

## CORPORATE MESSAGE

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Dear Colleagues,

We have taken unplanned shutdowns of two furnaces at Therubali and two furnaces at Choduwar which has adversely affected FY15, Q2 performance. This is due to unusual delay in statutory clearance of one of our mines. We are taking all possible steps and hope to get the necessary clearance very shortly. These shutdowns have necessitated re-planning of major maintenance activities like furnace relining. The objective is to make up the shortfall in production as soon as possible, once the operation restarts.

We have just announced the HSE Reward Scheme. The targets set for HSE Rewards are reasonable. Going by the increased awareness and participation in HSE activities in all locations, I am confident those targets shall be achieved. The recently launched CI (Continuous Improvement) Cell has already taken up production related initiatives, which have the potential of streamlining important processes. Wholehearted participation of all operations personnel in CI and TQM activities is sure to bring significant benefits.

LDA (Low Density Aggregate) Plant at Choudwar is now commissioned and is in the final stage of stabilization. It's a proud moment for us to pioneer this environment friendly project of producing aggregates out of fly ash from our power plants.

With best wishes,

  
Jayant Misra  
Director (Corporate)



## Launch of TPM at IMFA



TPM or Total Productive Maintenance, the latest in Maintenance philosophy, is being adopted by Industries across the world. At IMFA, the TPM was initiated through recently constituted CI Cell (Continuous Improvement), covering manufacturing, production, and power generation facilities. The programme was formally launched by Mr. Subhrakant Panda, Managing Director, on 26th June'14 in presence of senior executives at CHQ, BBSR, followed by inauguration of "Uddan Cell" and "TPM Mascot". Mr Panda stressed on successful implementation of TPM through commitment and dedication.

TPM will help achieve organisational business goals and vision of IMFA viz, managing existing assets efficiently and creating a culture of learning, performance and intra-preneurship .It will also benefit employees by increasing awareness on plant and machineries, improving skill, creating safer work environment and increasing ownership.

Mr, M. Moharana, Head CI Cell, shared details of the TPM implementation plan. While 279 executives have already been trained so far, the target is to cover employees across sites by March'2015.



## SGAT PROGRAMME HELD AT NUASAH MINE :-

Environment-Cum-Mineral Awareness Programme under the aegis of Geo - Scientist and Allied Technologist was conducted on 15.09.2014. Competitions like Essay, Mineral Identification and Quiz were conducted for students from 10 different Schools of nearby Panchayats in our buffer zone. S Bhargava, GM-NCM, R C Mohanty, Advisor SGAT, Maheswar Behera, RM (OMC) & L Mahapatra, DGM (Mines), NCM were also present. Prizes were given to winners and participating students. The students visited the mines to get exposure to mining activities.





### Leadership Development Program: "UTKARSH-II"

Utkarsh – The Leadership development initiative that is being driven aggressively and passionately at IMFA reached yet another milestone in its journey of pursuing excellence.

With the 24 participants of 'Utkarsh II' deeply engrossed in discussions, case studies and activities, the programme saw the high potential at IMFA challenging their best. The highlight of the 3-day 'Action Lab II' was the movie 'Moneyball', thoroughly enjoyed by participants as they could relate to events showcased therein with competencies explored during the program.

Conducted on 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> August 2014, the program saw a good mix of participants from across locations. This was the second in a series of three such planned interventions, which addressed essential elements such as Intra-preneurship, Strategic thinking, Decision making, Delegation and much more to enable managers to hone their leadership abilities.

Complementing the learning sessions, participants are also pursuing 'Action Learning Projects' (in teams) that are currently relevant to IMFA. The ALP review took place on 9<sup>th</sup> September, where teams made presentations on the progress of their ALPs.

Utkarsh II is scheduled to conclude by the end of November 2014.





## Innovation of white LEDs

Brahmanand Mohanty, Ph.D.

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This year's Nobel Prize was announced last week, recognizing three Japanese scientists for having invented an energy-efficient and environment-friendly light source – the blue light-emitting diode (LED). The Nobel prize winners were able to produce bright blue light beams from the semi-conductors in the early 1990s, paving the way for the creation of white LED lamps that are long-lasting and are constantly improved, getting more efficient with higher luminous flux (measured in lumen or lm) per unit electrical input power (measured in watt or W). The most recent record is just over 300 lm/W, which can be compared to 15 for incandescent light bulbs and around 60 for fluorescent lamps.

According to the International Energy Agency (IEA), lighting alone represents 20% of the total world electricity consumption. Switching over from the traditional lighting to LED lamps will not only contribute to huge energy savings but also reduce the huge need for the Earth's resources because LEDs are expected to last up to 100,000 hours, compared to 1,000 for incandescent bulbs and 10,000 hours for fluorescent lights.

Moreover, the LED lamp holds great promise for increasing the quality of life for 1.5 billion people around the world who lack access to electricity grids. The low power requirement of the LED lamp makes it now feasible to light up homes with solar power whose cost has been steadily decreasing over the last few years. To better understand what it exactly means, let us assume that a typical family consists of 5 members, hence the 1.5 billion people lacking access to electricity represent 300 million families. If each family lights up a single 60 Watts incandescent bulb during 5 hours a night, it would

mean burning of 160 kg of coal per annum. If one extrapolates this number to the 300 million families, it would mean burning of 48 million tons of coal per annum. Moreover, it would need commissioning of 18 GW of additional thermal power plants at an astronomical investment of INR 108,000 crores.

This single disruptive innovation of the Japanese scientists has resulted in the dissemination of LED lamps in the market that have achieved a factor-10 improvement in the efficiency in comparison with the incandescent lamp invented by Sir Thomas Edison. So by replacing the 60 Watts incandescent bulb by only 6 Watts LED lamp, the investment needed for the power plant and the amount of coal burned in them will also undergo a factor-10 reduction (avoiding the construction of 16.2 GW of power plant and around 97,200 crores of investment). On the other hand, lighting up the 6 Watts LED lamp in each of the 300 million houses for 5 hours every night would mean investing in roughly 2.4 GW of solar power system, or an incremental investment of 28,800 crores, which is less than one-third of the 97,200 crores avoided in the thermal power plants.

So what do all these numbers signify and to what extent are they relevant in the present context? Today humanity is using the equivalent of one-and-half planets to provide the resources we use and absorb our waste. This means what we use today takes the Earth one year and six months to replenish. In other words, we have already used up



our quota of resources by the month of August and are borrowing for the remaining 4 months in the year in order to fulfill our needs and consumerist lifestyle. Will any commercial bank entertain borrowing money beyond the amount that has been deposited? While our Earth has been gracious to allow us to borrow heavily over all these years, it has now started complaining, in the form erratic weather patterns, droughts, floods, cyclones, sea level rise, etc.

Consider the case of crude oil that the Nature took roughly 150 million years to form; our industrial activities over the last one and half century have led to 50% depletion in the crude oil reserves; in other words, we have crossed the "peak oil" and if we continue to exploit the crude oil in the same pace as in the past, the world will run out of oil in a much lesser time frame. In the same manner, we are mindlessly exploiting all forms of natural resources to satisfy our "greed" and we will have to face the grim situation of resource penury in not-so-distant future.

The generation and use of fossil fuel produced in thermal power stations are highly inefficient: less

than 5% of the coal energy is used for lighting the incandescent lamp due to the huge losses in the power plant, transmission and distribution networks and the end-use appliance itself. Similar to the story of the incandescent light bulb, much of our human activity is grossly inefficient. An ounce of gold is being extracted from a ton of rock. Roughly 80% of the world's fresh water goes for irrigation, but as much as 65% of this fresh water is lost before it reaches the farm. All these have a huge ramification in the manner in which we exploit the finite natural resources of our planet today.

The world has gone through several waves of innovations since the early mechanization. Water mills gave way to steam power by 1840s and internal combustion engines in the early 1900s. The middle of the 20th Century witnessed a booming of automobiles, and mass consumption was encouraged to support mass production. By 1990s, information and communication technologies created a further revolution in the way we think and act. But all these waves of innovations have not only contributed to our living beyond the Nature's replenishing capacity, and but also trashing our planet and warming the globe. Unless the next wave of innovation deals with the present challenges and predicaments, we shall perish like other civilizations that flourished beyond their means.

In this sense, the LED discovered by the Nobel prize winning scientists serves as a beacon of hope, sending the signal that we need to achieve dramatic resource productivity like the LED lamp, contributing to a factor-10 reduction in the use of natural resources, striving to meet the basic needs of the deprived population and addressing the challenges of climate change.

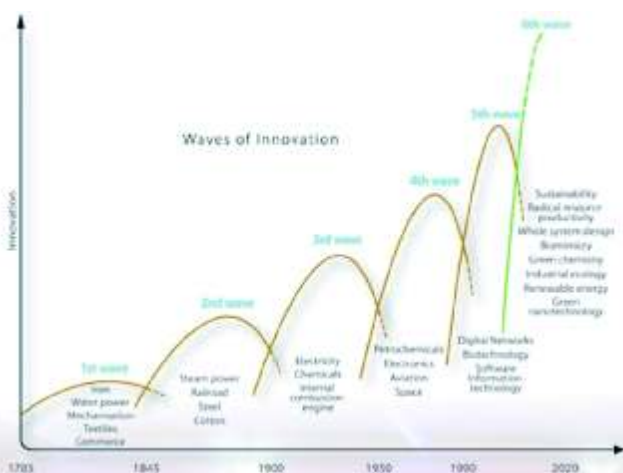


Figure: Cycles of technological innovations  
 (Source: Ernst von Weizsacker et al, 2009)

## CSR activities at IMFA

### Construction of Toilet in Angul Mahila Mahavidyalaya : UCL

On request of the Collector & DM, Angul, UCL built Toilet facilities in Angul Mahila Mahavidyalaya, the only Women's college at Angul. The college has 1250 students of which 270 stay in the hostel within the campus. On 30.08.2014, the Hon'ble MLA of Angul Sri Rajani Kant Singh inaugurated the Toilet Unit in presence of Sri Sanjeev Das, Director, UCL, Sri Gaura Krishna Singh, Principal, Angul Mahila Mahavidyalaya, staff & students of the College.



### Distribution of saplings to Schools & Other Institutions: Nuasahi

An awareness drive on 'Role of plants in creating a healthy environment' was started for school children from 7<sup>th</sup>-14<sup>th</sup> August 2014. Five thousand saplings of forest and fruit bearing plants were distributed to schools, colleges, clubs and temples under Dhanurjayapur, Bangore, Soso, K. Balipal & Padiarypally GPs in our buffer zone.

### Plantation Program: Sukinda

Plantation was undertaken inside Kaliapani Panchayat office premises on 29.08.2014 and at Yubasakti Nodal U. P. School, Benagadia in Chingudipal GP for beautification of school premises.

The programme was inaugurated by Mrs. Bhagabati Mohanta, Chairman, Sukinda Block in presence of Sarpanch & Samiti Sabhya of Kaliapani GP, Mr. S. Patni, Sr. GM (Mines), Company officials including Mr. Samarendra Swain, Sr. Officer (Horticulture), local leaders & villagers.







### Bansidhar & Ila Panda Foundation Activities

Foundation laid for Industrial Training Center at Sukinda

Bansidhar & Ila Panda Foundation laid the first brick of an Industrial Training Center (ITC) on 14/08/2014 for skill development in Sukinda valley, Jajpur district. The proposed ITC will empower youth of the state through technical training and education in different skills. The training center, to be operational in 2015, will initially impart three types of training in Fitter, Electrician and Welding as per National Council of Vocational Training guidelines and will eventually evolve to impart short term training in other areas.

Speaking on the occasion, Shaifalika Panda, CEO, BIPF said "India has the world's largest youth workforce and skill development is a significant challenge. This ITC is a step towards reducing the gap in demand and supply of skilled manpower. Being the first ITC in Sukinda, it will equip local youth with skills both for employment and entrepreneurship" Sukinda MLA Mr Priti Ranjan Gharai, Ashok Behera, VP (Projects), Purnojay Behera, VP (Mines), other executives, Chairman & Vice-chairman, Sukinda Block, Sarpanch, Samiti Sabhya of Dudhujori GP and other dignitaries were also present at the Foundation ceremony.



### Relief to Flood Victims: Nuasahi & Sukinda

In response to the devastation, caused by incessant rains and severe floods in Hatadihi block of Keonjhar Dist and Dasarathpur & Jajpur blocks of Jajpur district, Bansidhar & Ila Panda Foundation and IMFA distributed food, tarpaulin sheets and essential commodities through the district administration for immediate relief to victims in affected areas. 1000 flood victims benefitted from this timely support of the Foundation.

## Rural Health Camp:Therubali

A Free Rural Health Camp was organised on 12<sup>th</sup> July 2014 at Village Gunakhal under Therubali Grampanchayat. Dr. P. K. Kar I/C IMFA Hospital along with Dr. L. Nbaghel & paramedical staff treated the villagers and distributed free medicines to 125 patients. R. R.Mohanty GM-HR & Admn inaugurated the camp in presence of Sarpanch, Sri Prahallad Hikaka & other village leaders.



## Education

### Study Materials Given at Therubali

Essential study material like note books, writing material & compass boxes etc. were distributed to 4873 students of 34 schools in seven Gram - panchayats including Therubali, Khedapada, Kartikaguda, Dumuriguda, Suri, Bada Khilapadar and Bhatpur under Kolnara & Bissam Cuttack Blocks.



## Financial assistance to Students : Therubali

Financial assistance was also given to five needy students of villages under three Gram-panchayats for higher studies at ITI and college level education. K.V.Rao Sr. GM Mfg (FA) & GM (HR-ADMN) distributed the cheques in presence of Senior executives.



## Infrastructure Development: Sukinda

The roof of a bus shelter constructed by IMFA in 2009-10 at village Bimbilo Chhak of Mangalpur-Tomka road, had been damaged by heavy rainfall causing inconvenience to passengers. To prevent & stop water leakage of water BIPF rebuilt the shelter by grading the roof as the shelter, located at a vital junction is being used by the villagers and passers-by.



### Community Development: Choudwar

Computers were donated to Ila Panda Community Center at Shankarpur, Choudwar by EIC, IMFA Choudwar on behalf of Bansidhar & Ila Panda Foundation on 29<sup>th</sup> Aug 2014. Students who commute from villages to study at Choudwar College/Gokhale Ideal Junior College as well as school students of the area can avail of computer facilities at the community center. Sarpanch, Shankarpur village elders and students of Gokhale College were present at the function. A tailoring training centre was also inaugurated at the centre. Ajay Mishra, GM (HR & Admin.) and Manager (PR) were present on the occasion.



### Football Tournament THV

A local football tournament was organised by Amardeep club Therubali. Mr. Jagannath Saraka Hon'ble MLA Bissamcuttack Constituency & other Govt officials were also present on this occasion Mr. R. R. Mohanty, GM HR-ADMN distributed prizes to the Winner & Runners-up Teams.



### Sports:- Therubali

To encourage sports activities among the tribal youth living in our periphery, sports material like football, jerseys, and studs were distributed by R.R. Mohanty GM-HR & Admn. to the Amardeep Youth Club of Village D. P. Camp and Maa Dharani of Village Elengalpadu under Therubali Grampanchyat in presence of local Sarpanches Mr. Prahallad Hikaka, Mr. Naransingh Kilaka and youth leaders.



### Water & Sanitation: Cold Drinking Water Supply Angul

One of the major intervention of the Foundation is addressing problems of drinking water and basic sanitation. The foundation commissioned a Drinking Water Supply unit at CHC, Kosala under Chhendipada Tahsil. CHC, Kosala has a 20 bedded unit & provides medical services to all villages within the periphery of Utkal Coal Limited. On 30th August, 2014, MLA of Chhendipada Sri Susant K Behera, inaugurated the Cold Drinking Water Supply unit in presence of Sanjeev Das, Director, UCL, Dr. Trilochan Pradhan, District Malaria Officer, Angul, and villagers





## Project Unnati:



### Training in Vegetable Cultivation & Integrated Pest Management: Nuasahi

With huge market demand for vegetables and scarcity all over, BIPF organized training on Vegetable Cultivation & Integrated Pest Management for SHG members under Project UNNATI to encourage profitable livelihood options for vulnerable Tribal women groups. Training programmes were conducted in phases from 14<sup>th</sup> Aug- 12<sup>th</sup> Sept 2014 at Raighati, Mayuranacha, Tanala, Siadimala and Madhuban. 211 members of 19 SHGs were covered in seven training sessions. Of this 185 members have already started activities. Mr. Golak Chandra Pallai, Retd. Horticulturist was the resource person for the training.

### Implementation of Convergence Programs : Angul



IBansidhar & Ila panda Foundation undertakes convergence programme with the help of Government. The team, led by Ashis Das, Programme Officer Angul, has been successfully helping the community in implementation and monitoring programs like Biju Krushak Kalyan Yojana( BKKY), health insurance programme for farmers, implementation of SRI and Drum seeder technique in paddy seed treatment campaign, Farm school and cow-pea cultivation programmes, with the help of Agriculture Department, Govt. of Odisha. These programmes help increase production and provide sustainable livelihood for people in the area. Helping the Animal Husbandry department in vaccination of cows, bullocks and goats to reduce the high animal mortality rate, the foundation also contributes in poverty alleviation.





### Appreciation for Project Unnati Initiatives: Angul

ASHISH KUMAR DAS selected for training. These trainings have had significant and sustainable impact on the community. To further strengthen the process several Govt. Agriculture programmes like Health Insurance of the farmer community, System of Rice Intensification (SRI), Drum Seeder Demonstration in Paddy, Seed Treatment Campaign, Farm School, Training and capacity building of farmers and Cowpea cultivation were provided to the SHGs through the Block Agriculture Department, Banarpal.

The initiatives by Ashis Kumar Das, Programme Officer of the Foundation have been lauded both at the community and Government level. In recognition of his efforts the Block Agriculture Department has issued a letter of appreciation to the Foundation.

#### To whom so ever it may concern

Certified that "Bansidhar & Ila Panda Foundation", Angul Branch, Dist: Angul through its staffs dedicatedly helped us in successful completion of Biju Krushak KalyanYajona (BKKY), a health insurance programme for farmers in Sakosinga G.P., Block: Banarpal, District: Angul. Along with this the foundation is helping us in successful implementation of SRI, Drum Seeder techniques in Paddy, Seed treatment campaign, Farm School, Training and Capacity Building of Farmers and cowpea cultivation through two Women Self Help Groups of the Sakosinga G.P.. The foundation is also mobilizing farmers for various programmes.

I wish the foundation all out success in their future endeavors.

Memo No

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Date

20.8.2014

Angul  
20.8.2014  
Asst. Agriculture Officer  
Banarpal Block  
Dist: Angul

CC: The Programme Officer, Bansidhar & Ila Panda Foundation, Angul

(Sumant Kumar Nayak)

Assistant Agriculture Officer, Banarpal

Angul  
20.8.2014  
Asst. Agriculture Officer  
Banarpal Block  
Dist: Angul



Ms V Indira Rao, Principal, Chinmaya Vidyalaya Therubali, conferred with  
CBSE National Teachers Award 2014

Ms V Indira Rao, Principal, Chinmaya Vidyalaya Therubali was conferred with CBSE National Teachers Award 2014 by the Central Human Resource Development Department, for innovation in the field of education. HRD minister Ms Smriti Irani presented the award on the eve of Teachers' Day at New Delhi. Ms Rao was selected on the basis of academic efficiency, improvement, love for children, perseverance and commitment towards education and reputation in the community. With more than 15 years' experience in education, Ms Rao has always encouraged students to take up innovative projects for participation in National Children's Science Congress. Simultaneously she has encouraged professional development of teachers by organizing micro-teaching classes and seminars. She has also been instrumental in implementing the E5 model (Engage, Explore, Explain, Elaborate, Evaluate) in school, for overall growth of students and teachers.

## Achievements by the children of IMFA Employees: CDR

Miss Sharmishta Dash, d/o Mr Akshya Kumar Dash of R & B dept who is studying in Class -V in DAV Public School, CDA, Cuttack has been awarded 1<sup>st</sup> Prize in the Light Vocal Music competition in Co-curricular activities for the session 2013-14.

Miss. Debashree Haldar d/o Mr Debasish Haldar of 120 MW PP (Mech) dept, stood 1<sup>st</sup> Class First in M.Sc. Biotechnology from Indian Academy Degree College under Bangalore University in the year 2014. She is now employed at Bharati Ana Ltd., Bangalore.



## Sports

**Inter-village Volley-ball Tournament: Therubali**  
 An inter-village Volley-ball Tournament was organised with the support of IMFA on 15th August 2014 at IMFA playground with participation from 10 local teams. The Therubali Tallisahi Team were the champions. Mr.K.V.Rao Sr.GM Mfg (FA) was the Chief guest & inaugurated the tournament in presence of local Sarpanches & Youth Leaders. Prizes was distributed by Mr. R.R.Mohanty



### VPCA at Sri Sri University Commencement Day

Sri Sri University observed the Commencement Day of BBA Programme on 16th August, 2014 at its campus near Cuttack. Sanjeev Das VP, Head-Corporate Affairs & Legal attended the event as Chief Guest. He addressed the gathering and shared his vast corporate experience with students & parents, in presence of Mr K C Mishra, Vice Chancellor and other distinguished guests.

### Shanti Committee Get together : Therubali

A get-together was organized at IMFA Guest house on 03-09-2014 with the Shanti Committee(Peace Committee). Local leaders of different villages of Therubali, Kartikaguda, Dumuriguda, and Khedapada Grampanchayat were present. The Committee has been set up to create and establish goodwill & comraderie between the company, workers and people in the community. They had a courtesy meeting with K.V Rao Sr. GM Mfg (FA), Mr. R. R. Mohanty, GM-HR&Admn & and other senior executives of IMFA.



### MLA Bissamcuttack Consitituency visits Therubali

Mr Jagannath Saraka Hon'ble MLA Bissamcuttack Consitituency visited Therubali on 27-08-2014. Mr. R. R. Mohanty GM-HR-&Admn. had a courtesy meeting with him in presence of local Sarpanchas Mr. Prahallad Hikaka, Mr. Narasingh Kilaka and other village leaders.



## Celebration of Raja Festival: CDR

The Raja festival was organized at IMFA staff club on 15.06.2014. It's one of the traditional function of Odisha celebrated with in honour of Mother earth and women and young children. Three well decorated Raja Doli (swings) were installed at Staff Club for ladies & children. In the evening a colourful cultural programme was organised by the Colony Children. This was followed by the dinner for employees & their family.



## Guru Divas at IMFA Employees Club: THV

IMFA Employees' Club, Therubali, celebrated a Cultural Evening (Sanskrutika Sandhya) on Gurudibas on 5th Sept'14 in its premises at Gopabandhu Nagar Colony. The cultural programme was inaugurated by K.V.Rao, Sr General Manager-Mfg.(FA) & Mr R. R. Mohanty, GM(HR & Admn) & President of the Club. Dance proramme was presented by students of IMFA Project U. P. School & Chinmaya Vidyalyaya Therubali in co-ordination with IMFA Ladies Club. The programme was followed by dinner.

## Rakshya Bhandhan: CDR

On the occasion of Raksha Bandhan, members of Prajapita Brahma Kumari Association, Choudwar, tied rakhi to Mr. D. Senapati, Vice President – Mfg (FA) & EIC, Cdr, Sr. Executives and Employees on 10.08.2014. It was followed by Sweet Distribution.



## Independence Day



## Kalinga Vidyapitha

At Kalinga Vidyapitha the Indian Independence Day was celebrated in presence of the School Managing Committee, teachers & students. The National Flag was hoisted by Ajaya Kumar Mishra, GM – HR & Admin and who also took the salute of March past by school students



## Independence Day

### Therubali

The 68<sup>th</sup> Independence Day of India was celebrated on 15<sup>th</sup> August, 2014 at IMFA, Therubali. The National flag was hoisted by K.V.Rao, Sr GM Mfg.(FA), at Admn Building inside the factory premises. Sweets were distributed to children. Independence Day was also celebrated by IMFA Employees Association, IMFA Thikadar Karmachari Sangha (contractual workers), Chinmaya Vidyalaya, Govt IMFAL Campus High School, IMFA Project Upper Primary School, Therubali Industrial Training Centre (TITC) & UMSL.



### Sukinda Mines Chromite

The 68<sup>th</sup> Independence Day was celebrated at Sukinda Mines Chromite with much pomp and ceremony. The National Flag was hoisted by S Patni, Sr. GM-SMC in presence of all employees and their family members. After flag hoisting, and singing of the National Anthem, sweets were distributed to all.

### Nuasahi Chromite Mines

At the NCM Administrative Building. Security Personnel of IMFA along with Group-4 flock displayed colourful parade and sang the National Anthem after the hoisting of Tri-colour by Sri S Bhargava, GM-NCM.

At Boula Region Chromite Mines Workers Union (BRCMWU), Dr.L P Mohanty, DGM (Medical), NCM hoisted the Tri-colour at the Union Office. in presence of the Union Secretary, members and all employees.



### Choudwar

At IMFA Choudwar on 15.08.2014. Bijayananda Mohapatra, VP – Operations (Power ) hoisted the National Flag in front of the Admn. Building. S C Parida, Senior Employee hoisted the National Flag at IMFA Recreation Club, Colony -II. It was followed by a brief speech by some Senior Officials & members from IMFA Shramik Pratinidhi Mandali. The programme ended with distribution of sweets.



MR. B MOHAPATRA HOISTING FLAG ON 15TH AUG



## DIVINE & DIVINITIES



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