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## CMD's Message



*"Time for Mass-dissemination of factual information"*

Dear Friends,

My best wishes to all members of the POSCO-India family. The Environmental clearance for Port Construction has been a feather in the cap. I have the positive feeling that this month we are going to get started with the Land Acquisition also.

I would like all the employees to be well informed of all the facts concerning the project and have action-plans ready to tackle any upcoming hurdle. In case of unforeseen issues cropping up, I expect all employees to react wisely and practically.

Mass-dissemination of true and factual information to all the stake-holders should be our prime concern in this month. We need to find ways to communicate with the local people in the plant site and clear all their misconceptions about the project. We have to assure them that our motive is not to take away their livelihoods but to usher in an improvement in their lives through industrialization.

We should try our best to provide satisfactory answers to issues raised by all our stakeholders. We have to keep on trying till we succeed in convincing and winning over all the anti-project speakers.

I urge all employees to be self-dependent and pro-active. The "Can Do Spirit" which helped the Koreans to achieve success in the Gwangyang and Pohang projects should be integral to our project also. Everybody should have the strong will and confidence for achieving success.

I truly believe that we can and we will make this project a reality.

Soung-Sik Cho  
CMD, POSCO-India

## Highlights

### Educational support for School Children

In order to encourage and support school children, POSCO-India distributed education kits to 1230 students of six schools in the proposed plant site area. While 900 students at primary and upper primary schools were provided with school bags and instrument box, 330 students at high school level received alarm clock, along with these two items.

The company also presented hand bags and umbrella to 30 school teachers. The school children were very happy with this support and there was an overwhelming response from the schools. In future, POSCO-India is planning to cover more school students and promote education in the project affected area.



### POSCO: The Most Admired Company



POSCO is selected as the most admired all-star company in Korea for four consecutive years by Korea Management Association Consulting.

POSCO received good appraisal throughout all items of innovation ability, stockholder's value, employee's value, social value, image value and others. The company has also obtained excellent appraisal, especially in the viewpoint that it is providing steel industry with the best practices through unceasing innovation, leading market, creating distinguished results based on excellent competitiveness and practicing society-friendly activities.

Such activities appeared not only to be raising enterprise image of POSCO but also to be the ground for sustainable growth.

### Public Hearing on EIA Clearance

A Public Hearing by the Orissa Govt. and the State Pollution Control Board (SPCB) on the establishment of POSCO's proposed first phase 4 MTPA steel plant and captive port was held on April 15, 2007 at Banabihari High School, Kujanga. More than 1000 people from Dhinkia, Nuagaon and Gadakujanga Gram Panchayats participated in the public hearing, which was conducted under the chairmanship of Additional District Collector Mr. Dillip Kumar Mohanty and in presence of Deputy Director of SPCB Mr. DK Rout.

In this meeting, various questions regarding environment and forth coming pollution were raised by villagers. The people, present on this occasion expressed that if the administration and Police would have taken strong actions in the beginning, the situation would have been better. They said that had such a public hearing would have held earlier to convey the locals about the benefits of the project; the construction work would have been started by now.



The Public Hearing started with a presentation by Mr. Shashanka Pattanaik, spokesperson, on details of the project and its benefits that would be brought to the area. He explained the measures to be taken up by POSCO-India to minimize environmental impacts of the project.

## Project Updates

- ▶ Approval of the Construction of Port and Coastal Regulation Zone
- ▶ PRI members of Gadakujanga GP have submitted their proposal for peripheral development
- ▶ Prime Minister of India Reviews the project with Orissa's Chief Minister
- ▶ POSCO-India's CMD calls on Chief Minister of Orissa
- ▶ Health Card introduced under the mobile health service program
- ▶ High Court directs Central Govt. to decide on Khandadhar mining issue within three months

## Guest Lecture: Prof. Rita Roy



Prof. Rita Roy, Professor in Sociology, Utkal University and R&R Expert, addressed the 'Guest Lecture' in April, 2007. Covering the topic 'Gender Perspective in R&R Implementation Strategy', she highlighted important issues of concern for women in Rehabilitation and Resettlement activities. During her address, she stressed on Socio-Economic Survey in the proposed plant site area to win the confidence of people.

## News from Korea

### POSCO: Best Work Place in Korea in 2007



POSCO is selected as the best work place in Korea in 2007, in the section of large enterprise with employees more than 3,000 by Hewitt Associates, a world class consulting company for human resources and organization. Hewitt selected the best work place in 2007 evaluating 'engagement' and 'alignment', which are the most important factors to comply with the best work place.

POSCO secured reliance of the employees since transparent operation, and achievement and ability oriented fair personnel management are carried out by management expert system. Its exemplary ethics management received good appraisal. It is recognized as a merit that it has supported in providing employees with opportunities for constant

growing by introducing 'lifetime study' of which essential is harmonizing of work, study and rest. The company has well organized on-line education system to make employees to contribute in improving operation results by themselves. In addition, it has suggested the vision that it would jump up as the most excellent global enterprise by ceaselessly creating achievement through 6-sigma activity, and the employees also showed satisfaction for the company and the duties.

### My Korean Experience

*"I am at Gwangwang, South Korea. Today, I saw POSCO Steel Plant. Tomorrow, I will visit the industrial complex for which I have come here. It is a very good steel plant, unique of its kind. It should be replicated in Orissa. We should tell everybody. It is actually the backbone of South Korea economy, as they claim. We must work hard to protect our interest".*

**Binod Ch. Mishra, OAS(I) Jr.**  
Manager(P&A), IDCO, Bhubaneswar

## Employee Section

### POSCO-India welcomes the following new members to its Family:



Mr. Sandip Bhattacharya  
Manager, HR  
Date of joining: 2nd April 07



Dr. Soumitra Barik  
Medical Officer  
Date of joining: 2nd April 07



Mr. Biraja Prasad Mishra  
Jr. Executive HRD  
Date of joining: 2nd April 07



Mr. Ardhendu Mahapatra  
GM- R&R  
Date of joining: 23rd April 07

### Internal structural change

#### Objective:

- ▶ To increase the speed of decision making and information delivery
- ▶ To reinforce the total project control system and support functions.

#### Major changes:

- ▶ Divisional arrangement has been replaced by Director System for construction and mines division.
- ▶ Finance Department amalgamated to Corporate Strategy Department
- ▶ New establishment of Project Management Department and set-up of R&R Project Department, External Affairs Team and CSR Team as subordinate organizations.
- ▶ Change of name of HR Dept to HR & Administration dept and setup of Administration Team and HR Team as subordinate organizations.

### Health Check-up

POSCO-India is undertaking annual health check-up for all its employees as a part of organizational responsibility and employee welfare activity to ensure that each of its staff maintains a good health. The health check-up is being conducted at Neelachal Hospital, Bhubaneswar.

The company has also recruited a full time medical officer for its corporate office at Bhubaneswar.

### "HR should be at the table not on the table..."



Confused? ....Even I was when I read this small but powerful statement for the first time ..... If you care to remove the confusion from your mind .... do spare me some time.

When I started my career in HR, I was the usual HR guy. Doing day to day activity, ensuring no labor unrest, ensuring recruitment in time, ensuring the performance management forms being filled up and appropriate increment letters being generated. Now, what's so special about this? You, me ..... In fact anyone can do this with little practice & some common sense.

Well, in today's world as Mr. Bill Gates says, corporate world moves with .... "Speed of Thought" .... HR and all the so called support functions needs to rise up to the occasion & deliver by adding value to the business in terms of being a strategic partner. So how can we add value ....?

Let each one of us ask ourselves .... what are my core competence and how important a role I'm playing to add value to my company's business? I assure you, initially you will be threatened to find out because the answer is .... "Am I really adding value?" Don't get cowed down. Put your thinking cap and you will see that you can make a 'BIG' change to the organization. A thing which will help you is, 'Unlearn' a few things, to 'Learn' one good thing.

Now I think you are getting some sense out of the first statement. And remember friends .... at the end of the day ..... All of us in POSCO-India are valuable Human Resource. You, Me, We will make the difference..... And make POSCO-India a great place to work

**Sandip Bhattacharya,**

Manager, Human Resources

## Health Tips

### Neck strain - By Dr. Soumitra Barik

Office executives often develop pain in the neck area due to:

- ▶ Working in front of computer monitor for long hours in abnormal body position.
- ▶ Person with vision defect trying to see monitor in an abnormal position of head.
- ▶ Talking over phone for long, holding the phone between ear and shoulder.

Home treatment:

- ▶ Put some ice in a plastic bag, wrap it in a towel. apply the towel to the pain area of the neck for 15 to 20 minutes for two to three times a day .Applying ice directly to the skin may damage the skin.
- ▶ Do not apply warm massage in the first week of a neck pain. It may further damage the tissue.

Precautions:

- ▶ Maintain a neutral posture while working.
- ▶ Head should be in line with body or bent slightly forward, forward facing and balanced.
- ▶ Shoulders are relaxed and upper arm hang normally at the side of the body.
- ▶ Sit at a comfortable distance from the monitor, preferably 20 and 40 inches (50 and 100 cm) from the eye to the front surface of the computer screen.
- ▶ The top of the monitor should be at or slightly below eye level. The center of the computer monitor should normally be located 15 to 20 degrees below horizontal eye level.



When to seek medical advice - If u have following symptoms please consult your doctor immediately.

- ▶ Severe, unremitting neck pain, unaffected by change in position.
- ▶ Vomiting, ringing in ears, dizziness, difficulty in breathing.
- ▶ Pain in the neck after an accident.
- ▶ Weakness, numbness, tingling or loss functions in the arm, hands, fingers.
- ▶ High fever with neck pain and headache.

## Celebrations

### Birthdays:

Ratnakar Palai 6th May  
Sushanta Das 9th May  
Anil Kumar Parida 19th May

### Marriage:

Priyanka Singh Deo 29th April

### Promotions:

Gee Woong Sung Director - Head LD&C, Head HR & Admin.

Sang-Rak Kim GM - HRD

Best wishes from POSCO-India