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POSCO-India News Exclusive

E-Newsletter Vol.10

November, 2007

Corporate Ethics
Page 2

CEO Lee, Chairman of HISI
Page 2

POSCO Board Visit
Photo Essay -Page 4

Tryst with Trouble Monger
My Space -Page 5



The highlight

last month, was the visit by the Board of Directors from POSCO. It was a good opportunity for them to see the real picture here and they have expressed confidence in our zeal for leading this project to its successful culmination.

During our meeting with the Hon'ble Chief Minister, he expressed

that Start-Date for our project can be fixed on 1st April, 2008, which happens to be Utkal Diwas as well as the POSCO Foundation Day and assured us clearance of all hurdles.

It has become clear to us through direct interactions over the past month that the majority of people in the proposed site area, are in favour of the project. In fact, the desperate measures being adopted by the anti-project agitators are proof enough of the same.

The need of the hour, therefore, is for the public opinion to be openly expressed, as this project is for the people, and will be taken forward **only** with their full support. The District Administration's efforts to restore law and order in the area and the launching of a united and organized movement by the common people in the villages seem to be a definite step in this direction.

So, let's continue our efforts to propagate the real facts of the project and I am sure, the ensuing support would steer our project towards its goal. I wish all the employees full success, in their efforts to expedite work, to be fully prepared for the D-Day on 1st April, 2008.

Soung-Sik Cho
CMD, POSCO-India

Ground breaking of POSCO-India in April 2008

Mr. Ku-taek Lee, Chief Executive Officer, POSCO, announced during the 6th Board Meeting of 2007 that the Ground breaking ceremony for POSCO-India would be held on 1st of April 2008, which is the 40th POSCO Foundation Day as well as the Orissa Foundation Day. The Board Meeting was held on October 19 at New Delhi with six Standing Executive Directors including; CEO, Ku-taek Lee & Mr. Soung-sik Cho, Senior Executive Vice President & CMD, POSCO-India along with nine independent directors.

POSCO-India executives show courage under fire

Four Executives of POSCO-India, Mr. K.S. Choi, Mr. S.H. Nam, Mr. T.J. Ahn and Mr. Deepak Ojha were detained by villagers of Dhinkia on October 13, 2007, and were later released on the same day. These executives were inspecting the probable route of electrical tower to be constructed in the area. Over 50 villagers from Dhinkia armed with wooden sticks forcibly took them to Dhinkia village along with the driver and the car.

They were detained at the Phulakhai temple in Dhinkia by

CEO also met Chief Minister of Orissa & several Union Ministers and discussed the progress

of the project. Board members visited POSCO-India office at Bhubaneswar and a power lunch was held with team leaders and Heads of Departments. They also reviewed the progress of POSCO-India project.



PPSS for almost 6 hours. After discussion with the local police, they released the officials unharmed.

Recollecting his experience, Mr.K.S.Choi said that even though he was roughed up by villagers, his confidence remained high as he truly believes that this project is for the good of the people at project site.



POSCO-India reinforces Ethical 'Code of Conduct' for Sustainable Management



POSCO-India in October adopted Ethics as the theme. Series of workshops and lectures

were conducted during the month. The inaugural workshop was conducted at Corporate Office to formally reinforce 'Code of Conduct' among employees on October 5, 2007. Speaking on the occasion, Mr. Soung-Sik Cho reminded every one that recently India celebrated the birth centenary of Mahatma Gandhi, who practiced his preachings. In a like manner at POSCO-India, employees need to practice ethical conduct rather than merely paying lip service to it.

Mr. CMD further commented that though short cuts may look lucrative, employees need to adhere to right path philosophy with determination, perseverance and faith never losing focus of the long term objective. He exhorted every POSCO man to symbolize loyalty, integrity, to stand as a believer in right path philosophy and to be a pioneer of 'Can Do' spirit.

Employees of POSCO-India collectively pledged to abide by the Company's 'Code of Conduct'. On the occasion, Dr. Saroj Kumar Mohapatra, GM HR was designated as the Ethics Officer for POSCO-India.



A workshop titled "Practicing Ethics" was conducted in Kujang

by Dr. B. P. Patra (Faculty, XIMB) on Oct 6. The exercise focussed on emerging successfully out of ethical dilemmas. A similar workshop was held by Dr. Patra at Bhubaneswar office on Oct.27.

Though in formative phase, POSCO-India is constantly making efforts to establish a win-win partnership with all concerned stakeholders.

CEO Ku-Taek Lee leads global steel body

CEO Ku-Taek Lee has been elected as the 31st Chairman of the International Iron and Steel Institute (IISI), at the 41st Annual Conference of IISI members on the 7th October at Berlin, Germany. Founded in 1967, IISI members produce around 70 percent of the world's steel.



CEO Lee shakes hand with outgoing Chairman Jhon Surma

Prior to the recent appointment, CEO Lee served as vice president of IISI, one of the largest industry associations, representing over 170 steel producers in 2005.

In his first speech as a chairman of IISI, CEO Lee said that he was elected because the global steel industry recognized the status of POSCO and

Korean steel industry. As a head of IISI, he pledged that he would make an effort to build close cooperative relations between members and make a contribution to the joint development of the global steel industry by coming up with effective countermeasures to climate-change agreements and fostering activities to generate new steel demands.

Six months of successful operation of first commercial Finex plant at Pohang

During the first six months of operation more than 650,000 tons of hot metal was tapped from the first commercial Finex plant at Posco's Pohang Works in Korea. The nominal melting rate of 180 tons per hour was achieved within several weeks following the initial start-up. The quality of the hot metal fully satisfied the requirements for subsequent processing

in Posco's steel works right from the start of production. The Finex process allows for the use of low-cost iron-ore fines and non-coking coal. This reduces hot-metal production costs by approximately 15% in comparison with the blast-furnace route. At the same time, environmental emissions are significantly reduced.

Orissa Productivity Council organised a



seminar on October 29 on India-South Africa Cooperation, wherein the potential of Orissa as an investment destination was discussed.

Mr. Soung-Sik Cho, CMD, POSCO-India delivered a lecture on "Minerals as Drivers of Growth" in the inaugural session. South African High Commissioner M.L Minnie; Chief Secy, Govt. Ajit Triparthy; Industry Secy, U.P Singh; MD IPICOL Ashok Meena and corporate biggies from Orissa attended the seminar.

Media Interactions



CMD met Mr. Nageswar Pattnaik, Special Correspondent, Economic Times on Oct. 4 to discuss project progress.



CMD also met Mr. Satya Prakash Nayak, Correspondent, Times Now Television Network on Oct 11 to apprise him on the project front.

POSCO Executive Board Meets in India

POSCO's 6th Board Meeting of 2007 was held in India on October 19. Six Standing Executive Directors including Mr. Kuntaek Lee, Chief Executive Officer, POSCO; Mr. Soung-sik Cho, Senior Executive Vice President & CMD, POSCO-India and nine independent directors participated in the meeting at New Delhi. The board members and senior executives made a trip to POSCO-India corporate office at Bhubaneswar.

CEO POSCO, met and discussed the progress of the project with high level functionaries of the government both at Centre and Orissa.

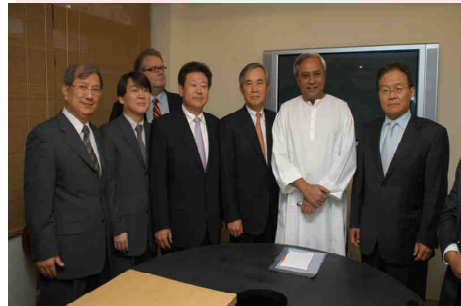
PINE offers a glimpse of their visit



Power Shake: CEO Lee is greeted by Mr. S.K.Rungta, Chairman SAIL at New Delhi



CEO Lee with Mr. Sis Ram Ola, Minister Mines, Govt. of India



POSCO Board Members with Naveen Pattnaik, Chief Minister Orissa at New Delhi



Board Members being greeted at Bhubaneswar Corporate office. CMD, POSCO-India looks on.



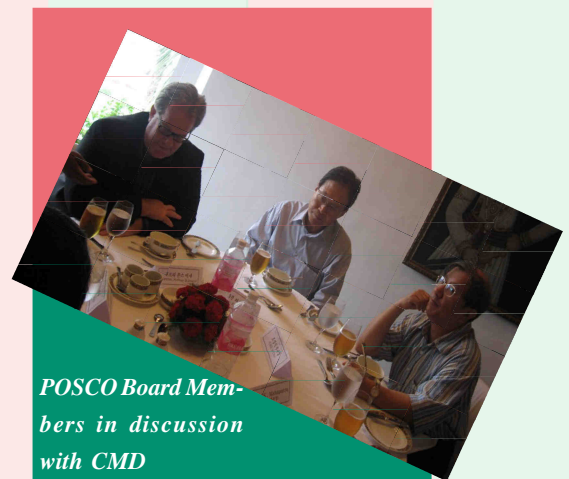
CEO Lee with Montek Singh Ahluwalia, Dy. Chairman, Planning Commission



POSCO Board Members in discussion with Indian employees



Power Lunch: POSCO Board members' luncheon with POSCO-India senior executives



POSCO Board Members in discussion with CMD

PHOTO ESSAY

Special Education Programme



A Special Education Programme was scheduled at Bhubaneswar Corporate office from Oct 26~31 for members of Land Acquisition & R&R Team, CSR Dept. and Project Support Team. Sessions were

taken by distinguished resource persons such as Prof. Durgesh Mohapatra, Law Faculty, and industry authorities



such as Mr DK Mohanty, Welspun group, wherein they shared their experience. Employees participated in the programme with gusto and meaningful brainstorming was held during the sessions.

Mastering the Media : Workshop



A workshop titled 'Mastering the Media' was organized on Oct 9 to help the senior management at POSCO-India in understanding news media dynamics and enable them to face media with renewed confidence and thereby use it to their advantage.

In the half-day workshop, dimensions of news media, Entertainment media,

Educational media, specific expectations of news media; Key message development; spokesperson mechanism and the human angle were discussed.

The workshop was conducted by Dr. Mrinal Chatterjee, a renowned media person in Orissa and Associate professor, Indian Institute of Mass communication.

FEEDBACK FROM WEBSITE
FEEDBACK FROM WEBSITE

I am a resident of jagatsinghpur district where your project will start. I am happy that a big project will run in my district. Some peoples are trying to stop this project for their personal intrest.they are not actual leaders and they do not want that this district to take a place in global economic zone but most of my district peoples are in favour of this project. I wish you all best and hope that your project will start very soon. As a resident of that district I also sent mails to my friends to start campaign in favour of this project. Your work should not stop for some vested intrests. If you want any help which is within my capacity you are welcome.

Prabodha Kumar Mishra, Kuwait

Email: devmish_deva@yahoo.com Phone: 009656079397

Nice to see that POSCO is doing a lot of activities and is planning to do even more. Welcome POSCO to partner India in development of Steel Industry.

Best Wishes

Sudhir Kumar, Delhi

Email: aksnambiar@hotmail.com

Delighted to see this project on your website. I am sure this project, step taken by you and Govt of Orissa will boost economy of our country and state as well and also provide ample job opprtunities.

Subash Kumar Palai, Orissa

Email: palai_subash@yahoo.com Phone: 9323585974

Our felicitations to the POSCO management for obtaining release of detained officials.

Rahul Bhonsle

Email: rkbhonsle@gmail.com; Phone: 09899692368

I, M.Shalini Rao, a student of Delhi University, has recently received a scholarship from POSCO India for Academic Excellence. I would like to convey my sincere thanks to you at POSCO India for giving these scholarships and thereby encouraging students like me to excel in our educational endeavors. Thanks a lot.

M .Shalini Rao, Delhi

shalinirao_yamunaent@yahoo.co.in; Phone: 011-26967890



BIRTHDAYS!

*Raj Gopal Patra
November 10*

*Goo-Young Ahn
November 17*



Tryst with the Trouble Monger

Before I begin, let me introduce myself, I, Dipak Ojha, the sole Oriya hostage on the fateful 13th of October, was made into a reluctant celebrity by media. Through PINE, allow me to share my experience related to Abhaya Sahoo with you.

Prologue

To be very frank, I had a different image of Abhaya Sahoo in mind prior to the incident. I thought of him as someone rooted to the ground; a genuine advocate of people's concern and so on. To my utter disappointment from his starched pristine white dhoti to his high chair among the emaciated squatting villager, he was a complete antithesis.

The Drama Begins

To recapitulate, the story started on 12th Oct 2007 when Mr. KS. Choi, Mr SH Nam, Mr TJ Ahn and I started from Kujang to check the route alignment of plant Electricity and work progress of coastal road. Entire 12th was spent in surveying the electricity route alignment so we deferred the coastal road survey to the next day. Next day while checking the progress of coastal road, the driver of our vehicle came rushing and informed that people have gheraoed the vehicle. We found a shouting mob of about 20 people with high sticks and bows. They forcibly led us to Dhinkia, on the way our equipments were snatched and we were physically assaulted. Finally after walking for about 3 kms in hard sun, we were produced before the proverbial Abhaya Sahoo.

Spectacle

Amid the hullabaloo, Mr. Sahoo, peering from his soda bottle glasses, ordered us to cower and sit on the ground, in front of the squatting villagers while he himself adorned a red plastic chair and issued orders.

Sahoo asked us to produce identity cards. The moment he was sure that we are from POSCO-India, he started contacting the

media with a sense of urgency over his mobile. Interestingly, I noticed that Mr. Sahoo's mobile and WiLL phone is charged from a car battery as the village has no electricity. Here comes the funniest bit, the moment the WiLL phone rings, one of the followers' rushes to pick up the receiver and obediently holds it close to Mr. Sahoo's mouth!

I couldn't conceal my surprise on seeing Mr. Sahoo flanked by couple of villagers fanning him continuously. Forgive me for my limited social outlook, but I thought we had left these kind of servility long before and probably barring religious gurus no one

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else had such privileges. Time to time followers rushed in with glasses filled with coconut water and paan for him.

However, in the seven hours of detention, not even once, we were offered water. In Orissa, wherever you go people would offer food and water irrespective of status. To me it was a sharp deflection from the local tradition on the part of Mr. Sahoo's camp.

Nonetheless, Mr. Sahoo is indeed very fortunate to maintain a lifestyle of a feudal lord in the 21st century. He doesn't have to budge, lift a finger or even break the thinnest of straw into two as long as his spell holds in Dhinkia.

Climax

As Mr. Sahoo was busy cashing in media, we got a chance to interact with Dhinkia villagers. Mr. Choi and I tried to convince people that industrialization can only bring prosperity to the area and thereby improve

the living standard of people. Mr. Choi vehemently maintained that worldwide industrialization has been the only way to growth. In front of about 500 villagers, Mr. Choi tried to expose Mr. Sahoo's true colours by maintaining that he is not a well wisher of village rather he is misguiding the innocent villagers. I found Mr. Sahoo in troubled waters. He was literally stumbling and digressing from the topic while facing queries from Mr. Choi.

After about seven hours of detention Mr. Sahoo asked us to put signature in an agreement which stated that "POSCO-India officials will not enter the area nor would they construct any steel plant there". Surprisingly, local police also requested us to put our initials on the agreement. However, we were adamant all through and finally at the behest of local police, were released in the evening.

Epilogue

As an individual who has spent about seven hours in Mr. Sahoo's company, let me conclude that I found him to be a mundane flesh and blood character, hankering for media attention. All rhetoric on 'paana, meena and dhana' (betel, fish and paddy saving movement) is just hogwash.' The fact that the villagers are simple and innocent helps Mr. Sahoo in his personal agenda for recognition. I am hoping that soon villagers would be aware of the benefits of industrialization and overcome the mythical Abhaya Sahoo that they have unknowingly created.

(The views depicted in the piece are exclusively the author's)

