Pte. Ltd. engaged Taizhou Sanfu Ship Engineering Co., China to build four Post-Panamax size ships, each with a capacity of 92,500 dead-weight tonne.

Out of the four ships, two namely Indus Prosperity and Indus Fortune, were launched in November and December 2010 respectively. We have the pleasure to share with you, that we have received their delivery in this quarter. Indus Prosperity was received on 22nd April and Indus Fortune on 04th July. This will go a long way in meeting our objectives of organic growth and synergy of businesses.

The third and fourth ships, Indus Triumph and Indus Victory, are expected to be delivered in March and June 2012. All our ships are Single Deck Bulk Carriers and will transport dry bulk cargo like iron ore, coal, agricultural products, fertilizers, etc. The initial area of operation would be the Asia-Pacific region, which will benefit the commodity houses and industrial users in the region due to the Tonne-Mile cost advantage of developing ports. An office has been set up in Singapore and Ace Maritime Pte. Ltd., a step down subsidiary of MSPL Maritime Pte. Ltd., has been incorporated there to gain a foothold in the chartering business.



Speaking on the Delivery ceremony of the second ship, Mr. Rahul Baldota, Executive Director - MSPL Ltd. said, "We are extremely glad to acquire this vessel. With addition of this vessel, our fleet strength has increased to 2 vessels. Acquisition of the vessel is in line with our strategy of maintaining a modern and young fleet of vessels. The fundamentals of Asian economies continue to be strong and outlook for dry bulk trade remains positive. MSPL Diamond would be able to cater to this growing trade with the new vessels upon delivery. MSPL Diamond also has further plans to augment its fleet by acquiring shipping assets in line with its strategic growth plans.



**Our focus is to become a self-sufficient organisation that can handle entire iron ore supply chain from raw material production to end use.**

Our foray into the shipping business, through wholly-owned subsidiary MSPL Maritime Pte. Ltd., has been aimed to strategically venture into logistics business.



# It's raining awards this monsoon



Continuing the tradition of winning awards and accolades, MSPL won yet another award -This time from FIMI (Federation of Indian Mining Industry).



**MSPL, a BALDOTA group company has been recognised by FIMI for NMDC (National Mining Development Corporation) Social Awareness Award for the year 2010-2011. The award was handed over by Hon'ble Minister of Mines Mr. Dinsha Patel during FIMI Annual General Body Meeting held at Hotel Eros Intercontinental, Nehru Place, New Delhi on 11th of July.**

NMDC Social awareness award was instituted in the year 2005-2006. FIMI believed that the mere propagation of conventional corporate social responsibility is more like emulating others. Obtaining social license to operate is a goal that requires leadership. It is a matter of not just following best practices but of innovating to next practices. After all, brand reputation and creation of stable and conducive social environment are needs, not only for trade and investment but for better standard and quality of life of all the stakeholders, specially the communities around. FIMI therefore, instituted the Social Awards to encourage the leaders to forge ahead and pull up the followers to do better.

These awards are designed to recognize the mines adjudged to have best contributed to the general upliftment and well-being of its various stakeholders while addressing broader environmental concerns that might impact the flora, fauna and the community living around. Since its inception, MSPL has taken the social and environmental contributions as vital links towards building a better future for all its stakeholders.

## MSPL CSR Initiatives

MSPL Limited has adopted 16 villages which are located close to the operations of mines and wind farms. From the need-based assessment conducted last year, following were decided as the areas of improvements:

- ① Health and hygiene
- ② Livelihood generation
- ③ Education and sports
- ④ Basic village amenities

We are using the Self Help Groups (SHGs) strategy to address the above identified needs while we also focus on empowerment of women in these adopted villages.



Speaking on the occasion Mr. Rahul N. Baldota said, "As an integral part of our Corporate Social Responsibility we work hand in hand with local communities and create a conducive environment for mutual gains".

# Accolades for being Good Samaritans



The CSR activities of MSPL were recognised and chosen for the prestigious FICCI - SEDF (Federation of Indian Chambers of Commerce and Industry - Socio Economic Development Foundation) Special Jury Commendation in the Large Enterprise Category for the year 2011.

The Jury for this award was chaired by Mr. Abid Hussain, former Ambassador of India to US and comprised of Ms. Girija Vyas, Member of Parliament, Dr. Mohini Giri, Chairperson, Guild of Service and War Widows Association, Prof. Dipankar Gupta and Mr. Mark Runacres, Former Honorary Senior Fellow at Energy Resource Institute. The scrutiny for the award was done by Grant Thornton, reputed international accountants and business advisors. Subsequently, an on-site assessment of CSR initiative has been undertaken by Partners in Change (PiC), a leading NGO working towards promotion of CSR.

## MSPL awarded the FICCI Business World SEDF CSR Award

On 23rd August 2011, time seemed to have come to standstill when Hon'ble Minister of Corporate Affairs Mr. Veerappa Moily handed over the award at a grand ceremony held in New Delhi. The award included a trophy and a citation.

After receiving the award, Mr. Rahul N. Baldota, Executive Director, MSPL said, "We have been in the mining business for five decades now and we have laid down a CSR policy for communities around us. This award will further strengthen our endeavour to do more



The group has adopted 16 villages in and around the areas of operation and have provided 1550 toilets to them. As a part of environment initiative we have planted 18 lakh trees till date



in this field". He also said, "The group has adopted 16 villages in and around the areas of operation and have provided 1550 toilets to them. As a part of environment initiative we have planted 18 lakh trees till date".

The Baldota Group views sustainable development as an essential business practice and has undertaken large high impact green initiatives and diversified into wind power generation. MSPL has one of the largest installed capacity for wind power generation in India spanning the states of Karnataka, Gujarat, Rajasthan and Maharastra, with 220

turbines operating in 8 wind farms.

We also work in partnership with local communities to improve their quality of life and contribute towards sustainable development, creating alternative credit systems on their own - Self Help Groups (SHGs) and linking them with Banks and other Resource Agencies for financial and technological support to improve their livelihood. Community intervention in our company has been practiced since 1961 and we believe that social and environmental responsibility is as important as economic responsibility, if not more.





## Adding green strokes on canvas of Hospet

A first-of-its-kind amusement park at Hospet has permanently altered the scenery of Hospet, albeit for the better.

A beautiful weather greeted the team of MSPL on 1st of August 2011, when the Group established a Public Park at Baldota Colony dedicated to the people of Hospet. Smt. Vasantidevi Baldota inaugurated the public park in the presence of Chief Guest Dr. Rajeve G., renowned child specialist. Eminent dignitaries like Mr. Gopalkrishna, Commissioner HUDA (Hospet Urban Development Authority) and Mr. Narayan Bhatt, Retired teacher and freedom fighter graced the occasion with their presence.

The park offers something for everyone. It attracts kids with its aesthetically designed swings, slides and games with equal zest as it allures adults to enjoy morning and evening walks at the 400-metre paved path. The benches placed against verdant backdrop become a hangout spot for senior citizens, where they while away their time and share stories of days gone by. The park enamours visitors with large, well-maintained lawn replete with flowers and ornamental plants.

## Parks make a city breathe easy

Besides these, there are many facilities for mass programmes like Yoga classes and other such events, which just might inspire someone to start a 'Laughter Club'.

The park demonstrates smart use of limited resources. This fact found its resonance among the guests present at the ceremony, which included over 500 residents of Baldota Colony. This is the second park in Hospet. Two similar parks are developed in villages also. The guests commended on CSR initiatives of MSPL and Mr. Narendakumar A. Baldota and their sincere dedication towards development of the vicinity.

In her address to the audience, Kumari Veda R. Baldota emphasized on the need and significance of the park. Mr. Gopalkrishna expressed that this project was indeed a dream-come-true experience for him and he wished others, too, emulated such endeavours.



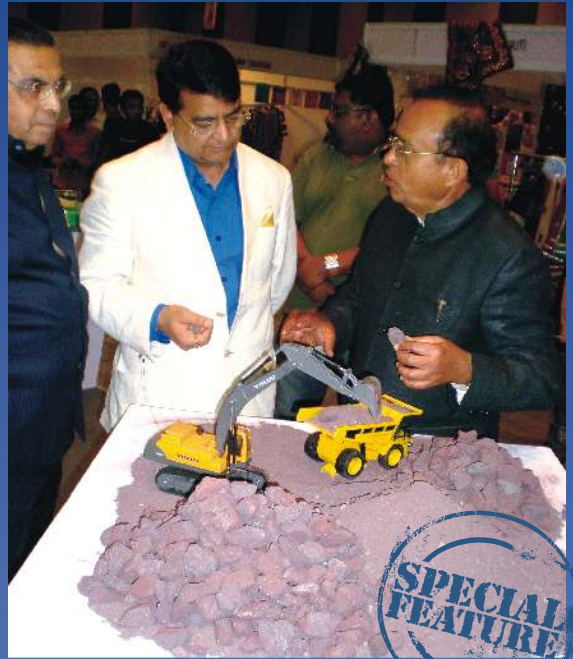


# Win-Win at JITO

Jain International Trade Organisation (JITO) organised an exhibition at Hyderabad from April 15-18. The exhibition was inaugurated by The Hon. Chief Minister of Andhra Pradesh Shri Kiran Kumar Reddy. Minister of Major Industries, Ms. J. Geeta Reddy was the Guest of Honour. Present among other important guests were, Richard Hyde from the British High Commission, Ishwar Lal Jain, MP and Ms. Katherine Dhanani from the US Consulate at Hyderabad. JITO Chairman Shri Narendra Kumar Baldota shared the dais with all the dignitaries.

The Speakers highlighted the contribution of the Jain Community in the Indian and World economy. Discussion ranging from trade policies to sustainable growth followed.

Participants also put up stalls to share their products and services. MSPL set up a huge stall displaying all their credentials. The stall was innovatively designed and small models were used to explain different things. Well over 50,000 visitors interacted at the stall, which was well received by all. This B2B endeavour was meticulously organised by JITO and turned out to be JITO - JITO (Win - Win) for everyone.



## Exhibiting responsible mining



An exhibition cum trade show on Mining & Exploration was organized by FIMI at the Bangalore International Exhibition Centre from 5th to 7th September. Several distinguished exhibitors including Tata Steel, NMDC, MECL, GSI, IBM, Sesa Goa, Atlas Copco, DMG, Govt. of Australia and many others participated. We also participated in the exhibition to display our Gadag Gold Project belonging to RMML (Ramgad Minerals and Mining Limited).

### FIMI - Exhibition & Trade show on Mining & Exploration at Bangalore

The exhibition was inaugurated by Hon'ble Minister of Mines, Govt. of Andhra Pradesh Mrs. Aruna Kumari Gala, who also visited the RMML stall. The RMML stall was aesthetically designed with display panels of exploration in Gadag, iron ore mines, wind power and CSR activities of Baldota Group. A significant number of visitors expressed interest in the activities of the Group and were delighted to learn about our Group's exhibitions and business activities.

International Consultants articulated their interest in studying Gold mining and recovery for our Gadag Project. Analytical laboratories like SGS and software agencies like DATACODE expressed their interest to provide analytical and GIS solutions for various projects. To sum it up, the exhibition was a huge success and highlighted the profile of RMML with special reference to Gadag Gold Project.



## ENVIRONMENT SECTION



On 5th of June, we celebrated World Environment Day at Hospet. All members of MSPL participated. Mr. Meda Venkataiah, Executive Director, Mines and Mr. Bansal from FIMI (Federation of Indian Mineral Industries) inaugurated the function. Mr. Narendrakumar Baldota, CMD, MSPL, gave a brief speech highlighting the concerns of environment and steps taken by MSPL in that direction. All guests present appreciated the initiatives taken by the Group for spreading the awareness and importance of Environment. In fact, the programme was relayed

directly through the radio channel of Hospet.

The entire gathering took an awareness march with banners and posters from Municipal Ground to Gandhi Chowk. About 1500 children from schools and 1200 members of MSPL Staff took part. Later, plantation activity was done with different groups in different schools at the school premises. The staff and children of 8 different top schools of Hospet took active part and interest in the proceedings. About 600 new saplings were planted.

# World Environme



**Quality  
certified**

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The RWF unit (Rail Wheel Factory), of MSPL Gases Ltd. successfully achieved the ISO standards and has been conferred the ISO 9001 - 2008 on 20th of June. After this achievement, all our manufacturing units are ISO certified.

We at the Baldota Group believe that Quality is a key differentiator and hence, a lot of importance is given to "a continuous process of improvement" in all our units. It has resulted, not only in giving an edge to our Group, but more importantly, giving a quality product to our customers, generating customer satisfaction and delight. ISO certification is the manifestation of this thought.





If we  
take care of  
Mother Nature,  
it takes care  
of us.



nt Day



Weather Station

Month	Apr-11	May-11	June-11	July-11	Aug-11	Sept-11
Avg. Wind Speed (Km/Hr)	2.74	2.13	3.17	2.82	2.83	2.32
Min Temp. (°C)	24.0	23.0	24.0	24.0	24.0	25.0
Max Temp. (°C)	39.0	40.0	37.0	36.0	37.5	36.0
Total Rainfall (mm)	30.5	188.5	46.5	224.0	77.0	22.0



# Nurturing nature



The Society for Wildlife and Nature (SWaN), along with the unstinted support of MSPL, has been committed to wildlife conservation. The core areas of activities conducted by SWaN are:

## Conservation | Awareness | Appreciation

Myriad programmes have been planned to address these concerns.



### Awareness programmes

An awareness program for the school children and other groups like villagers etc. was conducted at several educational institutions. In these programmes the resource persons, Samad Kottur, President, SWaN, Hospet, Mr. Pelican Manu and Mr. Hemanth of Mysore Amateur Naturalists (MAN) sensitized the students about the essence of nature and wildlife. They interacted with them and explained the activities of Nature Clubs and shared facts on leopards.



### World Environment Day 2011

It was celebrated at Govt. P. U. College, TB Dam. Principal Hanumanthappa and Mr. Basavaraj Banad were present along with the lecturers, other teachers and students. Samad Kottur addressed the gathering and screened films of wildlife and nature.







## Campaign against 'Ritual hunting'

The age old practice of ritual hunting in and around Hampi has resulted in the killing of hundreds of wild birds and animals. The villagers had been hunting wildlife for three days and nights. On the last day, all the animals killed during those three days were taken in a procession before throwing into a garbage dump.

With the committed support from AHB Foundation (Abheraj H. Baldota Foundation), SWaN initiated a campaign against ritual hunting during 2005-06. Lobbying with the government, getting the notification on banning the ritual hunting, conducting village leaders meeting in police stations, interacting with the village leaders, publishing and distributing pamphlets on evils of ritual hunting, patrolling for those critical 3-4 days and nights around the forest areas, driving away the hunters by joining hands with forest and police officials and other such activities resulted in control of ritual hunting drastically. The perseverance of SWaN and the encouragement of MSPL resulted in zero ritual hunting since last three years.

Nevertheless, like the saying goes, 'Old habits die hard', one could still witness resentment among the youth of the villages in the vicinity of Hampi for giving up the "Brave" tradition, where they can exhibit their valor. Therefore, there is a possibility of repetition of the craze of hunting. Hence, SWaN has decided to continue the campaign against ritual hunting by all means for some more years.

This year too, SWaN hired 2 jeeps for 4 days and involved volunteers, locally and from Bangalore, Mysore and other places for patrolling during ritual hunting season in "Ugadi" (April 2nd - 5th) ("Ugadi" is the new year celebration) and put all possible efforts to prevent ritual hunting. The volunteers patrolled day and night; gathered information on hunting and successfully prevented the ritual hunting of wildlife this year as well.



## Bird watching programmes

A series of bird watching programmes were conducted at Kamalapura Lake, Allikere and backwaters of TB Dam (Tungabhadra Dam) to observe and document nesting birds.



All these activities are a part of the commitment SWaN has for nurturing nature.





Shri Narendrakumar Baldota and staff members at the flag hoisting ceremony on Independence Day



Blood donation by Baldota Group employees on Founder's Day

## Ganpati Bapa Morya



The mines premise of Vyasankere was witness to a great spectacle on 1st Sept. All the employees of the Baldota Group along with the Directors were present to mark the beginning of an auspicious 'Ganesh Festival'. To take the blessings of Lord Ganesha, 'Homa' was conducted. It was performed by Mrs. and Mr. K. Madhusudhan (He is General Manager, VIOM - Vyasankere Iron Ore Mines).

The traditional ceremony was followed with a meal for the nearby villages. It was a nice gesture on the part of the Directors who joined in serving food to the villagers. It was a nice symbolism as the actual work they perform is also to serve all the stakeholders.

'Ganpati Visarjan' was done on 11th Sept. with traditional pomp and fervour in the holy waters of Tungabhadra River. A huge gathering of people witnessed the immersion. Some of them danced with the sound of drums and crackers filling the air.



# The greatest gift you can give yourself - Stay Fit

**"Health is wealth" is an old proverb known to all. In this age of convenience, lack of physical activities due to availability of machines and appliances, fast food culture, work-life imbalance, it is all the more relevant.**

Taking a cue from the above situation, the Directors thought it fit to start a programme to take care of the health and fitness of the employees and their families, and thus 'Stay fit' was born. With the guidance of Shri Shrenik N. Baldota and the support of Management, this fitness programme was peppered with fun and entertainment to make it more interesting and participative. This programme not only helps in maintaining the body by enjoying the physical activity but also in improving social harmony by increasing interactions between people.

A scientifically designed programme which involves suitable exercises and equipments based on age, gender and body parts, it is simple, effective and less time consuming. The programme started with an introductory session on 28th July. Nature walks on holidays (Tungabhadra Dam nature walk), trekking (Joladarashi Gudda) and sports tournaments were also conducted to boost energy levels and relaxation as well as increase the bonding among the employees.



An inter-unit cricket tournament with 9 teams was conducted in July. The Final match was held on 31st July at Taluka Ground between Hospet Corporate Office and VIOM (Vyasankere Iron Ore Mines). The winner was VIOM and the runners-up Hospet Corporate Office. Shri Shrenik N. Baldota distributed the prizes.



A Volleyball tournament was also conducted on 18th September at Chinar Ground where 11 teams took part. The inauguration was done by Shri Rahul N. Baldota in the presence of Mr. Ajit Kulkarni and Mr. Manoj Agarwal. Shri Rahul N. Baldota also participated in the first match as the tournament started in flying colours. Shri Narendrakumar A. Baldota and Shri Rahul N. Baldota were present to witness the finals where Corporate Office A defeated AISL (Aaress Iron and Steel Limited) to win the tournament. They also distributed the prizes. Everybody present enjoyed the tournament, where 20 players were also selected to represent the MSPL team in corporate tournaments.

These sports events and fitness programmes were organized with the encouragement and guidance of the Management team.

With 'Stay fit', all will benefit



# Sustainability first

MSPL believes that "Values" are the strong foundation on which the company is built on. One of the most important of those values is "Sustainability". Guided by the principles of sustainability, a lot of programmes are done on a continuous basis. All these programmes are aimed at adding value to the society and environment. Some of the programmes taken up in this quarter are as below, detailed in the subsequent pages.

## Free notebook distribution program

The free notebook distribution program was conducted by the Abheraj Baldota Foundation (ABF) at the Girls Junior College, Hospet on 9th June, 2011. The program was inaugurated by Mr. Meda Venkataiah, Executive Director-Mines, MSPL Limited. In his address, he elaborated on the various CSR activities like scholarships and infrastructure development undertaken by MSPL. In the inaugural programme, 6,600 notebooks were distributed to 1,100 students.

Mr. K. Abdul Samad, noted environmentalist and Mr. Mruthanjaya Rumali, lecturer of PDIT College, gave speeches where they appreciated the efforts made by MSPL and ABF for enabling and facilitating education to all sections of the society. Mr. Rumali also stressed upon the importance of ethics in life and business. Among the other dignitaries present was Mr. K. Prabhu, Executive Director-Gases. The welcome speech as well as the vote of thanks was given by Mr. Chandrashekhar, Asst-PR.

**During the course of the program, a total of 1,25,000 notebooks were distributed to over 21,000 students across 96 schools.**

## Sanitation

Continuing with our endeavour to facilitate basic hygiene in the villages, we are constructing toilets. In this year, the total number of toilets constructed increased from 500 to 1,550. Toilets are used by the villagers as our CSR team is creating awareness among the rural community and Gram Panchayat members. Our sanitation programme has been recognised by the district administration of Koppal and Bellary. In fact, they are insisting other industries to take up development activities like MSPL. So, we are proud to be setting examples in CSR activity.





## Inauguration of drinking water plant

MSPL Limited has built a water purification plant in collaboration with Gram Panchayat, Hosahally and its local community, under the PPP model.

The plant was inaugurated by Mr. Narendrakumar A. Baldota, Chairman and Managing Director, Baldota Group, along with Mr. Sathyamurthi, District Collector and Chief Executive Officer, Zilla Panchayat, Koppal in the presence of Gram Panchayat members and village leaders.

The plant is operated by a Self Help Group and provides a litre of safe drinking water at a cost of just 10 paise, which is very economical for the villagers. The plant has a capacity to purify 20,000 litres of water per day.



### Benefits of the water plant project

**Removes all toxins, bacteria, virus, suspended solids and dissolved chemicals**

**Makes the water of Bore Well and other such sources drinkable**

**Removes contaminants that may cause high blood pressure, kidney stones, indigestion and gastric bacteria diseases**

**Hard water is treated and converted to soft and tasty water**

**Removes unpleasant water odour**

**Avoids communicable diseases**

**Improves health status of the local community**



Because we believe  
"Healthy mind is in a healthy body"







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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