

Chanakya Award

Recognition
for Women
Empowerment
Initiatives



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Chanakya Award

Public Relation Council of India (PRCI) conferred the 'Chanakya Award' 2010 to MSPL Limited for the "Women Empowerment Initiatives".

The PRCI Annual Global Meet is one of the leading international platform for communication professionals and decision makes of leading industries in India.

The PRCI 2010 4th Global Meet, Seminar and Annual Awards event was held at the Indian Habitat Center, New Delhi on 3rd April 2010. Shri Manishankar Aiyar, former Union Minister, Petroleum & Natural Gas and advisor to the Bureau of Parliamentary Studies & Training inaugurated the programme and presented the awards.

The highlight of the event was the Annual PRCI Chanakya Award 2010 for national achievers and the PRCI Hall of Fame 2010 Awards for communication professionals.

Public Relation Council of India (PRCI) conferred the 'Chanakya Award' 2010 to MSPL Limited for the "Women Empowerment Initiatives".

The award represents a national level recognition of the efforts by MSPL for years, to provide a range of opportunities to the rural women located in the villages surrounding the MSPL mining area near Hospet.

Women Empowerment is one of the most important CSR activities at MSPL. It provides the much needed education, vocational training and financial aid to the women from economically backward sections of the society to be self-sufficient. The programme has helped a large number of women from the rural region and has brought in the much required social change.



“Empowering women
by providing them with income opportunities has
always been a part of MSPL's ongoing mission”.

Shri Narendrakumar A. Baldota, CMD, MSPL Limited



The award will go a long way in further encouraging the teams involved in CSR activities.

MSPL bagged three more awards at the PRCI event for its high quality communication activities.

The Baldota Group calendar for the year 2010 won the “Gold Award” in Best Public Service Campaign category.

MSPL Corporate Brochure won the “Silver Award”

Mr. Raghavendra Rao was adjudged the “Most Promising PR Person”

The awards were presented by Shri Bishma Narayan Singh, former Minister and Governor.

MSPL's Corporate Brochure and Calender wins PRCI 2010, National awards

“Gold Award” in Best Public Service Campaign category for the Baldota Group Calendar for the year 2010.

“Silver Award” for MSPL Corporate Brochure

“Most Promising PR Person” Award for Mr. Raghavendra Rao



ONCE AGAIN FKCCI Export Excellence Award for MSPL



MSPL once again won the Gold Award in Best Manufacture Export Mining Category for the year 2009-2010 from Federation of Karnataka Chambers of Commerce and Industry. The award was presented by Shri Murugesh R Nirani, Minister for Large and Medium Industries, Government of Karnataka to Mr. Parveen Tugnait, Executive Director (CC) at a ceremony in Bangalore, which was attended by eminent professionals from various industries.

Transplanting hope for greener future

“World Environment Day” a celebration that brought together young minds for a noble cause.



M SPL Limited celebrated the World Environment Day (WED) on 5 June, 2010, by involving 250 school children of Deepayan, Jaycees, SMOIRE Residential, National, Jaisingpur Govt, Hanumanahalli Govt. School and Dhanapur Govt. School in a mass tree planting drive. The children planted over 2000 saplings in Vyasanakere Iron Ore Mines on 05 June, 2010 MSPL EOU-II Ingaligi Plant, Pathikonda Iron Ore Mines & Banashankari Iron Ore Mines on 07 June, 2010 Sachidananda Iron Ore Mines & Iyil Gurunath iron Mines on 08 June, 2010.

The event started with the tree planting at 10.30 a.m. by the school children. Speaking at the occasion Sri. D.J. Mahesh, Manager-Environment explained that World Environment Day is celebrated in MSPL since the year 2000. This is the eleventh consecutive year and this has helped reclaim 240 hectares of land with 1.76 million trees. He emphasized the MSPL concern for the environment and the importance of creating awareness among the younger generation. He explained the significance of the years theme and logo of the 'WED-10'

The theme for World Environment Day 2010 is 'MANY SPECIES, ONE PLANET, ONE FUTURE'.

The valedictory function started at 12.30 p.m. Shri. K. Madhusudhana, General Manager-Mines, welcomed the gathering, the Guest of Honour Dr. Raju, Asst. Environment Officer, KSPCB, Bellary and Shri. K.S. Abdul Samad, President of Society of Wild Life & Nature Hospet,

Dr. Raju explained that the present approach to development and industrialization, is destroying the forest cover and only few companies are working towards safeguarding them. If care is not taken, the pace of destruction and global warming will increase.

Shri. K.S. Abdul Samad, explained some facts about the environment. A 100 million species inhabit this planet of which scientists have only managed to identify about 2 million species so far. That means there are a large number of species, which we are not aware of. A total of 17,291 species are known

to be threatened with extinction, making extinctions occur at a speed of 1000 times the natural rate.

Shri. Tapas Chatopadhyaya- Vice President Mines spoke about the history of the WED at MSPL and the modern technologies adopted by MSPL in an environment-friendly manner, for ethical and legal mining.

The United Nations has declared 2010 as the International Year of Biodiversity. It is an opportunity to stress the importance of biodiversity for human well-being, reflect on our achievements to safeguard it and encourage the efforts to reduce the rate of biodiversity loss. World Environment Day was the perfect day to make this commitment and step up activities by joining a global movement. To unite and work towards a common goal.

Many Species, One Planet, One Future

The Earth is a 'wonderful home' for many species, an important planet having suitable conditions for living beings. Maintaining healthy environment is our prime responsibility in day to day activities. At MSPL we have taken steps to minimise the damage and to ensure a sustainable environment. Long term solution of tree planting drives on "WORLD ENVIRONMENT DAY" has been taken by the company on a strong footing and enthusiastic participation.

Plantation Drive from the year 2005 to 2010 reflects our commitment.

Year	Plantation
2005	500 saplings
2006	1000 saplings
2007	1500 saplings
2008	1500 saplings
2009	1000 saplings
2010	500 saplings

Showcase of Dynamism & Growth

Baldota Group at JITO Trade Fair, Bangalore

Jain International Trade Organisation (JITO) is a world wide body of Jain industrialists, businessman, knowledge workers and professionals from diverse fields and industries. The organisation reflects the success and achievements of the Jain community and its business practices.

JITO had organized a three day JITO Trade Exhibition at Bangalore from 23-25 May, 2010. Over 80 participants

from different lines of business showcased their products and services. The event was a major success with over 2 lakh visitors during the three-day exhibition.

The Baldota Group's stall showcased the complete spectrum of the Group activities from Iron Ore mining to Wind energy, Pellet & Steel, Industrial & Medical Gases, Gold Mining and Shipping. The Baldota Group's stall was awarded the 1st Prize – 'Top Platinum Award' in the Platinum category.

JITO strives to achieve socio-economic empowerment, value based education, community welfare and practice of compassion, spiritual upliftment of fellow beings through global friendships.



EMPOWERING MINDS

Management Training Programme to increase efficiency and productivity

The training programme for management staff was conducted from April 12-16, 2010. The programme consisted of 10 sessions for 3 batches to a total of 50 participants.

The programme was entitled "PDP for staff of MSPL Limited".

At the programme, the participants were informed about the efforts by the management of MSPL to retain all the employees, maintain their salaries and continue training and skills development activities, in spite of the difficult times and the need for major austerity measures.

The programme resulted in a positive mind set among the participants. The participants pledged to put in greater efforts to improve efficiency and productivity by implementing a change in tools, equipment, process, methods of work and more importantly change in one's own mind sets.





Living our commitment to **education**



Education is the birthright of every child. Denying a child of education is denying him the right to livelihood. At MSPL, we understand that education is the tool to shape the future of millions. It helps one to excel in life and build a society based on reason. Through the Abheraj Baldota Foundation, we have been able to fulfil the needs of students. Our efforts continue to provide infrastructure, sponsoring college fees and honouring the achievers.

Notebook Distribution

The Abheraj Baldota Foundation 'free notebook distribution', is a much awaited event, where hundreds of school children from the villages in and around Hospet are provided with notebooks. This year the programme was held at the Sahakari Kalyana Mantapa on July 7, 2010. The programme was inaugurated by Mr. Medavenkataiah, Executive Director – Mines, MSPL Ltd.



Mr. J Bheemappa, Head Master Valmiki School, Hospet and Mr. Sampath Kumar, Retd. Head Master presided over the function. They appreciated the consistent efforts of MSPL towards education. They asked the young minds present, to learn by the MSPL example - to have a vision and to work hard towards achieving them. The event was attended by over 650 students from the Govt. High School and the Valmiki School. This year the Abheraj Baldota Foundation has distributed over 1,25,000 notebooks.

Over the years, the Foundation has been working on a holistic approach to education. From helping the under privileged children by sponsoring school and college fees, to providing the right infrastructure in local schools, like furniture, providing drinking water and toilets, so that children are not deprived of the right ambience to study. Training of teachers and providing teaching material is another initiative taken to give better quality of education. Computers are installed in schools, to improve rural education.



Honouring the achievers

For seven years, MSPL has been recognizing the outstanding performance of deserving students. This year MSPL honoured the academic achievers from PDIT College, Hospet on their Annual Day Celebrations.



Standing from Right: Mr. Vishwanath S, G.B. Member, PDIT, Mr. Biddappa. H, Chairman, PDIT, Prof. Vasanthamma G, HOD, CSE, PDIT, Dr. Khageshan. P, Principal, PDIT, Dr. Balaji K V A, Registrar, VTU, Belgaum, Sri. Indusekhar. S, President, V V Sangha, Bellary, Mr. Kotresh. K, G.B.Member, PDIT, Mr. Allum Basavaraj, M.C.Member, V.V.Sangha, Bellary, Mr. N Pany, MSPL, Hospet, *Sitting From Left: Gold Medal Recipients:* Mr. N.Shankrappa, Mech.Engg. Branch, Mr.Yerriswamy K IP&E Branch, Ms.Zakira Begum, IT Branch, Ms. Tabbusum A K, E&CE Branch, Ms.Nazeen Sabhia K, CS&E Branch



Environment Ethics



Every living creature has a right to space on this planet. However, the conflict between human beings and other living creatures has led to encroachment, pollution and eventually destruction of the environment.

At MSPL, we help maintain the balance in the eco-system and understand the need to co-exist with other living beings. Our care for the environment has been sustained through the Society for Wildlife and Nature (SWaN).

Wildlife Awareness Camps

During the first quarter, various Awareness Camps were conducted. From screening of movies to nature walks, over 2800 children from over 14 schools in the surrounding areas of Hospet, participated in these camps. They were made to understand the importance of protecting and conserving the environment and wildlife.

Tracking Tigers

The tiger census conducted across India, covered the Daroji Bear Sanctuary. SWaN, helped in training the staff and survey of wildlife in the forest area. The week long survey helped collect data along with direct and indirect sighting like pug marks, scratch on the ground and trees. The survey indicated a high density of leopard population around the Nallapura, Upparahalli and Chinnapura area of Daroji Sanctuary.

Campaign against ritual hunting

SWaN has been instrumental in the prevention of ritual hunting during the festive season. The initiative began in 2002, when ritual hunting had become a bane. SWaN, with the help of the locals, forest and police departments, and the district administration distribute pamphlets during the festive season and creates awareness by dissuading and explaining the dangers of ritual hunting. The persistent efforts have paid off, with no untoward incidents of ritual hunting being reported in the last three years.

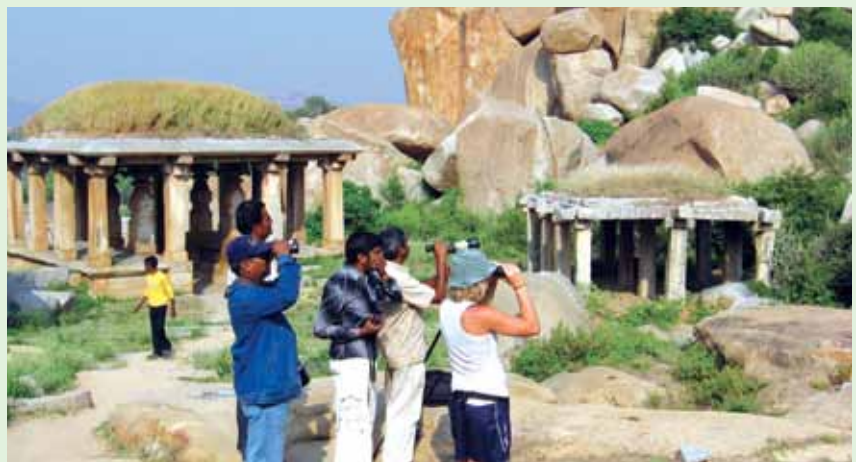


Bird watching camp

North Karnataka Birders' Network (NKBN) conducted the 3-day Muthodi Nature Camp at the Bhadra at the Bhadra Tiger Reserve. About 25 participants from various districts of North Karnataka attended the camp. Along with bird watching and photography, participants were educated on the importance of conservation of birds and wildlife.

Research in the forest of North Karnataka

SWaN in association with the Karnataka Forest Department conducted a project titled "Study of major fauna along the Tungabhadra River in Central Karnataka". The three month research revealed the existence of leopards, hyenas, jackals and the rare rusty-spotted cat. The rusty spotted cat is the smallest cat species in India, almost 1/3 the size of a domestic cat and listed in the Schedule 1 of the Indian Wildlife Protection Act.



Bridging the gaps in society

Empowering the rural women is to empower the society. Rural women are often the most affected by socio-economic changes and effects of liberalization. Most women face situations characterized by poverty and lack of security. Women are often subject to hard, arduous work and unsuitable working hours. World over there are several women groups' developing initiatives to fulfill various fundamental needs of food, housing, eliminating illiteracy and health care. It is the need of the hour to constantly interact with the society, understand the pulse and bridge the wide gaps to build an opportunistic society.



Making women self reliant and self sufficient



At MSPL, we promote Self Help Groups for women as a part of our continued efforts to improve the livelihoods of local community in the adopted villages. The projects encourage reinforcement of women's capabilities and their social and professional upliftment.

MSPL has promoted 62 women SHGs covering 954 families for the overall development of their families. The SHGs are functioning well and supporting its

members socially and economically by providing loans and creating a platform to share views and problems and voice opinions.

The SHGs have assisted 135 members to build their own houses. The SHGs have also given the members loans, who in turn have invested it in Income Generation Programmes which help them increase the standards of living.



Tailoring and Embroidery

Tailoring is one vocation which helps women earn a livelihood anywhere they go. MSPL has set up tailoring training centres in the adopted villages and women are encouraged to get trained. This helps them to supplement the household income. In addition to the six month tailoring courses MSPL has introduced embroidery training for an additional 2-months in three centres.



Smoke-free kitchens for good health

Women in Hanumahally had to walk long distances to collect firewood and then cook a meal. This posed various problems in terms of availability and health problems due to the smoke emitting while cooking with wood. The women voiced these issues in the SHG, who in turn approached MSPL for financial support to procure LPG gas connections. MSPL gave them Rs.4200/- each to procure LPG connections and today the women of Hanumahally are a healthier and happier lot, with smoke-free kitchens.



Adoption of villages

MSPL believes in giving back to the society and has adopted five more villages this quarter around the windmill farms and the steel plants we operate in. The villages adopted are Attikatti, in Gadag, Kidhal & Belavinahal in Koppal and Srungara Thota, Dhadegarahanahalli in Kayakanahalli. Initial surveys are being conducted to understand the community needs to work on developmental plans.



Supporting the cause of human rights

Women and child trafficking is one of the gravest violations of human rights. Internal forced labour constitutes India's largest trafficking problem; men, women, and children are held in debt bondage and face forced labour. While



no comprehensive numbers are compiled, NGOs estimate this problem affects 20 to 65 million Indians. Women and girls are trafficked within the country for the purposes of commercial sexual exploitation and forced marriage especially in those areas where the sex ratio is highly skewed in favour of men. Children are subjected to forced labour as factory workers, domestic servants and beggars, and even used as armed combatants by some terrorist and insurgent groups.

More and more NGOs and individuals are taking up this grave social issue, the protest is getting louder and gaining momentum. Family India Life Line (FILL) is one such NGO based in Bangalore fighting for this cause. The NGO provides life skills and rehabilitation programmes to rescued women and children. MSPL is in consonance with this vision of (FILL) and has contributed Rs.2,11,100/- towards this organization.

Coming closer to help save lives




There is an increasing need for easy availability of oxygen and other gases required for medical aid at hospitals in and around Bagalkot.

MSPL Gases identified the need in this region and set-up a depot at Bagalkot in May 2010, to help the hospitals in this region and supply oxygen in liquid containers for medical use. The better availability of the life saving gases will go a long way in helping the people of this region.

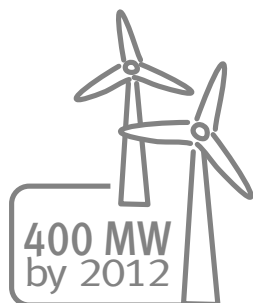
The new depot inauguration function was presided by Sri. S.P.Chotia - Dy. General Manager (Mahalakshmi Gases), Sri. C. Anantha Joshi - Manager Depots, Sri. Vishwanath - Manager - Belgaum Plant, Sri. Basavaraj - Manager (Bijapur Depot), Sri. Vinayak - Depot incharge Bagalkot Depot.



Month	Apr-10	May-10	June-10
Avg. Wind Speed (Km/Hr)	3.44	4.44	3.72
Min. Temp. (°C)	19.0	20.0	17.5
Max. Temp. (°C)	42.0	42.0	41.5
Total Rainfall (mm)	29.0	41.5	65.5



My tomorrow depends
on what you do today



Decisions of today will shape the world of tomorrow.

Representing future generations and their interests in today's decision-making process is ingrained in the ethos of MSPL. Our approach therefore transcends regulatory and jurisdictional constraints and emphasizes on synergizing ecology and economy.

It is this responsibility towards mother earth and its future residents that has led us to invest in wind energy. An initiative which shall ensure availability of much-needed power for accelerated progress, with minimal environmental footprint. Today, as a Group we have a nation-wide installed generation capacity of 216 MW, of which 160 MW is generated in Karnataka. We are recognized as one of the largest producers of wind energy in the country and are on course to double this capacity by 2012.

At MSPL, we want to make a difference and it is our endeavour to gift our children a more sustainable world than the one we inherited.



MSPL LIMITED

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