

**JSPL, Angul accorded Think Odisha Leadership Award 2011 for Best Innovative Community Programme**



Jindal Steel and Power Limited (JSPL), Angul's innovations in CSR interventions were adjudged as the 'Best Innovative Community Programme' by Interface-Asia, CSR-2011, awarded by the Tefla's and the Times of India on August 27, 2011 at the Think Odisha Leadership Awards event at Bhubaneswar.

The Chief Minister of Odisha Mr. Naveen Patnaik gave away the award to the Executive Director of JSPL Angul, Mr. Rajesh Jha.

The CSR interventions of the company were displayed at the venue through a sales-cum-exhibition stall set up by JSPL promoted Self-Help Groups as per the theme of "Gram Samridhi – Towards Equitable Development".

Under its CSR activities, the company has innovated 'Ssodashi', the lowest cost sanitary napkin produced by women SHGs and dovetailed for the use of rural women. JSPL is already known for operating the 'Kishori Express', a customized mobile health van equipped with a haemoglobin

check-up kit, iron tablets, iron centric seed kit and an awareness touch screen to control adolescent anaemia in 189 villages in Chhendipada block.

The Mother and Child care software named 'Aanchal' launched by JSPL in collaboration with the District Administration / NRHM has been striving to ensure ante-natal checkups for all pregnant women and their institutional delivery in 189 villages. Other innovations of JSPL's CSR which have contributed to sustainable rural livelihood are ECO SPA, the 100% herbal soap and body care products produced by women SHGs from locally grown herbal / vegetables and ODI FAB, the eco-friendly products from jute produced by rural women SHGs.

The Think Odisha Leadership Awards were given in various categories, including Arts and Culture, Literature, Sports and Industry. In the corporate social responsibility category, JSPL was adjudged with the award for Best Innovative Community Programme.

JSPL, Angul has bagged the Frame CSR Award under different categories of CSR Interventions consecutively for four times till date.