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Got back Smile... Cleft Lip Surgery Camp

CMD's Message



Dear Friends,

It's August and I hope it brings with it august achievements for all of us.

Last month we have reiterated our commitment towards social welfare through our CSR activities like the second successful Cleft Lip Surgery Campaign. I would like to thank and congratulate our entire team for the good work.

I also appreciate the ceaseless efforts put in by our team in the proposed site-area for improving communication with the villagers. Their efforts have paid rich dividends and people are now coming forward readily to clarify their doubts about the project as well as to understand the R&R package.

In fact, many villagers have voluntarily cleared-out their betel-vines and offered their land for our Steel Plant. We are now working in co-ordination with the government on resettlement and alternative livelihood program for 49 families who have left their village to support our project. Thus, we have been making steady progress, despite the persistent attempts made by the anti-groups and vested interests to bog us down.

Another positive development is that, efforts have been stepped up by the government at the District as well as the State level to support us for acquiring the proposed plant site land and also to grant us the license for Mines.

So, I urge each one of you to surpass yourselves in your efforts to get the project back on track to enable the return of the deputed staff-members, back in Seoul, awaiting the start of construction and mining work.

It is my earnest wish to get our team together again at the earliest and move forward in unison towards successful completion of our ambitious project.

Soung-Sik Cho
CMD, POSCO-India

Highlights

POSCO-India project progresses steadily

Betel cultivators give land for the project

In July more than 10 families from Nuagaon Gram Panchayat, Jagatsinghpur willingly dismantled their betel vines and expressed readiness to move out in support of the POSCO-India project. It is evident that the process is gathering momentum and others have started to emulate their example. As they pave way for the project POSCO-India assures them and their children a secure and safe future.



Pitambar Swain dismantling his betel vine

The first denizens of POSCO-India rehabilitation colony



A family ready for rehabilitation

Forty two families of Patanasahi, Dhinkia braved all odds and came out openly in favour of the POSCO-India project. They have offered their homestead land and agricultural land for the project and have willingly moved out of the village.

The Government of Orissa and POSCO-India are one with their feelings and are preparing to construct a rehabilitation colony as a transit camp at Balitutha to accommodate these brave volunteers. These 42 families will have their rightful claim as harbingers of development and progress in their locality. History will be always grateful to them.

Support for the Project

Enthusied by the change of mood in the project site with more and more people coming out in open support of the project, the media reporting have significantly undergone a change, in favour of the project, despite some premature misgivings about the proposed mines site in the local media at Rourkela. It is heartening to note that the Government at the highest level has started regularly reviewing the project progress and is seriously working on giving final touches to the R&R plan for the project.

Commitment fulfilled

Cleft Lip Surgery Camp

Sincere to its mission to make the life of people better than before, POSCO-India launched its 2nd free Cleft Lip Surgery and Palate Correction Camp on July 16 at SCB Medical College & Hospital. In this four day long camp, a team of eight maxillofacial surgeons and two nurses from Seoul National University, South Korea performed 26 surgeries – 19 cleft lip and 7 cleft palate.

The patients were identified in screening camps held at District Headquarter Hospital, Jagatsinghpur. All medical assistance and post-surgery medical care would be provided by POSCO-India free of cost to the patients.

The visiting surgeons also addressed a seminar for students and doctors of SCB Medical College. Mr. Chinmoy Basu, Secretary, Health and Family Welfare, Govt. of Orissa felicitated the medical delegates, during this camp.

Last year the company had organized a similar camp wherein 27 patients from Jagatsinghpur District were successfully operated.



Second batch vocational trainees complete training

Graduation Ceremony



Another twenty three youths from proposed plant site area completed vocational training at DRIET, Jagatsinghpur on July 13, 2007. Mr. GW Sung, Director was the Chief Guest on the occasion. Mr. GC Dhal, District Employment Officer, Jagatsinghpur gave away the certificates to the successful trainees in presence of Mr. Sung; Dr. SK Mahapatra, GM (HR), Mr. A. Mohapatra, GM (R&R), Mr. SR Kim, GM (HRD) of POSCO India and ; Mr. AK Mohanty, Principal, DRIET.

In his speech Mr. Dhal, District Employment Officer mentioned the assistance offered by the Government to such vocational trainees for seeking self-employment opportunities and implored the successful trainees to avail of the benefits. Director, Mr. Sung congratulated the trainees for emerging successful in their training and wished them success in future. He mentioned about the sincere intent of the POSCO-India management to create good employment opportunities in the locality through the POSCO-India project. He mentioned, the importance of starting the project early and exhorted the trainees to persuade their fellow villagers for supporting the project.

Learning Organisation: Opening of in-house library

A small in-house library has been inaugurated by Mr. Soung-Sik Cho, CMD on 28th July 2007, at POSCO India office premises, Bhubaneswar. Mr. Cho welcoming this initiative said that this small initiative would one day lead to a huge knowledge resource bank, fully e-enabled for POSCO-India family members. Books and magazines on various subjects, including Korean culture, management, Arts, religion, literature, Indian culture, history, Orissa etc are available in this in-house knowledge centre. In continuation with the knowledge sharing forums, four skill up training sessions were conducted in July. The training leaders of this month were Mr. HC Lee, Dr. SK Mahapatra and Mr. SR Kim.

Distinguished Visitor



Prof. Raj Kishore Panda, Economist and Head of the Dept., P.G. Dept of Applied & Analytical Economics, Utkal University had an one-on-one meeting with CMD, Mr. Soung Sik Cho on July 12, 2007. During this meeting they discussed on Orissa's economy and various issues concerning industrialization.

Guest lecture: Ramesh Rawal



Mr. Ramesh Rawal, Sr. Vice-President of BAIF Development Research Foundation delivered the Guest Lecture of the month on 'Natural Resource Management For Sustainable Livelihood - BAIF's Approach'. A graduate from Indian Institute of Management, Ahmedabad, Mr. Rawal briefed on various community centered sustainable livelihood promotion programs of BAIF and its effectiveness.

CMD addresses Orissa State Productivity Council

Addressing the members and delegates of Orissa State Productivity Council in a compact workshop, CMD, Mr. Soung Sik Cho presented on 'Development of POSCO and its role in the Growth

of Korean Economy'. During his presentation he shared a brief history of POSCO, its success factors and Global Strategy. He also informed about growth of South Korean Economy and contribution of POSCO to it.

He said that POSCO has extended a big hand in shaping South Korean economy and it has dramatically developed in last 50 years. He also patiently, answered queries by the delegates on various topics, including POSCO-India project.

Senior persons from industries, academia, NGOs, media, civil society and members of OSPC participated in the workshop, which was chaired by OSPC President Mr. Ajit Mohapatra.



News from Korea

POSCO among 'Asia's Most Admired Company'



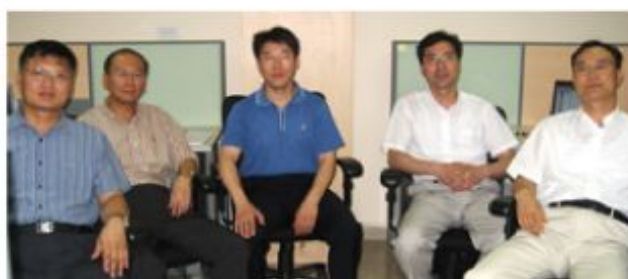
POSCO has been voted as one among the 14 Most Admired Company in Asia by BusinessWeek. In its report the business magazine writes that POSCO is not the world's biggest steelmaker, but when it comes to efficiency and profitability, it is second to none. It has appreciated POSCO's 'Technological Leadership' in 'Old-Style Manufacturing' sector. Referring to 'first-of-its kind' FINEX technology, the report says that 'POSCO's tech advantage should come in handy as the company expands beyond Korea to India and other Asian countries'.

The companies were voted by visitors / readers of BusinessWeek.com. Total 14 companies from 5 Asian countries including Korea, Japan, China, India, and Singapore were chosen as the most admired Asian companies by the voters. From India, Infosys, HDFC and Wipro have been chosen among these 14 companies.

Welcome to POSCO-India

Welcome

An Expert Delegation from POSCO headquarters, South Korea comprising Five members at POSCO-India Office



From left to right
Mr. Min-Young Kim,
Mr. Sang-Wan Sim,
Mr. Young-Lark Choi,
Mr. Dae-Yeon Kim and
Mr. Si-Woong Yang

Serendipity



The Girl, for whom I abdicated my bachelorhood

No matter where you look, from movies to magazine ads, men are always being told that they need a woman to be happy and I was the last person to believe it. 'Me' a die-hard bachelor, who always believed that to be 'Single' is the best thing in this world with liberties such as, you can gain weight without worrying; you can be your own boss and so on. And the brightest side of solitude is you can flirt as you please.

But last month my belief and my life changed in a whirlwind. I, an unsuspecting bachelor went home to meet my parents, especially my dad who was to undergo a surgery. Although my parents were impelling me to give away my 'Prized Bachelorhood', I was successfully able to evade for long. This time around, as destiny would have it, I walked straight into the trap, as arrangements were made to meet a girl at my place.

The moment I met Vaishali, Mr. Bachelor was thrown out of the window. I was bedazzled by her beauty and charm; my sanity took a back seat and I wanted to spend my whole life with her. Due to time constraints it was decided that engagement would be undertaken next day itself and everyone around me was very happy. I can see immense pleasure and satisfaction on my parent's faces, which has more worth than my bachelorhood.

After all this, in retrospect I wonder whether it is serendipity or zemblanity. But whatever it is, my life has changed in more ways than I can imagine and I am enjoying it...

Rohit Bhale,
Asst. Manager, Corporate Strategy

Health Tips By Dr. Soumitra Barik

High Blood Pressure

Blood pressure readings are measured in millimeters of mercury (mmHg) and usually given as 2 numbers. For example, 140 over 90 (written as 140/90).

- ▶ The top number is your systolic pressure, the pressure created in blood vessels when your heart beats. It is considered high if it is consistently over 140.
- ▶ The bottom number is your diastolic pressure, the pressure in blood vessels when the heart is at rest. It is considered high if it is consistently over 90.



Either or both of these numbers (Systolic and Diastolic) may be too high.

Blood pressure varies constantly during the day. The level of physical exertion, anxiety, stress, emotional changes and other factors may also cause changes in blood pressure. So blood pressure should be checked under resting conditions and single measurements are not particularly meaningful. A diagnosis of hypertension is not normally made unless a high blood pressure is measured on three separate occasions.

Symptoms

Most people with hypertension will not get any symptoms. The only way to find out if you have high blood pressure is to have it measured. In rare cases, the blood pressure can rise dramatically and without warning. The symptoms of this type of severe high blood pressure include:

- ▶ a bad headache, ▶ feeling confused, ▶ feeling sick, ▶ having trouble seeing, ▶ feeling very sleepy

Causes

In approximately 90% of cases, the cause is unknown. This type of high blood pressure is known as essential hypertension. High blood pressure can also be due to some medication and a tumor of adrenal gland.

Risk factor

Getting older, being male, having a family member with high blood pressure, Being overweight, taking alcohol, Smoking, Stress, Lack of exercise.

Complication

Very high pressure can suddenly damage the brain. In long term sustained high pressure can damage heart, kidney, eye, blood vessels.

How to Avoid

You can help treat and reduce your risk of developing high blood pressure by making lifestyle changes:

- ▶ eat a healthy, well-balanced diet, with less salt and fats,
- ▶ lose weight if necessary, ▶ exercise regularly,
- ▶ stop smoking, reduce your alcohol and caffeine consumption.

Call your doctor, if

- ▶ Your blood pressure is still in the higher range after following lifestyle modification.
- ▶ You have high blood pressure and you develop chest pain, confusion, excessive tiredness, nausea and vomiting, severe headache, shortness of breath, significant sweating, vision changes.

Celebrations

New Members in POSCO-India Family



Nihar Ranjan Das Patnaik
Manager (CSR)
July 02, 2007



Dolagobinda Kar
Manager (Mines Survey)
July 23, 2007

Birthdays

Saroj Kumar Mahapatra
August 25

Sumit Kumar
August 03

Engagement
Rohit Bhale

Marriage

Shreenibasha Mishra, Company Secretary tied his nuptial knot with Subhadarshini on July 12.

POSCO-India Family wishes a happy and blissful married life to the couple

Cradle Buyer

Ratnakar Pilai has been blessed with a baby daughter on 26th July 2007. POSCO-India family wishes happiness to this extended family.



Got back smile

POSCO-India supported plastic surgery of Mamali Das, who was affected by burn injury



A team of BAIF Development Research Foundation consulting with community members for alternative livelihood



Members of POSCO-India family, after inauguration of in-house Library

Cleft Lip Surgery Camp



A joyous mother with a cleft lip operated child: All the parents are very happy after successful surgery of their children



Surgery in Progress: 19 cleft lip and 7 cleft palate surgeries conducted



Mr. Chinmoy Basu, Secretary, Health & Family Welfare, (Govt of Orissa) with Prof. P.H. Choung, Team Leader of Korean Surgeon's Delegation. He felicitated the visiting medical team.



Success Repeated: Children who benefited from this Specialized Surgery Camp



POSCO-India, a Caring partner: Mr. Debasis Swain, Executive (CSR) with an operated child

PINE needs your co-operation and feedback.

Please send your feedback, write-ups & photos to communication@posco-india.com.