

Dear Friends,
Last month, the emphasis has been on communication.

People of the site-area have come together to form an organized group called United Action Committee. This has enabled us, along with the government officials to have a systematic dialogue with the local people's representatives. The District Administration has also been very pro-active in initiating the Site-survey work.



We have also come out for the first time with detailed print advertisements on our Project particulars, CSR activities, R&R Policy and Economic benefits that would ensue from the project. However, I feel that we still have a long way to go before we are able to reach out to all our stake-holders.

So, I would request all departments to lend a hand to our PR Department in disseminating relevant information and settling persistent doubts and queries. We should utilize every possible opportunity to interact with people, to spread our message, clear misconceptions and eradicate all reservations towards our project.

Time is flying by and time is precious. Let's remember, that at any point what we achieve depends upon us, our pro-activeness and our mind-set. External Factors have only limited role to play. So, it is not the 'environment' but it is 'we' who determine our Success.

CMD, POSCO-India

POSCO TJ Park fellowship to students at site



Scholars with their citations at Kujang office

28 meritorious students from the three Gram Panchayats of Nuagaon, Gadakujang and Dhinkia falling under the proposed site of POSCO-India steelworks, were awarded fellowship for 2008 by POSCO TJ Park Foundation, S.Korea, in a function held at POSCO-India Kujang Office. Children

and their wards attended the simple ceremony wherein Mr. Uma Ballav Pattnaik, Executive Director, POSCO-India gave away the citations. Mr. Ardhendu Mohapatra, GM, R&R and Chief of Kujang office, Dr. Saroj Mohapatra, GM HR & Admin, Mr. Sang Rak Kim, GM, Planning along with Shashanka Pattnaik, Sr. Mgr PR were also present during the occasion.

In an exemplary move, this scholarship was exclusively offered to the students from the to-be-displaced families and those belonging to the economically backward sections from the plant site. Under this category 18 students from the project displaced/affected families received 250 USD special scholarships as encouragement for higher study. The rest students were selected basis their +2 results and received 500 USD for the year 2008.

Since 2006, POSCO TJ Park Foundation has been offering a series of scholarships and grants for meritorious students from leading universities of Orissa and India to encourage research, aid higher education and promote academic collaboration. Recently, in December 2007, 29 students from prominent universities of Orissa were awarded Scholarship of Merit by POSCO TJ Park Foundation.

Socio Economic Survey for Displaced Families

Socio-economic survey for displaced families has been successfully completed with help of Xavier Institute of Management in the month of January. The scope of the survey included 466 original displaced families and 252 extended families. The results were shared with team POSCO-India on January 21, 2008. Based on data, it is established that 97.5 per cent of the to-be-displaced are willing to resettle in the rehabilitation Colony and are willing to discuss on the civic amenities such as sanitation measures and energy requirements in the new establishment.

During the meeting it was agreed upon that as 47 per cent families of the to-be-displaced families live below poverty line, certain degree of handholding and ensuring food security would be given primary attention during transition phase. Mr. Soung-Sik Cho, CMD POSCO-India remarked that the livelihood of locals would be protected at any cost. Emphasis would be given to maintain the existing livelihood to the best possible degree at the same time alternative sustainable models would be introduced for improved livelihood. To measure the enhanced living of the locals, comparative socio-economic status charts, before & after displacement would be taken as indicators.

CMD visits CRII

POSCO India CMD, Mr. Soung Sik Cho paid a visit to the Central Rice Research Institute (CRII) on January 22,



2008. He had an in-depth interaction with Director, Prof. M.P. Pandey and interacted with other senior Scientists of the Institute. CMD, during the interaction, inquired about the efficient scientific farming practices suitable for the people in plant site area, which can be introduced in alternative livelihood planning for project affected people.

He later witnessed various field demonstration such as Rice Based Integrated Farming System, Rice Fish Farming System, etc to gather first-hand knowledge about different rice farming systems.

Prof. Pandey assured all kind of technical support to POSCO-India in providing alternative livelihood for its project affected people. Dr. K.S. Rao, Senior Scientist explained the farming system to CMD during the field visit.

NEWS FROM KOREA

'POSWITH'- Dream Work Place for the Disabled

POSCO held the inauguration ceremony for 'POSWITH', a standard workplace for the employees with disabilities in POSCO Research Institute of Technology on January 3, 2008.

POSWITH is established according to the **Standard**

Workplace System of Investor Company Type and is regulated by the 'Employment Promotion and Occupation Rehabilitation Act'. It is mandatory for POSWITH to employ over 30% of the whole workers from the people with disabilities.

The major business areas of POSWITH covers the departure works of the staffs performing in POSCO's partner and



Inauguration of POSWITH

contributor companies, the labor welfare benefit service such as exercise of labor welfare fund in the company and operation of resort facilities outside the company, laundry service within the steelworks, telecommunication service.

POSWITH's capital fund has wholly been invested by POSCO, and a new office building near Pohang Works during the first half of the year is on the cards.

POSCO: Suzuki's Best Partner

POSCO has been given the 'Best Partner Award 2007' by the Suzuki Motor Corporation of Japan on the 18th January. This award is given every year to the supplier who



had contributed to the cost reduction and improvement of competitiveness of the Automobile Company. This year, the company chose four companies including the non-metal suppliers in the material section, POSCO being the only steel company in the list.

POSCO has been contributing to the enhancement of the quality for cars by supplying

GA and lubrication sheets to the Suzuki Motor Corporation since they have started trading in 2003.

The Fourth largest steel maker has also got the Best Partner Award by the Honda Motors in 2003, the Best Partner Award by the Volkswagen Group in 2007, the quality certificate from the Chrysler, and Q1 quality certificate from the Ford Motors.

FEEDBACK

From Website

POSCO project will have tremendous socio-economic impact in the state. Society will get lots of advantages. All the best!

Name: **Aditya Das**
Bhubaneswar
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Phone: 09937522527

Sir, now a days, I with my family members are watching the Korean TV serial Jewel in the Palace. The serial is sponsored by POSCO-India Ltd. on India's National Channel at 8.30 PM on Sunday. We like it very much. The dialogues in the serial are dubbed in the Indian Language - Hindi. However, the names of the characters in the serial are in Korean. We are not able to understand/remember the names of the characters and so there are always confusion in the main theme of the story. To make the serial more interesting, we request you to kindly dub the names of the characters also in the Indian language.

Name: **Bhagwat Ranga**
New Delhi
Email: bsh_ranga@hotmail.com
Phone: 25872133

Thanks for selecting my son Chinmay Rout to get scholarship from your company. We do expect a prosperous future for POSCO as well as of my village -DHINKIA and state-ORISSA.

Name: **Nimain Charan Rout**
Email: nimain2it@yahoo.co.in
Phone: 2564621

For PINE:

It is very interesting for me to read monthly your message every time when you send PINE.

You write very good literature.
I am willing to call you "a nice Poet"

Name: **Lee, Jung-Bae**
Project Manager (Steelmaking Plant) of India Project

Memoirs



Mr. Anil Kumar Parida with his team

It was really an opportunity of a lifetime for me to join the campaign “Love in Action” aimed to assist the underprivileged of our society under the banner of “Habitat for Humanity”.

There were 86 participants in all with mostly students from different universities of Korea. Me & Mr. Dipak Ojha from POSCO-India joined them in this noble venture. The team was assigned to construct 8 houses for selected families and subsequently was divided into eight groups. We were 10 members in our group in which barring myself and Dipak rest eight were Korean students.



Mr. Dipak Ojha with Youth Volunteers

One thing which I admired most and learned from our young Korean friends is the hardworking and target oriented approach. Although there were barriers of language & culture we all worked as a team.

Due to language handicap, initially our Korean friends were little hesitant to mix-up, but gradually they



Youth Volunteers from S.Korea at the Construction site

opened up, and it was a wonderful experience to exchange our views on culture, lifestyle etc. They are very enthusiastic about Indian spicy food, especially

Tandoori

Chicken, Paneer Curry, Mutton Curry and Naan Roti which they liked most. Same was their enthusiasm to learn Hindi and they made optimum use of greetings such as ‘*Namastey*’, ‘*Aap ka Naam*

kya Hai’, ‘*Dhanyavad*’, ‘*Aap Ka Umar Kya hei*’ etc.

Interestingly, their curiosity regarding the development at POSCO-India was remarkable mostly due to the fact that most of their parents are working for the mother company, POSCO. We feel privileged, as we have been invited by our team members to pay a visit to Korea especially to Pohang & Kwayangyang.

During the trip we had the honour to take part in the

Republic Day Parade and to visit Agra to have a glimpse of the marvelous Taj Mahal, one of the Seven Wonders of the new World. We all were spell bound by the grandeur and beauty of Taj. Finally we parted ways after staying together & working for a

higher cause. But the memories and the experience we had there and the satisfaction we had for doing whatever little we could have for the poor will last forever.

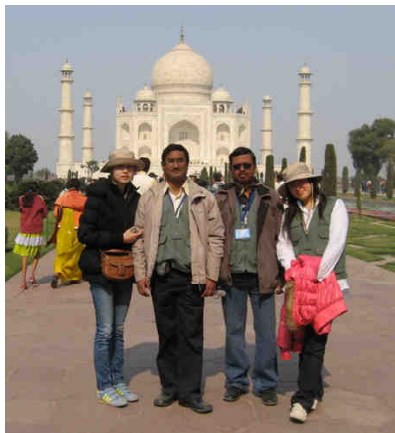


Volunteers with the campaign banner

SNAPSHOTS JANUARY



CMD in discussion with CRRI Director



Wah Taj!: Mr. Anil Kumar Parida and Mr. Dipak Ojha pose for the camera along with two youth volunteers from Korea in front of Tajmahal.

Make a Wish: Marie Julie Noronha, Secretary celebrates her Birthday with colleagues at Corporate Office



TEAM POWER



In a bid to rejuvenate team spirit and to keep up the ante, an outdoor team building exercise was carried out at Amarpalli Resorts, Cuttack on February 2nd.

Approximately 50 employees participated in the event and an effort was made to reinforce the team spirit. Various games such as Football, Kho-Kho, Musical chair and Innovation Games were carried out, which the employees enjoyed along with the learning.

Ode to a Year in POSCO-India

Sandhya Rani Pattnaik, CSR Officer

Before POSCO-India, I had a 12 year stint in development sector. My previous employer, UNDP, where I served for over 5 years was definitely the high point in my career. The work scope hovered mostly around disaster management. In course of my time in development sector, I realized that I prefer to be associated with Livelihood sector than disaster management simply because of the fact that the

Agitation against POSCO was gaining grounds in Keonjhar and some of my NGO friends went frenzied when I broached my interest to join POSCO. So I was initially skeptical of the proposal and somehow was prejudiced that corporate houses exist only for profit making.

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pain and loss reflected in people's faces post-disaster, is way too heart rending. One needs to have crystals in one's heart to plan and strategize in the middle of all the chaos and damage to effectively render disaster relief and rehabilitation

So, I was thinking of switching to livelihood sector once again and was looking out for an apt opportunity. Just then a family friend discussed about the requirement of an experienced CSR personnel in POSCO-India and I came to know about it. Back then the anti-project sentiments were running high. Agitation against POSCO was

gaining grounds in Keonjhar and some of my NGO friends went frenzied when I broached my interest to join POSCO. So I was initially

skeptical of the proposal and somehow was prejudiced that corporate houses exist only for profit making. To add to it I had a feeling that I will be a complete misfit in the set up. Afterwards however, I came to know the work scope in detail and reflected that it was more or less in sync with what I was looking for apart from the shift in the sector.

It is in human nature to love lofty ideals and the idea that one is working for the community is apparently more fulfilling than the rigors of working for any Industry per say. A little befuddled I cleared

two rounds of interview. By then I had done enough web browsing to find out that POSCO is internationally acclaimed for its sustainable community initiatives. Then I had the opportunity to talk to Mr. Trijib Chandra Hota, VP Mining, who took all the pains to clear my last traces of apprehension one at a time with an amazing display of patience for which I would be obliged to him. It of course upped my confidence quotient & I decided to accept the challenge.

I joined POSCO-India fraternity still a little wary on entering a new environment. I wondered whether there is enough flexibility or not, whether my competence would be utilized to the optimum or not and most of all how important is the interest of Project affected People (PAP) for the authorities. It took some time to be adjusted with corporate environment. Thanks to Mr. Ranjan Nayak & my colleagues in the mining team who rendered unconditional help and facilitated my transition into this new culture.

With help from my team I was able to design several CSR models for the people from the proposed mining area, which have been appreciated by my superiors. I am looking forward to more fulfilling hours, days, months and years in this organization. Now I have the confidence to face detractors head on and fight for the fact that POSCO-India will not only bring about socio-economic development in the state but will also 'Grow with the Community' right from nascence.